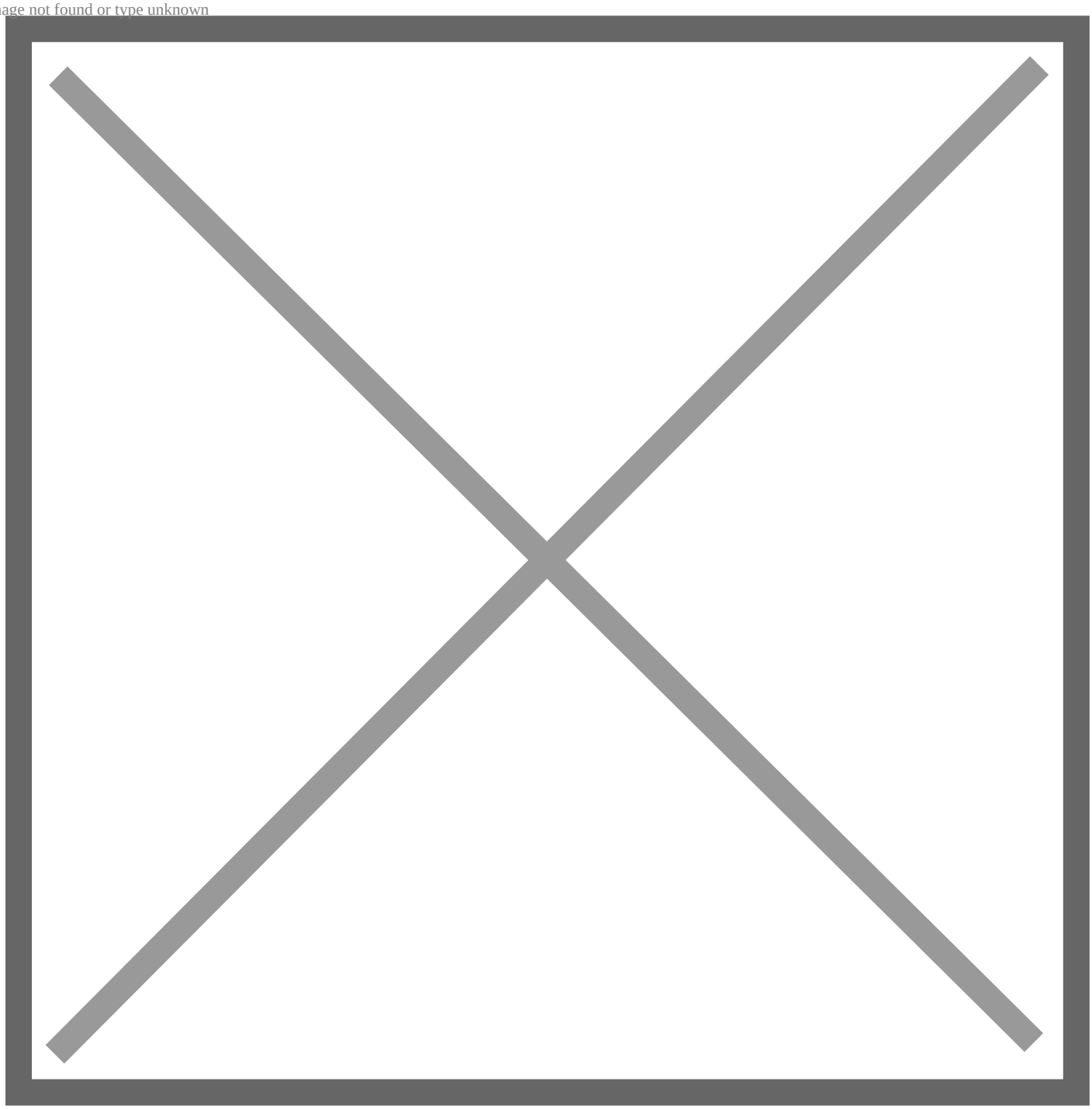
Toyota West Virgina Honors Legacy of Fallen Heroes

