



Arava Biotechnology & Medicinal Plant Research Centre

**NAMING
OPPORTUNITIES
STARTING AT
\$100,000**

\ Who you will help

The southern region of Israel - with extreme heat, brackish (salty) water, and high radiation - doesn't exactly call to mind fruitful abundance. Astonishingly, through research and innovation, this region has transformed from a desolate landscape into a modern, state-of-the-art agricultural region (with the tourism that followed). Approximately 550 families in 12 communities produce over 50% of Israel's fresh vegetable export, despite an average yearly rainfall of one inch. This is Israel's pioneer land, representing the country's leading challenge - making the desert bloom.

In recent years, alongside research in agriculture, the Southern Arava Biotechnology & Medicinal Plant Research Centre has expanded into the fields of molecular biology and botanical drug discovery, otherwise known as plant medicine.

\ Location

The Southern Centre is located in Yotvata about 40km north of Eilat.



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\ Your donation will fund

A new wing for the Centre includes state-of-the-art biotech research facilities. Research focuses on identifying new plant medicine treatments for a variety of illnesses, as well as continued research in new agricultural products. This wing has various dedication opportunities available.

\ About Arava Research and Development Centers

Established in 1986 by KKL, Israel's Agricultural Ministry and several research bodies, Arava's mission is to improve the livelihoods of rural communities in Israel through research, employment opportunities and technological advancement in agricultural methods and agro-business acumen. Three R&D Centers, located throughout the Arava region, collaborate with universities and institutes around Israel to conduct internationally recognized research in agriculture in arid regions, innovative use of water, biotechnology and desert ecology.

