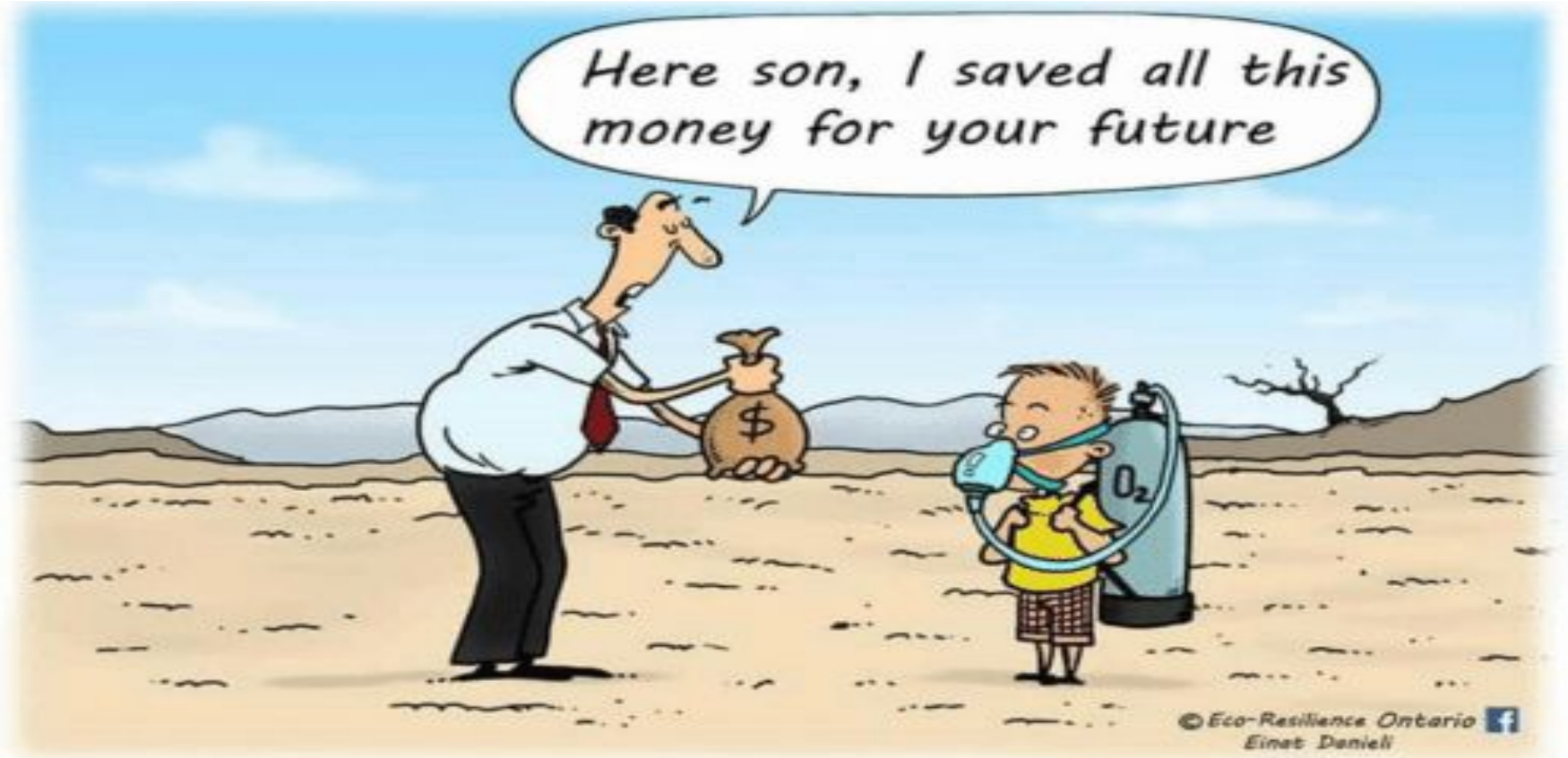


# SLOW MONEY ISRAEL

PROVIDENCE RI, NOVEMBER 2024



# WHAT BROUGHT ME TO SLOW MONEY?



# CALL TO FARMS AND ISRAEL

“The question before us, then, is not only how we will mobilize to redress the immediate harm done by the current militarism and violence. The question is also how we will plant the seeds of a peaceable economy. There is no more fundamental place to start than with how we grow food, how we feed ourselves and one another, how we relate to and care for the land.”



**SLOWMONEY** **משקיעים באדמה**

**אירוע בזום**  
**11 בספטמבר, 2022**

**18:30**  
**בין שלום לחקלאות**  
עם שי ערב לוי, מייסד עמותת  
"משקיעים באדמה - כסף איטי ישראל".

**19:00**  
**Call to Farms**  
מקומיות, אי אלימות ויצירת כלכלה רודפת  
שלום  
עם וודי טאש, מייסד Slow Money,  
ופאנל של דוברות ודוברים.

