#### INNOVATION

Research for Tomorrow's Agriculture

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# Agri is our Culture

From Biblical Times to Nowadays



### **Necessity** is the mother of invention



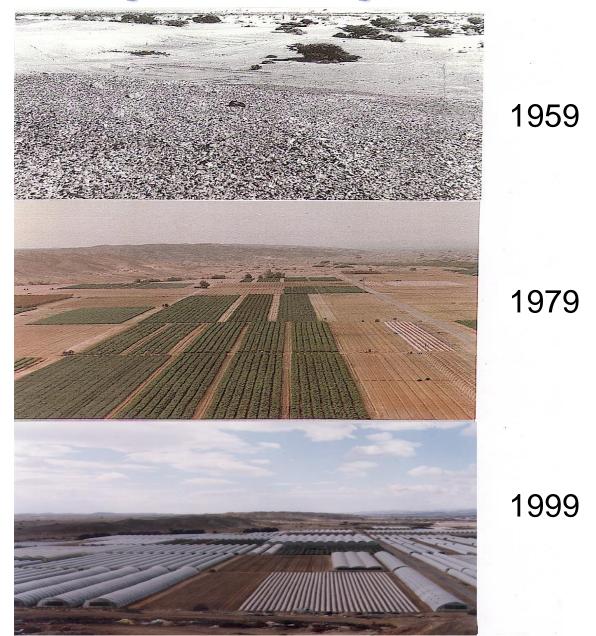


# **Drip Irrigation**



## Desert: past and present









#### R&D - Potential extension of Water Resources

Irrigation technologies, purification and recycling, desalination

- Marginal water saline and brackish water
- Waste water treatment technologies and recycling
- Desalination technologies
- Water saving: drip irrigation improved irrigation practices, precision agriculture, leak prevention.



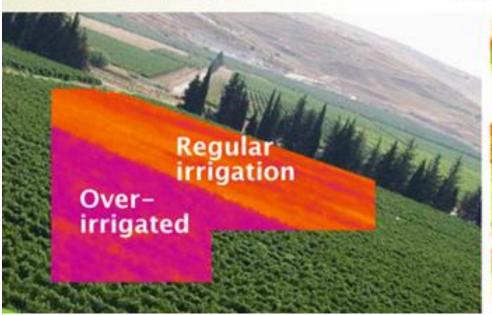
# Precision Agriculture Thermal Imaging for Water Status Mapping

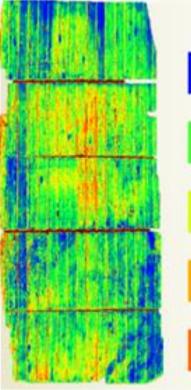
Thermal imaging exposes differences in water status of plants which cannot be detected visually.

With adequate analysis and models thermal images can be transformed into:

Water status maps

for decision-making in irrigation





Legend:

Over-irrigated

Regular irrigation

Low stress

Medium stress

Severe stress

# Shading with different color nets







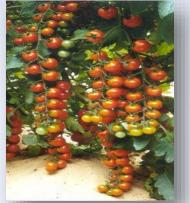
## Effects of blue or yellow nets on lupine







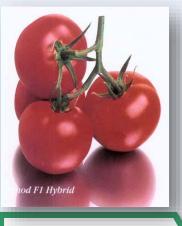
# Market directed breeding



Yield



Shelf life



Taste & appearance



Nutritional quality

<1970' 1980' 1990' 2010'>



## Development of Functional Tomatoes







#### Major goal:

Develop elite, fresh market tomato cultivars possessing fruits enriched with key functional metabolites: carotenoids (mainly lycopene), Vitamins C and E, flavonoid compounds

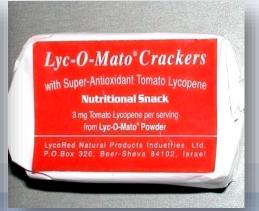


# Noteworthy Achievements:

- Breeding and introducing elite high pigment to fresh-market tomato cultivars.
- Identification of genes and gene interactions contributing to increased nutritional quality in fruits and vegetables.







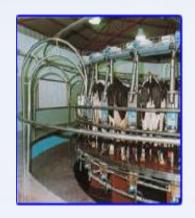


# Genomic selection in the Israeli dairy cattle

The use of genetic markers to increase rates of genetic progress in breeding programs

Cows with potential for high yields of milk have been bred- development of special feeding equipment and automatic milking – has led to saving in manpower and hygienic. The Israeli cow gives an average of 11,681 kg of milk per year, significantly outpacing every nation in the world.

