

A close-up photograph of several blueberries on a branch. Some berries are a deep blue, while others are a lighter, pinkish-blue color, indicating different stages of ripeness. Green leaves with prominent veins are visible in the background and foreground.

2025 / 2026 CATALOGUE

**Southern Africa Commercial
Blueberry Growers' Edition**

 **FALL CREEK®**

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01

WELCOME TO FALL CREEK® SOUTH AFRICA

Introduction

At Fall Creek®, we are committed to “Building a World with Better Blueberries™.” Our mission focuses on providing current varieties and developing new ones, tailored to specific growing conditions and chill levels, to help growers capitalise on the growing demand for premium blueberries.

Quality is at the heart of what we do. Each variety undergoes rigorous trials to ensure a perfect balance between yield, quality, and an exceptional eating experience.

As part of a well-established U.S. blueberry company with over 45 years of expertise, we now support commercial growers with nurseries across four continents, including the USA, Mexico, Peru, Chile, Spain, the Netherlands, South Africa, and China, with upcoming operations in Morocco.

Our global presence allows us to provide superior genetics and international expertise, giving growers a competitive edge. Our experienced team offers expert guidance on selecting the best varieties for your growing conditions, field management, harvesting, post-harvest care, and supply chain management. We also provide valuable market insights to help you stay ahead of future demands.

Welcome to Fall Creek®!
Serving the finest Growers of Southern 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.”

– Herman Louw, General Manager South Africa



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

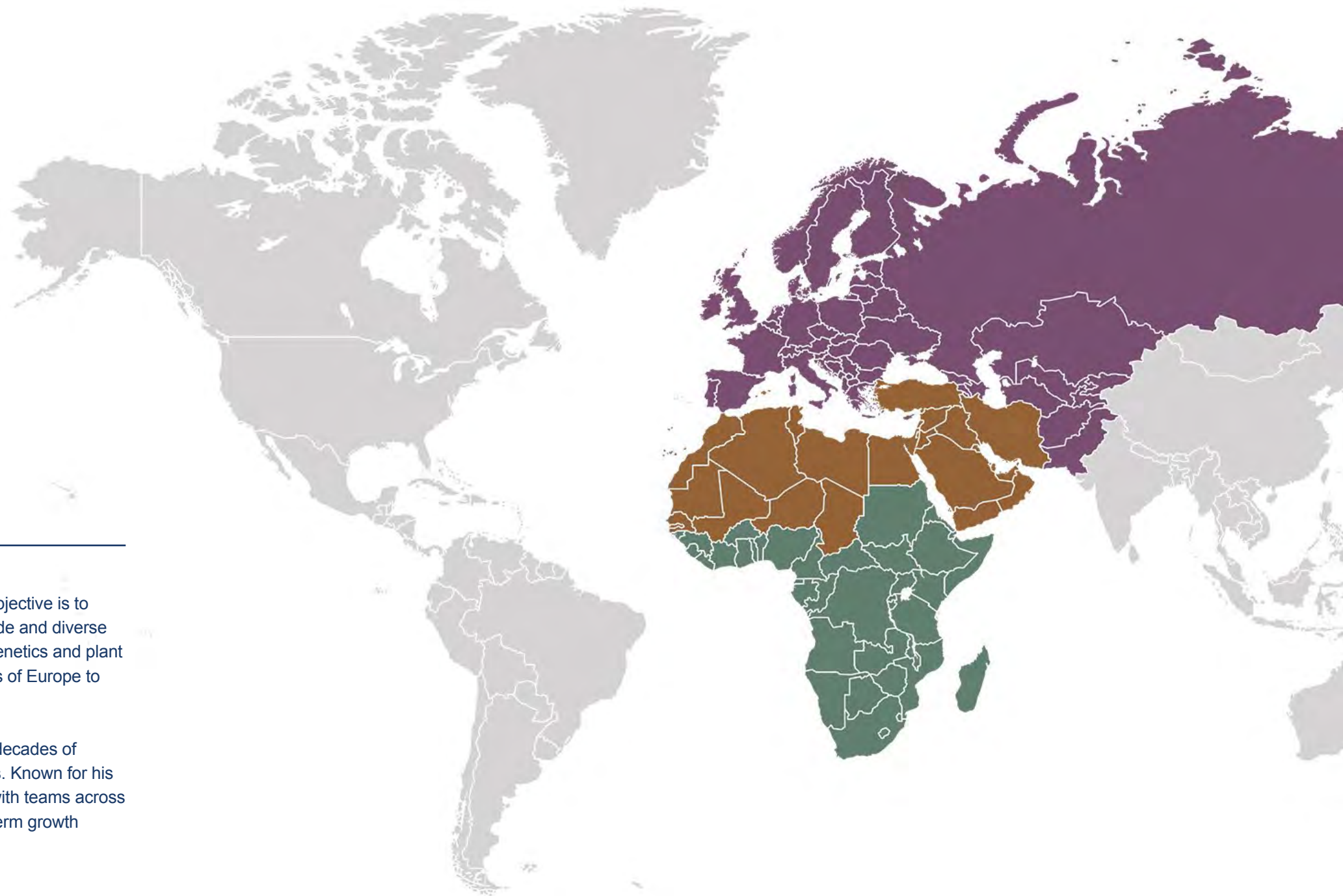
Fall Creek® is our industry's indispensable resource to deliver the world's favourite blueberries every day.




