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THE LOUNGE *Michal Galanti*



3. RUSSELL ELLWANGER (Moshe Maoz)

3. Nature conservancy

A planting ceremony was held last week at the TowerJazz headquarters in Migdal Haemek. Russell Ellwanger, TowerJazz CEO, along with other planting project partners, gathered to plant orchards of ancient varieties of fruit trees that are on the brink of extinction.

TowerJazz is the lead supporter of a new project to establish and preserve heritage tree orchards under the guidance of students from the local Kfar Hayarok School and the Walworth Barbour American International School (WBAIS) through

the Global Awareness, Investigation and Action (GAIA) project.

The student research groups identify effective management techniques through conservation and business models to increase genetic diversity among food crops.

Ellwanger commented, "We are pleased that TowerJazz is directly involved in groundbreaking research where young students are the lead stakeholders in solving critical questions through technology to increase diversity in the genetic variations of plant food species in Israel."