

From: ellen horowitz **On Behalf Of** JewishIsrael
Sent: Monday, July 05, 2010 6:59 PM
To: 'abadihi@jnf.org'
Subject: Bible Land Trees

Dear Mr. Badihi,

I left a phone message for you, but perhaps email is better.

My name is Ellen Horowitz and I'm the content and research director for [Jewish Israel](#). We're a website project that takes a critical look at Israel's alliances with fundamentalist Christian groups, and we provide a platform for ongoing monitoring and pro-active responses to evangelical missionary campaigns which target the Jewish people.

I see that the JNF is engaged in a partnership with [biblelandtrees.com](#), granting them the exclusive rights to sell Bible Land Certificates to new Christian/Evangelical customers.

The Bible Land Trees homepage states, *"The Bible tells us that Jesus the Messiah will come only after the Jewish People have returned to the Land of Israel and it is well populated and fruitful."*

The videos and written content on the site are highly christ-centered and eschatological in nature, with one video clip saying, *"And we plant trees so the land will blossom for his [Jesus'] coming."*

As a JNF representative, do you feel that this evangelical partnership and site is in keeping with the spirit of JNF whose mission it is *"to serve as caretaker of the land of Israel, on behalf of its owners—Jewish people everywhere."*?

Don't you feel it would be appropriate for the KKL- JNF to request that their Christian partners respect the Jewish nature and sensitivities of Israel and her people by refraining from advertising overt religious messages that run contrary to the very foundations of Judaism and the aspirations of the Jewish people in the Land of Israel?

Also I note that in 2008 *the Jerusalem Post* had an article on a KKL- JNF financial relationship with another project, marketing to Christians, called *Trees for the Holy Land*. Does the exclusive rights partnership that JNF has with *Bible Land Trees* affect the status of JNF's relationship with the *Trees for the Holy Land* project?

Thank you for your attention.

Looking forward to your response.

Sincerely,

Ellen Horowitz for [Jewish Israel](#)
(phone number removed for web posting)