



2025 / 2026 CATALOGUE

**EMEA Commercial High & Low
Chill Blueberry Growers' Edition**

 **FALL CREEK®**

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01

WELCOME TO FALL CREEK® EMEA



Introduction

At Fall Creek® EMEA, we focus on empowering blueberry growers across Europe, the Middle East, and Africa with the best possible tools for success. We understand the unique challenges and opportunities in these diverse regions and are committed to providing tailored solutions that meet the specific needs of each grower.

From high-performance varieties suited to various climates to expert support in cultivation and market strategies, our goal is to help you thrive in a rapidly expanding blueberry market.

With a deep understanding of local growing conditions and a commitment to innovation, Fall Creek® EMEA delivers superior genetics and plants that are thoroughly tested for quality, yield, and resilience. Our team is on the ground in key growing regions, ready to offer guidance and support to ensure your crops meet the highest standards from field to market.

As part of a global network, we draw on decades of experience and a wealth of knowledge from around the world. We are dedicated to building long-term partnerships with our growers, offering not just plants but the expertise and insights needed to succeed in today's competitive market.

Whether you're expanding your operation or refining your approach, we're here to help you achieve your goals.

Welcome to Fall Creek®!

Serving the finest growers of Europe, the Middle East, and Africa.

“We combine our global expertise with a customer-focused approach to give growers the genetics and support they need to meet the growing demand for exceptional blueberries.”

— Teun Leenders, Commercial Manager EMEA

4 PILLARS OF VALUE

We help you succeed by delivering on our 4 Pillars of Value:



Competitive Varieties

Customers gain a competitive advantage through access to the industry's most expansive variety portfolio. This is further enhanced by applied research that builds confidence in adopting new varieties and supports grower success.



Exceptional Plant Supply

Every plant is produced from tissue culture under meticulous standards in our high-tech production systems, delivered on time and within specification.



Superior Technical and Sales Support

Our Grower Support Representatives offer comprehensive technical assistance tailored to the customer, from project planning to post-order support.



Aligned Relationships

With over four decades of experience, we foster aligned relationships with growers and the industry. This enables customer success at every stage of their business and contributes to creating **"A World With Better Blueberries™."**



MISSION

To build a world with better blueberries™ through exceptional plants, relationships, innovation and customer success.

VISION

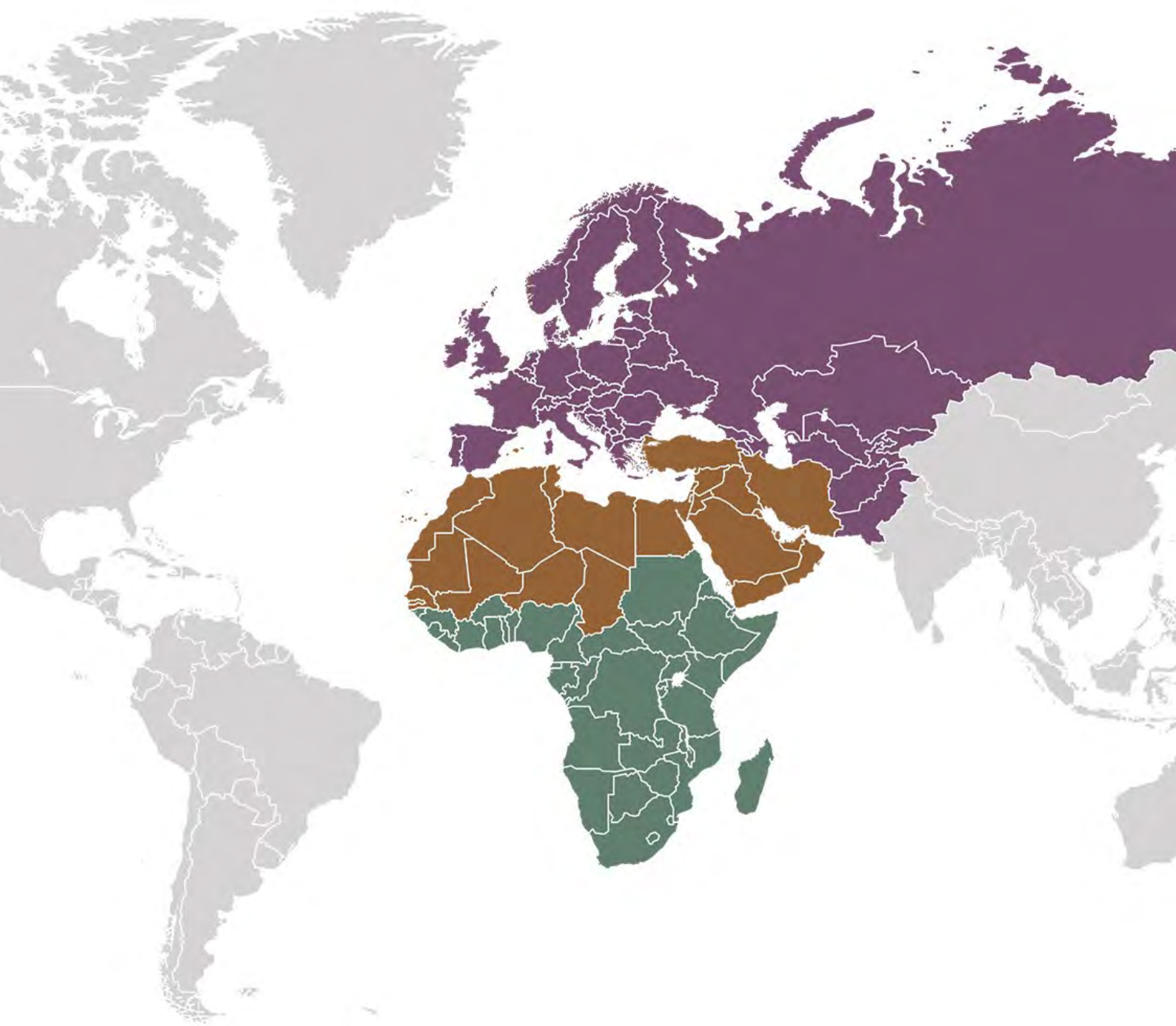
Fall Creek® is our industry's indispensable resource to deliver the world's favourite blueberries every day.



SERVING THE GROWERS OF EMEA

The Fall Creek® EMEA business unit was formed in 2021. Our objective is to establish and support thriving blueberry industries across this wide and diverse geographical area. The areas we serve through our advanced genetics and plant improvement programmes are diverse – from the high-chill areas of Europe to the chill regions of the Middle East.

Antonio Alamo, Regional Director for Fall Creek® EMEA, brings decades of industry experience and a strong commitment to grower success. Known for his thoughtful leadership and strategic approach, he works closely with teams across Fall Creek® and the wider industry to drive innovation and long-term growth throughout the region.



-  NORTH
-  SOUTH
-  SOUTHERN AFRICA





Message from our Regional Director EMEA

Dear Growers,

The success of you, our customers, is our core focus. Our goal is to continuously improve and innovate, ensuring that our plants serve as the foundation of a profitable farming operation, supported by best-in-class crop management practices.

To better serve you, we have integrated the Europe, Middle East, and Africa (EMEA) regions into a single network. This strategic move enhances our ability to deliver consistent service and stronger support. As part of this initiative, we are establishing a new nursery operation in Morocco. We are actively working toward this goal to bring our teams and products closer to this key growing region. This new operation, alongside our existing presence in the area, will ensure the consistent delivery of top genetics, premium plants, and expert support across the entire territory.

Our Grower Support and Customer Service teams are ready to provide you with localised expertise and dedicated assistance throughout your journey with Fall Creek®. Our philosophy is to offer superior products and services tailored to your enterprise, we go where you grow. Together we will Build a World with Better Blueberries™.

We sincerely thank you for your continued commitment, trust, and support. We look forward to progressing on this journey with you through 2025 and beyond.

ANTONIO ALAMO / REGIONAL DIRECTOR EMEA



02

FALL CREEK[®] GLOBAL

ABOUT FALL CREEK® FARM & NURSERY, INC.

Fall Creek®, a blueberry genetics and nursery company, was founded in Oregon (USA) in 1978. A privately held, family company, Fall Creek® serves the global fruit industry delivering blueberry genetics, plants, horticultural support, and market intelligence.

With wholly owned nurseries and Research & Development centers in the U.S., Mexico, Peru, Chile, Spain, Netherlands, South Africa, and China, and partner licensees worldwide, Fall Creek®'s professional team of experts is committed to serving the industry's leading growers and shippers. The company operates multiple commercial and services platforms for its genetics portfolio to serve its customers. Fall Creek®'s mission is to: Build a World with Better Blueberries™ through exceptional plants, relationships, innovation and customer success.

