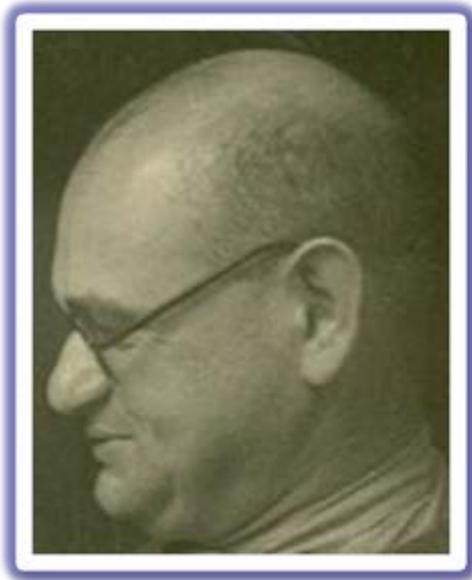


INNOVATIONS IN MICRO-IRRIGATION



1965: OUR BEGINNING – A REVOLUTION



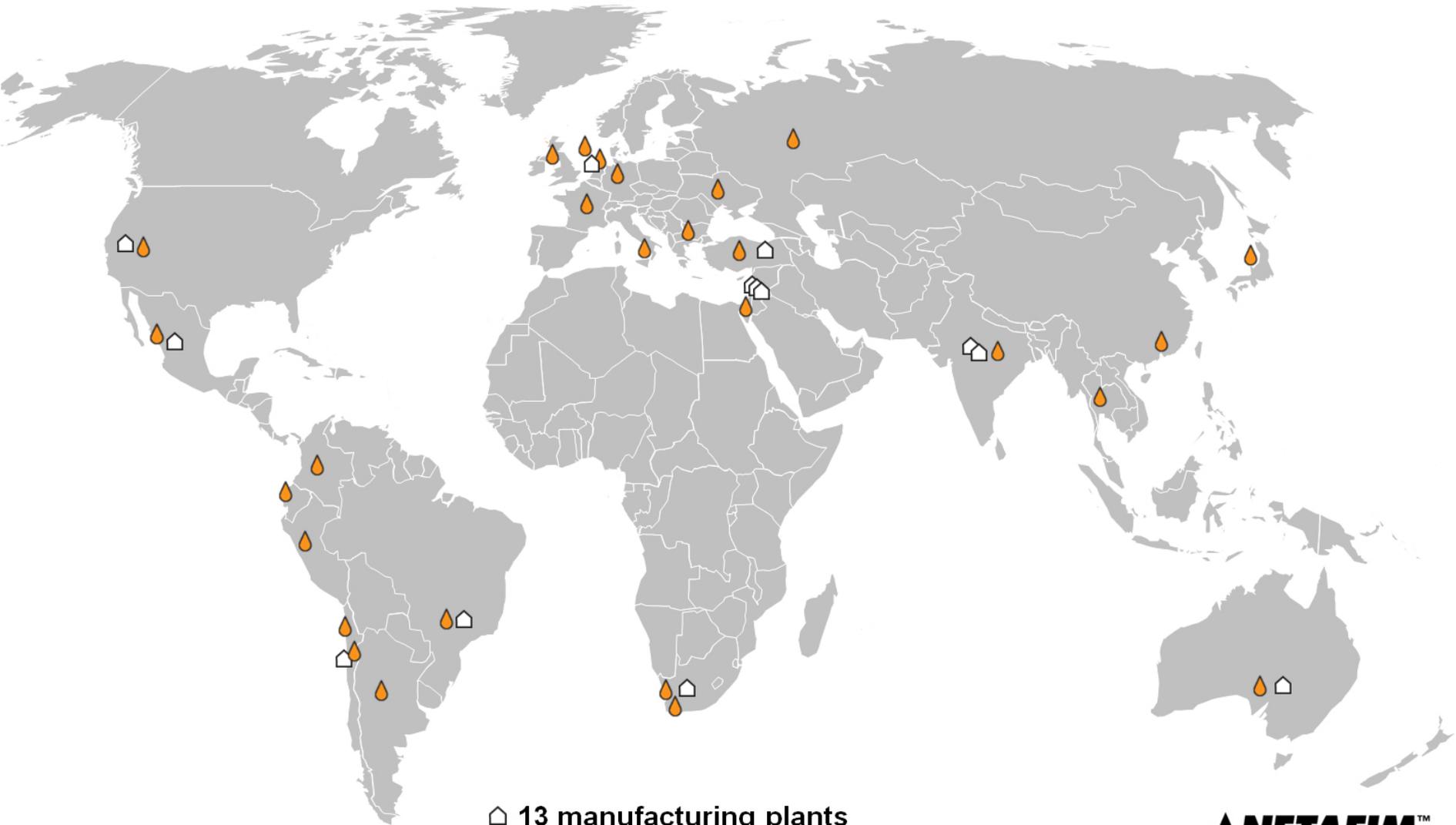
Simcha Blass



