



WELCOME

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Fall Creek® Farm and Nursery

VARIETA' DI MIRTILLO PER L'ITALIA



Presented by: Fall Creek® Farm and Nursery | Date: November 2023



**Leader internazionale
per innovazione
genetica e produzione
di piantine**

Fall Creek® Farm and Nursery



45+ anni

Fondata nel 1978 in U.S.

40+

varietà



Family-owned,
two generations of
leadership

800+

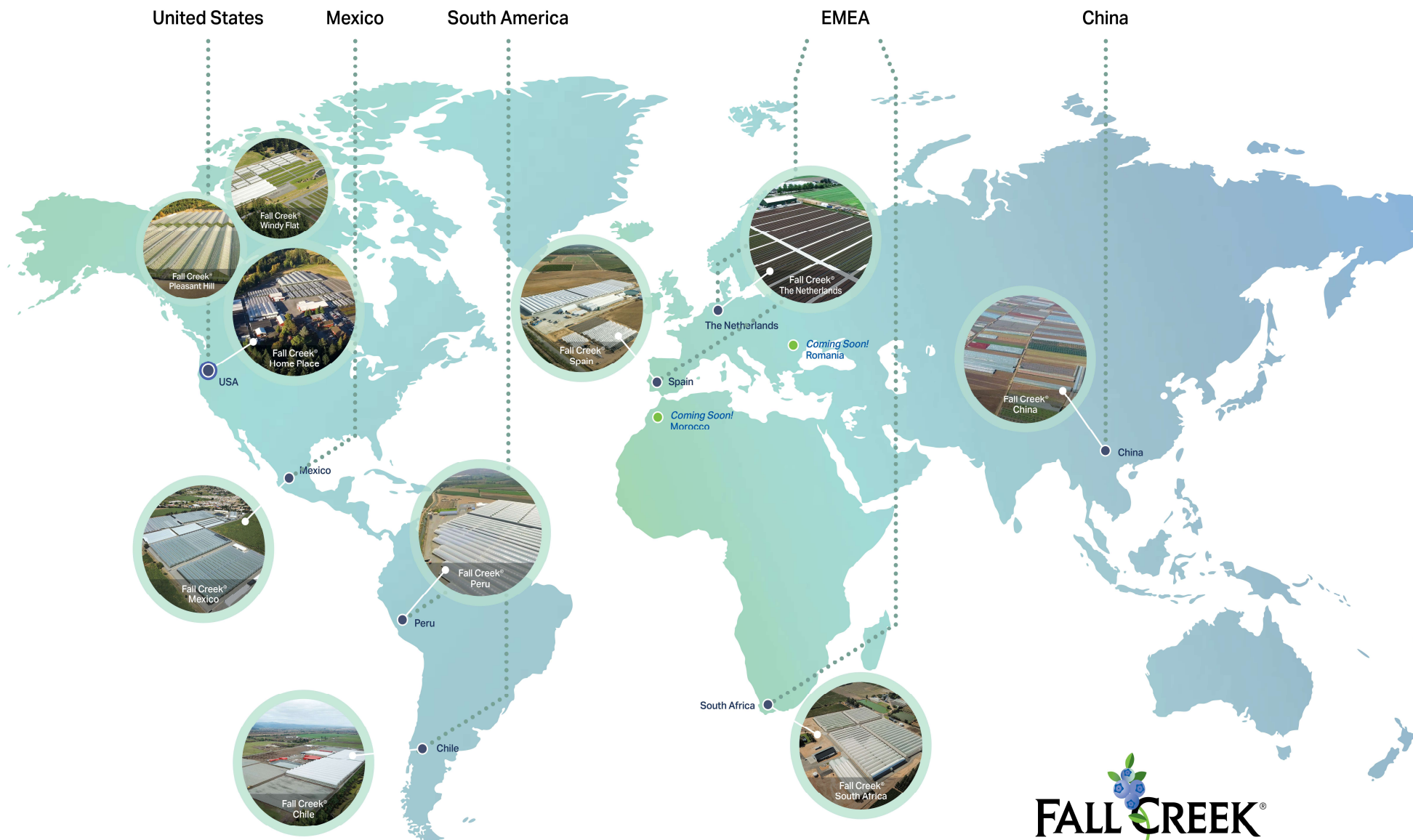
dipendenti

9+

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

3+

Centri di ricerca e sviluppo
(United States, Spain, Mexico)