**Building a
track record
of excellence**

45+ years

**Founded in 1978
in the US**



**Family-owned, two
generations of leadership**



**40+ million
blueberry plants
produced per year globally**

10

Nurseries
Peru, Chile, Mexico, Spain, China
South Africa, Netherlands, USA (3)

3+

**Research &
Development Centres**
(USA, Spain, Mexico)

100+

**Varieties produced yearly
across all chill levels**

1000+

**Team members
worldwide**



**250+ hectares
of nursery in production**

03

BREED



LEADING THE WAY IN BLUEBERRY INNOVATION

Fall Creek® has focused on bringing new blueberry varieties to growers for more than 40 years. We are committed to relentless innovation on behalf of our grower customers because their customers – retailers and consumers – demand it. Blueberry consumption continues to increase, and consumers are becoming more discerning. Retailers across the world are demanding higher quality fresh blueberries with larger berries, exceptional flavour and consistent crispness. Newer blueberry genetics are critical to enhance the eating experience and thereby driving increased consumer demand.



Happy consumers lead to increased demand, creating a win-win for all.

Consumer demand for top quality blueberries is equally matched by grower demand to have varieties that produce great yields while using less labour through the growing and harvesting cycle.



Renewed Investment in Research

Fall Creek® has invested in three Research and Development (R&D) facilities spanning all chill zones with experienced Breeding and Applied Research teams, including scientists and technicians.



SELECT NEW VARIETIES WITH CONFIDENCE

At Fall Creek®, we assist our growers in optimising success and making investments in varieties with confidence. Our Plant Preview Programme is a way for you to order up to 500 plants of a new variety (or several) to plant within your commercial growing operation to experience the varieties first-hand.

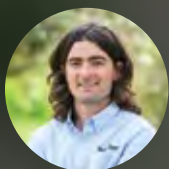
In addition to our catalogue of open varieties, we also offer new blueberry genetics through the Fall Creek® Collection platform, which provides a line of premium varieties with high productivity and good quality fruit for all chill levels.

As a Fall Creek® Collection licensee, you'll have access to current and new varieties, along with applied research and technical horticultural support, access to trial sites, and information on commercial evaluation results from regions that have already entered production.

At Fall Creek®, we assist our growers in optimising success and making investments in varieties with confidence.



Meet Our Research & Development Team



Dr Paul Sandefur
Vice-President
of Research &
Development



Dr Patty Rodriguez
Breeding Manager



Jordy McCornack
Mid & High Chill
Program Manager



Cristina Palomo
Low Chill Program
Manager

Unlocking Success Through Applied Research

Commercial blueberry growers understand that the value of partnering with an experienced plant breeder goes beyond supplying high quality varieties.

At Fall Creek®, we invest extensively in Research and Development (R&D) to support your success. Our R&D organisation includes breeding and applied research. The Applied Research team also serves as breeding farm managers in different chill zones. They can share information about a specific variety before its release, and their row trials accelerate the selection process, reaching more growers sooner with reduced risk.

The team investigates specific growing challenges by variety, tests possible solutions and crop management techniques, and shares their findings with you for better support and guidance.

They also work closely with breeding staff and each other to fully understand each variety. These insights are then passed on to you.

Meet Our Applied Research Team



Francisco Lobo Meza
Applied Research Lead
Chile



Dan Ambrosi
US Farm Manager
(Mid-High Chill)



Chiara Maccera Nuñez
Applied Research Lead,
Perú (Low-No Chill)



R&D Prioritises Customer Needs

Our Applied Research team works for growers. They focus on maximising the performance of blueberry varieties in your fields with enhanced yield potential, improved pest and disease resistance, and adaptability to your unique growing conditions. The team prioritises their work based on your needs. They use data collected by the breeding staff and dive deeper to add another link in the quality control chain.

They study microclimates in chill zones to understand how they affect variety yield and quality, then share their recommendations and findings through our Grower Support representatives. The team also flags any potential issues for early mitigation, and works on establishing row trials in various locations.

They analyse data to advise on fertilisation and irrigation for mid and high chill varieties. Research focuses on solving growers' crop management challenges and providing essential technical information to our Grower Support team. By leveraging our expertise, you can incorporate new varieties and increase profitability with confidence.



José Rufo Rodríguez
Spain Farm Manager
(Low-No Chill)



Rocío Ploschuk
Applied Research Lead,
EMEA (Low-No Chill)



Marcin Wereszczuk
Applied Research Lead
EMEA (Mid-High Chill)



Jeán Kotzé
Applied Research Lead
EMEA (Low-No Chill)



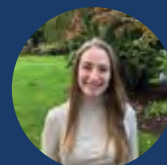
Jesús Morales Huerta
Senior Applied Research
Manager (Zero & Low Chill)



Krzysztof Żabówka
Applied Research Manager
EMEA (Mid-High Chill)



Mariusz Padewski
Senior Applied Research
Manager (Mid-High Chill)



Sarah Brabant
Applied Research Lead,
US (Mid-High Chill)





Explore Our Varieties Up Close

Thriving growers are the backbone of our success. This is why we're dedicated to empowering you with the knowledge, tools, and support you need to succeed. Our 3 000m² demo site in Meterik, Netherlands, first used in 2022, offers a unique opportunity to experience our blueberries first-hand and gain valuable insights from our team on-site.

With 17 Northern Highbush varieties featured, all grown in a covered, fertigated substrate, you can observe and interact with a wide range of world-class blueberries, including advanced selections. The site is also an educational hub, hosting events, pruning classes, and demonstrations to share knowledge with growers like you.

The demo site serves as a training ground for our technical team, where they capture data, assess fruit quality, and evaluate plant management strategies. By understanding how different varieties perform, we ensure you receive the highest quality plants to support your success.

Contact your Grower Support Representative to visit the Demo Site.



Our Visitor Centre

Central to the demo site experience is our Demo Field, where the Fall Creek® experience truly comes to life. Here, you can immerse yourself in our world, blind taste our berries and participate in knowledge-sharing sessions.



04

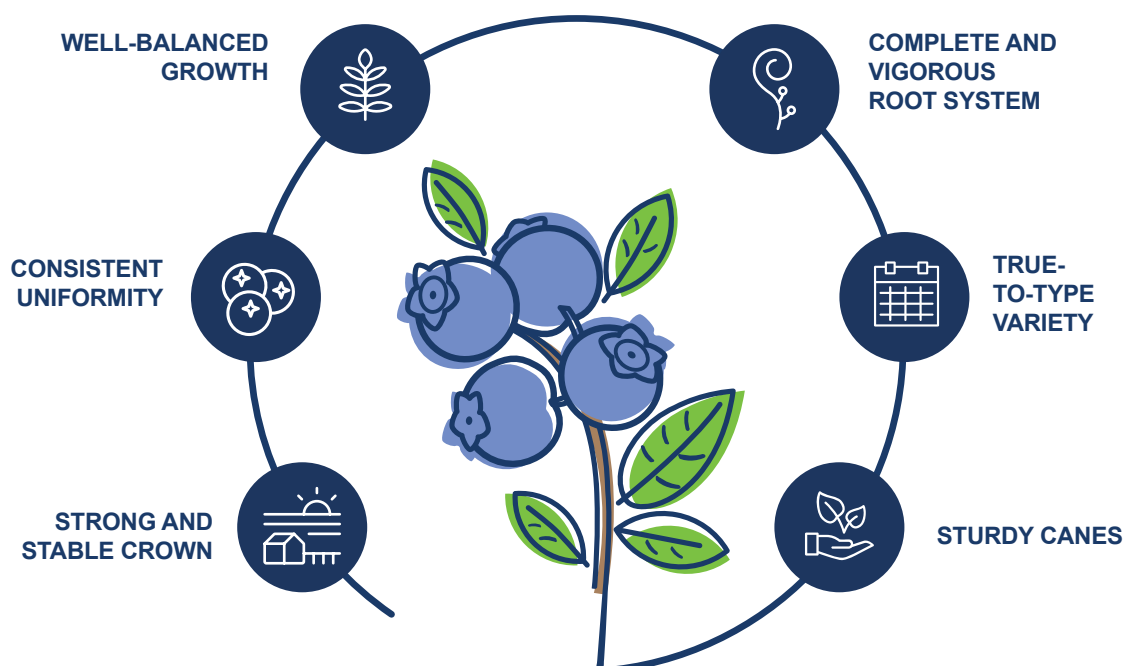
GROW



SUPERIOR PLANTS: OUR COMMITMENT TO QUALITY

At Fall Creek®, we are committed to providing you with the highest quality plant material. Our production processes adhere to the most stringent standards, such as the United States NCPN and Europe Nursery Plant Certifications, which are applied across all our global production units. This rigorous 4+ year certification process is supervised by phytosanitary authorities to ensure that our plants are disease-free, true to type, and match what you see in our demo fields. Our True-to-Type Programme, supported by robust traceability systems, guarantees that the plants you receive are exactly what you expect.

OUR PLANTS ARE CHARACTERISED BY:



Our commitment to quality is further reinforced by continuous oversight from our internal Quality Assurance Department, all aimed at delivering the best possible plant material to you.





GROWING HIGH-QUALITY PLANTS

During transplanting, our team carefully inspects each plant to ensure it meets our quality standards – planted in the centre of the pot with adequate substrate and in excellent condition. We also emphasise the "freshness" of our plants. Once they are ready, they are promptly delivered to your fields, ensuring vigorous growth and responsiveness to your management practices. No old plants are carried over from one year to the next.

