

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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**Date:** 10/2/2017

**GAIN Report Number:**

## Israel

**Post:** Tel Aviv

### Israel Tidbits: Food and Agricultural Market Developments September 2017

**Report Categories:**

Agricultural Situation, Agriculture in the Economy, Agriculture in the News, Livestock and Products,  
SP1 - Expand International Marketing Opportunities

**Approved By:**

Ali Abdi, Minister-Counselor

**Prepared By:**

Jessica Sullum Shay, Agricultural Marketing Specialist and Mariano J. Beillard, Senior Regional  
Agricultural Attaché

**Report Highlights:**

The Ministries of Health and of Agriculture and Rural Development released for public comment a draft regulation extending the maximum shelf-life of vacuumed packed chilled beef from 45-days to 85-days.

If the regulation passes, exports to Israel of U.S.-origin chilled beef will become increasingly competitive and could potentially double. The Ministry of Health's Food Quality and Proper Nutrition in Preschool Afternoon Programs Inspection Law (2016) entered into effect on September 4, 2017. It mandates the provision of nutritious food in preschool afternoon programs.

## **General Information:**

### **U.S.-Origin Chilled Beef for Dinner**

The Ministries of Health and of Agriculture and Rural Development on August 29, 2017, released for public comment a draft regulation that extends the maximum shelf-life of vacuumed packed chilled beef from 45-days to a new maximum of 85-days. The deadline for comment submission was September 13, 2017. The comments are being collected and will be presented to the joint committee of the Ministries of Health and of Agriculture and Rural Development. No discussion end date has been set, nor is there a publication date for the amended regulation. If the regulation passes, U.S.-origin chilled beef exports will become increasingly competitive and could potentially double. Currently U.S. chilled beef is shipped to Israel by air due to the short shelf-life. If the regulation is implemented, U.S. chilled beef could be shipped by sea to Israel cutting transportation costs significantly. To date (January-July 2017) U.S.-origin beef and beef products have surpassed \$3.7 million (up over 16,000 percent) compared to the same period last year; the highest export level recorded since calendar year 2012 (\$1 million).

### **Healthy Eating**

The Israeli Ministry of Health's Food Quality and Proper Nutrition in Preschool Afternoon Programs Inspection Law (2016) entered into effect on September 4, 2017. The law mandates the provision of nutritious food in preschool afternoon programs. It requires that preschool children be provided with natural food that is rich in fiber, low in saturated fat, sugar, and salt. The Israeli government aims to instill good nutritional habits at a young age. Israel is seeking to reduce the incidence of eating-related health problems and nutritional deficiencies; including the inadequate intake of iron and calcium, as well as combating obesity and eating disorders.

### **Just-a-Click Away, We Hoped**

Sources comment that the Target Corporation has reportedly canceled a large number of orders made from Israel offered through Borderfree, Inc., (parent organization: Pitney Bowes International Holdings). Reportedly during the two-day promotion, some 20,000 online orders were placed August 18-20, 2017, taking advantage of free shipping to Israel. However, only a couple of thousand orders were processed, finalized, and shipped to Israel. Personal imports of a number of products such as foods and nutritional supplements require special approvals.