July 03, 2025

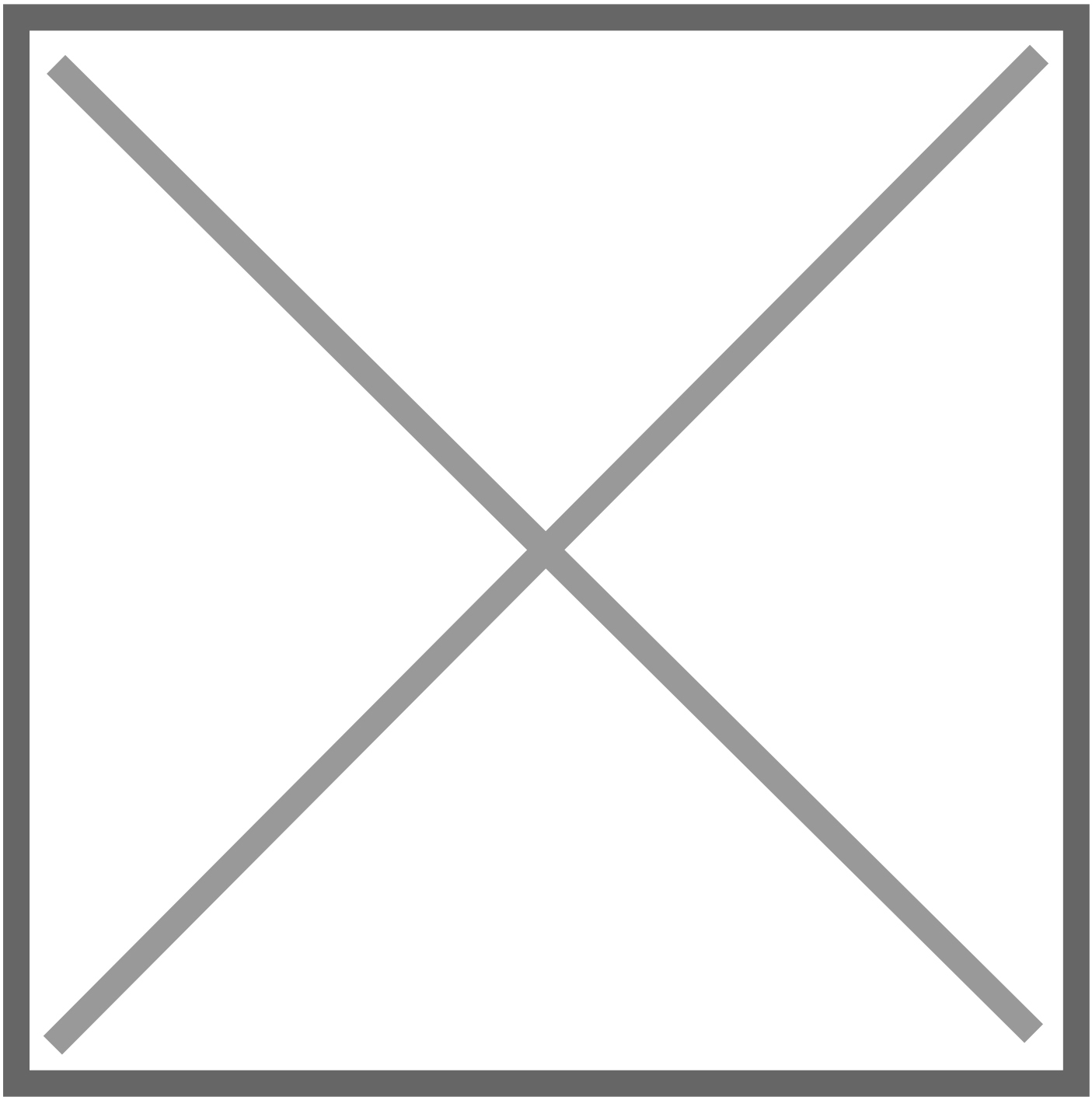
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Earlier this year, a group of volunteers from Toyota West Virginia, Gold Star Mothers, local schools and representatives from the State Department of Agriculture planted native apple trees and grasses.

As the newest feature of Toyota West Virginia's Biodiversity Trail, this apple orchard will serve as a living memorial to honor post-9/11 fallen U.S. Armed Forces servicemen and women.

"Our hearts are with those who have lost loved ones," said David Rosier, Toyota West Virginia president. "This orchard will be a lasting tribute to our fallen servicemen and women. It is also a place where the entire community can gather, reflect and remember."



Teresa Brown’s son, Sgt. Jeremy Brown, was killed in 2005 during his second tour of duty and was one of the many fallen soldiers honored during a recent dedication ceremony at the plant.

