

IN THIS ISSUE

issue no.5 / May.07

Content

A Sense of Taste from Fruit Logistica, Berlin 2007	3
A Sense of Taste from Expo Culiacan, Mexico 2007	4
Shandong Province farmers in China show great interest in <i>Zeraim Gedera's</i> new level of cooperation	4
"Migros", a major Turkish supermarket, will sell "Harmony" all around Turkey	6
Nutritional facts & figures about sweet peppers	7
95% of usable plants has become a reality at <i>Zeraim Gedera</i>	8
The world of vegetables	10
The global pepper revolution of <i>Zeraim Gedera</i>	12
Agrotechnical Updates - Pepper Crop	13
A Taste of <i>Zeraim Gedera</i>	14



Dear family of customers

The Zeraim Global Community continues to grow. In 2006 we increased our turnover and profits, adding many new members to our global community. We anticipate significant growth mainly in North America and China due to the introduction of new, improved varieties of pepper, tomato and watermelon.

This is the time for our customers in Israel, Spain and other markets to choose their pepper varieties for the coming season. *Zeraim Gedera* peppers have many advantages and benefits, such as good setting under varied conditions resulting in excellent yield, a high percentage of top quality, marketable fruit and excellent vine storage that enables the farmer to adjust supply of product to the periods of high prices.

Our agronomists will be happy to assist you with the choice of varieties and give all the necessary information about our assortment, so please feel free to ask any question you have.

We know this decision is not easy and is crucial to your success and, therefore, we shall do what it takes to support you, as always.

Yours,

Ohad Zuckerman
President & CEO



From the editor's desk

We are happy to announce the chosen name for our Company newsletter: "Seasons & Tastes".

This newsletter is designed to give each and every one of you a wide variety of topics to read about: new seed-priming machines in use at the Company plant, new pepper varieties on the shelf, agro-technical updates, fresh stories from the Fruit-Logistica and Expo-Culiacan exhibitions attended by *Zeraim Gedera*, where, for the first time, the Company launched its new campaign, based on **▲SENSE OF TASTE**.

For the complete promised enjoyment, we are providing you readers with nutritional advice and more.

Yours Sincerely,

Nitzan Kadmon, Editor
Email: nitzan@zeraim.co.il



A SENSE OF TASTE

from Fruit Logistica, Berlin 2007



FRUIT LOGISTICA 2007, the exhibition focusing on the international fresh produce trade, took place in Berlin in early February, and illustrated first-class quality with a comprehensive market overview of the entire fruit and vegetable market.

More than 42,000 trade visitors from 120 countries were on hand to learn about the products and services available at all levels of the global fresh produce trade.

Zeraim Gedera participated in the event for the third year in a row, and had a busy Fruit Logistica experience with the launch of its new "A Sense of Taste" campaign, designed to focus on consumers' needs.

"The Company has cooperated with the famous Israeli Hip Hop dance group of 'Shakatak'



"Zeraim Gedera's top class breeders are focused on meeting consumer demands, with the feeling that 'Great Taste Creates New Sense'," says Tal Franck, Marketing Department Manager. "Known for its expertise in developing innovative varieties, the Company has chosen a unique way to express the emotional and sensual feeling derived from taste", she adds. "The Company has cooperated with the famous Israeli Hip Hop dance group of 'Shakatak' to translate our message into body language, considering that every bite of fruit or vegetable creates an internal sense that can be expressed by body movement", says Tal. "Each crop produces a different sense of taste".



Ohad Zuckerman, our CEO, felt "a great differentiation from other Companies was demonstrated at our Company's booth".

Q: Do you feel the message was successfully passed on?
"I think so. That is what I heard from my business associates.

To sum it all up, Ohad stated he feels that "trends became facts and we are aiming towards the right direction".



A SENSE OF TASTE from Expo Culiacan, Mexico 2007



Expo Culiacan 2007, which took place in February in Culiacan, Mexico, is an important exhibition, focusing on growers and professional growing in Mexico.

The Expo exemplified first-class quality with a comprehensive market overview of the entire fruit and vegetable value chain, high quality booth presentations and top-ranking trade visitors with decision-making authority.

Thousands of visitors from many countries were on hand to learn about the products available in the international market.

For the 9th year in succession, *Zeraim Gedera's* 25 square meter booth stood out, launching a new campaign based on 'A Sense of Taste'. "As always", states Jose Luis Gonzales Beristain, *Zeraim Gedera's* America Desk Manager, "the attendance was pretty high, as most customers knew where to find us as *Zeraim Gedera* had participated for the last 9 years in a row. Furthermore, since we now have our R&D station not far from the Expo grounds, it was pretty convenient to take visitors to see our new varieties".