**Call to Farms**  
**צו חוה**



# OUR LAUNCHING EVENT (MAY 2022)





# OUR PRAYERS





# ARE SOMETIMES ANSWERED!





# GATHERINGS





# VISITS



# BEETCOIN GAVE US A MUCH NEEDED PUSH





# OUR FIRST LOAN! (MAY 2024)





# HOW CAN YOU HELP US HELP FARMERS?

Click on the coins :)



# LOBBY AND LEGAL AID FOR FARMERS - MEET MAYA



Maya is a lawyer, she also worked as an actress and a journalist.

She is pioneering our Legal department because when she worked with people in poverty she was shocked to meet an indebted farmer,

And because she is passionate about:

- Accessibility to land\*
- Accessibility to nutritious and affordable food
- Creating Food Sovereignty in Israel
- The connection between women's rights and satisfaction to how land is distributed

\*4% of ag. farms belongs to arab israelis with the average size of 3 hectares - most small ag. In Israel is done by Arab citizens.

# HOW CAN YOU HELP MAYA HELP FARMERS?

1. Money: 194,000 USD ~ (702,900 NIS) for formation, and the first 3 years (detailed budget [here](#)).
2. Connection to similar minded initiatives in the US.
3. Connection to peace-promoting communities that might be interested.
4. Anything else you can think about :)

Contact: [mayadoman@gmail.com](mailto:mayadoman@gmail.com)










Maya is signing Amit Vered & Yirmi ben-Natan ('Orez Ruach') on their loan agreement



# SOIL HEALTH COOPERATIVE LAB - MEET SHAI



## BRISTOL STOOL FORM SCALE

Type 1		Separate hard lumps	VERY CONSTIPATED
Type 2		Sausage-shaped but lumpy	SLIGHTLY CONSTIPATED
Type 3		Sausage-shaped with cracks on the surface	NORMAL
Type 4		Looks like smooth and soft sausage or snake	NORMAL
Type 5		Soft blobs with clear-cut edges	LACK OF FIBER
Type 6		Mushy, fluffy pieces with ragged edges	INFLAMMATION
Type 7		Liquid consistency with no solid pieces	INFLAMMATION AND DIARRHEA

# SOIL HEALTH COOPERATIVE LAB - MEET SHAI 2





# WHAT FOR?

- Improving the **relationship** between agriculture to the land (using soil health monitoring tools & knowledge)
- Facilitating **pragmatic farmers peer learning** about soil health while gaining and sharing local knowledge and information
- Initiating educational hands-on research oriented activity focused on soil health





# WHAT IS A CO-OP SOIL LAB?

## HOW CAN WE HELP?



Monitoring tools 'library'