GENETICA



VIVAIO



SUPPORTO



FALL CREEK®





VISION

**Fall Creek™ is Our Industry's
Indispensable Resource to Deliver the World's
Favorite Blueberries Every Day.**



MISSION

**To Build A World With Better Blueberries™
Through Exceptional Plants, Relationships,
Innovation And Customer Success.**



LA SCELTA VARIETALE

COME EFFETTUARE UNA SCELTA CONSAPEVOLE

01

CLIMA

Ore freddo
Temperature invernali
Temperature estive

02

EPOCA DI RACCOLTA

precoce
media
tardiva

03

PREFERENZE DEL CONSUMATORE

Pezzatura
gusto
aspetto

04

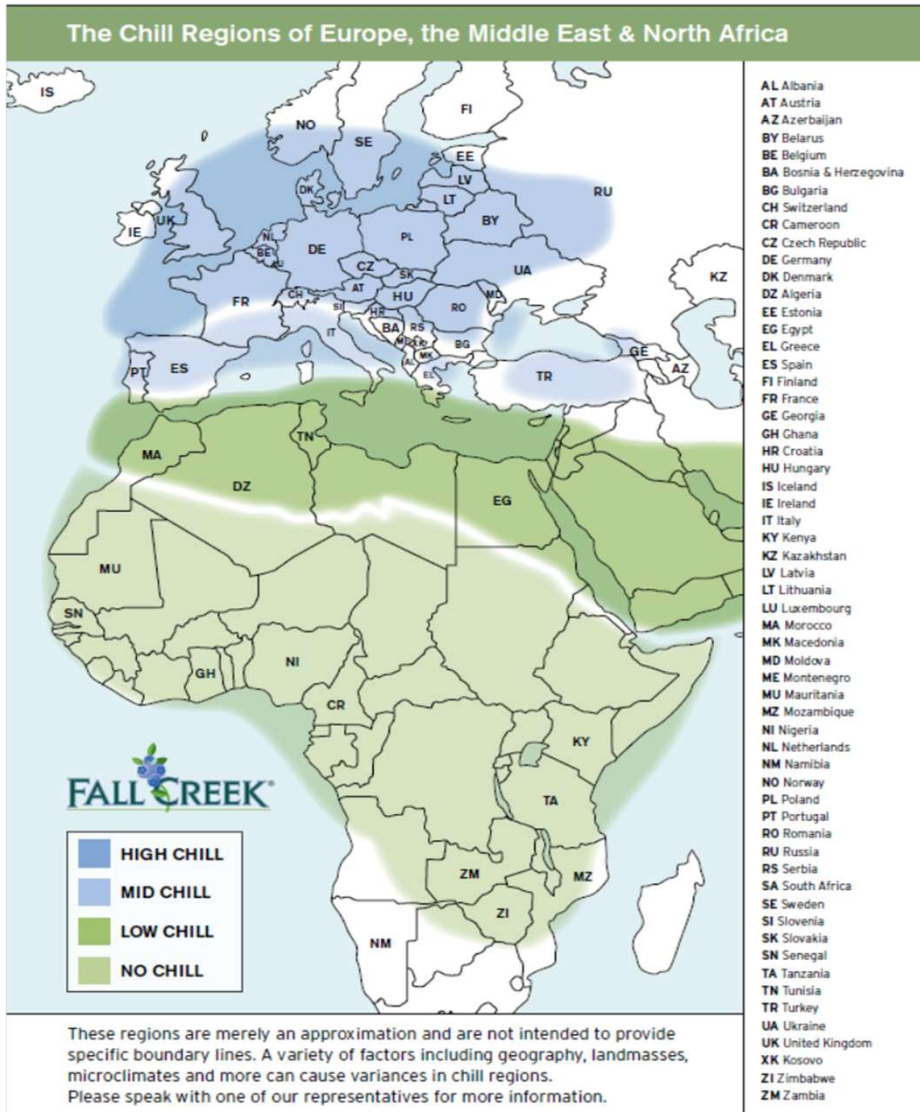
ESIGENZE DI MERCATO

conservabilità
Croccantezza
disponibilità

05

ESIGENZE AGRONOMICHE

Produttività
Rusticità
Facilità di coltivazione
Resa di raccolta



MAPPA DELLE ORE FREDDO



Classificazione delle varietà di mirtillo

CLASSIFICAZIONE	ORE FREDDO 0 – 7°C
HIGH CHILL	>800
MID CHILL	DA 400 A 800
LOW CHILL	FINO A 400
NO CHILL	EVERGREEN



MAPPA DELLE ORE FREDDO IN EUROPA