Q: What were the customers reactions to the Expo?

"I received positive reactions and the booth had the adequate personal support to answer any technical questions. We also had data sheets on hand for our products being promoted in the country."



Q: Were there any business success stories for the Company at the Expo?

"Of course", says Jose-Luis, "new contacts were made, large farmers visited our facilities since the Company is expanding in terms of product portfolio, and therefore, the amount of new clients and regions that we are starting to capture is increasing considerably. Presence and participation is crucial at such a key event as it is considered a very important agricultural exhibition worldwide."

SHANDONG PROVINCE FARMERS IN CHINA show great interest in *Zeraim Gedera's* new level of cooperation

Zeraim Gedera held an intriguing Open Day for farmers in 'Zeraim Gedera village' in Shandong, China. The Company has decided to "adopt" this village as part of its effort to support and strengthen the direct relationships with Chinese farmers.

The event took place in a village situated 65 km west of Shouguang, in Shandong Province. The area is considered one of the most important in China for vegetable production and, particularly, in tomato and pepper with a long-cycle production.

Zeraim Gedera sponsored a total of 78 greenhouses in this village (each one about 1.5 Mu; 1Mu=0.066 hectare) with *Zeraim Gedera's* tomato and pepper varieties and together with our distributor, Beijing Dongsheng Agricultural Technologies Development Co. Ltd. (BDA), we provided full-time technical support for the whole season.

There is an important wholesale market in this village that serves neighboring villages with a total growing area of 25,000 -30,000 Mu (1,700-2,000 hectare).

The Company's decision to adopt this village was taken due to the good agro-technical habits of the farmers and their open and positive approach to innovation.



The implementation and the success of 'Zeraim Gedera village' could not have been achieved without the great support and the excellent cooperation of the Wholesale Market Managers of the village.

The open day took place at two different locales inside the village. The first was located outside the Local Government office, with the participation of local authorities, officials from Shandong agricultural ministry, Johnson Zhu, BDA's General Manager, Amnon Eshet, Executive VP, Marketing, Sales and Business Development of *Zeraim Gedera*, Ofer Ben Zvi, General Manager of *Zeraim Hong Kong*, Alfredo Wachs, Agro-technical support of *Zeraim Gedera* in China, Janet Guo, Trial Officer of *Zeraim Gedera* in China and more than 350 local farmers.

Zeraim Gedera sponsored a total of 78 greenhouses in this village

The second location of the open day was in a number of chosen greenhouses. Alfredo Wachs says that "the reaction of farmers following that day has been incredible and enthusiastic. Shandong Agricultural

Channel TV covered the event repeatedly in a special program. The farmers showed a lot of interest in our varieties and asked us for professional assistance."



"'Zeraim Gedera Village' is a new concept presented in China by the Company, aiming at the promotion of seeds", says Janet Guo, adding that, "a few similar villages are due to be established."

Due to the great impact of this event, the Company is now considering extending this approach that will be of great benefit to both sides to other villages and areas in the near future; the local farmers and *Zeraim Gedera*.





“Migros”, a major Turkish supermarket, will sell “Harmony” all around Turkey



Interview with Avi Shamir
Vegetable Specialist in Turkey / avish@zeraim.com

In recent years the global market has become segmented. Products are found in open markets, supermarkets and smaller grocery stores. “The same applies in Turkey”, says Avi Shamir, *Zeraim Gedera* Vegetable Specialist in Turkey.

“As far as tomatoes are concerned, the demand in the Turkish market is huge. Tomatoes are consumed at every meal and in almost every dish: in salads, which are made mainly of tomatoes, meat dishes, with fish and cheese. One can almost say that tomatoes are a national dish in Turkey. To understand this one need only go to a local supermarket, for example Migros, to find that 120 tons of tomatoes are consumed there per day”.

Q: Does that include the entire range of tomato varieties?

“No, in Turkey, tomato consumption consists mainly of regular large tomatoes”.

‘Harmony’, one of our very attractive and tasty varieties, will be sold in Migros supermarkets all around Turkey.

Q: What about Cherry Tomatoes in Turkey?

“I do not anticipate great changes in Turkish eating habits. I predict that cherry tomatoes will be sold on a very small scale to specific markets in the country, for instance, in the city of Mersin, where cherry tomatoes are

used in a lamb liver dish.”

Mr. Shamir adds that, “mainly tourists and diplomats living in Turkey consume such tomatoes”.

“Our tomatoes, known for their deep red color and long shelf life, on which our breeders at *Zeraim Gedera* have worked very hard, are considered our Company’s specialty in Turkey, making us a leading company there.”

Q: What is *Zeraim Gedera* position as far as marketing is concerned?