First Dripper



GLOBAL PRESENCE



🏠 13 manufacturing plants

💧 27 subsidiaries

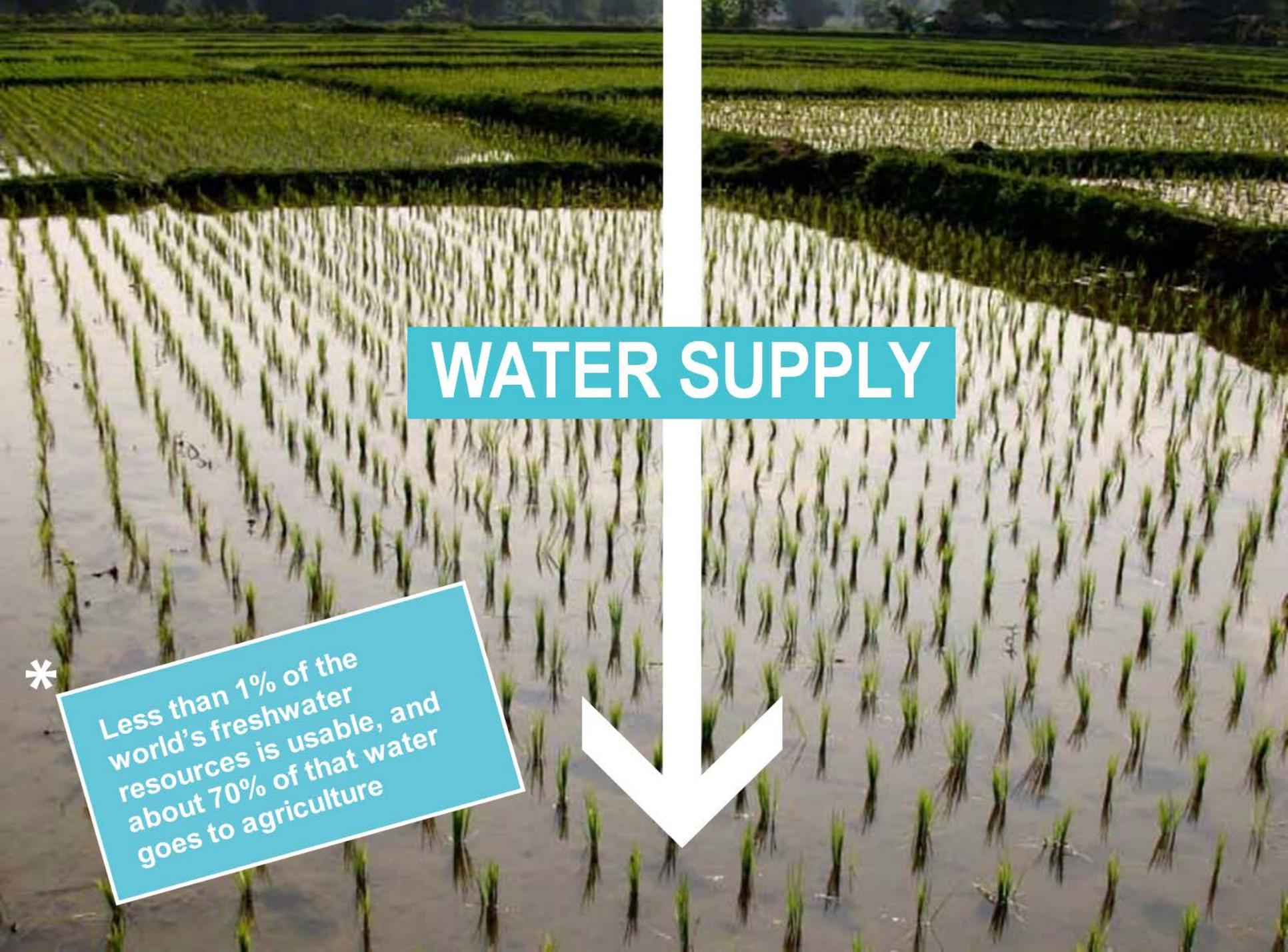
THE CHALLENGE: SAVE MORE WATER, INCREASE YIELDS