We're always looking for ways to maximise your success, and one key area is through the production of plants with robust root systems. Through our Good Roots Initiative, we invest in research to improve plant root structures, ensuring vigorous growth and optimal performance in your fields. This means you receive plants propagated and grown from tissue culture in our "start clean, stay clean" system, arriving branched and fully rooted for maximum vigour and performance.

Introducing Our Good Roots Initiative

We're always looking for ways to maximise our customers' success. One way to achieve this is by producing plants with robust root systems. Through our Good Roots Initiative, we invest in research to improve plant root structures for vigorous growth.





INTRODUCTION TO OUR COMMERCIALISATION PLATFORMS

At Fall Creek®, our Commercial Platforms are designed to create value for growers and support the broader blueberry industry.

By understanding the diverse needs of this dynamic sector, we provide tailored solutions through commercialisation platforms that make advanced genetics accessible. These platforms are crafted to meet the unique profiles and requirements of growers, ensuring alignment with industry needs and delivering meaningful impact.





FALL CREEK® COLLECTION

The Fall Creek® Collection is a value-added blueberry genetics platform that includes technical transfer and horticultural support for professionalised commercial blueberry growers around the globe.

Our goals for this program are simple:

- Give growers a competitive advantage with a pipeline of special new genetics at all chill levels.
- Create a flexible program that gives growers the choice to stay independent in growing and marketing these fruits, or to partner with other fruit marketers.
- Help growers succeed with these varieties by offering a higher level of horticultural support and technical expertise through our advanced Applied Research and Grower Support teams.



SEKOYA®

SEKOYA® is an **actively managed B2B supply platform** built around a package of carefully selected varieties, services, quality assurance, and supply chain coordination to create and serve a new mass-premium blueberry category. SEKOYA® is composed of our semi-exclusive network of 14 highly professional and diverse grower-marketers, who sell our licensed premium varieties directly to retail across all major markets. Our goal is to **help grow the category** through firmness, extended shelf-life, and customer satisfaction.

OPEN CATALOG

Open catalog is **available for all customers** who do business with Fall Creek®. Order quantities do not affect customers' access to this platform and no License fees are required. Varieties are available to anyone without any license fees, only plant royalties. Strong portfolio of High Chill varieties from early to late season.



NEW VARIETIES ACROSS ALL CHILL LEVELS WITH MORE TO COME

Welcome to the Fall Creek® Collection

The Fall Creek® Collection is a global development pipeline of new genetics at all chill levels that provides professional commercial blueberry growers around the world access to superior blueberries, technical transfer and horticultural support.

The Fall Creek® Collection Difference

Our goals for this programme are simple. First, we want to give growers a competitive advantage by introducing new genetics at all chill levels. We also want to create a flexible programme that gives growers the choice to stay independent in growing and marketing these varieties, or to partner with other fruit marketers. Finally, we want to help growers succeed with these varieties by offering a higher level of horticultural support and technical expertise through our Applied Research and Grower Support teams.



*Easy Variety
Access Now
& In Future*

*Stay independent
or Partner with
Fruit Marketers*

*No Minimum
Planting
Requirements*

*Advanced Data & Support
+ Demo Sites That Other
Growers Can Visit*



THE FALL CREEK® COLLECTION DIFFERENCE

What You Can Expect From the Fall Creek® Collection

- Access to any of the current varieties in the collection.
- Access to our future pipeline of genetics in the Fall Creek® Collection at all chill levels.
- Ongoing access to proprietary data and growing guidelines from our Applied Research department.
- Access to our applied research sites in order to preview advanced selections and newly-released varieties in the US, Mexico, Spain and The Netherlands.
- Access to enhanced technical and horticultural support delivered by our experienced global Grower Support Team.

How to Qualify as a Programme Participant

Eligibility is based on these simple qualifications:

- Be a professional, commercial grower.
- Have experience competitively growing and delivering quality fruit.
- Demonstrated performance in IP compliance.
- Demonstrated potential for growth.
- Growing operations in a territory where the programme varieties are made available.

Sign Up

For full programme details or to become a participant, please contact your local Grower Support Representative by scanning the QR code.



FALL CREEK® COLLECTION, OPEN CATALOG & SEKOYA®


















































Below are relative ripening periods for varieties relevant to the listed regions. Dates are averages only. Ripening will vary depending on location, season, and other factors. However, the relative ripening between varieties should remain fairly consistent. This information is intended to provide approximated ripening.

We recommend that you trial varieties in your own commercial operations, especially new genetics. See Page 58 for information on our Plant Preview Programme.

Zero-Low Chill Variety Overview

Variety	taste	firmness	size	plant	yield	harvest efficiency	harvest period
	Product Scoring: 1 = Low / 3 = High						
 Sekoya Pop® ‘FCM14-052’	3+	3+		3	3+	2	
 KeplerBlue® ‘FCM12-038’	3	3		3	3	2	
 FCM14-057	3	3		3	3	2	
 AzraBlue® ‘FCM14-031’	2	3		2	3+	2	
Ventura	2	2		3	3	2	
 OlympusBlue® ‘TH-1008’	3	2		3+	3++	3+	
 Sekoya Beauty® ‘FCM12-097’	3+	3		2	3	2	
 AtlasBlue® ‘FCM12-045’	3	2		3	2	2	
Miss Jackie™ ‘TH-917’	3+	2		3	2	3	
 BiancaBlue® ‘FCM12-087’	3+	2		2	2	2	
Suziblue	2	2		3+	3	3	
Miss Alice Mae™ ‘TH-921’	2	2		2	2	3	

Mid-High Chill Variety Overview

Variety	taste	firmness	size	plant	yield	harvest efficiency	harvest period
	Product Scoring: 1 = Low / 3 = High						
Duke	2	2		1	2	3	
 Sekoya Crunch® ‘FC13-083’	3+	3+		2	3	3	
Blue Ribbon	3+	3		1	3	1	
 ArabellaBlue® ‘FC14-062’	3+	3+		3+	3	2	
Top Shelf	3	2		2	3	3	
Draper	2	3		1	2	3	
 PeachyBlue ‘ZF08-029’	3+	3		2	3	2	
Bluecrop	3	0		2	2	0	
Bluegold	2	2		2	2	1	
 Sekoya Grande® ‘FC13-122’	3+	3+		2	3	3	
Valor® ‘ZF08-070’	2	2		3	3	3	
Chandler	2	1		2	1	0	
 LoretoBlue® ‘FC11-118’	3	3		3	3	3	
Legacy	2	1		2	3	0	
Cargo	2	2		3	3+	3	
 LunaBlue® ‘FC12-205’	2	3		3	3	2	
Liberty	3+	1		1	2	1	
 Sekoya Fiesta® ‘FC13-113’	3+	3		3	3	3+	
Elliott	0	0		2	3	0	
Last Call	3	2		3	2	2	
Aurora	1	1		2	2	1	



VARIETY SPOTLIGHT

The varieties featured in the following charts can be considered to perform well in Low Chill region. For a full range of all the varieties we offer, please see the complete list on fallcreeknursery.com or talk to our sales team.



KeplerBlue® 'FCM12-038'

ZERO-LOW CHILL

KeplerBlue® 'FCM12-038' is an early variety adaptable to zero chill and low chill environments. When this variety is managed in an evergreen, primocane system it produces fruit earlier than any other Fall Creek® Collection variety currently available.

KeplerBlue® 'FCM12-038' and **OlympusBlue® 'TH-1008'** are the perfect pair to ensure high-quality fruit throughout the season. It has high yield potential with a large percentage of the fruit meeting premium standards and a low percentage of discarded fruit.



Berry Size
Large



Qualities
Firm, light blue,
sweet & acidic



Fruit Season
Early



Fruit Storage
21–28 days



AzraBlue® 'FCM14-031'

ZERO CHILL

AzraBlue® 'FCM14-031' is an early variety with concentrated fruit production. In zero chill growing regions, there is strong potential for high yields during fall production. The fruit is firm, mildly aromatic, and maintains quality during long-term storage.

Visitors have consistently rated the fruit quality as superior to other leading varieties. Trials are still in progress to determine the commercial viability of this variety in low-chill production systems.



Berry Size
XL



Qualities
Firm, light blue,
sweet & acidic



Fruit Season
Early/Mid



Fruit Storage
21–28 days



FALL CREEK® COLLECTION



OlympusBlue® 'TH-1008'

ZERO-LOW CHILL

OlympusBlue® 'TH-1008' is exceptional for its high yield and attractive large fruit. This variety has a similar harvest window to Ventura and Star in low-chill environments and is best suited for evergreen growing systems due to the large fruit size in the primocane crop.

The berry is sweet with the right amount of acidity for short or long- distance travel. Selected in Georgia, U.S.A. and tested in southern Spain, this variety is an excellent choice for low chill growing regions.



Berry Size
Large



Qualities
Firm, medium dark blue, aromatic



Fruit Season
Mid



Fruit Storage
21–28 days



FCM14-057

ZERO-LOW CHILL

FCM14-057 is a zero to low chill variety released in 2023 for its exceptional productivity and shelf life. The fruit maintains firmness and overall quality for 45 days after harvest, with yield potential of over 20 tons per hectare during the second year of production.