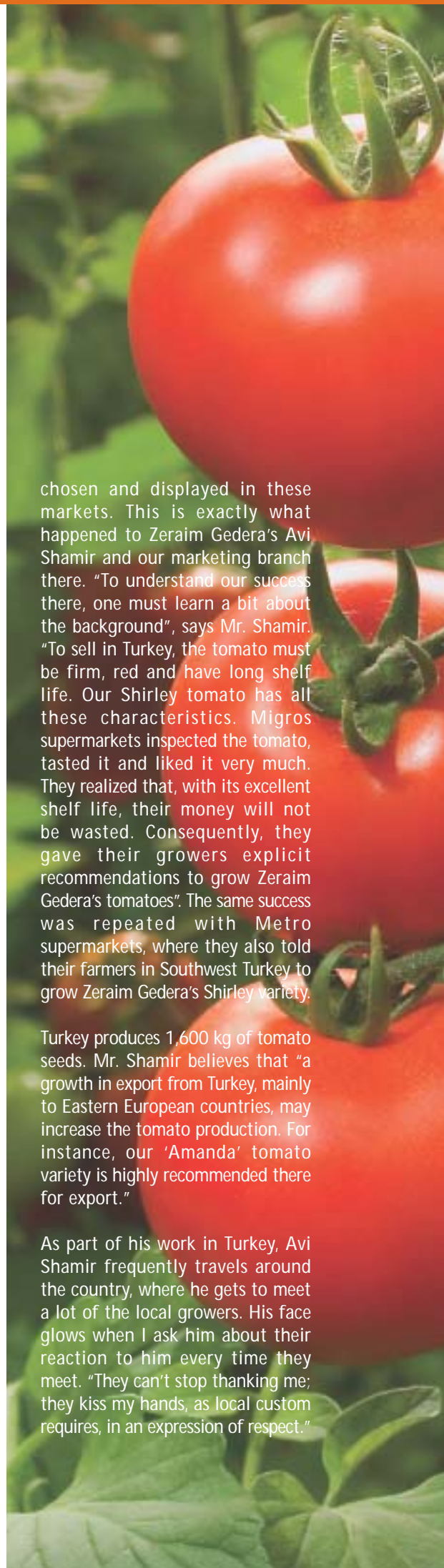
“After living in Turkey for so many years, I can tell you that *Zeraim Gedera* has managed to develop very strong ties with local markets. For instance, ‘Harmony’, one of our very attractive and tasty varieties, will be sold in Migros supermarkets all around Turkey.

We work according to very high standards to comply with Turkish demands. Our tomatoes, known for their deep red color and long shelf life, on which our breeders at *Zeraim Gedera* have worked very hard, are considered our Company’s specialty in Turkey, making us a leading company there.” The local population’s preference in Turkey is greatly affected by the supermarket chains. Every marketing manager aspires to have his products

chosen and displayed in these markets. This is exactly what happened to *Zeraim Gedera*’s Avi Shamir and our marketing branch there. “To understand our success there, one must learn a bit about the background”, says Mr. Shamir. “To sell in Turkey, the tomato must be firm, red and have long shelf life. Our Shirley tomato has all these characteristics. Migros supermarkets inspected the tomato, tasted it and liked it very much. They realized that, with its excellent shelf life, their money will not be wasted. Consequently, they gave their growers explicit recommendations to grow *Zeraim Gedera*’s tomatoes”. The same success was repeated with Metro supermarkets, where they also told their farmers in Southwest Turkey to grow *Zeraim Gedera*’s Shirley variety.

Turkey produces 1,600 kg of tomato seeds. Mr. Shamir believes that “a growth in export from Turkey, mainly to Eastern European countries, may increase the tomato production. For instance, our ‘Amanda’ tomato variety is highly recommended there for export.”

As part of his work in Turkey, Avi Shamir frequently travels around the country, where he gets to meet a lot of the local growers. His face glows when I ask him about their reaction to him every time they meet. “They can’t stop thanking me; they kiss my hands, as local custom requires, in an expression of respect.”





As for the customers, he says, "I will tell you a story. My wife and I do our home shopping in Fenerbahce, Istanbul, where we live. One day, while shopping in the supermarket, I saw a few 'high society' Turkish ladies approach the shelves where the organic vegetables and cherry tomatoes are kept. They grasped them in their arms, and appeared to be enjoying it a lot. However, they put them back on the shelf and went to the regular tomato shelves to fill their shopping carts. That tells you the brief story of the Turkish tomato market."

Q: Does the Company offer other products beside tomatoes to the local market there?