POPULATION

**NATURAL
RESOURCES**

Rapidly expanding world population, which is to surpass 9 billion by 2050, is straining the earth's finite resources



WATER SUPPLY

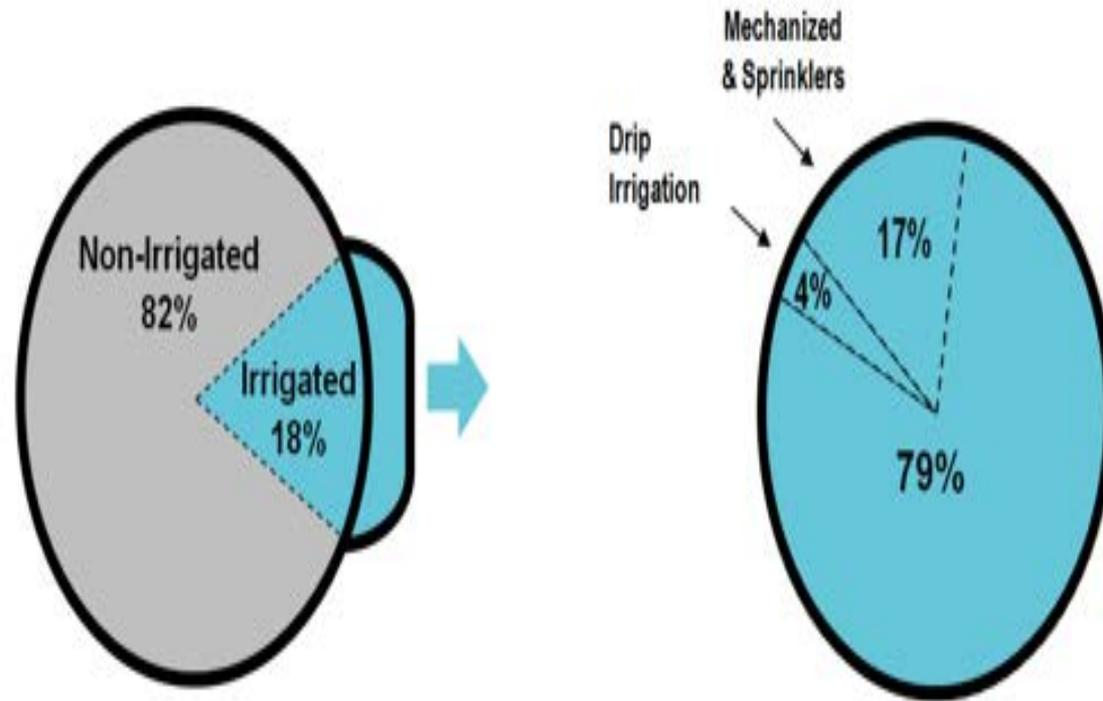


Less than 1% of the world's freshwater resources is usable, and about 70% of that water goes to agriculture

