

THE FRIENDS OF ISRAEL TODAY

October 31, 2015

Chris Katulka, Thinking Differently About Leviticus, Part 1

Not too long ago I was watching an AIPAC video from 2014... and for those of you that aren't familiar with AIPAC, AIPAC is the the American-Israel Public Affairs Committee,

During the AIPAC conference they hold sessions that focus on specific issues like politics, security, and business. The one video I was watching was an interview with Ofra Strauss of the very famous Israeli company the Strauss Group. She is the Chairwoman of the Management Board of The Strauss Group. Now even though The Strauss Group is Israeli... you may have very well eaten some of their products here in the States and Canada. The Strauss Group partnered with Pepsico to bring hummus to America... they did it through a brand that you see in every grocery store today called Sabras. And I won't lie... it's good hummus.

She was asked during her interview about the future of Israeli business with Israel's neighbors, namely, countries like Jordan, Syria, and Lebanon that don't typically do business with Israel. And what she said really impacted my thinking about the potential of the Middle East as a whole. Let's take a listen to what she said here:

<https://www.youtube.com/watch?v=oOwpqrlrjB4>

[7:14-8:29]

Did you hear what she said... Israel is already a booming market in technology and business... and The Strauss Group is one of many businesses that have a global reach and is impacting the world for good. Yet, Ofra said Israel's future is a bright one when the day comes that the Middle East can work together... in fact she argues it will be a force to reckon with on the global market when the time comes... and her words are profound... she says Israel is ready! Look her father built a Strauss plant in the very far north of Israel in anticipation of peace in the Middle East. What a testimony!

What Ofra said is a sign that the Israeli people really want peace in the Middle East and that they are ready for it.

Last year I wrote a piece for the FOI Blog titled Peace from the Ground Up. If you want to read it... it will be linked in today's show notes on our website foiradio.org. In it I argue that as international diplomats work hard to thrust a two-state solution down the throats of both Israelis, Palestinians, and the Arab World, in order to force peace, Israeli citizens have decided to take the matter into their own hands by creating peace from the ground up.

Recently several Israeli companies like Cisco Israel and SodaStream before they left the West Bank due International pressure invested in Palestinian workers, training them in new technologies, providing transportation, breakfast, and lunch, while also paying them 10 times more than the average income of a Palestinian. These actions are a sign of desired peace!

Look my friends Israel is ready for peace... and they believe if their Middle East would stop fighting them and invest that energy into business they could be a real force for good in the world... and at the center of it is Israel.

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