"Certainly, we have only recently introduced our Beit Alpha cucumber varieties, which I must say not surprisingly, are doing very well. Furthermore, our Dolma type pepper was introduced this year including two main varieties: an autumn and spring variety grown in the Eastern parts of Turkey and a winter variety grown in the Kumluca area west of Antalya."

"The potential of the Turkish market is vast and if we continue along the same path, the sky is the limit for us."

Good Luck to you, Avi!

NUTRITIONAL FACTS & FIGURES about sweet peppers

By: Dr. Sara Kaplan / Nutrition and Diet Unit Manager
Kaplan Medical Center, Rehovot, Israel

- ! Pepper contains 27 calories per 100 grams.
- ! Peppers are enriched with vitamin A, vitamin C and contain lots of fiber.
- ! The vitamin C naturally found in peppers, is known for its importance in the restraining of oxidization that may assist in the prevention of heart diseases and blood vessels.
- ! The consumption of pepper may help in preventing cancer diseases.
- ! The vitamin C found in peppers may decelerate the process of aging, so eat plenty!
- ! Eating pepper improves the iron absorption in the intestine.
- ! Pepper consumption improves the functioning of the vaccination system.
- ! The consumption of vitamin A found in pepper is crucial for night sight.





95% of Usable Plants has become a Reality at Zeraim Gedera



Interview with Iris Smirra
Plant Manager / iris@zeraim.com

Iris Smirra, Plant Manager at Zeraim Gedera, says - in reference to the Company's newly-inaugurated innovative priming treatment, "Ninety-five percent of usable plants has become a reality at Zeraim Gedera."

"Fruits and vegetables are sometimes like children. If the foundations on which they grow are good and stable, they flourish and grow up to be healthy. The same is true with children as with seeds; give them the right treatment and the best results will be realised."



Greenhouse (archive)

Zeraim Gedera introduced a professional APU unit aimed at using high technology methods to treat seeds."

"As a Company that is attentive to its customers worldwide, we understand and recognize the need to produce the highest quality seeds" says Iris. To this end, two years ago, Zeraim Gedera introduced a professional APU unit aimed at using high technology methods to treat seeds. This is done, mainly, in a process called 'priming'. "Priming is a treatment designed to improve the seeds and the rate and uniformity of germination," says Iris. "In this process, the seeds are dampened, their pre-germination phase is allowed to begin and before their roots are out, the seeds are dried again."

In response to my question about the advantages of priming, Iris said, "When the seed arrives at the nursery, it does not begin the process of full germination, which has been the procedure until now. This gives the farmer a huge advantage over un-primed seeds and, moreover, it enables us to grant farmers seedling uniformity and a faster emergence of the plant."

Nurseries, as well as farmers, benefit from the advantages of priming. "Nurseries have a given capacity of seedlings. Priming gives them a uniform release of all their plants. It also saves the manual labor of moving the seedlings from place to place, which has been the practice until now, due to the seedlings' lack of uniformity."

In 2005, Zeraim Gedera signed a cooperation agreement with the Dutch Company, Incotec, a supplier of advanced technology for priming.

"In order to provide the biotechnology service for priming, the company bought one of the most advanced automation systems of its kind in the world."

Q: Why did you buy this advanced system?

"The desire to provide a solution for our customers is part of our fundamental service concept. One of our most important plant objectives is to provide the highest possible seed quality, as our motto states, 'Because Every Seed Holds a Promise'. In addition, competition in the Spanish and other markets, where primed seeds are already sold, forced us to adapt to this professional world."

In order to provide the biotechnology service for priming, the company bought one of the most advanced automation systems of its kind in the world. "We bought machines linked to the control systems, that alert us to every deviation in activity," says Iris. "Today, I can tell you that the results are amazing, and we now provide the priming service to large markets, such as Israel, Brazil, Turkey, and Spain."

"Thanks to the introduction of this innovative technology, we've had many enthusiastic responses from growers, nurseries and even other Companies that have asked us to provide them with this service," relates Iris.

She has not been carried away by the method's success, and is aware of the problems that are liable to crop up. "First, if this is not done right, the seedlings could get damaged because we're intervening in their biology.

There is also the risk of disease because of the dampening process that seeds undergo. To prevent such cases, we deal with all problems during the process: harm to shelf-life, contamination, and so on. I can tell you that we utilize the most professional and organized procedures."

Iris declares, "We are sure of the quality of our priming, and we provide the same shelf-life guarantees that we provide with seeds that did not undergo this treatment. We stand behind every seed that we sell. The output proportion of seedlings is now more than 95%, which is fantastic by any measure. We've had no major problems to date. We're also on the ground to see the results and looking-out for ways to improve."

Q: What are the future plans for the plant?

