

## The role of the public sector in the assimilation process of innovative agri-technologies: The Israeli Model

*This webinar introduced the role of the public sector in Israel in creating and enabling environments and platforms for the assimilation of innovative agri-tech in to farming practices in Israel. The event featured interventions from the Minister of Agriculture and Rural Development of Israel, Oded Forer, and IFAD's Vice-President, Dominik Ziller; as well as from other experts from the public and private sector from both Israel and IFAD.*

**On Wednesday 14 July 2021, IFAD's Change, Delivery and Innovation Unit (CDI) and the Israel Ministry of Agriculture and Rural Development (MARD) hosted the sixth IFAD Innovation Talk to discuss how the Israeli model has been successful at ensuring the assimilation of innovative agri-technologies by farmers.**

Opening the session, **Minister Oded Forer** underlined that MARD strives to develop the agricultural sector in Israel, supports innovative technologies and works to integrate them into the current agricultural work through partnerships with other Government agencies and the private sector. **Yakov Poleg** then stressed that ensuring access by farmers, in particular women and youth, to inclusive infrastructure and incentives is key to support the assimilation process of innovative agri-technologies.

In her keynote speech, **Michal Levy** explained how MARD brings innovations from the idea stage to implementation in the field. Keynote speaker Shiran Mostovoy illustrated the mission and work of GrowingIL, a joint-initiative of the Israel Innovation Institute, the Ministry of Economy, MARD and the Israel Innovation Authority to develop the Israeli ag-tech ecosystem and the Israeli agriculture to meet emerging global food needs through the implementation of ground-breaking technologies.

### Speakers and panellists at the event

*Oded Forer*, Minister of Agriculture and Rural Development, MARD, Israel.

*Yakov Poleg*, Senior Deputy Director General and Head of the Centre for Foreign Trade and International Cooperation (CFTIC), MARD, Israel.

*Michal Levy*, Senior Vice President, Agriculture Innovation, MARD, Israel.

*Shiran Mostovoy*, Community Manager, Israel Innovation Institute, GrowingIL.

*Hagit Schwimmer*, Senior Director, Health, Food, Agriculture, Energy, Environment, Climate, Mobility and Research Infrastructures, ISERD, Israel Innovation Authority.

*Rossana Polastri*, Regional Director, Latin America and the Caribbean Division, IFAD.

*Marc Perel*, Head, Agri-Meteo, MARD, Israel.

*Noa Isralowitz*, Operations Manager, InNegev Technology Incubator.

*Simcha Shore*, CEO & Founder, Agro-Scout.

*Dominik Ziller*, Vice-President, IFAD.

The event was moderated by *Gladys H. Morales*, Senior Innovation Adviser, CDI, IFAD.

**"I believe that sharing knowledge and building capabilities are essential for successful long-term results, and will support and uphold our common goal of achieving food security for the entire population."** *Oded Forer*, Minister, MARD, Israel

During the panel discussion, panellists **Rossana Polastri, Marc Perel, Noa Isralowitz and Simcha Shore** offered their contributions to a dialogue on how each of their organisations contributes to an eco-system that supports innovation and the adoption of innovative processes and technologies by small-scale farmers. **Rossana** highlighted the key role of IFAD in ensuring that governments are supported to encourage the private sector to make investments in innovative technologies and areas where without the support of the public sector, the private sector would not invest. Rossana also stated that IFAD has a holistic view of agricultural related issues, and believes that technology and innovation play a key role in rural development. In fact, IFAD supports the vision that technology is not just about productivity or increasing production, but it is also key to prevent and mitigate the impact of climate change and guarantee financial inclusion for rural communities. **Marc** presented Agri-Meteo, which offers key meteorological information to farmers in real-time. Marc discussed the main challenges that the initiative has faced, and stated that it is of key importance to ensure user-centricity in the design of any new technologies and to plan ahead to secure dissemination

and adoption by making products affordable, relevant and sustainable. **Noa** shared the experience of iNnegev, technology incubator in the Negev region, providing mentoring, tools and financial support to the entrepreneurial eco-system by building strong partnerships between the public and the private sector that take a 360-degree approach to the incubation, testing and scaling up of ideas, which is what makes the Israeli model unique. **Simcha** offered examples to illustrate how Agro-Scout's operating and partnerships model, which includes a strong collaboration with farmers as active partners in the supply chain, makes their model unique. This is done by making farmers key partners in Agro-Scout's supply chain model to increase their income and guarantee long-term sustainability. AgroScout has been able to scale out to countries such as Mexico supported by the alliance between MARD and the Israel Innovation Authority.

In the [Q&A session](#) that followed, speakers gave their views on a variety of topics that focused on how the Israeli model could be replicated and how countries and organisations could partner with Israel to have access to its innovative technologies and processes. (If you are interested in the discussion with the audience, please consult the Q&A report and the event's recording in the [event page](#).)

In his [closing remarks](#), IFAD's Vice-President, **Dominik Ziller**, stressed that IFAD is aiming for significant growth in innovation and digitalization in agriculture in the next decade to be able to deliver greater impact for its beneficiaries. According to Dominik, this innovation talk emphasised how this impact can be achieved more effectively through the establishment of functional public-private partnerships where the government fosters innovation for vulnerable target groups and in areas where the private sector would not traditionally invest.

**The role of the public sector in the assimilation process of innovative agri-technologies – the background**

*Digital technologies are becoming increasingly fundamental in making agricultural and food systems more sustainable and inclusive. However, technology alone is not enough to address current challenges and bring transformational change. Access to technology and, most importantly, adoption by small-scale farmers is key to advance and scale up ideas and successful solutions.*

**CDI would like to thank the participants for taking part and for making the event such a success and showing how access to technology and adoption by small-scale farmers are as important as technology advancements.**

**Missed the event? Watch it online!**

A recording of the event can be found [here](#).

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If you would like to skip directly to certain sections of the event, the times are listed below:

Section	Participant(s)	Time (minutes)
Welcome	Gladys H. Morales	00.00–01.36
Opening remarks	Oded Forer Yakov Poleg	01.37–03.46 03.47–09.17
Keynote speakers	Michal Levy Shiran Mostovoy	09.18–18.56 18.57–24.56
Panel discussion	Hagit Schwimmer (moderator)   Rossana Polastri   Marc Perel   Noa Isralowitz   Simcha Shore	24.57–46.32
Q&A	All participants	46.33–51.39
Closing remarks	Dominik Ziller	51.40–59.41
Farewell and thanks	Gladys H. Morales	59.42–1.00.54