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.

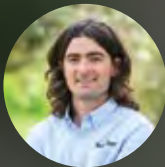
In addition to our catalogue of open varieties, we also offer new blueberry genetics through the Fall Creek® Collection platform, which provides a line of premium varieties with high productivity and good quality fruit for all chill levels.

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.

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.

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)



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



Rocio 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)



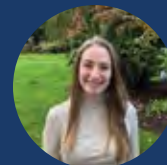
Jesús Morales Huerta
Senior Applied Research
Manager (Zero & Low Chill)



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.

The demo site on our farm in Paarl is an opportunity to experience our blueberries first-hand and gain valuable insights from our team on-site.

With over 10 featured varieties, ranging from low to high chill, you can observe and interact with a wide range of world-class blueberries. You'll find both Southern Highbush and Northern Highbush plants on our demo site, as new varieties continue to move through the pipeline.

The demo site also serves as a training ground for our technical team, where they capture data, assess fruit quality and evaluate plant management strategies. By gathering insights on how different varieties perform, we can ensure you receive the highest quality plants.



Contact our Grower Support Representative to arrange a visit



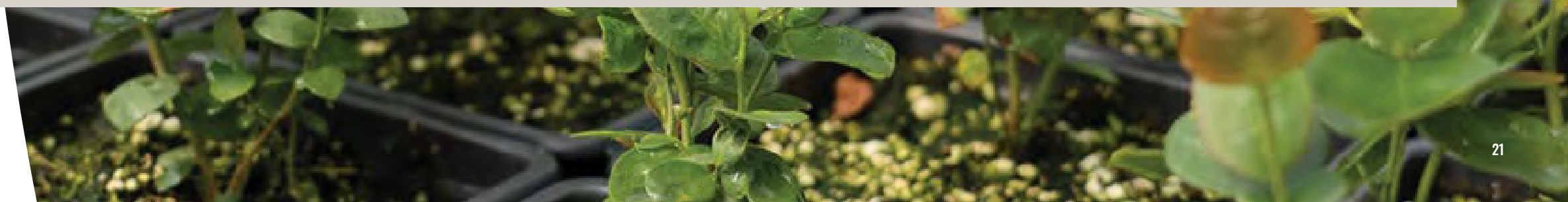
Stegmann Hanekom
Grower Support Representative
stegmannh@fallcreeknursery.com
+27 79 425 5185



Mark Pretorius
Grower Support Representative
markp@fallcreeknursery.com
+27 60 754 2233

Our Visitor Centre

Central to the demo site experience is our Visitor Centre, 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