The plant has an upright form and increased harvest efficiency, making it an excellent choice to meet the growing market demand for high-quality fruit with higher productivity per acre.



Berry Size
Large



Qualities
Firm, medium blue, good balance of sweetness & acidity



Fruit Season
Early



Fruit Storage
45 days





Suziblue

LOW-MID CHILL



Suziblue is noted for its high yields (slightly higher than Star), easy picking, and uniform appearance. The cluster can potentially be tight, so we recommend picking early to keep the fruit from becoming deformed. The plant requires a limited pruning which makes it labor-effective. We recommend **Suziblue** for commercial plantings from the southern half of Portugal, South of Spain and Morocco. Chill hours – 400-500 hours.



Berry Size
Medium–Large



Qualities
Medium blue,
firm, mild flavor



Fruit Season
Late



Fruit Storage
28–42 days

OPEN CATALOG



VARIETY SPOTLIGHT

The varieties featured in the following charts can be considered to perform well in High Chill Regions. For a full range of all the varieties we offer, please see the complete list on fallcreeknursery.com or talk to our Grower Support Representative.



ArabellaBlue® 'FC14-062'

MID-HIGH CHILL

ArabellaBlue® 'FC14-062' is a vigorous, precocious variety that appears to be more widely adaptable than Draper. In Fall Creek® trials, the yield surpassed current early-mid season varieties in the first year of fruit production and has continued to have superior yields year over year. The fruit is exceptional at harvest, with a strong aromatic flavor, and continues to have superior quality after long term cold storage.



Berry Size
Large



Qualities
Very firm, light blue,
aromatic



Fruit Season
Early/Mid



Fruit Storage
45–60 days



LoretoBlue® 'FC11-118'

HIGH CHILL

LoretoBlue® 'FC11-118' consistently delivers high yields of uniform, large fruit. Its fruit boasts an excellent shelf life, maintaining superior firmness both at harvest and throughout cold storage. The plants are evenly sized and produce new canes annually, contributing to a dependable crop. With a flexible harvest interval, **LoretoBlue® 'FC11-118'** is potentially well-suited for machine harvesting, as the fruit can remain on the plant, allowing ripening to concentrate while preserving its exceptional firmness.



Berry Size
Large



Qualities
Very firm,
medium-dark blue,
sweet & tangy



Fruit Season
Mid/Late



Fruit Storage
28–45 days



FALL CREEK® COLLECTION



LunaBlue®

'FC12-205'

HIGH CHILL

LunaBlue® 'FC12-205' has high yields of very uniform, large fruit that is more resistant to cracking and heat shrivel compared to 'Last Call' and other late-season varieties in our trials. **LunaBlue® 'FC12-205'** has more fruit in the 16-18mm size class compared to Aurora, Last Call, and Elliott. The late bloom timing is advantageous in regions with late spring frosts, and the flowers are highly self-fertile, which could be an advantage when pollinator activity is low.



Berry Size
Large



Qualities
Firm, light blue,
sweet & tangy



Fruit Season
Late



Fruit Storage
28-45 days



PeachyBlue

'ZF08-029'

MID-HIGH CHILL

PeachyBlue 'ZF08-029' is a favorite for its peachlike, highly aromatic flavor. This variety has strong growth with yields competitive with Draper and medium-sized fruit. **PeachyBlue 'ZF08-029'** has been trialed in high and mid chill environments with success in both climates where winters are mild. In a competitive harvest window, this variety is easily distinguishable – and delightful.



Berry Size
Medium-Large



Qualities
Firm, medium blue,
peach-like flavor

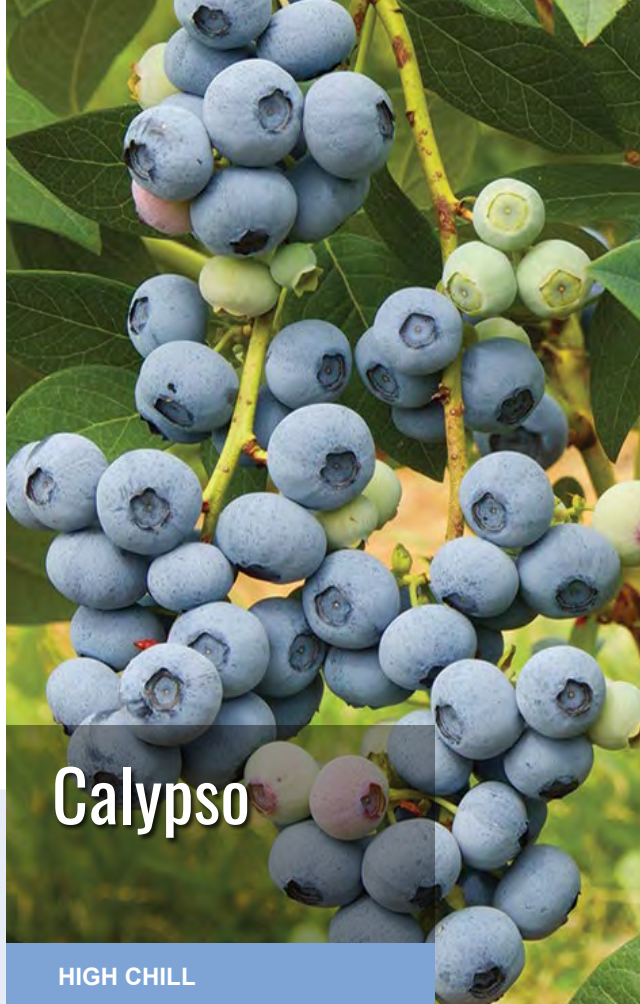


Fruit Season
Early/Mid



Fruit Storage
28-35 days





Calypso

HIGH CHILL

This mid-late season variety, **Calypso**, is a cold-hardy and reliable option for growers in high-chill areas. It offers good yields and produces fruit that retains firmness and flavour during extended cold storage, often exceeding 30 days. The fruit size is consistent, with a significant portion measuring 18-21mm. **Calypso** is a practical choice for growers seeking a mid-late season harvest in suitable growing conditions.



Berry Size
Large



Qualities
Light blue, a lot of blooms, good flavor



Fruit Season
Mid/Late



Fruit Storage
28-45 days



Valor® 'ZF08-070'

HIGH CHILL

Released in 2017, Fall Creek's **Valor® 'ZF08-070'** stands out as a growers' variety with high marks for cold hardiness, fruit sizing, ease of picking and yield. Flavor and firmness are more comparable to Legacy than Draper. The first commercial fields planted with **Valor® 'ZF08-070'** are relatively new, but initial observations confirm what has been observed at the Oregon Research Farm. The plants grow with a very vigorous, upright growth habit, are relatively easy to grow and productive. **Valor® 'ZF08-070'** berries are very large and are a customer favorite during field visits. The very young plants in commercial fields seem to withstand low winter temperatures without cold damage. **Valor® 'ZF08-070'** fills a need for a more cold-hardy, multi-purpose, mid-season variety in Central and Northern Europe.



Berry Size
Very Large



Qualities
Uniform fruit, medium firmness, tart initially but very sweet when fully ripe

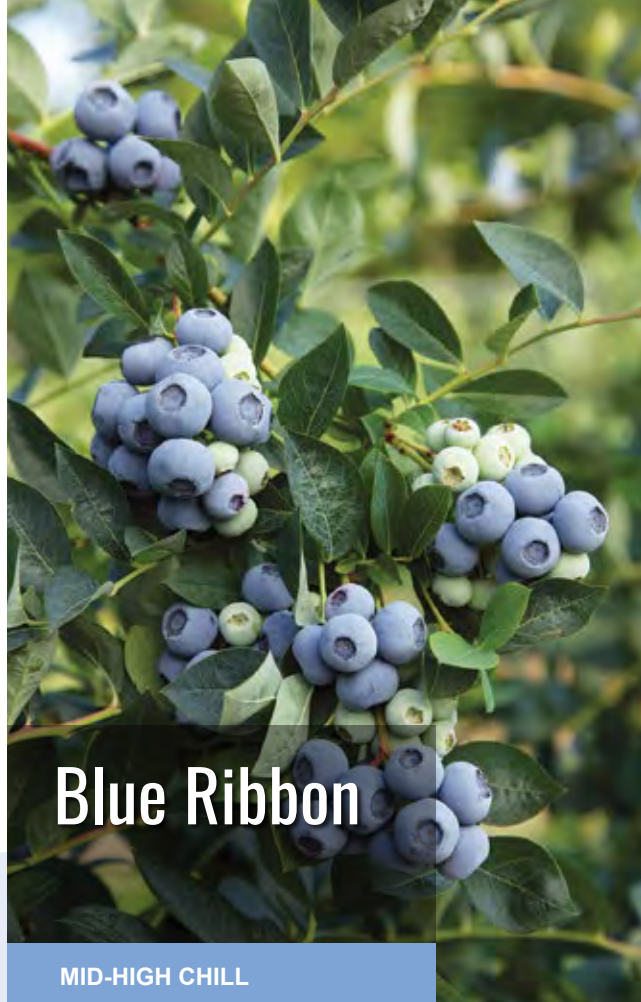


Fruit Season
Mid



Fruit Storage
28 days

OPEN CATALOG



Blue Ribbon

MID-HIGH CHILL

Blue Ribbon is an early-mid season variety released primarily for the high quality, hand harvesting, fresh market. Its most notable attributes are high yield and excellent taste of very firm, large berries when the plant is mature. **Blue Ribbon's** fruit has impressive post-harvest shelf life. Planting is recommended in the North of Spain and Portugal and other regions with mild winters. **Blue Ribbon's** plant habit is very bushy and spreading. The management improves a lot with trellising and pruning to encourage upright growth. This variety is only somewhat cold-hardy so we recommend planting in regions with winter temperatures not colder than -15°C.



