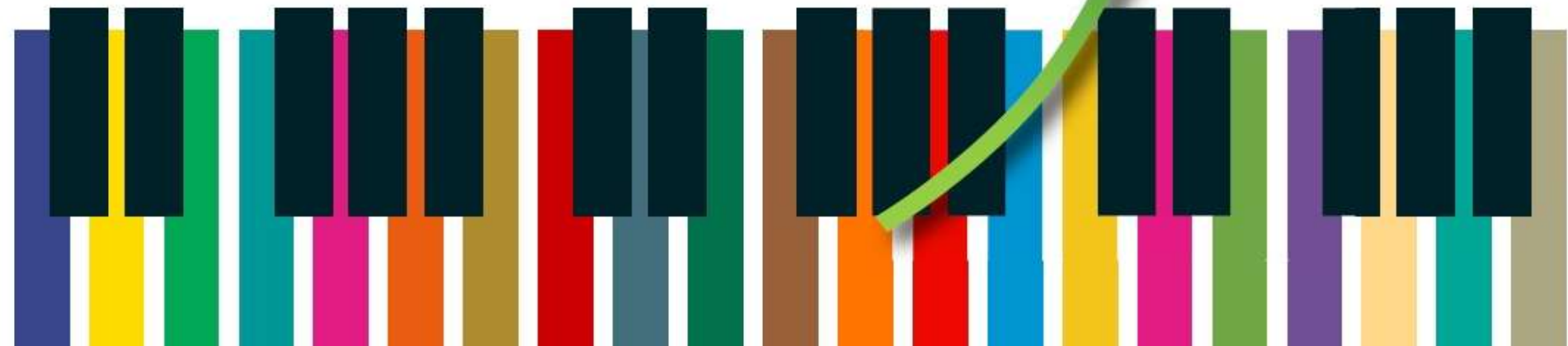


*Aviv Harmonie*

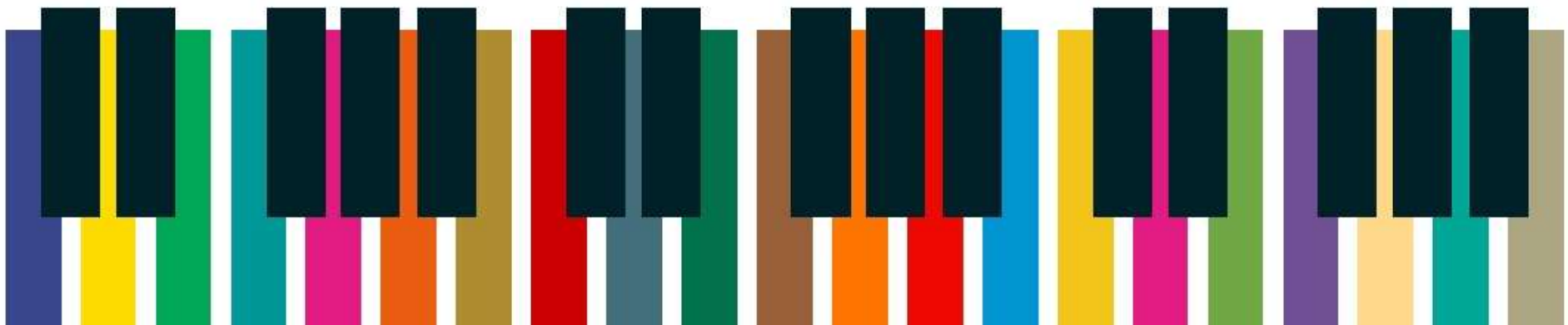


*Aviv* Harmonie



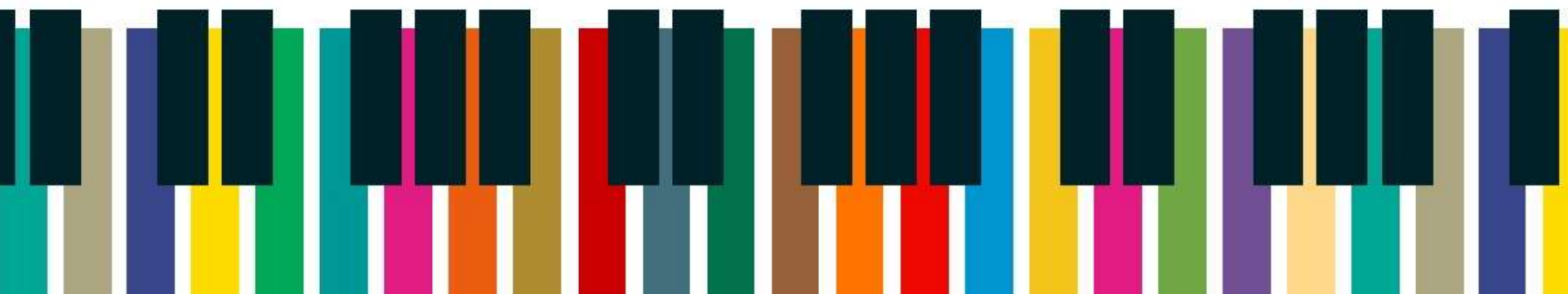


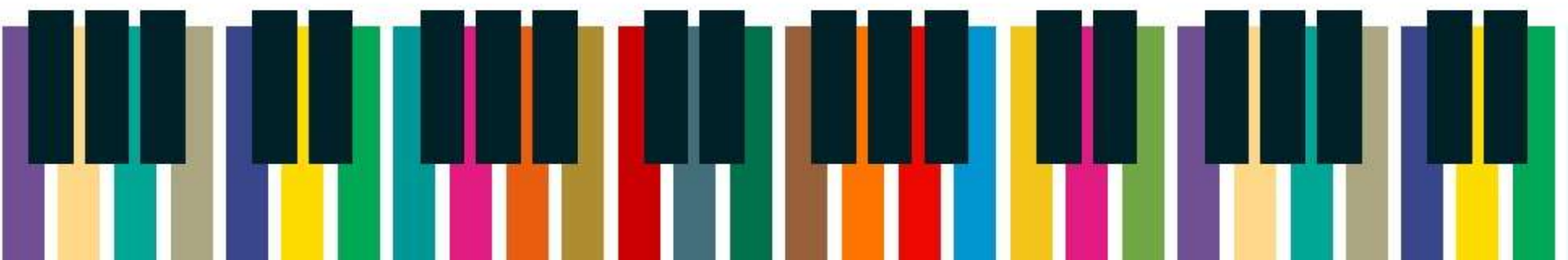
*Aviv* Harmonie





*Ativ* Harmonie







**EHAI**

**MORDEHAI**  
FLOWERS

**MOSHAV OLESH**  
TEL. 972-9-8989089  
ISRAEL

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ISRAEL

# Mordehai specialty is “Green Bell”

Available in

60cm	10-20 gr
70 cm	20-30 gr
80cm	30-50gr



ONDJFMAMJJAS

GLOBAL G.A.P Certified \* Top Quality \* Reliability \*



# Raanan Mordehai – Second generation in the flower business

Family farm :

- Established in 1968
- Specializing in Flower production since 1978

Raanan :

Through daily participating in the farm work, keeps a personal relationship with the workforce





# Practicing Sustainable agriculture

- GLOBAL G.A.P Certified
- All waste is recycled
- Environmentally friendly
- Significant reduction in usage of pesticides by introduction of monitoring
- Usage of Chemicals that are organic certified



# In search for the next big new product.....

- Investing in knowledge, Technology and research
- Introduction and research of new crops
- Improving growing protocol for 'Green Bell'

# Mordehai Farm Made History first time with ‘Million Stars’

- Was the first to grow “Million stars”
- Led a significant change from traditional Gypsophila to Small flowers varieties
- Was a major contributor to develop growing protocol for “Million stars”



# Mordechai Farm Made History second time with ‘Green Bell’

Green Bell is the leading crop

- Specializing in “Green Bell “ production since 2008
- Now growing 8 million flowers annually.



# There are many ways to use Green Bell





# Today: 10 acres of flower production

Green Bell is the leading crop



Ruscus



Gypsophila



Quality – Each stem is inspected

Handling the flower Post Harvest

Implemented a Quality Inspection team to ensure **TOP QUALITY PRODUCT**

A decorative graphic at the bottom of the slide consists of a series of vertical bars of various colors (purple, yellow, teal, grey, blue, orange, red, light blue, pink, green, brown) arranged in a repeating pattern.



