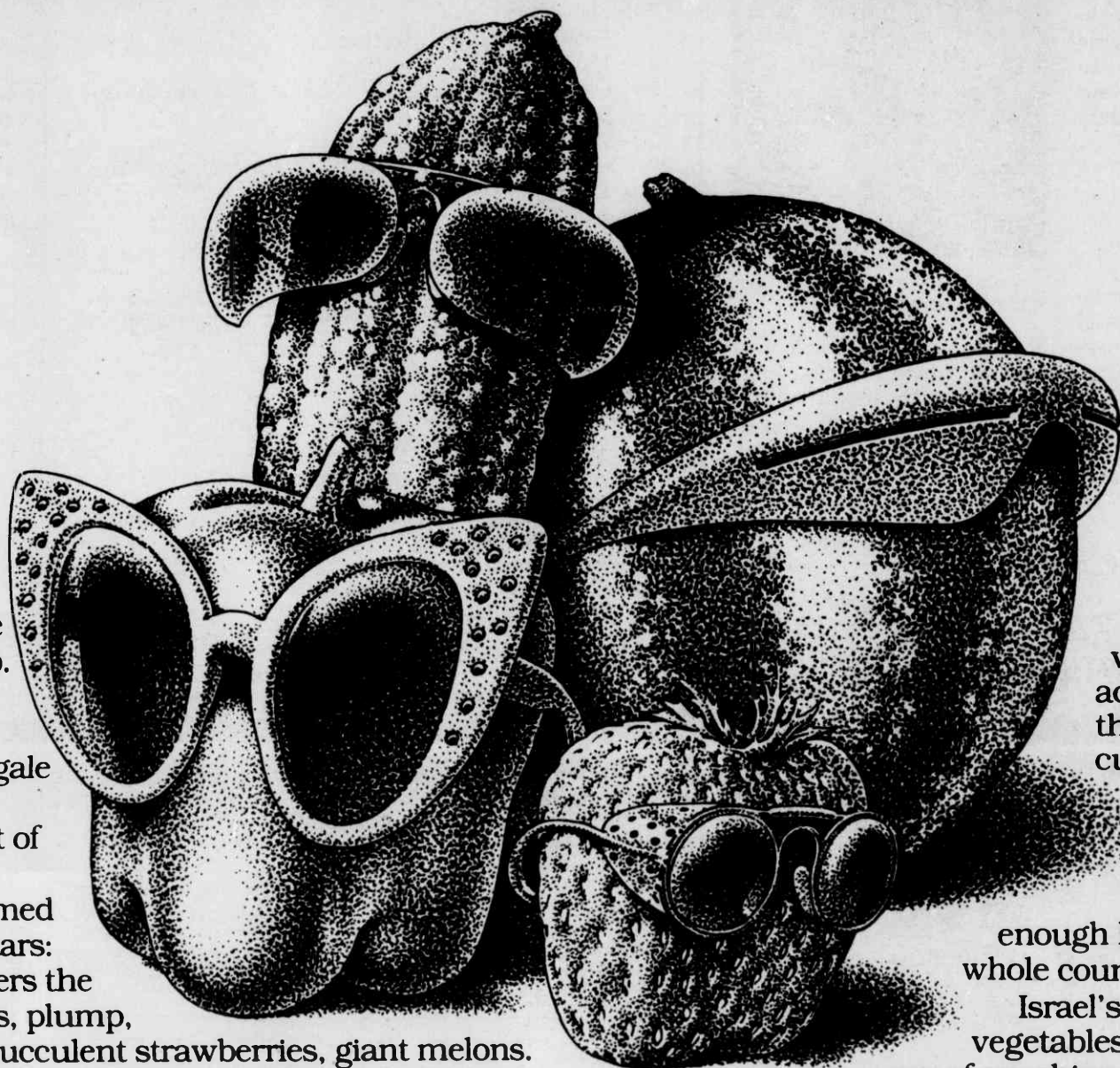


# THIS WINTER, ISRAEL IS GIVING EUROPE A REAL TASTE OF SUMMER.



In England the snow is 10" deep.

In France it's minus 8°.

Germany has gale force winds.

Yet in the heart of winter, Europe's markets are warmed by Israeli superstars: crisp green peppers the size of grapefruits, plump, juicy tomatoes, succulent strawberries, giant melons. These are fruits that leave everyone else out in the cold.

Thanks to the ingenuity of Israel's agricultural scientists and the innovative programs of the Jewish Agency's Rural Settlement Department, funded by the United Jewish Appeal/Federation Campaign.

These impressive fruits and vegetables come from an area which has a climate just as extreme: Israel's blistering Negev desert... where you can count the rain drops on one hand.

But this inhospitable environment is gradually being transformed into Europe's winter vegetable basket.

Through the use of drip irrigation and geothermal

water, Israel has achieved not only the highest agricultural rate in the world, but the highest export rate.

And there's still enough left to feed the whole country.

Israel's winter fruit and vegetables are certainly a ray of sunshine for the world.

By supporting Israel's Rural Settlement Program through the UJA/Federation Campaign, you are helping turn a dry desert into a vast green vegetable basket for the whole of Europe.

Israel's achievements in the desert serve as a model for famine-stricken nations with similar landscapes who are plagued by hunger.

And that's something we as Jews throughout the world can feel proud of.

Please give generously today.

## Charlotte Jewish Federation



One People, One Destiny