Berry Size
Large



Qualities
Very firm, light blue,
aromatic & sweet



Fruit Season
Early/Mid



Fruit Storage
28 days



Top Shelf

MID-HIGH CHILL

Top Shelf is notable for its very large, flavorful, firm fruit. This variety has become a favorite for many growers with its upright and easy-to-prune habit. The very large berry size is a key characteristic of this variety with consistent quality and fruit uniformity from the beginning of the harvest season to the end. The fruit is very attractive with berries that are flat, big and light blue with a lot of bloom. **Top Shelf** has shown susceptibility to Botriospheria, especially in growing conditions that are too wet with high applications of nitrogen. We have seen evidence that **Top Shelf** is more cold-hardy than expected with very little, if any, winter damage even with very low temperature of -20°C. We recommend **Top Shelf** for commercial plantings in Central Europe.



Berry Size
Very Large



Qualities
Light blue, firm, juicy
& tropical flavor

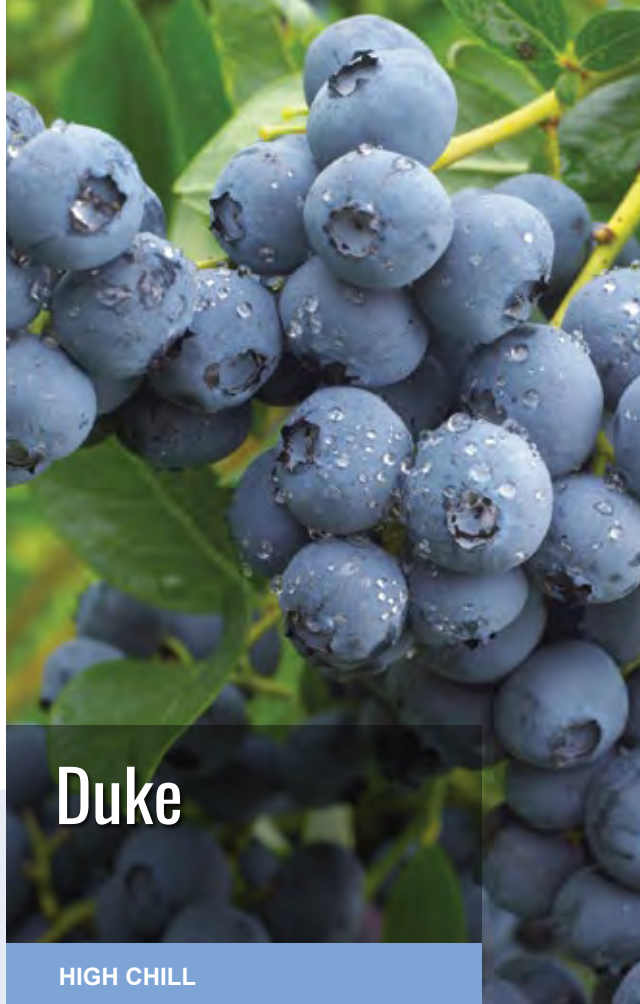


Fruit Season
Early/Mid



Fruit Storage
28 days

OPEN CATALOG



Duke

HIGH CHILL

Duke, the leading, early ripening Northern Highbush variety, is known for its high yields of uniformly sized, quality fruit. Its mild flavor seems to improve in cold storage. Maintaining the plant vigor of **Duke** can be a challenge over a long period of time. Growers must choose a quality growing site and continually employ good cultural practices. **Duke** is one of the leading candidates for mechanical harvest.



Berry Size
Large



Qualities
Light blue,
firm & mild flavor



Fruit Season
Very early



Fruit Storage
28 days



Last Call

HIGH CHILL

Last Call ripens very late season in the same window as Aurora and Elliott. This vigorous, upright bush produces high yields of large berries that are classically sweet and slightly aromatic. Although primary use is for commercial fresh production, it is also recommended for processed or local market growers wanting to extend their harvest season. We advise growers not push too much growth and consider applying a lower-than-usual nitrogen ratio. This will decrease late season herbaceous growth that has been observed and can lead to cold damage on tips. The quality of **Last Call's** fruit is very high and superior to existing late season varieties. We recommend growers consider leaving the berries on the plants a few extra days to reduce acidity.



Berry Size
Medium-Large



Qualities
Light blue, very firm,
'classic' blueberry flavor



Fruit Season
Very late



Fruit Storage
28 days

OPEN CATALOG



Cargo

HIGH CHILL



Cargo is a high yielding, vigorous variety with good fresh and machine-harvest, process characteristics. **Cargo** berries are extremely round and uniform maintaining firmness and flavor during refrigeration and freezer storage. This variety is superior in long-term controlled atmosphere storage with crunchy, very firm and outstanding flavored berries. **Cargo's** extremely high bud set may require aggressive pruning. The flowers tend to open in a concentrated bloom and require high bee activity to be pollinated properly. We recommend carefully monitoring flower development to be sure bees are in the field on time. **Cargo** is recommended for regions similar to Central, Northern & Eastern Europe.



Berry Size
Medium–Large



Qualities
Light blue, firm,
tart & juicy



Fruit Season
Late



Fruit Storage
28 days



OPEN CATALOG



Exceptional firmness, size, taste, and extra long shelf-life!





WHAT IS SEKOYA®?

SEKOYA® is an actively managed B2B supply platform built around a package of carefully selected varieties, services, quality assurance, and supply chain coordination to create and serve a new **mass-premium blueberry category**.

SEKOYA® is composed of our semi-exclusive network of 14 highly professional and diverse grower-marketers, who sell our licensed premium varieties directly to retail across all major markets.

Our goal is to help grow the category through **firmness, extended shelf-life, and customer satisfaction**.



GLOBAL SEKOYA® MEMBERS

Mastronardi



Fruitist



Fruit buyers can explore options with SEKOYA® Members and source from each member directly, to build a strong supply chain, 52 weeks per year.



SEKOYA® SUBLICENSEE OPPORTUNITIES

SEKOYA® is a novel organising concept with global scope and end-to-end Supply --> Value Chain coordination.

SEKOYA® Members have the flexibility to plan their growth in collaboration with the SEKOYA® Team to plant what, where, and how much they need to achieve their individual business goals.

Driven by market demand, detailed long-range planning, organisation, and management with the SEKOYA® B2B Network enables the delivery of reliable fruit volumes with consistent quality to all major markets, 52-weeks a year.

For more details on becoming a SEKOYA® Sublicensee, contact us at www.sekoyafruit.com.



SEKOYA[®] SUBLICENSEE BENEFITS

SEKOYA[®] offers flexibility for growers to partner with one of our exclusive SEKOYA[®] Members with demonstrated production and market capabilities.