Genotyping with BovineSNP50

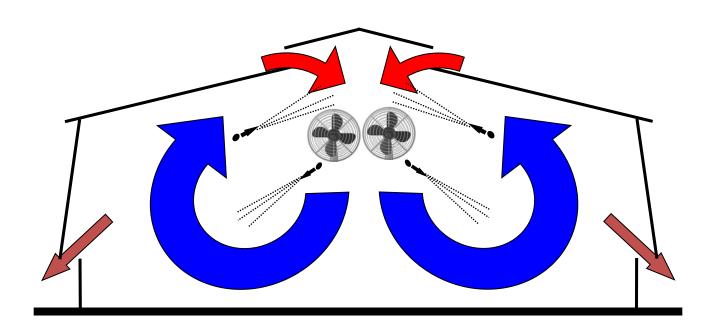




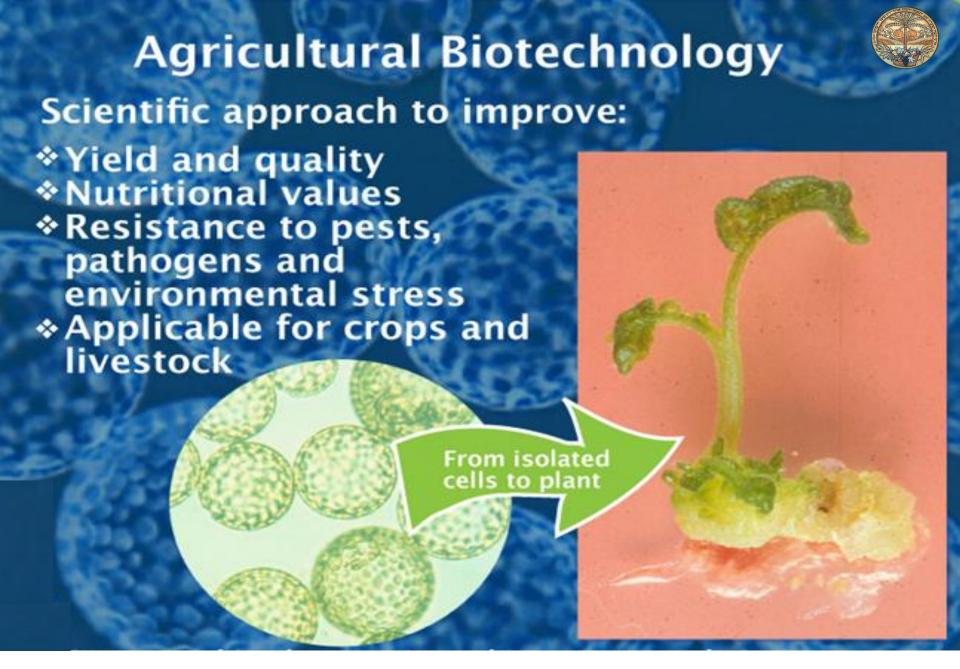
### **Increasing Animal Welfare**



#### **ARO Cooling System**



- Saves 8%-10% on infrastructure
  - Saves 20% on energy costs.

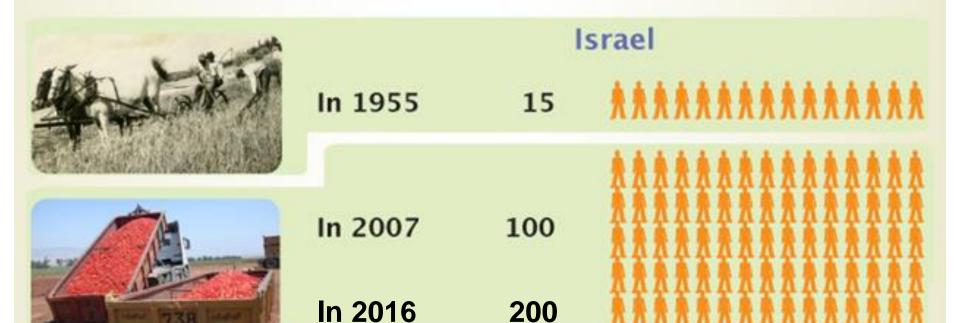


Commercial implementation subject to EU regulations

#### **Improved Efficiency**



#### Number of People Fed by One Farmer:



#### Worldwide

In 2007

Developing countries: 2-20 Developed countries: 90-120

# Innovation/Sophistication in Postharvest Practices in Israel





# Grain Storage Technologies in Israel



