



For Immediate Release

**For information, contact
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**Ohio-Israel Agricultural Initiative Presents Israeli Horticultural Firms
at OFA 2011 Short Course Tradeshow**

Cleveland, OH, June 28, 2011 – The Ohio-Israel Agricultural Initiative of The Negev Foundation (www.negev.org) is sponsoring a booth at the OFA 2011 Short Course Tradeshow [at the](#) Greater Columbus Convention Center [in](#) Columbus, [Ohio](#), July 10-12, 2011. [The](#) Ohio-Israel Agricultural Initiative (Booth #1855) [will](#) showcase [Israel's](#) latest in horticultural innovations, technology and equipment.

Israeli firms represented will include: Agam Greenhouse Energy Systems Ltd., a company offering dehumidification systems for greenhouses (www.agam-greenhouses.com); CY (Chen-Yaffe) Seeds, which provides ornamental asparagus seeds (www.cyseeds.com); Diversified Imports, which supplies equipment to the greenhouse industry (www.diversifiedimports.com); and Pelemix, which provides coco coir based substrates for greenhouses, nurseries, potting soil, and gardening (www.pelemix.com). Representatives of all the Israeli companies and the Ohio-Israel Agricultural Initiative will be on hand at the Ohio-Israel booth to promote the Israeli products.

“All of the products we present were designed in Israel, renowned for its advanced agricultural technologies,” said Dr. Sarah Horowitz, the Ohio-Israel Agricultural Initiative’s Program Director. “Visitors to the Ohio-Israel Agricultural Initiative booth can learn how we can help Ohio and Israeli companies while enhancing trade opportunities in both regions.”

The Ohio-Israel Agricultural Initiative of The Negev Foundation is dedicated to improving agricultural trade and R&D ties between Ohio and Israel by working with growers and government, academic, and business entities in both regions. The Initiative’s objectives are to foster greater collaboration between Ohio and Israeli government and research institutions, farmers, and companies; develop joint R&D and educational activities; identify agribusiness ventures based on new technologies; introduce potential investors to the regions’ firms; and expand commercial ties and market access in both regions.

[The](#) OFA 2011 Short Course (www.ofa.org/shortcourseinfo.aspx) is the largest horticulture tradeshow [in the](#) U.S. and the third largest in the world. The show [features](#) over 500 international [exhibitors](#)—including manufacturers, distributors and suppliers to the horticulture industry—and is made up primarily of greenhouse growers, garden centers and nurseries. More than 9,000, including buyers from around the world, [will attend the](#) show. More than 130 educational sessions will be presented as well.

For more information or to arrange for an interview, please contact Dr. Sarah Horowitz, Program Director, Ohio-Israel Agricultural Initiative of The Negev Foundation, at (216) 691-9997 or sarah@negev.org.

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