DRIP ADOPTION RATE

TOTAL AGRICULTURE LAND 1,628 M/HA

TOTAL IRRIGATED AREA 288 M/HA



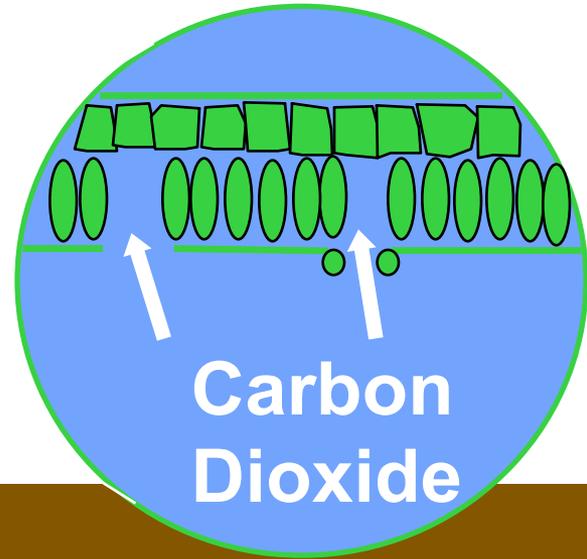
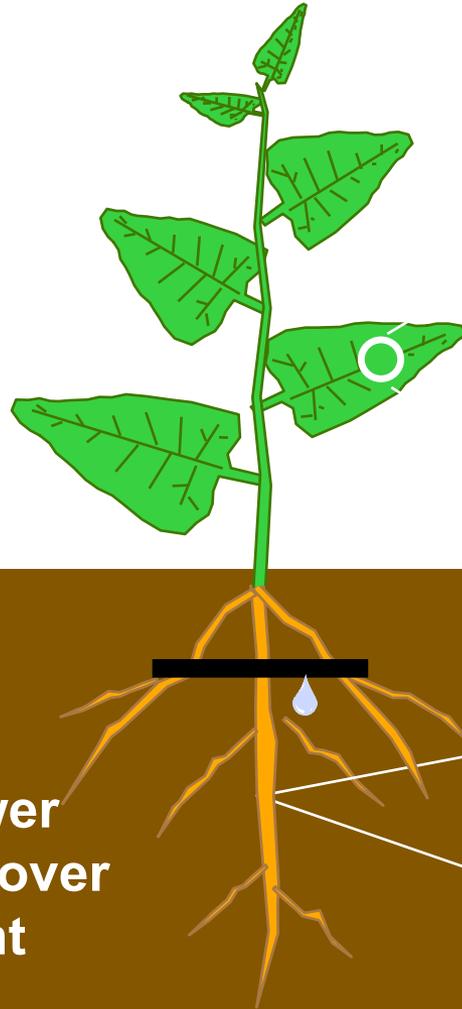
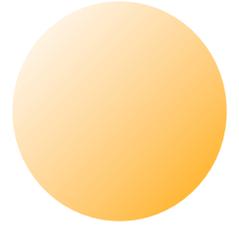
HOW DOES DRIP WORK?

- Low volume water application
- Frequent irrigation
- Low operating pressure
- Wet only soil around roots
- Application of nutrients through system
- Highest efficiency and uniformity possible