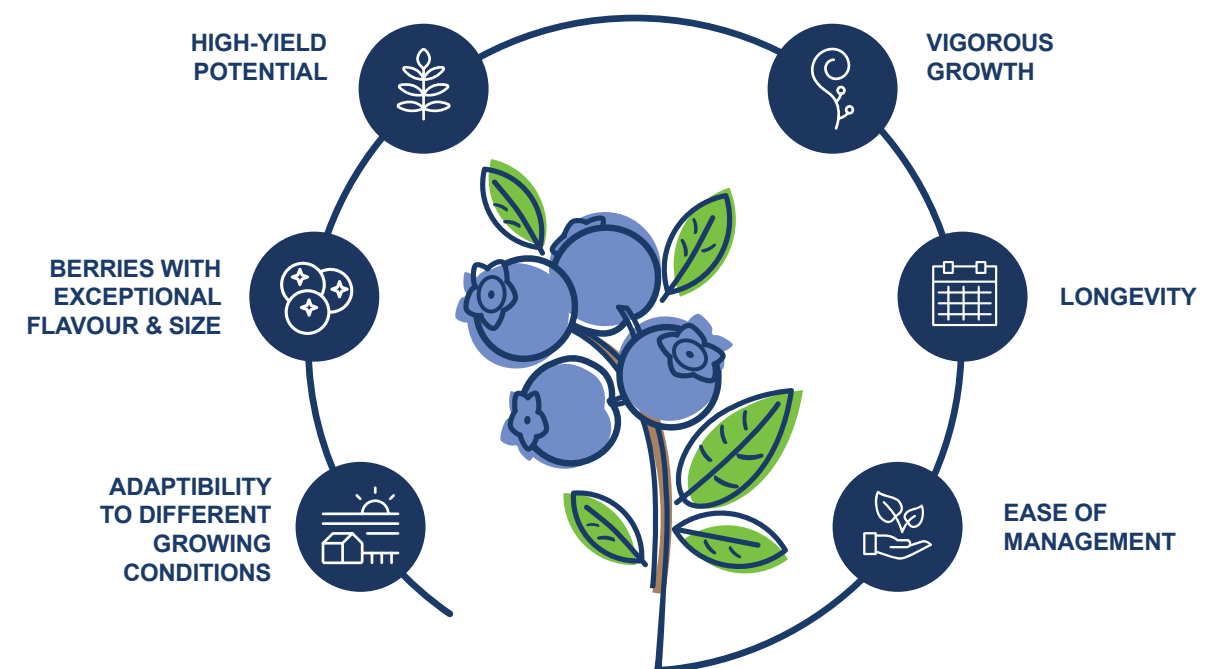


SUPERIOR PLANTS

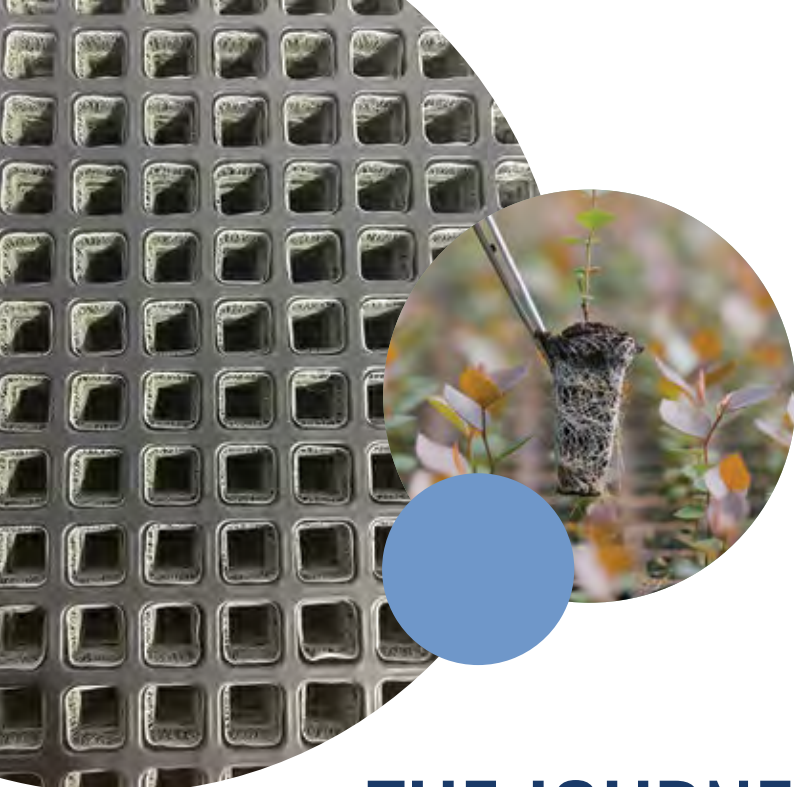
OUR COMMITMENT TO QUALITY

At Fall Creek®, our mission is clear: to provide the highest quality blueberry plants that empower growers to excel. Superior plants lead to superior outcomes. We ensure that every aspect of our plants contributes to their success – from enhanced growing efficiency to improved capabilities in harvest, storage, and packaging. We go where you want to grow, which means we're committed to serving you wherever you are. Through expert advice and tailored solutions, we'll meet your specific needs and challenges.

OUR PLANTS ARE DISTINGUISHED BY SEVERAL KEY CHARACTERISTICS:



Upon arrival, expect your field-ready plants to have a complete and vigorous root system, be well-balanced, consistently uniform, possess a strong and stable crown, have sturdy canes, and be of a true-to-type variety.

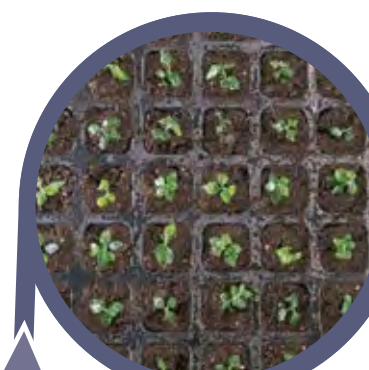


THE JOURNEY OF A FALL CREEK® PLANT



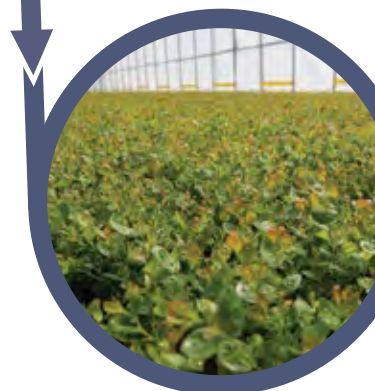
01
CUSTOMER
ORDERS

02
LAB
PREPARATION



03
PROPAGATION

04
PRODUCTION



05
SHIPPING



Customer Orders

Our Sales & Grower Support Team has experience in all aspects of agriculture industry. They bring crucial knowledge, plus a passion for plants helping growers make the best decisions.



Tissue Culture Lab

Life for every field-ready plant starts in our tissue culture lab where it's produced from virus-tested and disease-tested mother stock.



Propagation

Our plugs are carefully nurtured and cultivated to encourage healthy root development and robust growth.



Production

The plants are transplanted to product size and moved into the tunnels where they thrive under the perfect conditions.



Shipping

Our field-ready plants are boxed up for safe and easy shipping.

Growcoon: An Innovative Solution for Growers

Growcoon serves as a biodegradable plug for cell trays. It promotes strong root development by air pruning. This allows for early transplantation and streamlines the production process and produces healthier plants.

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.

Did You Know?

We're one of the few nurseries in South Africa with our own PEQ facility. This helps us improve the variety development process by closely managing importation, quarantine testing, evaluation and help to serve the industry.

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 tech 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.

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 AND 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 50 for information on our Plant Preview Programme.