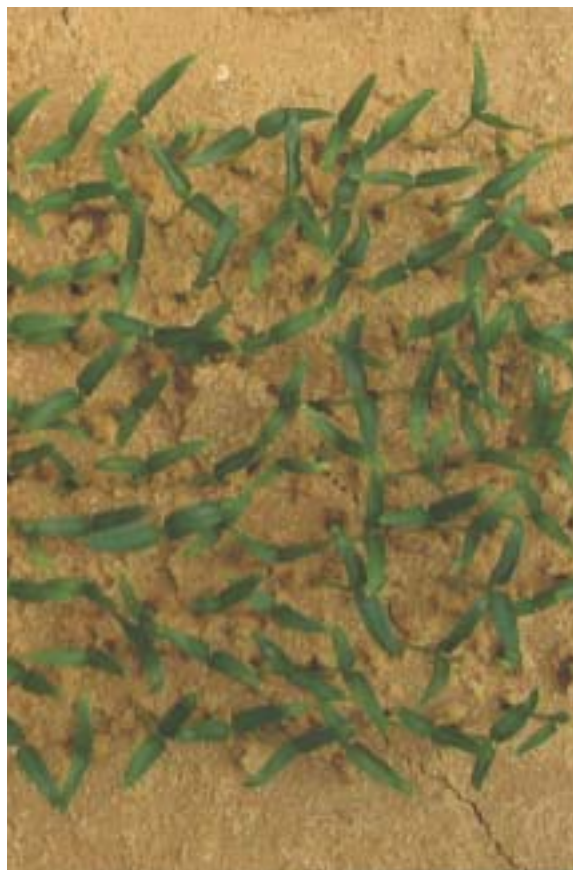
"Our goal is to launch the priming system in more markets. We want to expand the range of customers who will benefit from the treated seeds, such as North American consumers." In addition to priming, *Zeraim Gedera* has initiated innovative film coating and upgrading systems.

Q: What is the purpose of these machines?

"Seeds are coated with a uniform color for several reasons. First, it's safer for agricultural nurseries that work with pesticides. Second, it facilitates the identification of seeds in the field. Coating also facilitates the movement of seeds in seeders. For us, as a Company, this enables us to brand the seeds with a color that is identified with us."

Q: What is the upgrading system?

"This is a system that is designed to massively increase the proportion of seed germination, especially those that do not germinate well. Upgrading makes it possible to turn a low quality seed Lot into a germinated one that can be marketed. It can also turn good seed Lots into excellent ones."





The World of Vegetables

The first of two articles taken from the excellent Rabobank International Report ...
 "The World of Vegetables – challenges and opportunities for vegetable suppliers"
 with permission of Eric Baas, the author.

The vegetables sector is characterised by variety, not only in terms of the diversity of crops but also in terms of where they are produced - in almost 200 countries all over the globe.

Tomato is the world's major vegetable crop, with a global production volume of 125 million tons in 2005. Global vegetable production amounted to a total of 881 million tons and has grown by 56% in the last decade. Asia cultivates by far the most vegetables in the world and has also shown strongest growth over the last decade.

Vegetable Seed Companies stand at the very beginning of the vegetable value chain. The challenge for these Companies is to develop vegetable varieties which have good growing properties and appeal to consumer desires.

Much of this growth can be attributed to China which cultivates over 22 million hectares of vegetable crops out of a global total of 52 million hectares. Productivity improvements have been achieved in the vegetable sector for a variety of reasons, including the use of higher quality inputs (e.g. seeds), technological advances, better management skills and the increased use of covered vegetable production.

In 2004 over 28.4 million tons of fresh vegetables were traded globally, which is only just over 3% of global vegetable production. The limited export of vegetables indicates a high level of self-sufficiency for most countries. Nevertheless, global vegetable trade is growing steadily and registered an annual growth of 4.6% in the period 1994-2004. Improvements and innovations in cool logistics and increased availability of a cool chain infrastructure in (potential) export countries will have a positive influence on global

vegetable trade. Tomatoes, onions, watermelons, peppers and cucumber together represent over half of the vegetable volume traded in 2004.

As most vegetables are perishable by nature, the product is best consumed shortly after harvest but, in most cases, there is a time gap between harvest and consumption. Climate-controlled storage and distribution are often required to safeguard the quality of fresh vegetables, even though in the end deterioration is inevitable. The pre-cut produce segment is growing at a fast pace in developed markets; the United States (U.S.) is leading in this industry and has reached annual sales over USD 12 billion.

Vegetable Seed Companies stand at the very beginning of the vegetable value chain. The challenge for these Companies is to develop vegetable varieties which, on the one hand, have good growing properties (disease resistance, uniformity and high yields) and, on the other hand, have appeal to consumer desires (new tastes, convenience and novelties).

