Fonterra to lead Agritech Delegation to Israel

New Zealand agriculture will have the chance to tap into advanced agricultural innovation when Fonterra leads a delegation to Israel from 4 – 11 May 2018, coinciding with the triennial Agritech Israel Exhibition and Conference in Tel Aviv - [http://agritechisrael.org/](http://agritechisrael.org/)

The delegation, led by Fonterra’s Chief Operating Officer Farm Source, Miles Hurrell, is being organised by the Trans - Tasman Business Circle under its Innovation Circle and will promote international collaboration.

“Israel is renowned for its innovation in agriculture, especially in the area of resource use. For example, they are known for their sophisticated irrigation systems, their very high rates of water reuse and their advanced agriculture technologies for water heating and electricity generation. All these areas are relevant to New Zealand agriculture and this is an excellent opportunity to learn from them as well as share our own knowledge,” says Mr Hurrell.

There are now more than 400 Israel agritech start-ups working on innovations for the global agriculture sector, according to new research from Start-Up Nation Central. Visiting the Agritech Israel Exhibition will be New Zealand leaders in business and innovation, governance, and agriculture as well as delegates from Australian agriculture.

“This is an opportunity to understand Israel’s agricultural systems and to establish key relationships. All farmers share an interest in better farming practices, tools and technology, so we will have a lot in common,” says Mr Hurrell.

He says researching global advances in resource use, environmental practices and energy conservation aligns well with Fonterra’s ambitions as a sustainable global co-operative, meeting growing customer and consumer demand for high quality, responsibly produced dairy products.

“In New Zealand we are constantly working with farmers to grow production sustainably and responsibly. I am confident that all businesses in the delegation can learn from Israel’s ability in these areas.”

Trans - Tasman Business Circle Founder and Managing Director, Johnny Weiss says, “We are honoured to have Miles Hurrell lead this most important group. Miles will no doubt bring a huge amount of experience and knowledge to the group and we look forward to having him share New Zealand’s story in Israel during the visit.”

It follows the success of the 2016 New Zealand innovation delegation to Israel led by Simon Moutter, CEO of Spark and the recent Cybersecurity delegation to Israel lead by Paul Ash, Director of New Zealand’s National Cyber Policy Office.

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