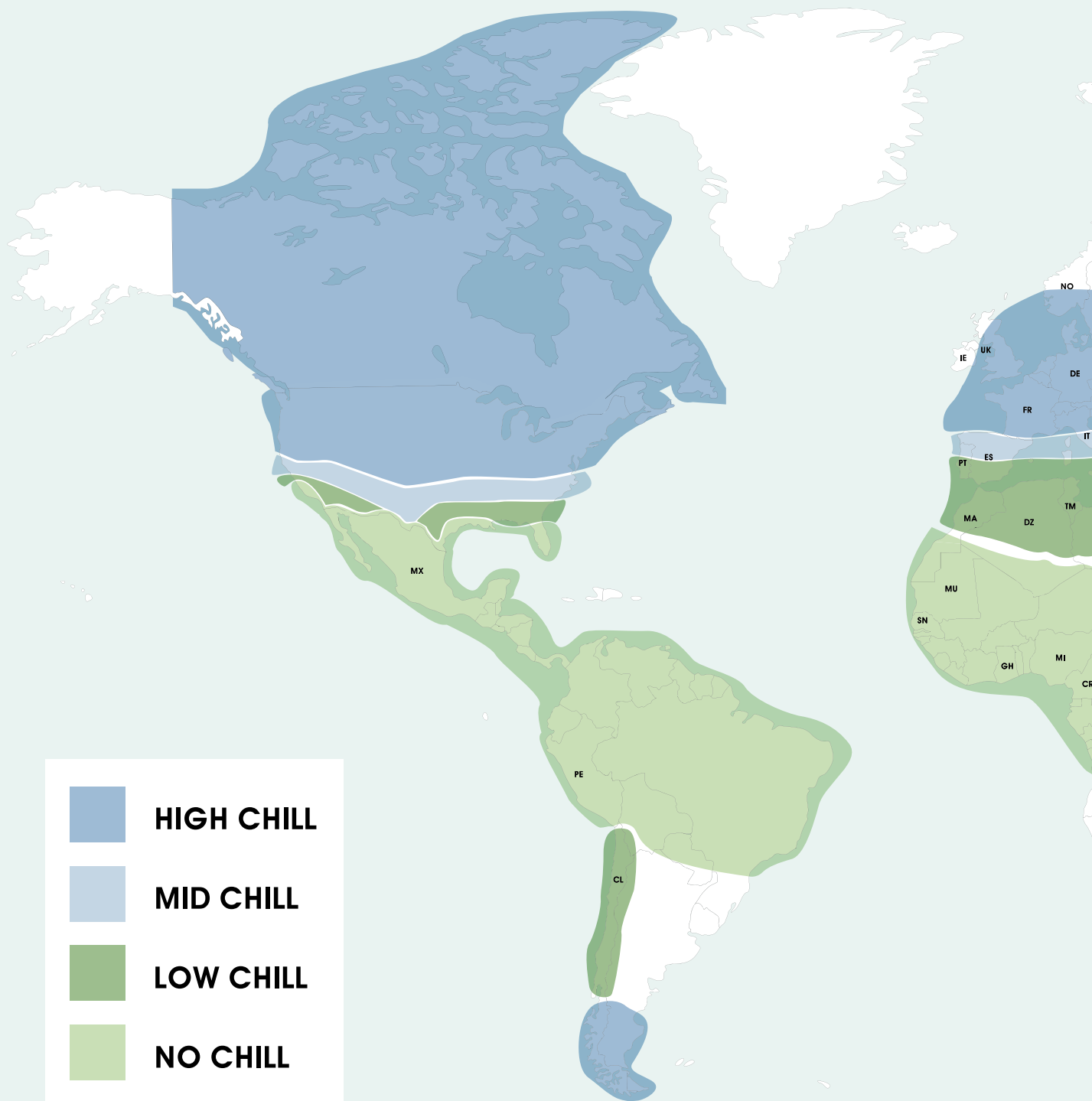
Sublicensing opens access to world-class blueberry genetics only available in the SEKOYA[®] Program.

Sublicensees choose the SEKOYA[®] Member who will market the SEKOYA[®] Fruit but retain freedom to grow and sell other blueberry varieties as they please.

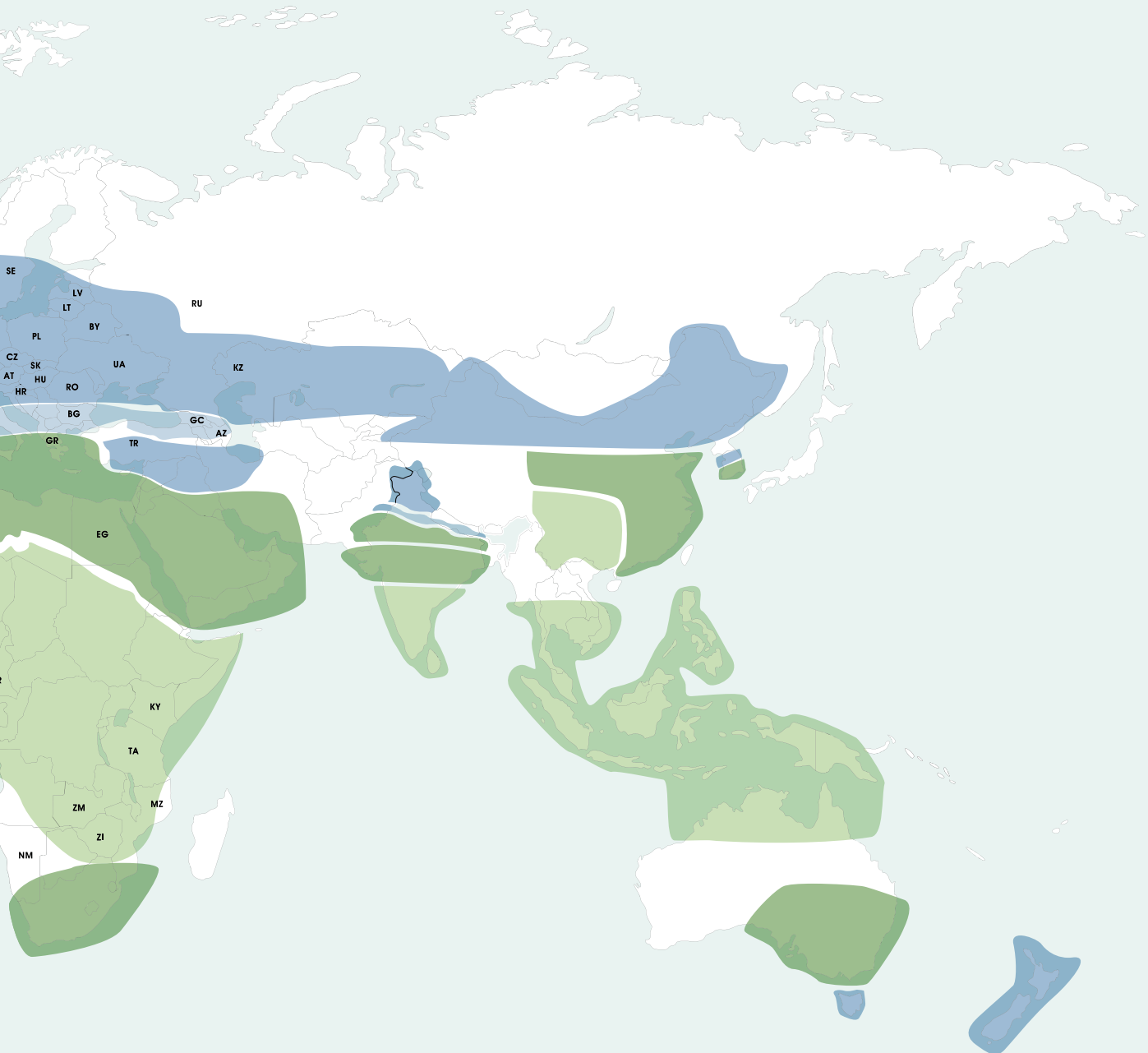
A sublicensee can work with only one SEKOYA[®] Member.
Selecting the right partner is key as members have different business models and collaboration formats.



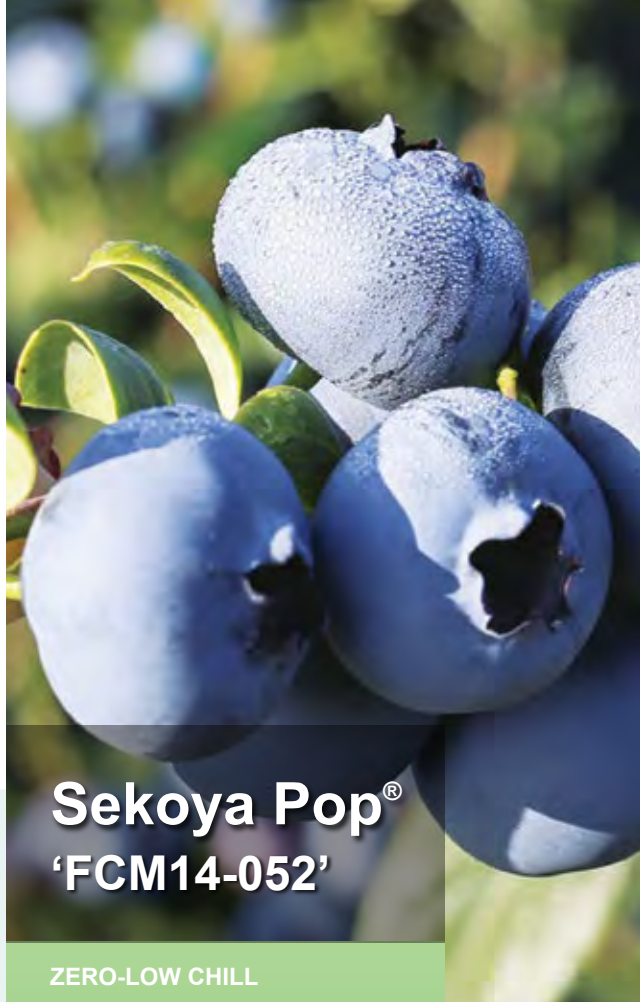
SEKOYA® VARIETIES CAN BE PLANTED AROUND THE WORLD



TO ACHIEVE YEAR-ROUND SUPPLY.







Sekoya Pop® 'FCM14-052'

ZERO-LOW CHILL

Sekoya Pop® 'FCM14-052' is a southern highbush variety, selected for zero and low chill climates, that produces fruit **very early in the season**. The berries are exceptionally firm and consistently high in quality. The extra-large fruit is tasty and aromatic and offers a long shelf-life **up to 60 days** with proper cold storage.



