

GROWERTALKS

GT in Brief

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Danziger Announces Imagine More Scholarship Program

Jennifer Zurko

Danziger is celebrating its 70th anniversary, and to mark this milestone, the company is partnering with the Horticulture Research Institute to develop a new scholarship. The Danziger Imagine More Scholarship Fund is the latest investment in the future of the industry.

Throughout its history, Danziger has always placed a high value on innovation and the power of imagination.

“Supporting young students has been a core value for us,” said Ori Danziger, deputy CEO. “We have given away more than 200 academic scholarships in Israel. This year, we’ve decided to extend our scholarship program to horticulture students in the U.S. We believe that welcoming a new generation with creativity and passion into the business will keep supporting our industry’s growth.”

The Danziger Imagine More Scholarship Fund will provide assistance to help horticulture students reach their full potential.

“We are very proud of the past 70 years and our growth from a small family farm to one of the leading floriculture companies,” Ori said. “We are blessed to be a part of this beautiful industry, to create innovative new varieties and to have the best customers and partners to grow with. Today is about recognizing the blessings of our history. I can’t think of a better way to honor my grandparents—the founders of our company, Ernest and Zehava Danziger—than by supporting the future of our industry. They will both celebrate their 100th birthday soon and we wish them many, many more happy and healthy years.” **GT**