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Education:

1969 - 1972 B.Sc. in Chemistry at the University of Tel Aviv, Israel

1972 - 1979 Ph.D. in Chemistry, the Weizmann Institute of Science, Israel;
 Thesis was conducted at the Department of Membrane Research.

Academic Appointments:

1972 - 1978 Research Assistant at the Weizmann Institute of Science,
 Rehovot, Israel

1979 - 1982 Postdoctoral Fellow at the University of California, San Diego,
 La Jolla, Ca, USA.

1983 - 1986 Research Physicist at the University of California, San Diego, La
 Jolla, Ca, USA.

1986 to present Research Scientist, Heading Postharvest Research at the Southern
 Arava R&D, Hevel Eilot, Israel.

1992 - 1993 Visiting professor at the Botany Department, University of
 Florida, Gainesville, FL, USA .

2001 Visiting professor at the School of Agriculture & Horticulture,
 University of Queensland, Gatton, Queensland, Australia.

LIST OF PUBLICATIONS

Articles in reviewed journals.

1. **H. Borocho**v and M. Shinitzky (1976)
"Vertical displacement of membrane proteins mediated by changes in membrane viscosity."
Proc. Natl. Acad. Sci. USA 73: 4526-4530.
2. **H. Borocho**v, P. Zahler, W. Wilbrandt and M. Shinitzky (1977)
"The effect of phosphatidylcholine to sphingomyelin mole ratio on the dynamic properties of sheep erythrocyte membranes."
Biochim. Biophys. Acta 470: 382-388.
3. A. Borochov, A.H. Halevy, **H. Borocho**v and M. Shinitzky (1978)
"Micro-viscosity of plasmalemma in rose petals as affected by age and environmental factors." *Plant Physiol.* 61: 812-815.
4. **H. Borocho**v, R.E. Abbott, D. Schachter and M. Shinitzky (1979)
"Modulation of erythrocyte membrane proteins by membrane cholesterol and lipid fluidity."
Biochemistry 18: 251-255.
5. A. Borochov and **H. Borocho**v (1979)
"Increase in membrane fluidity in liposomes and plant protoplasts upon osmotic swelling."
Biochim. Biophys. Acta 550: 546-549.
6. **H. Borocho**v, M. Shinitzky and Y. Barenholz (1979)
"Sphingomyelin phase transition in the sheep erythrocyte membrane."
Cell Biophys. 1: 219-228.
7. M. Shinitzky, **H. Borocho**v and W. Wilbrandt (1980)
"Lipid fluidity as a physiological regulator of membrane transport and enzyme activities."
in *MEMBRANE TRANSPORT IN ERYTHROCYTES*, Alferd Benzon Symposium 14, (U.V. Lassen, H.H. Ussing and J.O. Wieth, eds.) pp 91-102, Munksgaard, Copenhagen.
8. **H. Borocho**v-Neori and M. Montal (1983)
"Rhodopsin in reconstituted phospholipid vesicles. I. Structural parameters and light induced conformational changes detected by resonance energy transfer and fluorescence quenching."
Biochemistry 22: 197-205.
9. **H. Borocho**v-Neori, P.A.G. Fortes and M. Montal (1983)
"Rhodopsin in reconstituted phospholipid vesicles. II. Rhodopsin-rhodopsin interactions detected by resonance energy transfer."
Biochemistry 22: 206-213.
10. **H. Borocho**v-Neori, E. Yavin and M. Montal (1984)

"Tetanus toxin forms channels in planar lipid bilayers containing gangliosides."
Biophys. J. 45: 83-85.

11. **H. Borochoy-Neori** and M. Montal (1989)

"Rhodopsin - G-protein interactions monitored by resonance energy transfer measurements."

Biochemistry 28: 1711-1718.

12. A. Borochoy, A. Drori, T. Tirosh, **H. Borochoy-Neori** and S. Mayak (1990)

"Quantitative and qualitative changes in membrane proteins during petal senescence."

J. Plant Physiol. 136: 203-207.

13. **H. Borochoy-Neori** and A. Borochoy (1991)

"Response of melon plants to salt: 1. Growth, morphology and root membrane properties."

J. Plant Physiol. 139: 100-105.

14. **H. Borochoy-Neori** and U. Shani (1995)

"Response of melon plants to salt: 2. Modulation by root growth temperature - the role of root membrane properties."

J. Plant Physiol. 145: 545-550.

15. **H. Borochoy-Neori**, E. Gindin and A. Borochoy (1997)

"Response of melon plants to salt: 3. Modulation of GTP-binding proteins in root membranes."

J. Plant Physiol. 150: 355-361.

16. I. Shomer, **H. Borochoy-Neori**, U. Marin, G. Ziv, B. Lutzki, Y. Aharoni, H. Weksler and A. Grinberg (1997)

"Freezing injury of semi-dried Madjhoul date fruits".

Alon Hanotea 51: 64-73.

17. I. Shomer, **H. Borochoy-Neori**, B. Lutzki and U. Marin (1998)

"Morphological, structural and membrane changes in frozen tissues of Madjhoul date (*Phoenix dactylifera* L.) fruits."

Postharvest Biol. Technol. 14: 207-215.

18. **H. Borochoy-Neori** and I. Shomer (2001)

"Prolonging the shelf life of fresh-cut melons by high salt and calcium irrigation during plant growth and fruit development."

Acta Hort. 553: 85-87.

19. E. Palevsky, **H. Borochoy-Neori**, U. Gerson (2005)

"Population dynamics of *Oligonychus afrasiaticus* in the southern Arava Valley of Israel in relation to date fruit characteristics and climatic conditions."

Agric. Forest Ent. 7: 283-290.

20. **H. Borochoy-Neori**, D. Holland, I. Shomer (2007)

"Seasonal and cultivar variations in antioxidant content and sensory quality traits of pomegranate (*Punica granatum* L.) fruit." *J. Food Comp. Anal.*, under review.

21. **H. Borochoy-Neori**, S. Judeinstein, A.Greenberg, B. Fuhrman, J. Attias, N. Volkova, T. Hayek, M. Aviram (2008)
"Phenolic antioxidants and anti-atherogenic effects of marula (*Sclerocarrya birrea* subsp. *caffra*) fruit juice in healthy humans." J. Agric. Food Chem., submitted.