Berry Size
Jumbo



Qualities
Exceptionally firm,
sweet/acidic balance
& aromatic



Fruit Season
Very Early



Fruit Storage
Up to 60 days



Sekoya Beauty® 'FCM12-097'

ZERO-LOW CHILL

Sekoya Beauty® 'FCM12-097' is a southern highbush variety, selected for zero chill climates with adaptability to low chill, that produces fruit in the **early-mid season**. The berries attract with their uniform, light blue color and jumbo size. The fruit has a well-balanced, sweet and aromatic flavor. It produces very firm fruit of consistent quality that lasts **up to 45 days** with proper cold storage.



Berry Size
Jumbo



Qualities
Very firm,
sweet & aromatic



Fruit Season
Early/Mid



Fruit Storage
Up to 45 days



SEKOYA®



Sekoya Crunch® 'FC13-083'

MID-HIGH CHILL

Sekoya Crunch® 'FC13-083' is a northern highbush variety, selected for mid to high chill climates, that produces in the **early season**. The berries stand out for their exceptional firmness, jumbo size, very light blue color, and delicious flavor and aroma. It produces exceptionally firm fruit of consistent quality that lasts **up to 45 days** with proper cold storage.



Berry Size
Jumbo



Qualities
Exceptionally firm,
sweet & aromatic



Fruit Season
Early



Fruit Storage
Up to 45 days



Sekoya Grande® 'FC13-122'

MID-HIGH CHILL

Sekoya Grande® 'FC13-122' is a northern highbush variety, selected for mid to high chill climates, that produces in the **mid-season**. The berries are known for their jumbo size and extraordinary fruit quality. The very light blue berries have a consistently attractive appearance and sweet flavor. It produces very firm fruit of consistent quality that lasts **up to 60 days** with proper cold storage.



Berry Size
Jumbo



Qualities
Very firm,
sweet & aromatic



Fruit Season
Mid



Fruit Storage
Up to 60 days





Sekoya Fiesta® 'FC13-113' is a northern highbush variety, selected for mid to high chill climates, that produces in the **late season**. The berries offer a celebration of jumbo size, crunchiness, great taste, and uniform appearance. It produces very firm fruit of consistent quality that lasts **up to 60 days** with proper cold storage.



Berry Size
Jumbo



Qualities
Very firm,
sweet & aromatic



Fruit Season
Late



Fruit Storage
Up to 60 days



SEKOYA®



PLANT PREVIEW PROGRAMME

Get Ready to Preview Your Future in Blueberries

For a commercial blueberry operation, selecting varieties is one of the most important decisions a grower makes. The blueberry industry is experiencing ever-increasing new variety introductions. We understand the impact and have made it our mission to help growers navigate important varietal decisions with more information, clarity and confidence than ever before.

Testing a variety's commercial viability in your fields is crucial for risk reduction and sustainability.

That's why we're offering an updated Plant Preview Programme. In addition to our expanded breeding programme, we are making significant investments in applied research. Our goal is to bring you more detailed variety and technical information and support, and deliver it to you earlier in the variety launch process.



To learn more about our Plant Preview Programme, please talk to your Grower Support Representative or visit our website.

What to Expect From the Plant Preview Programme

We want you to feel confident when investing in a new variety. That's why we've formalised our Plant Preview Programme. It's important to experience our varieties in your own commercial operation under similar conditions to see how they perform alongside your other varieties.

We recommend purchasing up to 500 plants per variety. Plant them in rows right in your commercial plant blocks and apply the same horticultural care practices as your other commercial blueberry plantings. Even better yet, follow the variety-specific care as advised by your Grower Support representative. These instructions are also outlined in our Variety Management Guides (as available).

This practice provides the truest test of how a variety will perform in your location and under your farm's practices. If the variety performs well, you can place significant orders with greater confidence for expanded plantings. By leveraging our expertise, you can incorporate new varieties and increase profitability with confidence.





Tips & Reminders from Dan Ambrosi

Dan Ambrosi, from our Applied Research team, offers these tips and best practices to optimise your plant preview experience.

- ✓ Put the preview area on its own irrigation valve, if possible, to optimise irrigation control.
- ✓ Make sure soil is properly prepared and address any pH, insect, or fungal issues before planting preview plants.
- ✓ Follow any specific establishment recommendations your Grower Support representative gives you.
- ✓ Pay close attention to what matters to you the most, e.g. bud break timing, bloom timing or harvest window.
- ✓ Properly prune the plants to optimise fruit quality and yield potential in your field.
- ✓ Proper fertility management is key to making the preview plants succeed.
- ✓ Reach out to your Grower Support representative with any issues.

What Fall Creek® Varieties Can I Preview?

You can preview any variety from our Fall Creek® Collection or Open Catalog portfolios.

Do I Need to Pay Programme Fees and Royalties During the Preview Period?

We defer the variety access fee and production royalties during the preview period. This helps to ensure easier access and minimises grower investment while previewing new varieties. You simply pay for the plants, plant royalty, and shipping. During the preview period, if you're pleased with the variety's performance and you want to add it to your commercial operations, just speak with your representative.



Ready To Preview Your Future?



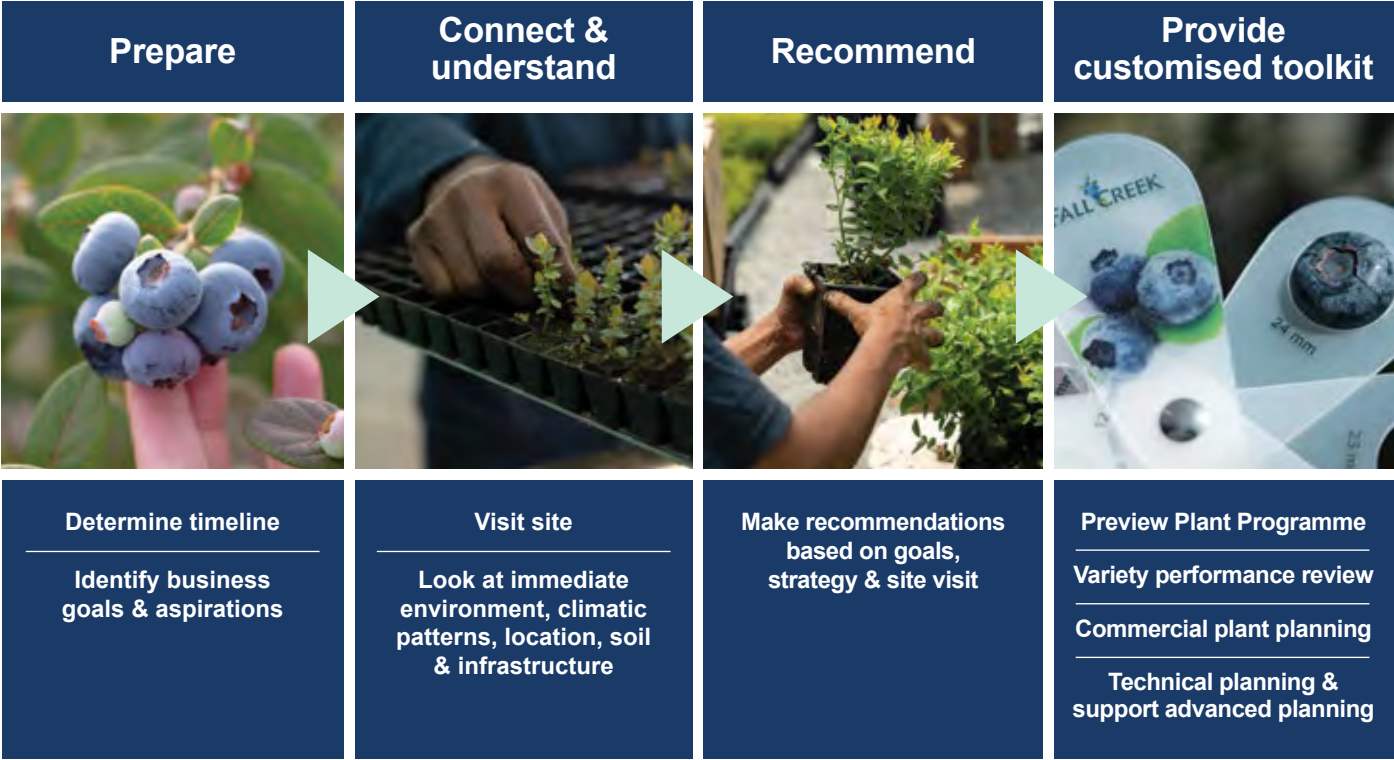
Get in touch with your Grower Support Representative to learn more about our Plant Preview Programme or visit our website.

05


SERVE

Support Through Every Stage of the Fall Creek® Journey


Once you’ve embarked on a blueberry journey with us, we’ll support you every step of the way.




Grower Support Services

- 


Variety recommendations

We provide variety recommendations based on climatic data, available infrastructure, customer focus and market requirement.
- 


Determine suitability for blueberry production

We review climatic, soil, and water data to determine the suitability for blueberry production.
- 

Regular visits to production sites

We conduct regular visits to production sites to provide technical support on general management practices such as pruning and tipping.
- 

Sourced information

We provide trusted and tested information on Fall Creek® varieties to ensure optimal growth.
- 

Project planning

We help with project planning.