Variety Summary Timetable															
VARIETY	License Platform	Plant Fee	License Required	License Fee	Annual Member Fee	Chill Requirements	ESTIMATED RIPENING TIME*								
							Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb
AzraBlue® 'FCM14-031'						Zero/Low									
Sekoya Pop® 'FCM14-052'						Zero/Low									
FCM14-057						Zero/Low									
Sekoya Beauty® 'FCM12-097'						Zero/Low									
KeplerBlue® 'FCM12-038'						Zero/Low									
OlympusBlue® 'TH-1008'						Low/Mid									
Biloxi (timing reference)	Public					Zero/Low									
AtlasBlue® 'FCM12-045'						Zero/Low									
Ventura (timing reference)	Open Catalog					Zero/Low									
BiancaBlue® 'FCM12-087'						Zero/Low									
Blue Ribbon	Open Catalog					Mid/High									
PeachyBlue 'ZF08-029'						Mid/High									
ArabellaBlue® 'FC14-062'						High									
LoretoBlue® 'FC11-118'						High									
Sekoya Crunch® 'FC13-083'						High									
Sekoya Grande® 'FC13-122'						High									
Sekoya Fiesta® 'FC13-113'						High									
LunaBlue® 'FC12-205'						High									

VARIETY SPOTLIGHT




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-LOW CHILL

AzraBlue® ‘FCM14-031’ is an early variety with concentrated fruit production. In zero to low 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’

LOW-MID 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 to mid 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



BiancaBlue®
‘FCM12-087’

ZERO-LOW CHILL

BiancaBlue® ‘FCM12-087’ is a standout variety for its low-acid aromatic fruit flavor and good retention of bloom. Its fruit is firm, has a small picking scar, and low discard rates. The majority of the crop is produced from florican buds. Although self-fertile, cross-pollination is highly recommended to ensure maximum fruit size.

The sprawling plant shape requires proper pruning to get upright growth and trellising may improve production efficiency.

Berry Size
Large

Qualities
Very firm, light blue, sweet

Fruit Season
Late

Fruit Storage
28-35 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



ArabellaBlue®
‘FC14-062’

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



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





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

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.

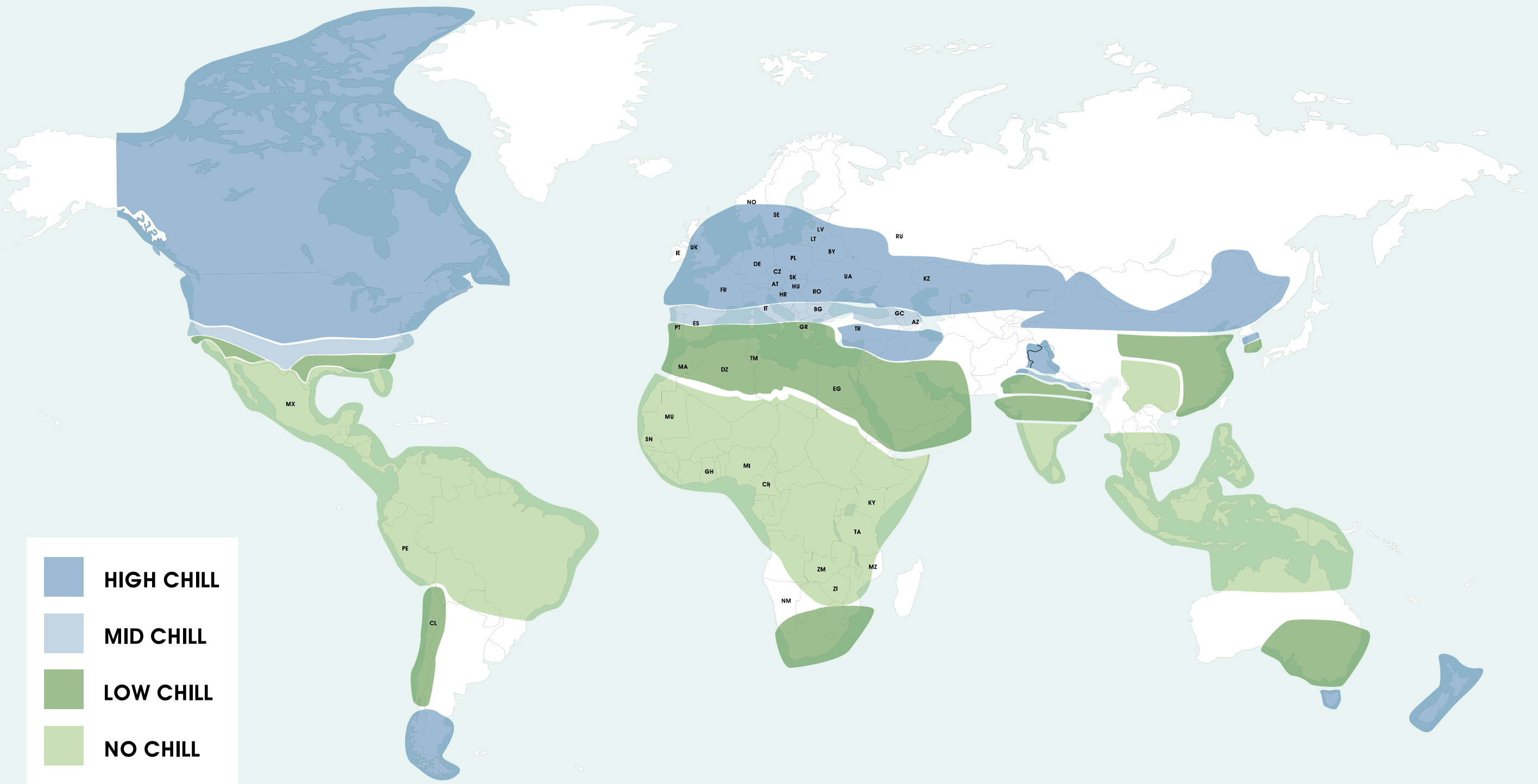
Sublicensees choose the SEKOYA® Member who will market the SEKOYA® Fruit but retain freedom to grow and sell other blueberry varieties as they please.