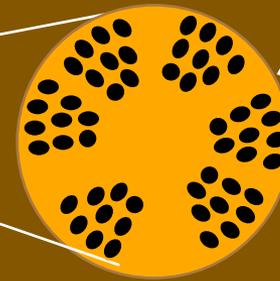


CROP NEEDS

Heat &
Sunlight



Carbon
Dioxide

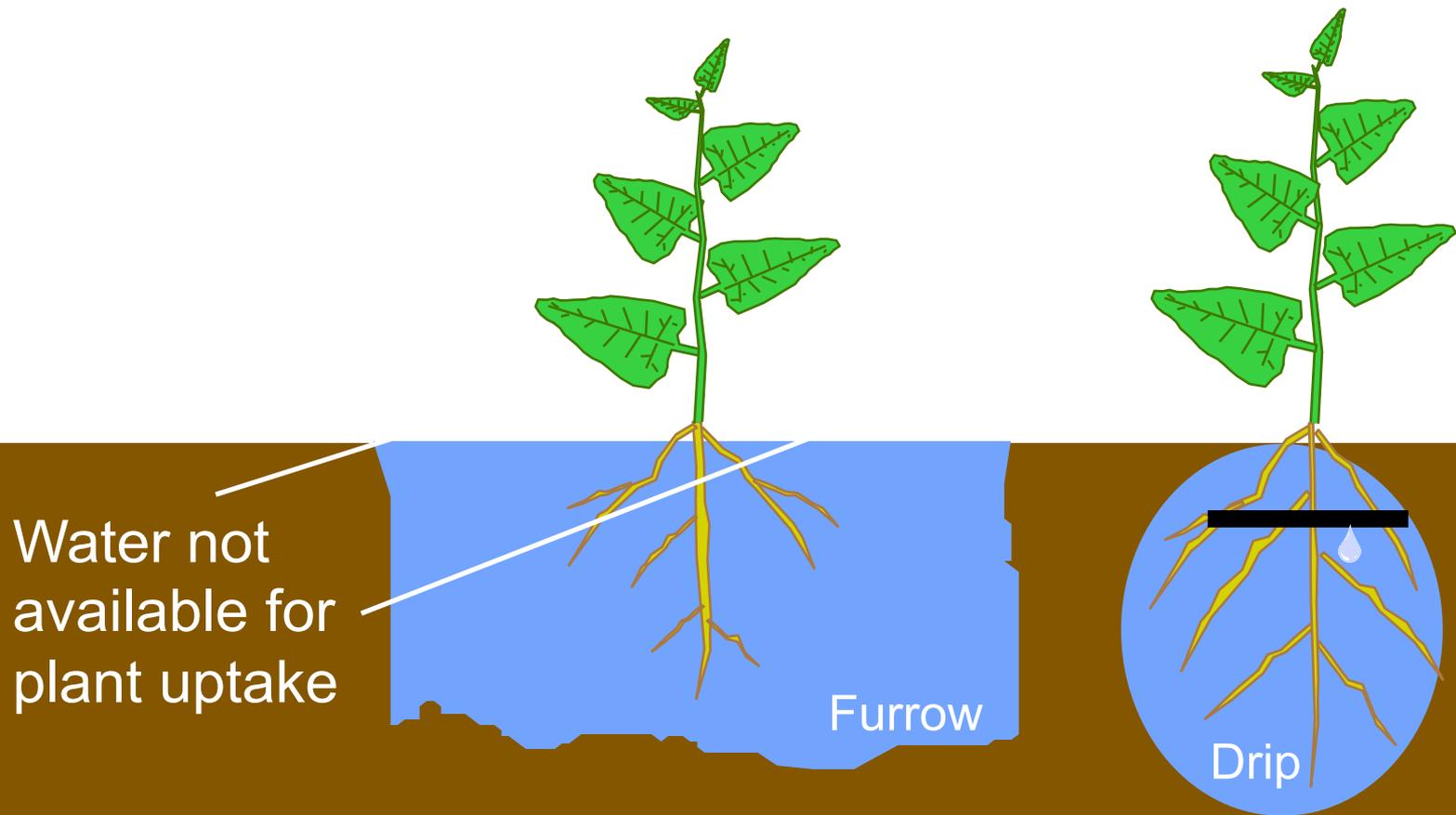


Water
Nutrients

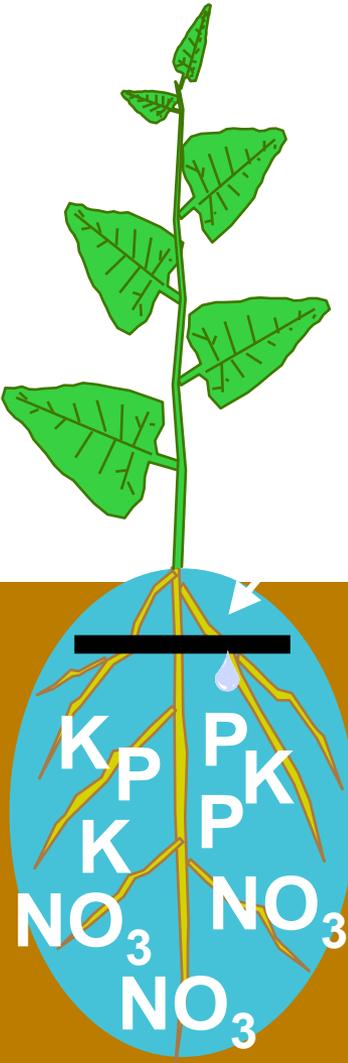
Drip gives a grower
the most control over
water and nutrient
delivery

THE BENEFITS OF DRIP: WATER SAVINGS

- Misconception: “I can’t apply enough water with drip”



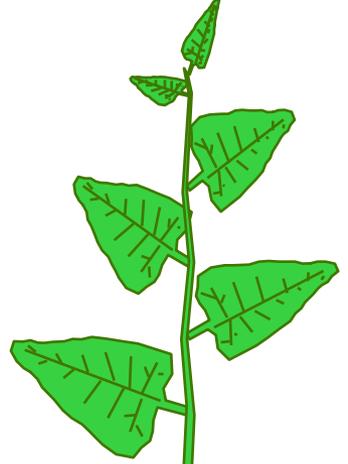
THE BENEFITS OF DRIP: FERTILIZER SAVINGS