What We've Learned

The most productive and profitable blueberry fields with the best quality fruit have a lot in common. Almost always, these fields start with the highest quality nursery plant material, careful management, and appropriate cultural practices. An excellent site, a well-planned marketing strategy, the right variety for the location, systems, and use must be employed to ensure success.

Your Success is Our Focus

Whether you're new to blueberries or a veteran grower, we're dedicated to supporting your bottom-line success. A properly planned and planted blueberry field is a valuable asset that can last for decades.

Since blueberries are a longer-term crop, it is essential to make sound decisions from the start. Members of the Fall Creek® Grower Support team are just a phone call away and are here to serve you.

Get Into the Rhythm of Annual Planning

Talk to our team early to take advantage of their expertise in all aspects of your project planning, including site selection, field planning, variety selection, planting techniques, and marketing insights. This will also ensure that your plants are ready when you are.

Remember, it takes 14-18 months on average to produce field-ready plants from your order. Our meticulous process – from tissue culture initiation to propagation, production, and shipping – ensures you receive healthy, true-to-type plants in the sizes and varieties you want.



Contact us early to discuss your needs. Our Sales and Grower Support team is ready to assist you.

OUR PRODUCT

Fall Creek®'s Product for EMEA

Every field-ready plant from Fall Creek® is produced from virus-tested and disease-tested mother stock in our state-of-the-art tissue culture lab before finishing in our nursery's high-health growing systems. Investing in tissue culture-originated plants, produced in our facilities under our strict growing protocols, ensures you receive the healthiest, most vigorous plants available. This results in fast establishment in your field, and faster returns on your investment.

1 Litre Pot



Our plants are vigorous and strong to ensure the transplanting process is quick and seamless. To support our growers, we've adapted our packaging to suit local growing conditions and planting methods. We've developed a special 1 litre pot for low-chill growers. Most varieties are sheared to 20 – 25 cm before shipping. Each plant is carefully packed for convenient shipping, easy unloading, and planting.

SIZE:	110 (L) x 110 (W) x 115 (H) mm 26 pallets per truck
PACKING:	2 carton boxes per pallet, 700 plants in bottom box and 300 plants in top box 26 x 1 000 = 26 000 plants per truck Dimensions of a pallet unit (3 stacked boxes): 120 x 100 x 215 cm



2 Litre Pot

Our plants are vigorous and strong to ensure the transplanting process is quick and seamless. To support our growers, we've adapted our packaging to suit local growing conditions and planting methods. We've developed a special 2 litre pot for high-chill growers. Most varieties are sheared to 20 – 25 cm before shipping. Each plant is carefully packed for convenient shipping, easy unloading, and planting.

SIZE:	135 (L) x 135 (W) x 160 (H) mm 26 pallets per truck
PACKING:	3 wooden crates per pallet 160 plants per crate $26 \times 160 \times 3 = 12\,480$ plants per truck Dimensions of a pallet unit (3 stacked wooden crates): 120 x 100 x 240 cm





01

**CONTACT
YOUR GROWER
SUPPORT
REPRESENTATIVE**

HOW TO ORDER

The plug-to-plant cycle is an intricate and labor-intensive process. Producing true to type, healthy plants, with varieties of your choice, is a process requiring expert advice, hard work, and detailed planning. **By starting the conversation early, you ensure your plants are ready when you are by following these steps:**



Contact Your Grower Support Representative

Reach out to your dedicated Grower Support Representative for personalised assistance and guidance on our plant varieties and ordering process.



Info about Varieties

Discuss with your Representative to get detailed information on the different plant varieties available, including their expected yield and pricing.



Place Your Order

Once you've selected your desired varieties and are ready to proceed, confirm your order with your Grower Support Representative.



Customer Service Support

Our Customer Service team will support you by handling all the necessary documentation and invoicing. They will ensure that all required paperwork is in order for a smooth transaction.



Document Signing and Deposit Payment

It is crucial that all provided documents are signed and the required deposit is paid. This step must be completed for our order to move forward.



Final Payment

Ensure that the final payment is made no later than two weeks before your scheduled plant delivery. This finalizes the transaction and prepares your order for shipment. Shipping season: October–March.

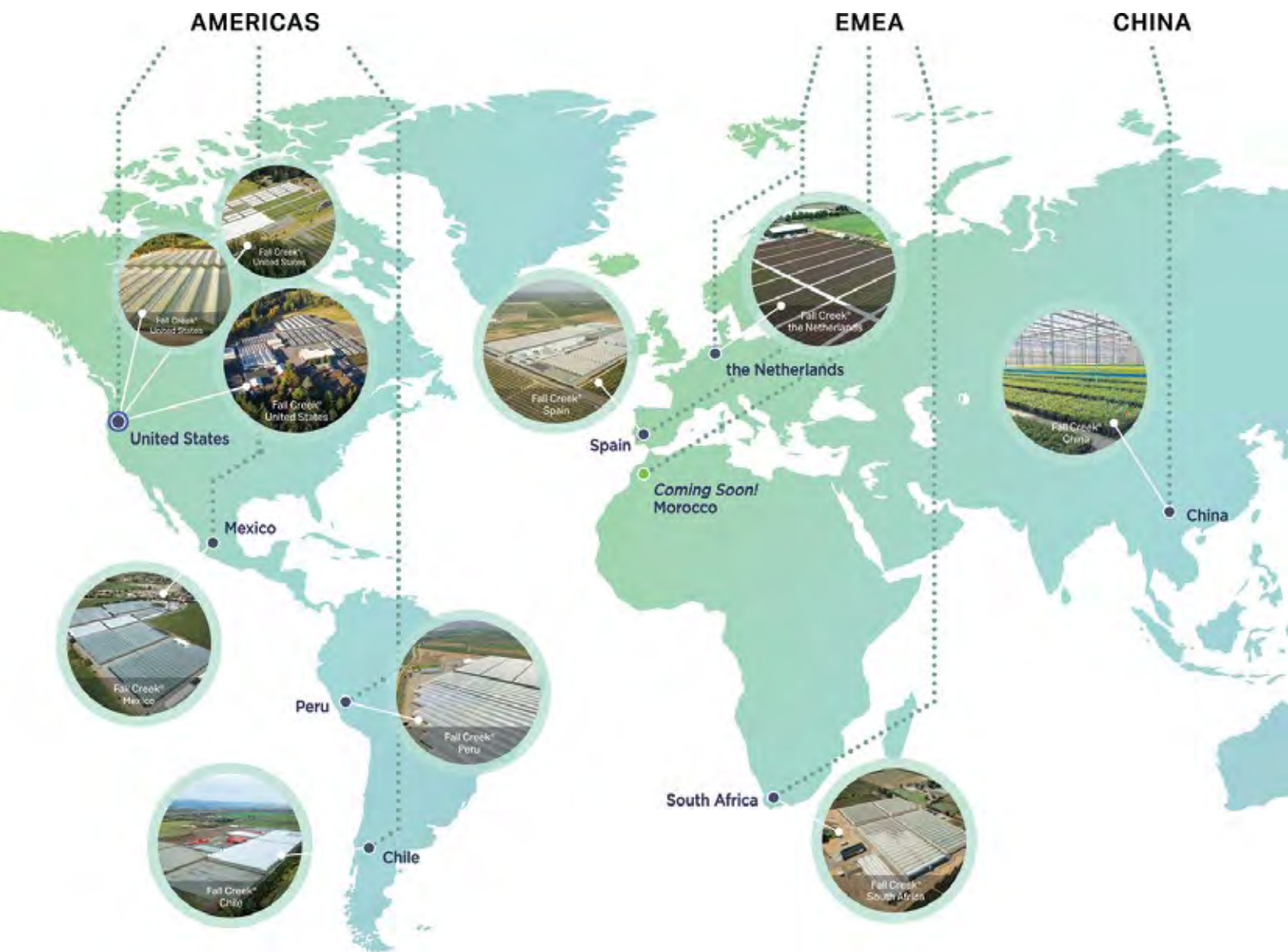


Did You Know?

Cooler maintenance cost will apply to all the orders not collected before the end of March. Plants can be stored until the end of April. Scan the QR code to learn more.

06

OUR GLOBAL FOOTPRINT



“Our expansion in EMEA shows that we are always finding new ways to stay ahead and meet the needs of our markets as they change.”

– Antonio Alamo, Regional Director EMEA

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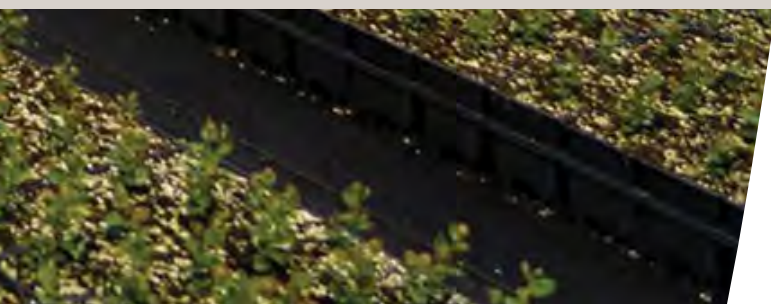
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