

CAMPAIGN UPDATE

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When JNF was established 114 years ago to build a safe haven in our historic homeland, it was accompanied by a corresponding need to repair and restore the land so that it could support the Jewish people.

Following his 1867 visit to the Holy Land, Mark Twain wrote: "...A desolate country whose soil is rich enough, but is given over wholly to weeds...hardly a tree or shrub anywhere. Even the olive tree and the cactus, those fast friends of a worthless soil, had almost deserted the country."

In the early days, while JNF was building communities throughout the country, we were also planting trees to green the land, hold back soil erosion, and provide shade and comfort. Today we have planted more than 250 million trees, and JNF has become a global leader in afforestation. If you look at a satellite photo of Israel and her neighbors, it is striking to see the difference—how green Israel is compared to the grey and brown that surround her.

Our work in the last 30 years to improve the water situation has established Israel as the number one country in the world in the use of recycled water for agriculture. The use of treated brackish and recycled water for agriculture means that even in the worst drought conditions, Israel can not only provide domestically grown fresh produce, but also export peppers, tomatoes and many other products to Europe and elsewhere.

It is important to point out that the involvement of JNF to provide new water resources began at the time of the migration of one million *olim* from the former Soviet Union. Through careful water resource management, and the use of alternative water resources for agriculture, we increased the water supply by more than 12%, allowing the absorption to take place without causing a cataclysmic ecological disaster. Could you imagine if Israel was forced to shut off water for hours each day to conserve that precious natural resource?

Today our internationally recognized work is being sought out by countries around the world interested in learning best practices to improve their own quality of life. Nearly 30% of our campaign is allocated towards our environmental work, from groundbreaking discoveries at our scientific research and development stations that have worldwide applicability to educational institutes that bring students from all over to gain Israel's expertise in sustainability and agriculture. We have greened the desert, bolstered Israel's water renewal solutions, and done so much more for the land and people of Israel.

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