As vegetable supply chains become increasingly driven by chain retailers and by foodservice Companies, coordination of product flows beyond the farm gate becomes increasingly



important. Increased food retail power puts pressure on branded vegetable companies in two ways: growth of private labels at the expense of branded products and the reduction of the number of brands on the supermarket shelf.

China and India are the world's largest vegetable producers, with China alone responsible for half of global production



China and India are the main vegetable producing countries in Asia, accounting for 75 % of Asia's production. In fact, China and India are the world's largest vegetable producers, with China alone responsible for half of global production. Driven by substantial changes in dietary patterns, China is expanding its vegetable production by means of increased harvested area in combination with improving yields from more efficient production (although yields are still quite low).

India is the world's second largest producer of vegetables at 81 million tons and a global production share of 9%. Eggplants (aubergines) are India's main vegetable type followed by tomatoes and onions. In some areas of India, vegetable production is a monoculture but the majority is produced on small landholdings in

various cropping patterns or in homestead gardens.

Europe accounts for 12% share in global vegetable production with Italy, Russian Federation and Spain dominating. Most European countries produce vegetables in open field cultivation as well as in a protected environment (plastic and glass greenhouses). Major varieties produced in Europe are tomatoes, cabbages, dry onions and carrots.

North and Central America together, account for 7% of global vegetable production, with the US by far being the major producer, followed by Mexico and Cuba. Tomatoes, lettuce, sweet corn and onions are the most produced vegetables in the US. Production is concentrated in the state of California that produces over half the country's vegetable crop for both fresh and processing industry. California is responsible for over a third of the global production of processed tomatoes. Mexico produces around 10 million tons of vegetables annually, 40% of which are composed of tomatoes, chillies and sweet peppers. Cuba produces over four million tons of vegetables, in particular tomatoes, pumpkins, squash, cucumbers and gherkins.

Morocco stands out in terms of production growth, showing 65% growth in the period 2000-2005.

Africa accounts for 6% of global vegetable production with Egypt, Nigeria and Morocco being the main players in terms of production volume. On the whole, vegetable production yields are below the global average but differences within Africa are substantial. For example, Egypt has an average yield per hectare that is four times higher than that of Nigeria. Morocco stands out in terms of production growth, showing 65% growth in the



period 2000-2005. Low labour and land costs along with year-round supply make several countries in Africa - such as Morocco, Egypt, Kenya and South Africa - attractive suppliers to markets in regions like Europe.

For South America, Brazil, Argentina and Chile are the continent's largest vegetable producers accounting for 69% of total South American production. Brazil is the largest single producer, producing 7.5 million tons of vegetables of which tomatoes are the single most important category. New, higher-yielding tomato varieties are expected to further boost yields and production, particularly in combination with increasing planted area and better success in pest control. The use of drip irrigation saves water and energy, with yields reported to be 40% higher than under traditional irrigation.

On a global scale, Oceania plays a very small role in vegetable production, with a total of 3.5 million tons produced in 2005. In Australia, the main vegetables in terms of volume are tomatoes, carrots and onions. The production regions of these crops are situated along the southeast coast.

* To be continued



The Global Pepper Revolution of *Zeraim Gedera*



By: Yizhaki Vilder
Specialist Product Manager / yizhaki@zeraim.co.il

The global revolution in taste, color and shape has spread to the pepper field.

Through constant monitoring and testing of global markets, we, at *Zeraim Gedera* realized that a number of strategic markets have begun to show interest in new pepper varieties. The growing interest in these varieties can be linked to several factors. First, changes in consumer taste for a variety of vegetable products, including peppers, have led to the need to develop new varieties. Second, leading retailers want to expand their basket of products and increase their profits. Third, the growing consumption of fruits and vegetables around the world has exposed many cultures to new foods and flavors previously unknown. In addition, the telecommunications revolution has exposed consumers to a wide range of new products on many international cooking shows, recipes published in various periodicals, and internet recipe websites which share international cuisine tips and recipes.

With respect to the excellent blocky peppers and tastes that we see in all the supermarkets, *Zeraim Gedera* has begun to promote a significant amount of new pepper varieties suitable for the demands of international markets, particularly in Europe.

FROM THE ACCORDION-SHAPED PEPPER TO THE SWEET PEPPER

In order to sweeten the days and palates of Eastern Europeans, we have launched an especially sweet red conic pepper, called the **Capia**. The *Capia*, may eaten stuffed, pickled, or cut up in fresh salad, and is considered especially sweet and crisp.