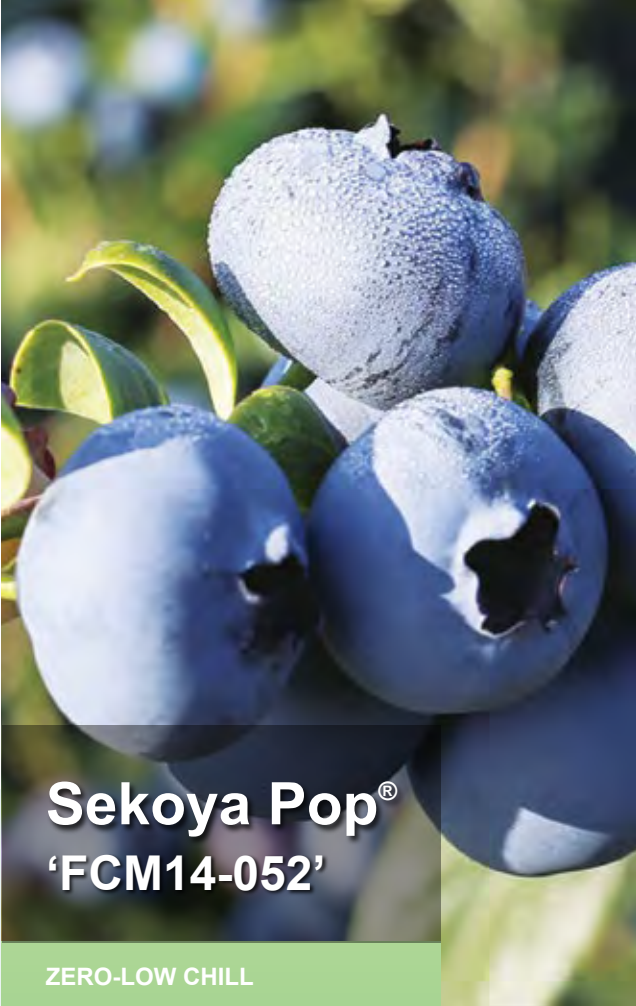
A sublicensee can work with only one SEKOYA® Member. Selecting the right partner is key as members have different business models and collaboration formats.



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’

HIGH CHILL

Sekoya Crunch® ‘FC13-083’ is a northern highbush variety, selected for 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’

HIGH CHILL

Sekoya Grande® ‘FC13-122’ is a northern highbush variety, selected for 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’

HIGH CHILL

Sekoya Fiesta® ‘FC13-113’ is a northern highbush variety, selected for 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





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?



