



This afternoon at Molí de Sal, the director of Puleva, Ignacio Elola, handed over to the administration's environment secretary, Daisee Aguilera, and tourism advisory chief, Carlos Bernús, a cheque for €11,000 to adopt 11,000 square metres (m²) of *posidonia oceanica*, making Puleva the Save Posidonia Project's largest private donator to date.

Secretary Aguilera thanked the company for its contribution, which she said would “drive projects that safeguard Formentera's uniquely important underwater plant”. Posidonia, she explained, is crucial because it acts as a buffer for local beaches and landscapes. “At the end of the day, it's what makes our island into the paradise it is”.

For his part, the director of the Lactalis Puleva group said that the company is “committed so much more than food” and pledged sensitivity to those ecosystems in place where the Puleva company treads.

This year, Puleva held its annual convention on Eivissa and Formentera, bringing some 140 workers to the islands. Today, the company's employees got a close-up look at Formentera's undersea riches on a boat ride with Secretary Aguilera through Ses Salines nature preserve.

Eighty-four thousand square metres sponsored so far

More than 84,000m² have already been adopted through private and business donations.

Money collected to November 1 will go to fund projects aimed at protecting posidonia.

Donations are still being accepted—one euro per square metre—at <https://www.saveposidoniaproject.org>.

Conditions for project proposals can be found on three websites: the Balearic Islands employment office (BOIB), the Formentera Council and the Save Posidonia Project. Proposals will be accepted over two months starting November 1, when donations have closed.

The Save Posidonia Project Festival is set to begin next week, October 12-15.