

The Ministry of Agriculture and Rural Development, Plant Protection and Inspection Services is promoting a consumer revolution in the Israeli fruit and vegetable industry.

The Law for Inspection of Plant Production and Marketing, 5771-2011, or otherwise known as the “Standardization Law”, was approved by the Knesset in August 2011 and shall come into force once all relevant regulations are approved by the Economic Committee of the Knesset.

The law promotes a consumer revolution that shall introduce quality and safety standards for fresh agricultural produce which serves for human consumption, which in turn ensures quality and safety for all consumers. It includes a supervision and inspection system for all phases of production and marketing for the benefit of both consumers and producers.