

Netafim USA expands Fresno operations

By Robert
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Netafim USA, a leading maker of drip irrigation, is expanding its Fresno operations with a 102,000-square-foot distribution center at 1550 N. Peach Ave.

Company officials say the expansion was necessary to handle the increased demand for its drip irrigation systems, especially among California farmers who are struggling through a fourth dry year.

Ze'ev Barylka, director of marketing and ag sales for Netafim USA, said the company has seen double-digit growth in sales over the last year. Netafim USA's customers include farmers who grow almonds, pistachios, walnuts, wine grapes, processing tomatoes, cotton, corn and alfalfa.

"Our core business is irrigation," Barylka said. "And that is what Netafim is providing to our customers."

A ribbon-cutting ceremony was held Wednesday at the new distribution center that employs 50 people. Overall, Netafim USA employs 300. Its parent company, Netafim, was founded by a group of Israeli farmers in 1965 and celebrates its 50th anniversary this year.

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