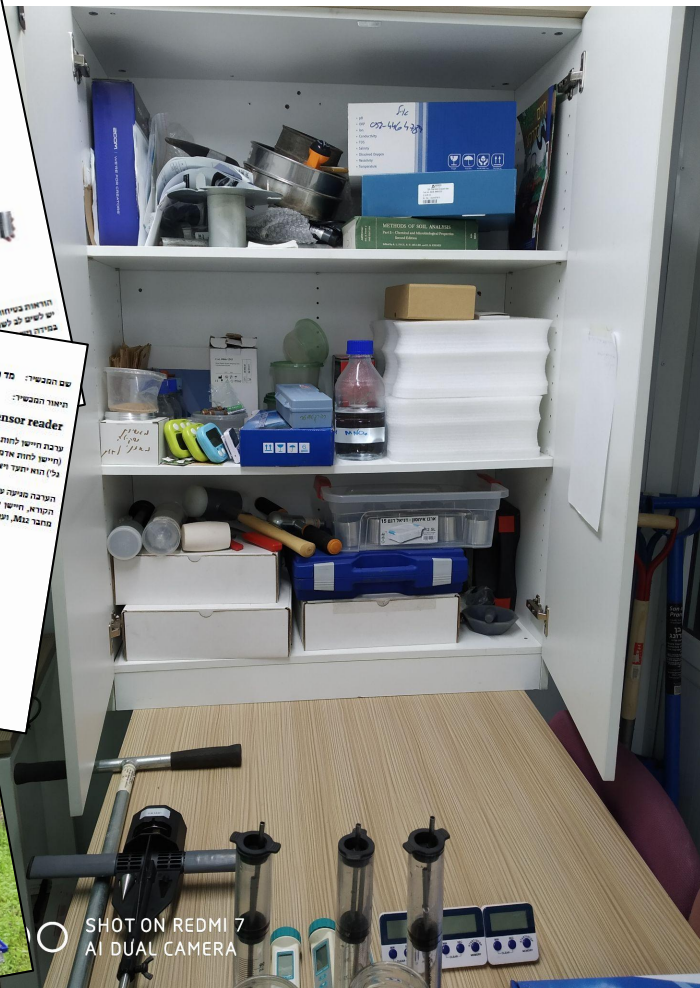
Tutorials & field days



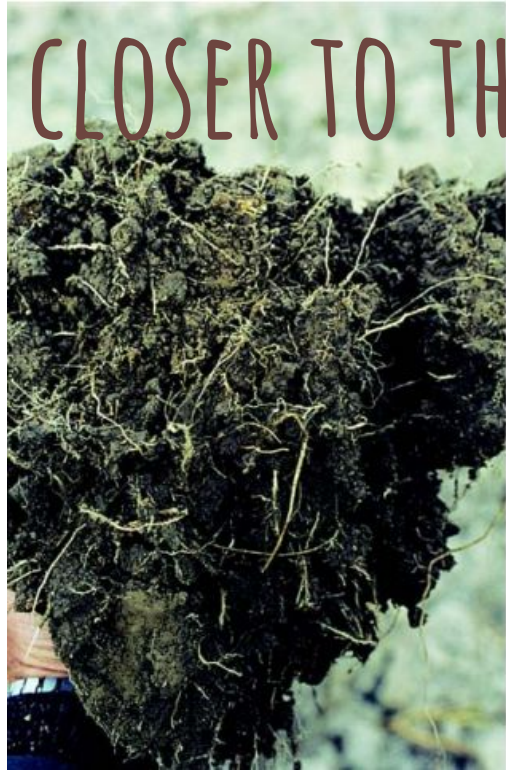
Lab test - active carbon



Sharing the data locally











# VISUAL SOIL ASSESSMENTS -

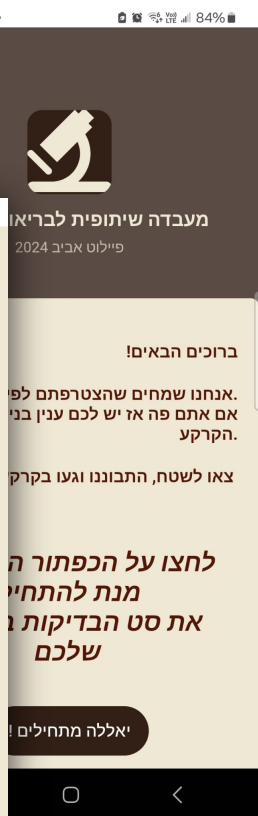




# PRELIMINARY DIGITAL PLATFORM

App for tutorials, data collection and comparison

פני השטח	מבנה	קבוצות	הצפית	סיווג סופי	כתוביות	תמונת הבו	פוסטיל גוש האדמה
מחפשי צמחית	בעלי צורת זוויתית			שם משמעותי על קרקע רוויה			
אין קרמ או סידוק בקרקע או לחיצין כ-70% מהקרקע מחופה בכיסוי צמחי	הקרקע מורכבת ברובה ממושים גדולים ויציבים ומעט מאד תלכידים קטנים. כמו כן הצורת של הגושים זוויתית ויש מעט מאד פירורים קטנים.	מעט נקבוביות וחריצים, טטה להיות גוש הדוק ומצב. משופת תמונה שטוחה בקטגוריה אחרת	יש אחד אחר- גוש משמעותי על קרקע רוויה אין שלוליות	הקרקע יחסית אחידה בגובה, לא ניכרים סימני ניקוח או חריץ הקרקע או בבזר	אין לא רואה כתמים בגוש הקרקע		התמונה שטוחה מתאימה יותר לקבוצות ושוכנה שם
							



# LOCAL PILOT

10 farmers from 2 different regions paid a symbolic sum, came to a field day, and monitored their own farms.





# THE TEAM

Shai Erev  
Levi



משקיעים באדמה

Entrepreneur

Hilit Maayan



Product  
advisor

Asaf  
Chertkoff



Eyal Ben  
Simchon



Lead agroecologist

Gil Eshel



Scientific  
advisor

Educational  
Advisor



# OUR STEERING COMMITTEE

Represented:

Ministry of Ag.  
Investors  
Farmers  
Researchers  
Ag. Consultants  
Biostimulants makers  
Farmers associations



# WHERE DOES THIS LAB BELONG?



Venture Capital?



Soil  
monitoring  
law?

Slow Money?



Academic research?  
Ministry of agriculture?





# HOW CAN YOU HELP THE LAB STAY INDEPENDENT?

1. Money: 230K USD ~(832K NIS) for App & Data platform development (Detailed budget [here](#)). All future projects, profit and non-profit will likely rely on the app.
2. Connection to investors to fund 'proof of concept'.
3. Connection to relevant stakeholders.
4. Anything else you can think about :)

Contact: [soilabisrael@gmail.com](mailto:soilabisrael@gmail.com)



Soil clod from a Biodynamic Vineyard



Soil Clod from an orchard in Jezreel Valley. Photo by: Noa Kozak

# THANK YOU FOR YOUR TIME!

