

# Search for an exotic fruit

...sized or larger, and to  
...even when ripe. It has a  
...e wax on it, which some  
...take for a chemical  
...though this is one of our  
...which is not sprayed with  
...at all.

...s to the same family as  
...but has none of the  
...ng odour. Some people  
...neapple guava," as the  
...our taste of the pulp is  
...miniscent of a wild  
...avour. The pulp is soft  
...and can be scooped out  
...on. Or the fruit can be  
...eaten like an apple (the  
...too sour to eat).

...ame originally from  
...rica.

...with about 250 acres  
...anted, Israel hopes to  
...e first country to bring  
...a to the European  
...e. The Fruit Production  
...ting Board, we were  
...press conference, in-  
...roduce it as an "exotic"  
...prices, but hopes that it  
...ally become a popular

...price here ranges from  
...\$150 (\$1.25) to \$200  
...ding on the size of the  
...gh there is no difference  
...between those that weigh

only 40 gm. and those that reach as  
much as 250 gm.

A ripe feijoa should be slightly  
soft to the touch, like an avocado.  
Feijoas are not picked from their  
shrub-like trees, but fall to the  
ground when they are ripe and, un-  
like most fruit, they don't continue  
to ripen once off the tree.

DEVELOPING a tasty feijoa large  
enough to be commercial was the  
main obstacle to their production as  
an agricultural crop. The first feijoa  
plant was reportedly brought to  
this country in 1919 by a Petah  
Tikva veterinarian, Dr. Farber,  
whose hobby was gardening. In  
1953, an agricultural teacher and  
subtropical plant researcher named  
Ephraim Slor settled on a nearby  
moshav and planted some feijoa  
shrubs in his garden. Proudly taking  
a small, 50-gm. fruit to school in his  
lunchbox, he was surprised when a  
fellow teacher bragged that his fei-  
joas grew to 80gm. Slor began think-  
ing: if only we could reach 100-gm.  
per fruit perhaps it would have com-  
mercial value.

Slor examined some 5,000 feijoa  
plants from all over the country,  
and chose eight for grafting experi-  
ments. Working with the Volcani  
Institute of which he is today a staff  
member, he found that it was fairly  
easy to increase the fruit's size  
twofold or even fourfold. But the  
tricky part was to retain the sweet-

sour flavour while increasing the  
size. The end result has been named  
the "Slor Feijoa."

The 250 acres already un-  
der cultivation are scattered in  
various parts of Israel. Feijoa plants  
can withstand both frost and ex-  
treme heat, and brackish soil does  
not harm them. They require  
relatively little water, only two-  
thirds the quantity needed by citrus.  
The season for the Slor variety is  
early November to mid-January.  
Potentially, the area under cultiva-  
tion is expected to produce 1,500—  
2,000 tons of fruit a year, but this  
season's crop will be only some 60  
tons, as it takes several years for the  
first fruit to appear. Most of the  
commercial feijoas on the market  
today come from Slor's own 1974  
plantings, while the others were  
planted only in 1979-80.

A commercial advantage of fei-  
joas is that the fruit is very stable in  
storage and shipping. At home, it  
will keep unrefrigerated for at least  
a week, and can be refrigerated for  
up to two months.

The feijoa has the distinction of  
being the fruit with the largest  
iodine content, twice that its nearest  
rival, the persimmons, and is also  
rich in Vitamin C.

Most people will eat feijoas plain  
or in raw fruit salads, but they can  
be made into a sauce (like applesauce),  
mousse, or a variety of  
cakes.