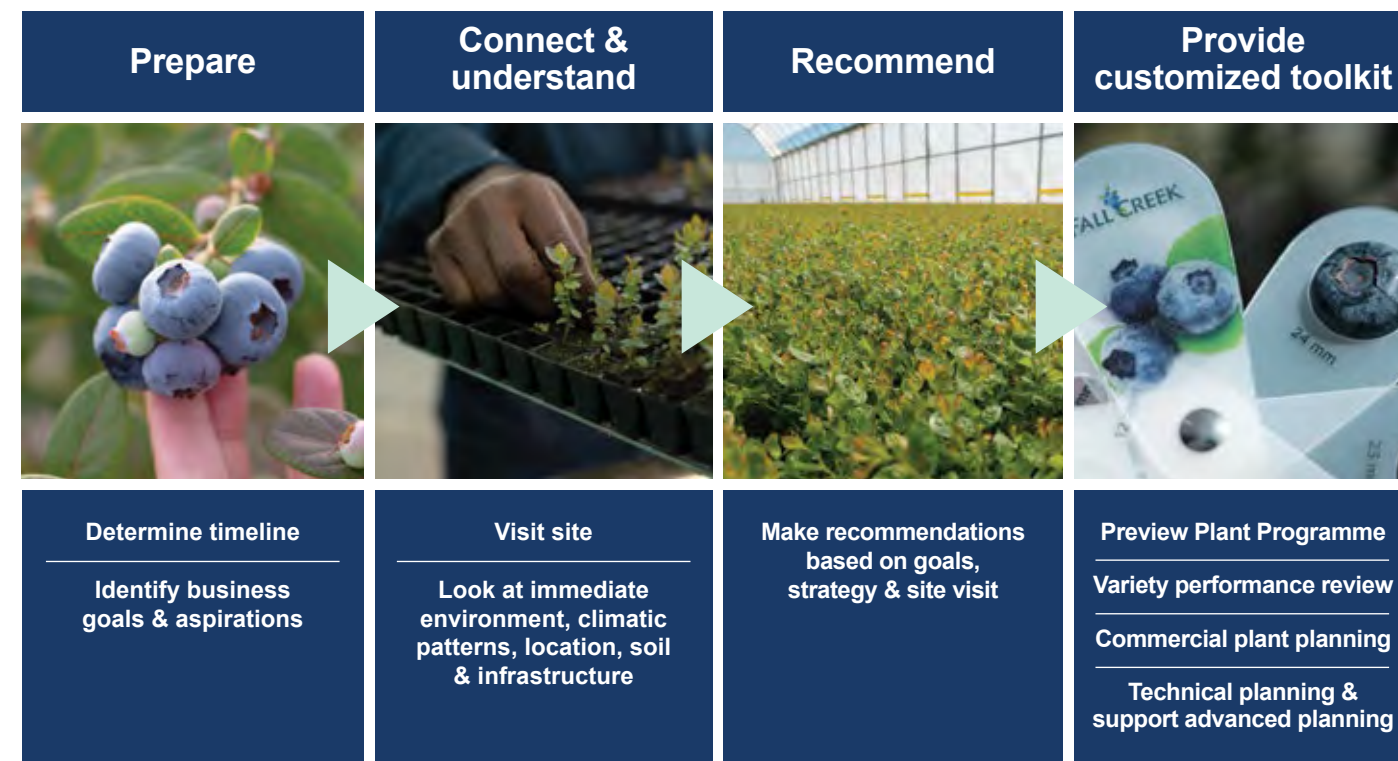
Get in touch with your Grower Support representative to learn more about our Plant Preview Programme or visit our website.

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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 PRODUCTS

Fall Creek®'s Products for South Africa

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 1 Litre Pot offers a plant that is vigorous and strong for quick transplanting. Most varieties are sheared 12 – 15 cm before shipping. Litre Pot plants are carefully packed into Fall Creek® pallet boxes for convenient shipping, easy unloading, and handling by planting crews in the field.

