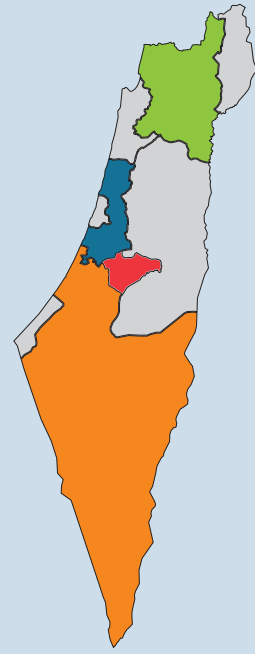


70% of Israel is a desert that receives between 30 and 50 millimeters of rain per year. Israel was faced with the challenge of how to grow food in the desert with limited access to water.



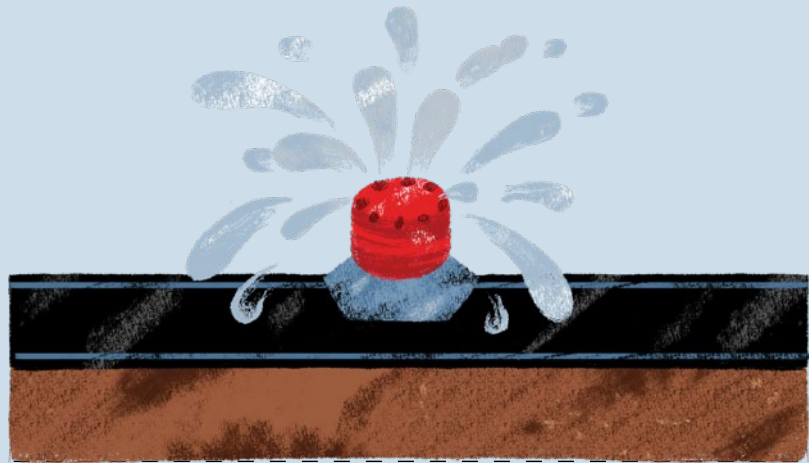
Simcha Blass notices a tree growing near a leaky pipe and gets an idea for slow, steady watering.



Netafim is founded at Kibbutz Hatzerim, and begins producing drip irrigation systems.



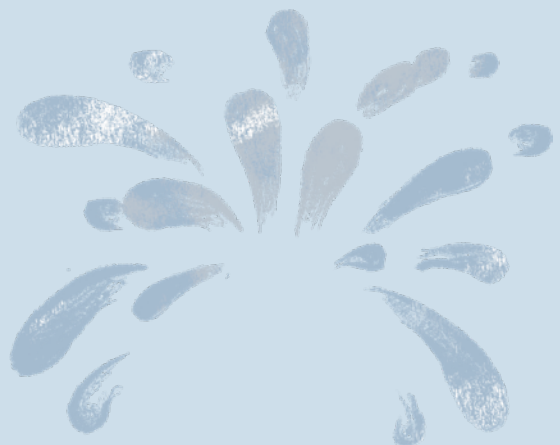
Drip irrigation is **adopted across Israel**, turning deserts into fertile farmland.



Netafim helps farmers in **India and Africa** grow more food with less water.



Netafim designs **home-use water-saving systems**, like garden drip kits, to help private households conserve water.



Netafim develops **smart irrigation technology** controlled by computers and sensors.



Netafim begins using **recycled materials** to create its products and develops **eco-friendly irrigation** products to reduce waste and environmental impact.



Netafim becomes a **world leader** in sustainable agriculture, operating in over 100 countries.