Capia

It is possible to find *Zeraim Gedera's* **Dulce Italiano** peppers in prestigious European supermarket chains, which, as its name implies, are especially sweet and juicy. Europeans love to serve the *Dolce Italiano* as hors d'oeuvres or during the meal itself.



Dulce Italiano



Charliston

Visitors to Turkey will tell you that no meal is served without the light-green **Charliston**, a conic-shaped pepper that is an integral part of every salad. The Turkish cuisine is known for its variety of stuffed vegetables, including peppers stuffed with either meat or cheeses. The Turks prepare each connoisseur dish with the **Dolma** pepper. "Dolma" means stuffed in Turkish, and the pepper's very name explains the dish.



Dolma



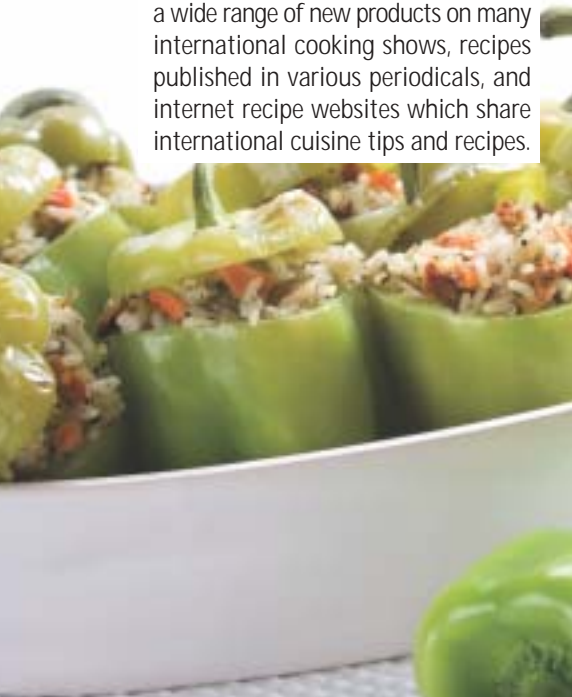
Sivri

For lovers of spicy flavors, the accordion-shaped **Sivri** pepper is recommended. This is a green pepper, coiled with a mild picante flavor that is included in every vegetable salad in Turkey.



Hot

For the sombrero-wearers in Mexico and peoples of the Middle East, we have launched the **Hot**, a sharp conic-shaped Green or Red pepper eaten as a hot spice in a wide variety of dishes.





Howard's Corner - Pepper Crop



Zvi Howard Wener
Chief Agronomist / zviw@zeraim.co.il

SHADING IN PEPPER CROPS

Israeli pepper crops that are planted in greenhouses and nethouses during the summer are covered with black shade-cloth immediately after planting. Israel has a Mediterranean type climate with very hot and dry summers. Crops that are planted during the summer months have to endure temperatures of 35°C and higher, as well as high levels of light radiation - around 2000 micro-einsteins (photoactive radiation). High radiation causes air and leaf temperatures to be much higher than the optimal temperatures needed for good balanced plant growth. Therefore, after transplanting, black shade-cloth reduces the light radiation.



Shading during planting

The total shade (shade-cloth + net or plastic roof) is between 40-50% and the shading reduces the air temperature and the amount of light available for photosynthesis.

The new artificial conditions of more moderate temperatures and much lower light greatly reduce the stress on the plants after planting. The

leaves grow bigger than they would in full light because of an increase in cell division in the developing leaves. The relatively low light levels usually cause flower drop and the plants have a good fast start in vegetative growth. Most varieties require the shade-cloth for a period of 25-30 days but this can vary with the variety and local environmental conditions. When it is time for the flowers to pollinate, the net is removed and the sudden exposure to full sunlight causes the plants to be under stress and the plants go from a vegetative to generative state. Flowers remain on the plant and begin pollinating. At this stage, it is important not to allow the plants to become too vegetative.



Shading to protect fruit

Later in the season, when the crop is being harvested, the winter/spring sun can be too strong for the fruit on the plants.

Shading at this time of year can help slow down fruit growth and ripening and protect the fully developed fruit from sunscald and other disorders such as blossom-end-rot.

ROWS NORTH-SOUTH

Q. Why should the rows of a pepper crop be aligned in a N-S direction rather than in an E-W direction?



Wrinkled skin

Sunscald

A. The sun rises in the east and sets in the west. When rows are aligned north-south, then both sides of the plant receive an almost equal amount of sun and shade. Moreover, the shadow of one row gives shade to the next row. However, if the rows are east-west, then the sun shines more or less all day on the same side of the plants. The rows are unable to shade each other. The side of a double row receiving more sun has a higher incidence of sunscald and skin wrinkle as shown in the photos. Therefore, it is recommended to always plant as close as possible in a north-south direction.



