

Dr. Shoshan Haran,
Founder of [Fair Planet NGO](#)

Dr. Haran, age 65,
resident of Kibbutz Beeri in southern Israel.

- Ph.D., Hebrew University of Jerusalem in plant protection;
- **Fulbright Grant**, Rutgers University, New Jersey.



Dr. Haran is of German descent, with roots in Stuttgart, Germany. Her parents are of the founders of Kibbutz Beeri, which was founded in the Negev Region of Israel in 1946. Beeri was originally based on agriculture and today its income is primarily based on Beeri Print, the leading printing facility in Israel.

Dr. Haran has been a member and resident of Kibbutz Beeri her entire life.

Until founding Fair Planet, Dr. Haran worked for leading global seed companies (Hazera and Limagrain Group).

In 2012 Dr. Haran founded the **Fair Planet NGO**, with the mission of bringing affordable quality seeds to smallholder farmers throughout Africa, as a means to increase food security and provide new economic opportunities for the millions stuck in poverty. Through a unique and long-term technology-transfer process, Fair Planet bridges the gap between existing high quality seed varieties developed by leading global seed companies and the know how available to smallholder farmers in Africa.

Dr. Haran enlisted global seed companies to her venture, including Bayer, Syngenta, Limagrain-Hazera, BASF, Enza Zaden and others, and partnered with African universities.

With the help of hundreds of volunteers, Fair Planet reached thousands of smallholder farmers, initially in Ethiopia, with staggering results: local farmers have increased their vegetable yield by 500%-700% and improved the quality of their vegetables, which enabled them to start exporting their produce, thereby increasing their income, start sending their children to school, and generally improve the quality of life of their entire community.

Detailed results of Fair Planet's operations can be viewed at www.fairplanet.ngo

After the success in Ethiopia, Fair Planet has expanded its operations to Tanzania and Rwanda, with additional African countries to follow.



October 7, 2023 Events

On the early morning of Saturday, October 7, 2023, Dr. Haran was home in Kibbutz Beeri with her husband Avshalom Haran, eldest daughter Adi Shoham (Haran), Adi husband Tal Shoham and their two children Naveh and Yahel (ages 8 and 3). Kibbutz Beeri is located only 4 km from the Gaza border.

At 6:15 a.m. a Hamas rocket attack began on Israel, sending the entire Haran family to the safe room in their home. During ensuing attack by Hamas terrorists on the entire region, including Kibbutz Beeri, Hamas terrorists murdered 120 members of the Kibbutz (about 10% of its residents), including children and babies. Like many homes in the Kibbutz, the Haran family home was burned to the ground and they were all taken captive to Gaza. Also taken captive to Gaza were other family members of Dr. Haran that reside in Beeri. A total of 12 people from their family are captive in Gaza.

Dr. Haran has 2 additional children, Yuval and Shaked, who were not in the Kibbutz and were saved.



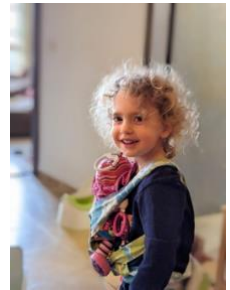
Shoshan Haran



Adi & Tal Shoham



Naveh Shoham



Yahel Shoham



Avshalom Haran



Noam Avigdori



Sharon Avigdori



Judith Raanan



Natali Raanan



Evyatar & Lilach Kipnis