# Local marble for furniture

...coffee tables in a variety  
...and averaging \$150 (\$1.25)  
...an item, which is much  
...the same range as Danish  
...local or imported marble  
...e of wood or wood-grain

...elbaums call their design  
...eting company Danish  
...al. The furniture is made  
...by the Assia Marble  
...of Ramallah, under the  
...l direction of one of the  
...Cairo-trained architects  
...The marble slabs are  
...ed by machine, with a  
...ed finish. A special  
...f Dorelli tables is  
...the double-thick marble  
...an insert of a metal  
...lastic laminate material  
...not only decorative but  
...edge "impact resistant."  
...Apfelbaum's registration

base. Mrs. Apfelbaum told me she  
uses the interior to store her Pessah  
crocker. True, the table weighs  
about 130 kilos, and is not meant to  
be moved when doing *sponja*.  
Lighter tables have bases of brass  
and stainless steel, or a movable  
marble base.

While most of the Dorelli tables  
are knee-height, there are two  
models of dining-table height — one  
hexagonal and the other rec-  
tangular. The latter can also be  
used as a desk. A particularly striking  
coffee-table has a rustic-style ap-  
pearance, being made from a  
roughly cut slab of marble which  
has simply had its surface polished  
and its edges smoothed so as not to  
cause injury. No two of these are  
shaped exactly alike.

There are three types of local  
marble: one from Hebron (com-  
monly known as "Jerusalem stone");  
a similar pinkish-beige one from  
the Nablus area; and the more ex-  
pensive brown-toned Galilee stone  
known as Horfesh (the name of the

In addition to these, Statec Inter-  
national also are using two imported  
marbles — a white Carrara-type  
from Brazil, and a black one which  
comes from Tunisia via Italy. Dorelli  
items made with imported marble  
cost 20 to 25 per cent more than the  
same models in local stone.

Apart from the rich look of real  
marble, durability is another of its  
drawing points. If marble gets  
scratched, it can always be  
repolished.

The Apfelbaums are currently in-  
troducing counters of marble with  
coloured edging to match the  
kitchen cabinets sold at Danish  
Interiors.

They have high hopes for the ex-  
port potential of their furniture, for  
which they see markets in Europe,  
the U.S. and Australia. The local  
marble may look commonplace to  
some of us but, they say, it looks  
"exotic and elegant" to outsiders,  
and they are convinced that the  
Danish market is at least as

# Scientists hope to sell solar power abroad

REHOVOT. — Negev sunshine  
may one day power the factories of  
Europe if a concept being discussed  
this week at the Weizmann Institute  
of Science proves feasible.

The discussion will take place  
within the framework of a  
"Workshop on the Economics of  
the Solar Thermochemical  
Pipeline," organized by the in-  
stitute's Centre for Energy  
Research, headed by Prof. Yisrael  
Dostrovsky.

Dostrovsky and his colleagues are  
proposing to take solar energy col-  
lected in a desert area — the Negev,  
southwestern U.S., or Sahara for ex-  
ample — and transform it into  
energy-rich chemicals. These  
chemicals would then be piped to  
industrial regions, where, in a  
transformation requiring special  
catalysts, the energy would be  
released as heat for use in manufac-  
turing processes.

Until now, solar energy has main-  
ly been used near the spot where it  
is collected. It can be transformed  
into electrical energy for transmis-  
sion, but this means a loss of 75 per  
cent of the energy. Under the new  
plan, it is hoped this energy loss can  
be reduced to 25 per cent.

Israeli, American and German  
experts will begin their discussions  
at the Weizmann Institute, and will  
then continue them at Ein Bokek, on  
the shores of the Dead Sea.

The workshop is sponsored by the  
Maurice Goldschleger Foundation  
at the Weizmann Institute and by  
the National Council for Research  
and Development.

# Maritime Bank in \$6m. research deal

By JOSEPH MORGENSTERN  
Post Finance Reporter

TEL AVIV. — The Maritime Bank  
has just concluded arrangements to  
finance a major research project to  
develop medical instrumentation  
based on thermal principles for the  
treatment of cancerous tumors. The  
project is valued at \$6 million and  
the Maritime Bank has assumed a  
financial interest along with the  
other parties.

The major investor is an  
American firm, Medical Research  
and Development Associates  
Limited Partnership. It has been  
organized and is managed by  
Robert C. Slavitt, a Washington in-  
vestment banker.