

A **FarmLIFE/inside agriculture** *Special Report*

How Israel overcame its national water crisis through leading-edge technologies, innovative farming practices and everyday conservation. If they can do it, can we?

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Water for a Thirsty,

THAT'S NO MIRAGE. Here in Israel's Arava Valley, nestled in a dry riverbed, are these lush, shade-giving date trees. It's plantations like this and its neighboring greenhouses that make the region—among the driest places on the planet—one of Israel's most agriculturally productive, generating some 60% of the country's farm exports.

By the Numbers 18%: Israeli reduction in water consumption since mid-2000s. /// 25%: Avg. increase in Israeli water prices since 2010. /// \$0.022: Cost