

בין ה-3 ל-6 למרץ, פורסמה בצ'נגדו אקונומיק דיילי (Chengdu Economic Daily - אחד העיתונים החשובים והנפוצים ביותר במערב סין עם תפוצה יומית של כ-600,000 איש בעותק קשה), סדרה של 4 כתבות על חקלאות בישראל בהמשך לנסיעתה של העיתונאית לארץ בינאר האחרון ולמען קידום תערוכת האגריטק.

נושאי הכתבות –

1. "לגדל יותר עם פחות" – הכרות עם החקלאות הישראלית וכיצד ישראל מיישמת טכנולוגיות בחקלאות.
2. השקיה וטפטפות – חסכון במים כתנאי הכרחי בישראל.
3. חלב ורפתות – ישראל שיאנית הפקת החלב.
4. כיצד טכנולוגיות חדשות בתחום החקלאות משפיעות על חיי היום יום בישראל – "תחשוב בגדול, תתחיל בקטן – תרבות החדשנות הישראלית".

Review of Chengdu Economic Daily's Reports on Israeli Agriculture Technology

(Publishing date: 3rd -6th March 2015)

From 3rd -6th March 2015, Chengdu Economic Daily - please see intro about the newspaper down published a series of 4 articles about Israeli agriculture technology by financial news reporter Yang ge in the economic news page under the theme of: impression of Israeli agriculture technology.

As revealed by the head of economic news department of Chengdu Economic Daily, the size of 4 articles, 6000 words equals to a whole page. Usually the newspaper will charge the company or organization for around RMB100, 000 for the advertisement or the sponsored stories.

Here is a short review of each article; we also added a link to the online version of the articles.

The series report is comprise of 4 articles,

First article is the brief intro of the technology applied in the Israeli agriculture

Title: Grow More with Less

Introduction/Lead: In the eastern Mediterranean, there is a legendary country -- Israel. Israel has created miracle of modern agricultural success on this land lack of water.

From 28th to 30th April, the nineteenth session of the international agricultural exhibition & conference will be held in Tel Aviv, Israel. In late January, invited by the consulate general of Israel in Chengdu, Chengdu economic daily, together with journalists from all over the world visited Israel for 4 days to witness the advance agricultural technology of Israel.

Contents:1, annual shortage of water is over 45%, grow more with less resources ;2, nation invest 3% of GDP to promote sound technology service system , the close connections among government organizations, research institutes and farmers; 3, modern cultivation technology system helps Israel to become the basket full of fruit and vegetables for Europe.

Words: 1837

Web link: http://e.chengdu.cn/html/2015-03/03/node_22.htm

Second article is about the irrigation and drip irrigation technology used in Israel

Title: Creating the Agricultural Mythology of Saving Water: the Deserts of Israel Are in Blossom of Flowers

Introduction/Lead: Drought and water shortage are the enemies of Israeli agriculture, so “saving every drop of water”, “to irrigate the plants rather than the soil” is the important criterion of Israeli agriculture.

Contents: 1, irrigation systems are the same as veins spreading all over Israel; 2, the miraculous tiny valve in the water tube; 3, the sound water management system, the concept of saving water of the whole nation

Words: 1502

Web link: http://e.chengdu.cn/html/2015-03/04/node_23.htm

Third article is about the world renowned dairy farming of Israel

Title: World Record of per Unit of Milk Production, Israel is flowing with Milk and Honey

Introduction/Lead: A popular saying is that, “Israel, a land flowing with milk and honey”. Although the population is less than 10million, but Israel is world well-known for its dairy farming. In recent years, dairy products have been an important Israeli export to Europe and the United states.

Contents: 1, comfortable living environment of Cows helps to produce better milk; 2, magic box controls every drop of milk; 3, price of raw milk set up by the government to balance the profit between different partners

Words: 1455

Web link: http://e.chengdu.cn/html/2015-03/05/node_19.htm

Fourth article is about the new technology applied in agriculture and daily life in Israel

Title: Think Big, Start Small, Innovation Culture Spread All Over Israel

Introduction/Lead: Newsweek has stated that: Outside of America, there's only one real competitor for the Silicon -- Israel. After the foundation of the nation for over 60 years, Israel has created miracle out of the barren land. The output of its agriculture has doubled several time, at the same time, it also has the most advanced technology in the electronics, computer software, medical equipment and biotechnology engineering.

Contents: 1, computer controls watering flowers, the information technology is applied everywhere; 2, lab set up on the roof of the shopping mall to grow vegetables; 3, pragmatism motivates the transformation of scientific and technological achievements

Words: 1426

Web link: http://e.chengdu.cn/html/2015-03/06/node_19.htm

Intro of Chengdu Economic Daily:

Established in 1994, Chengdu Economic Daily is a member of Chengdu News Group. With a daily circulation of around 600, 000, Chengdu Economic Daily is the Most circulated newspaper in western China. It also enjoys the most optimized Reader composition among China's metropolitan newspapers.

In 2012, Chengdu Economic Daily scored two No.1's: largest annual Advertising income among China's metropolitan newspapers and highest Circulation among newspapers in China's western regions.

Chengdu Economic Daily has gained the highest advertising income among all its counterparts for five consecutive years. In 2012, the annual revenue reached a value of 1.2 billion RMB, maintaining a sustained growth for 18 years. With its extraordinary power in branding and communications, Chengdu Economic Daily was honored "the top metropolitan newspaper in Sichuan". And on several occasions, it won titles of "China's Top 10 Metropolitan Newspaper" and "The Most Investment-Worthy Media in China".

Through our negotiation with Chengdu Economic Daily, they assigned Yang ge, the financial news journalist who got the master degree in science and her major is Microbiology and Molecular Biology, who is most suitable for reporting agriculture technology.

She has won Scholarship offered by World Conference of Science Reporter(WCSJ2013), selected as one of the four journalists to attend the event in Helsinki, Finland in June 2013, and the Scholarship offered by Robert Bosch-Stiftung, selected as one of the six Chinese journalists to attend Euro Science Open Forum in Dublin in July 2012.