Tal-Ya
AGRICULTURE SOLUTIONS

Good for the environment.
Good for business.

Tal-Ya

Vision & Mission

- **Tal Ya's vision:** To bring to every farmer, of any size, anywhere in the world, a product which will make his/her fields more profitable, while leaving a dramatically smaller footprint

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The Product

- A unique, patented invention that increases yield dramatically, is simple to implement and cost effective

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The Product

- Water and fertilizer are directed to the root

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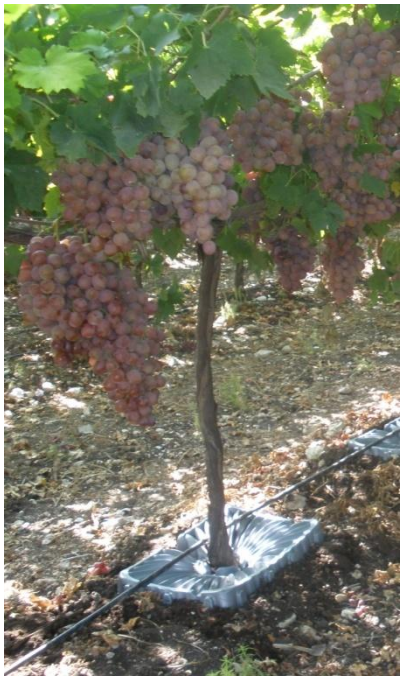
The Product

- Tal-Ya trays are effective in a very wide range of agricultural sectors including: forestry, fruit trees and bushes, vegetables, grapes and more



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The Benefits – greater output

- Dramatically higher crop yield - use of Tal-Ya trays has been **proven in field trials** to:
  - ✓ Significantly **improve crop yields**
  - ✓ **Shorten time to market** and protect crops
  - ✓ **Prevent crop loss** due to extreme weather conditions

2 lemon trees planted simultaneously, after 3 years of identical care. Tree on left uses Tal-Ya tray, tree on right does not (with drip irrigation)

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The Benefits – cost saving

- **Savings***
  - ✓ significantly less **water** (rainwater and/or irrigation) – on average 50% less - is needed to achieve same or better crop yield
  - ✓ Significantly less **fertilize**r is required (@ 30%)
  - ✓ **Reduced labor costs** (weeding) as the product does not allow light to penetrate through the covering, therefore killing off germinating weeds, and making use of herbicide to the root obsolete

* Figures are in comparison to drip irrigation; when compared to traditional irrigation the savings are far greater.

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The Benefits – environment

- **Dramatic benefits to the environment**:
  - ✓ Water efficiency
  - ✓ Less chemical pesticides reaching crops and water sources
  - ✓ Replaces use of harmful plastic mulch - Trays are 100% recyclable

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The Bottom Line

Dramatic increase in yield and ROI, together with significant benefits to the environment

Good for the environment.
Good for business.

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IP rights and Patent registration:

- Patent certification issued in: USA, China, Israel, Japan, Australia, Mexico, Eurasia, Ukraine, Georgia (US patent # 7,941,971 B2)
- Patent is active at the final certification stage in: Canada, EU, India, Brazil, ARIPO, South Africa, South Korea, Hong Kong
- Tal –Ya owns all IP product rights as well as production rights

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Manufacturing and Supply

- The size of the tray currently in production is 72 X 55 cm, and is relevant for a wide variety of crops including all citrus trees, grapes, avocado, olive and more.
- Tal-Ya trays have already been sold and are in use all over the world: Israel, U.S., Chile, Georgia, Sri Lanka and China
- 3 subcontracting factories operate in Israel
- Sample and commercial quantity pricelists are available

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Management Team

- **Avi Tamir** - Founder and R&D Manager, experienced inventor and entrepreneur
- **Professor Ilan Chet** - President, world-renowned expert, former head of the Wiezmann Institute of Science
- **Ilan Cohen** – formerly Director General of the Prime Minister's Office
- **Professor Uzi Kafkafi** – internationally recognized agriculture expert and professor of agriculture at the Hebrew University
- **Ilan Ben Meir** – CTO, expert in plastic based product development, production, and management of turnkey projects
- **Mickey Chesla** – VP Marketing & Sales, experienced advertising and marketing professional

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From the experts

- Tal-Ya's product has been piloted and tested extensively by world-renowned agricultural experts. The findings are overwhelmingly positive.