Zyanya

Zeraim Gedera is proud to present Zyanya – an indeterminate round, red tomato, known for its strong vigor and full leaf coverage that makes it well adapted to both indoor and open-field production. Zyanya produces a high yield of uniform-shoulder tomatoes, each weighing 180-200 grams, with a diameter of 70-80 mm.

Growers and consumers alike have commented on Zyanya's attractive deep red coloring, excellent firmness and remarkable size, shape and weight uniformity. With a general adaptation to different climatic conditions and growing regions, Zyanya is an ideal choice for a range of markets.

For best results, Zyanya should be planted in autumn or spring (indoors and outdoors) in order to achieve an optimal 5-6 fruits per cluster and a long 12- 15 cluster cycle.

Zyanya has demonstrated resistance to V, F-1, F-2, F-3, ToMV, N* and FCRR.



Kafka

Kafka, our excellent new Beit Alpha cucumber, is rapidly gaining in popularity due to its strong vigor, good fruit placement, very high yield, early maturity and high plant continuance. Kafka has demonstrated classic shape uniformity with a 3-4 cm width and a length of approximately 18-19 cm. With 2 to 3 fruits per node, an attractive medium-green color, and slight ribbing, it is easy to see why Kafka has become so popular among growers.

Growers will achieve best variety results when planting the fruit in either spring or summer, in greenhouses, tunnels or nethouses.

Tolerances include PM*, CVYV*, ZYMV* and CMV*.



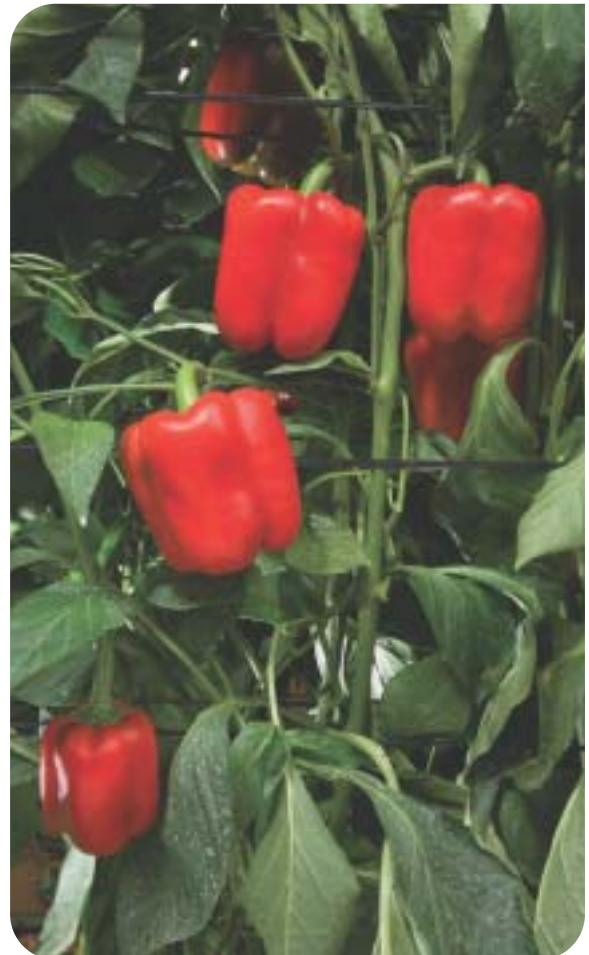
Dana

Our Dana new red blocky pepper profits from a very strong vigor, vine storage, good leaf coverage, good plant continuance and, most importantly, a very high yield. Its great setting under low temperatures is an advantage to growers. Dana growers will all benefit from a yield of very firm fruits, each approximately 175-225 grams, 90-110 mm. diameter, 3-4 lobes per fruit, no cracking and a very good final color. Best results will be attained when planted during the early-to-main season in either autumn or winter, with Dutch or Spanish trellising, in nethouses and greenhouses. Dana has resistance to TM3 (L4) and tolerance to TSWV.



Lucy

Lucy, another of our outstanding new blocky peppers, is highly recommended by our breeders due to the consistency of the fruit, with very thick walls, good shape and size uniformity and a high resistance to cracking. With an average size of 180-250 grams, a diameter of 85-110 mm, Lucy enjoys a great final color, no cracking and 3-4 lobes per fruit. This blocky pepper has very strong vigor, plant continuance, high yield and will achieve best results under low temperatures. Lucy consumers are sure to enjoy its excellent long shelf-life and is recommended for early and main season planting, grows during autumn, winter and spring both in nethouses and greenhouses, Dutch or Spanish trellising. Lucy has resistance to TM3(L4).





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