SIZE:	Approximately 11cm wide x 13 cm deep
WEIGHT:	Approximately 800 g per plant
PACKING:	560 plants per pallet
ORDER MINIMUM:	560 plants per 1 pallet

MEET OUR TEAM



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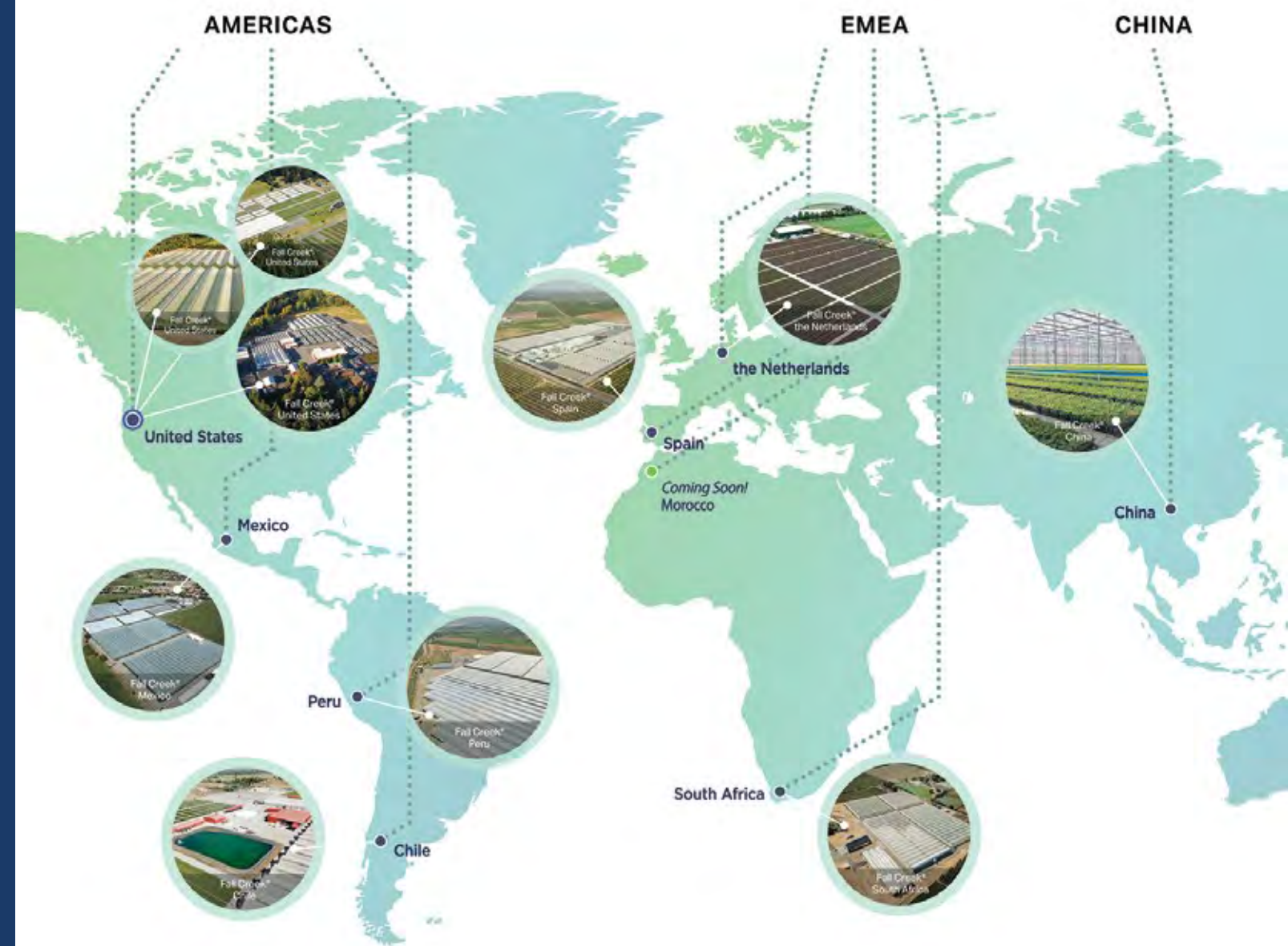
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OUR GLOBAL FOOTPRINT



“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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