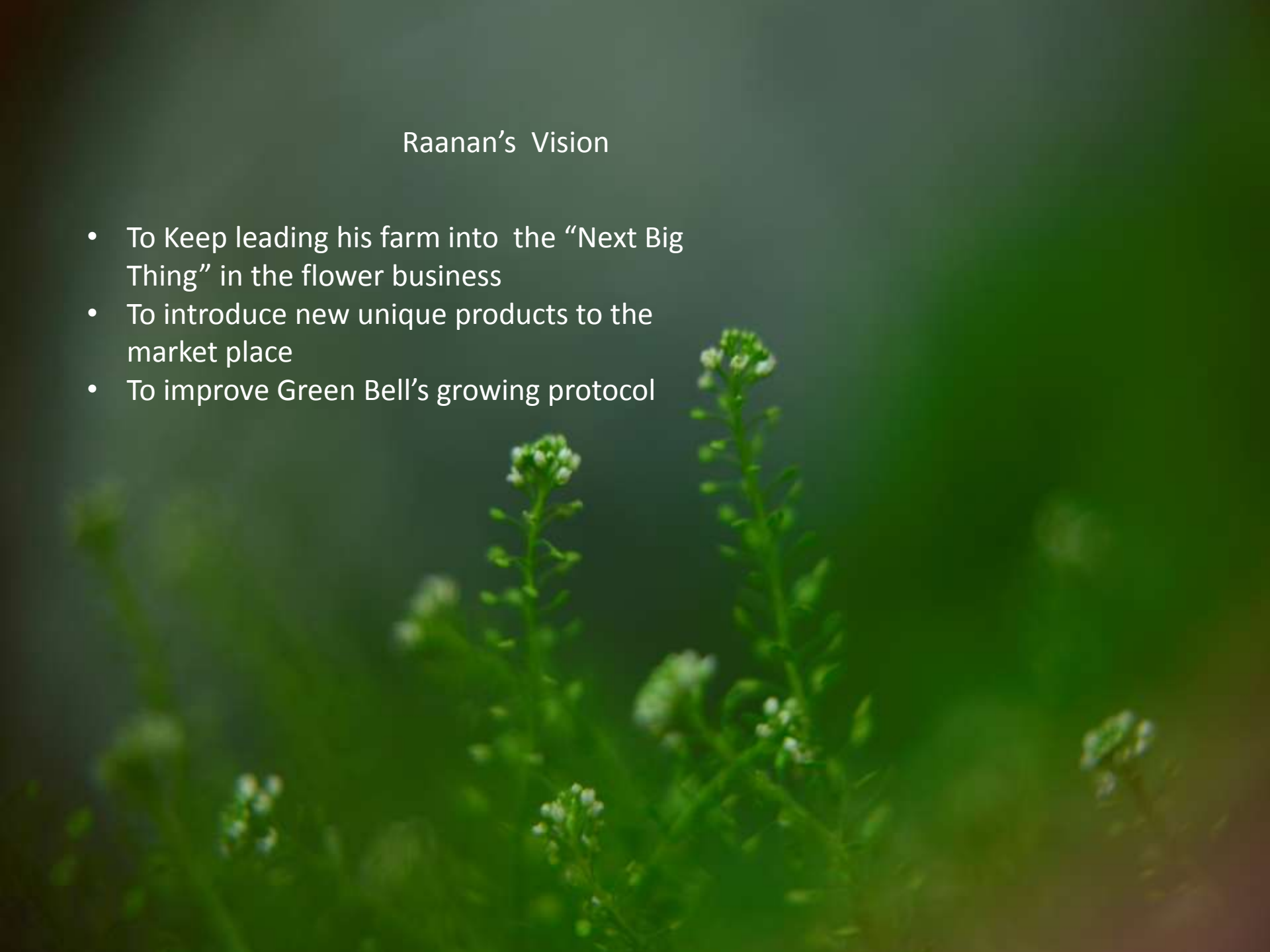


Mordehai farm takes pride in their workforce and provides:  
Full social rights , improved working condition and personal  
interest in their workers personal needs



## Raanan's Vision

- To Keep leading his farm into the “Next Big Thing” in the flower business
- To introduce new unique products to the market place
- To improve Green Bell's growing protocol







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