"It saves irrigation water by at least 50%... It saves fertilizers input by at least 30% …. Trees growth is enhanced tremendously … The benefits of this technology for the farming system and a specific farmer are impressive." - **Dr. Menachem Agassi, Soil and water Conservation Scientist**

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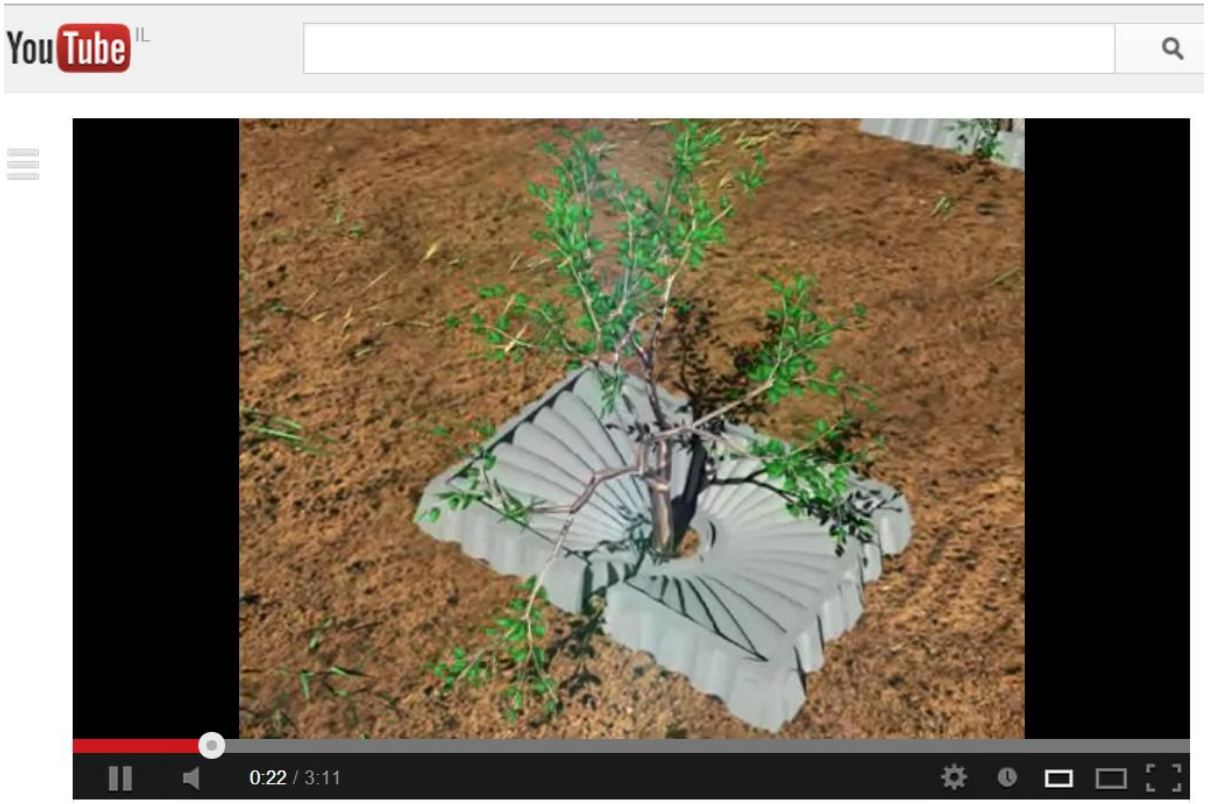
How it Works



.http://www.youtube.com/watch?v=v58Pcg-LTmU

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The future of agriculture looks like this….

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Thank you

For more information: info@tal-ya.com

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