



Promoting Meat Imports to Israel

March 2016

The objective

The Import Administration at the Ministry of Economy is promoting kosher meat imports into Israel, with the following objectives in mind:

1. To increase competition among existing importers;
2. To assist in introducing new importers and manufacturers, who are interested in providing their service to meet the local market demands;
3. To promote better and competitive prices of meat products for the Israeli consumers - and that without compromising quality and safety standards; and
4. To diversify current sources of meat production being imported to Israel.

The Israeli Ministry of Economy through the Import Administration and Foreign Trade Administration, together with the Delegation of the EU to Israel, and the Federation of Israeli Chambers of Commerce, are organizing a one-day B2B seminar to bring together importers and slaughterhouses representatives from Europe, to examine business opportunities in the fresh meat market in Israel. The event is scheduled to take place during Q4 2016.

Veterinary and kosher related aspects

The Israeli Veterinary Services and Animal Health (IVSAH), at the Ministry of Agriculture and Rural Development, are responsible for evaluating and approving the various slaughterhouses. They conduct a hazard analysis to determine the food safety hazards that are reasonably likely to occur in the production process, and identify the preventive measures that can be applied to control those hazards. The hazard analysis includes food safety hazards that can occur before, during, and after food processing.

The importation process in relation to veterinary aspects can be summarized as follows:

1. An Israeli importer has to formally request a specific permit to import a specific animal/product from a foreign country;
2. Upon receiving the import request, the IVSAH sends a questionnaire to the central competent authorities (CCA) of the foreign country;
3. Once the completed questionnaire from the CCA is received, the IVSAH evaluates the information. The IVSAH may request additional information/ request for clarification;
4. When this written procedure is finalized, a visit to the third country is scheduled by IVSAH. Coordination takes place between IVSAH and the central competent authority of the third country. This includes a formal invitation for a visit – with an itinerary – to be sent by the CCA to the IVSAH;
5. After the visit has taken place, a report of the visit is sent by the IVSAH to the CCA. The report includes a conclusion about the topic covered during the mission, i.e., whether imports can immediately start or additional guarantees are needed from the exporting country;

Important note – If the foreign CCA is already recognized by IVSAH, new slaughterhouses from the same country could serve as sources for meat import into Israel without prior approval by IVSAH.



Kosher related aspects

Israel's Chief Rabbinate (CR) office has the competence to supervise the slaughtering process in relation to kosher meat being imported to Israel. Currently, the importation of non-kosher meat to Israel is forbidden. The Import Department of the CR conducts examinations, tests and authorizes slaughterhouses and teams of inspectors. The Israeli meat importers are familiar with the necessary procedures and they are coordinating the relevant aspects of importation with Israel's Chief Rabbinate office.

The Market/selected importers/retailers

Overall annual consumption of meat in Israel is estimated around 135,000 tons, when 77,000 tons are frozen meat (57%) and the rest (43%) is fresh.

The import of fresh meat is subject to high tariff. Nevertheless, there are duty-exempt quotas that enable to import meat into Israel in competitive prices. Since beginning of 2015, the importation of fresh meat products into Israel commenced at commercial volume and the quotas issued by the Ministry of Economy are on the rise.

Selected players at the Israeli meat market and their contact information

Name	Website
1. Baladi	www.baladi.co.il
2. Best Meister meat	http://www.yelo.co.il/company/81097/The_Meat_Meister
3. Gol-Trade Ltd.	www.gol-trade.com
4. Israco	http://goo.gl/yiHINl
5. ISRAEL FELDMAN LTD	http://www.israel-feldman.com/israel-feldman/
6. Kobi Meat Products Marketing	yaniv.gts@gmail.com
7. Nehamia Lacovitz Ltd.	gal@lachovitz.com
8. Netto	http://www.netto.org.il/neto
9. Paskovich	http://www.paskovich.co.il/Hebrew/
10. Rami Levi Marketing	http://www.rami-levy.co.il/
11. TNUVA	http://en.tnuva.co.il/products/1
12. Victory	http://www.victory.co.il/

About the Import Administration

The Import Administration at the Ministry of Economy, among other tasks, is aiming to reduce cost of living in Israel by developing a more competitive import trade environment in Israel, alongside promoting the presence of consumers-related foreign multinational companies, which could offer qualitative products in competitive prices, for the Israeli consumers.