**Meet crop
nutrient demands**

**Nutrients in
solution &
readily taken
up by roots**

→ Less NO_3 loss due
to deep percolation
with drip



P,K

NO_3 NO_3 NO_3 NO_3 NO_3



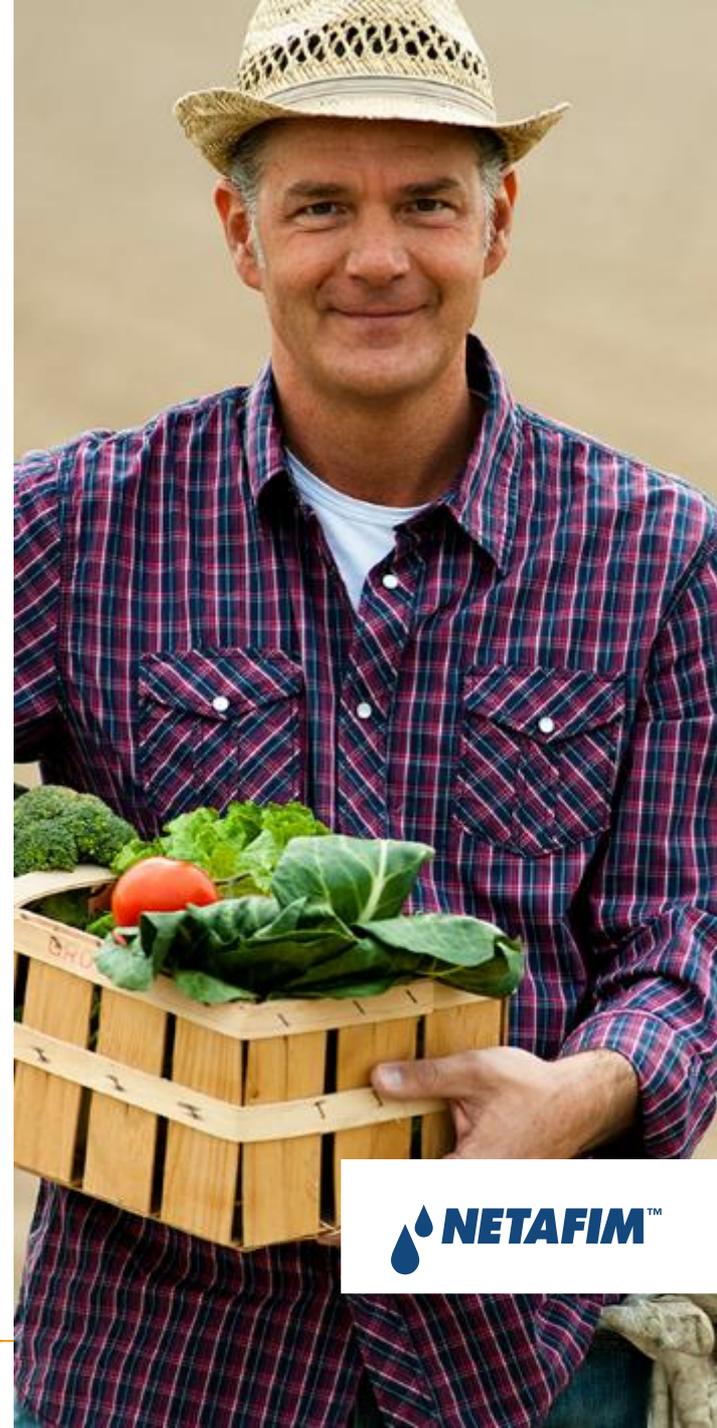
**GROWING NATURAL RESOURCES
AND YOUR BOTTOM LINE**



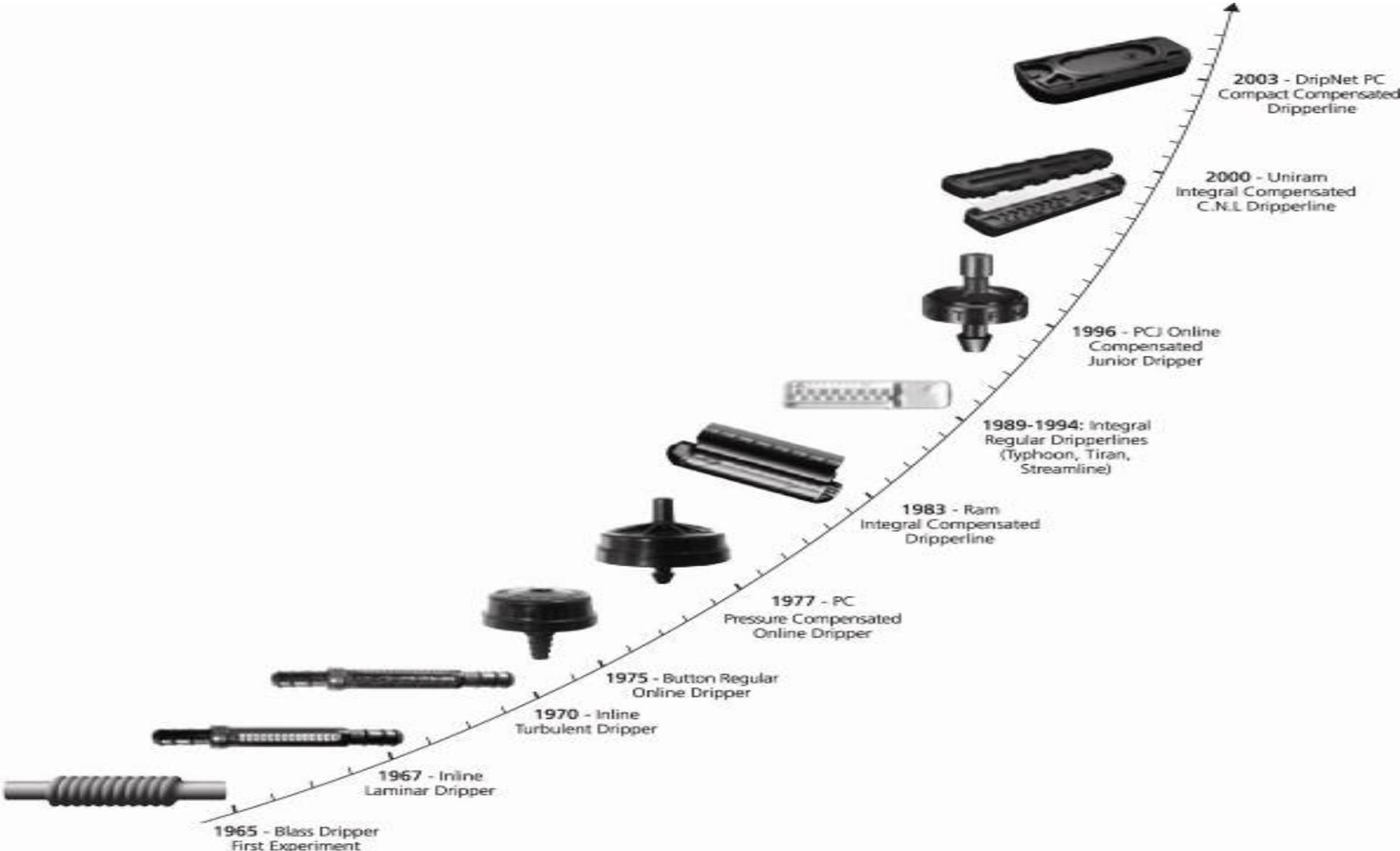


INNOVATION TRENDS

- PRODUCTS
- SOLUTIONS
- CROPS



INNOVATIONS - PRODUCTS



INNOVATIONS - SOLUTIONS



My Graphs

Reports

Horizon Farm

Hello

Horizon Farm

- ▼ Corn
 - ▼ Corn 2012 [Season]
 - ▶ East 12
 - ▶ West 12
 - ▶ Corn 2015 [Season]
 - ▶ meteoSense 0055e



INNOVATIONS - CROPS









SETH ROSSOW'S EXPERIENCE

“People often think of driplines as just a different style of irrigation, but the biggest advantage is the ability to spoon all of your nutrients at key intervals because you are irrigating so frequently.”



“My primary goal for shifting to a Netafim drip irrigation system was to become more efficient with our resources, and ultimately more profitable.”



ALFALFA VIDEO



THANKS!