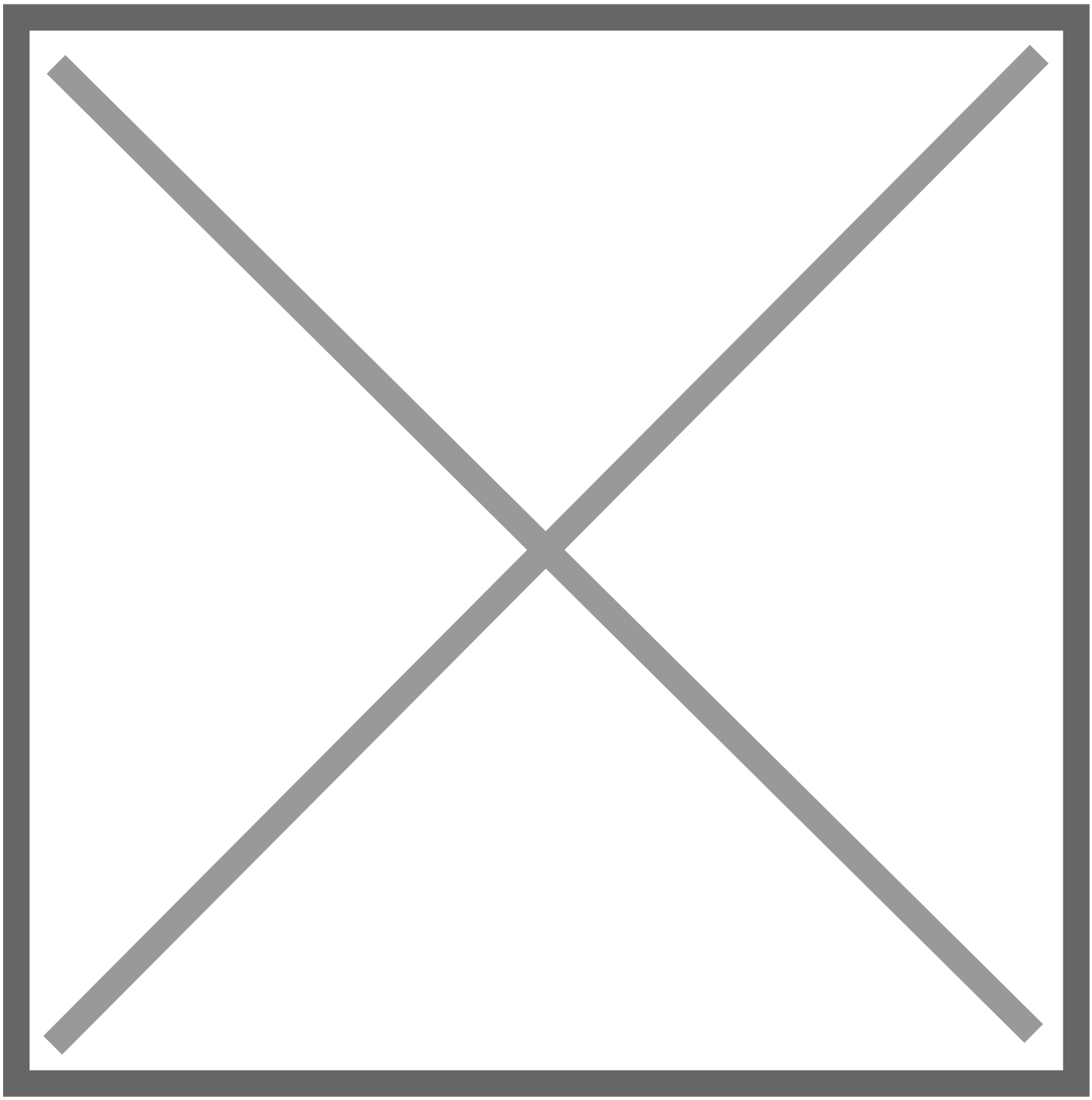
“We’re honoring them. They’ll never be forgotten. Even when I’m gone, Jeremy’s name will still be remembered. That’s beautiful,” Teresa said.

Sgt. Brown was from nearby Mabscott, W. Va and was with a unit based in Colorado.

The 55 apple trees represent the 55 counties in West Virginia. American Gold Star Mothers, Inc. is a non-profit organization comprised of mothers who have lost a son or daughter during service in the U.S. Armed Forces.

Families attending the dedication ceremony affixed dog tags with the names of their fallen loved ones to the trees.

Beyond a living memorial, the hope is that the apple orchard serves as a place that the community can come to remember and honor the nation’s heroes who sacrificed their lives. The orchard will be maintained by Toyota West Virginia and the harvested apples will be donated to local schools and senior centers.



The orchard is the newest feature of Toyota West Virginia's Biodiversity Park, which supports pollinators and aids wildlife through dedicated habitats. It also hosts the West Virginia Division of Natural Resources' Motus tower for migratory species tracking and research as well as offering an educational venue via the George Vickers Learning Center.

Toyota West Virginia assembles both engines and drivetrain components for Toyota's North American operations and is the only Toyota plant in North America to assemble hybrid transaxles. The facility represents a $2.8 billion investment and employs more than 2,000 team members.