ORE FREDDO IN ITALIA

Oltre alla latitudine abbiamo anche l'altitudine

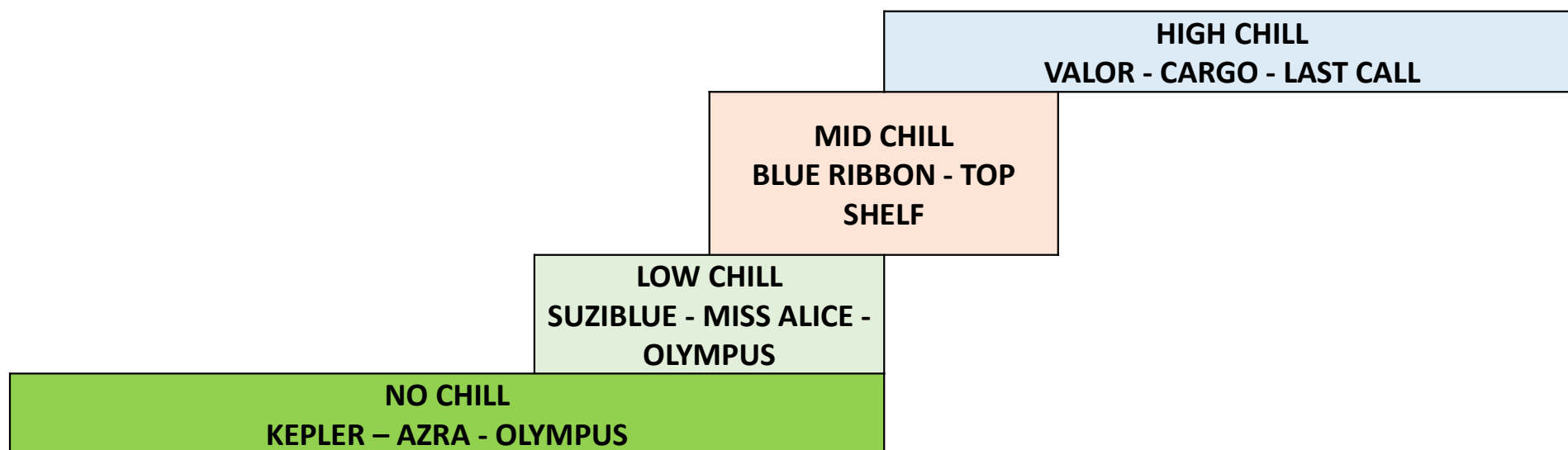
NORD = HIGH CHILL – ALTO FABBISOGNO IN FREDDO

CENTRO = MID CHILL – MEDIO

SUD = LOW CHILL.

SICILIA = NO CHILL

CALENDARIO DI RACCOLTA IN ITALIA SFRUTTANDO I DIVERSI MICROCLIMI



GENNAIO	FEBBRAIO	MARZO	APRILE	MAGGIO	GIUGNO	LUGLIO	AGOSTO	SETTEMBRE
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REQUISITI DELLE NUOVE VARIETA'

PEZZATURA
PRODUTTIVITA'
DUREZZA
CONSERVABILITA'
SAPORE



Presented by: Fall Creek® Farm and Nursery | Date: November 2023



Il miglioramento genetico

incrocio

Selezione

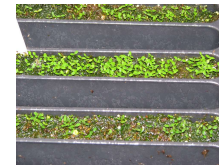
prove

Propagazione

Produzione commerciale



8 to 18 year process



PREISTORIA



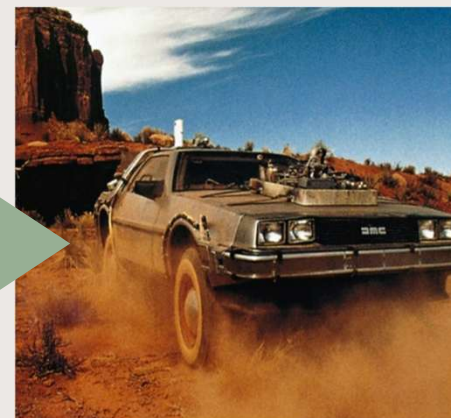
PASSATO



PRESENTE



FUTURO



PRECOCI

Bluetta EarliBlue Patriot

Duke

Duke, Blue Ribbon

Arabella Blue

MEDIE

Bluecrop Berkeley

Draper

Top Shelf, Valor

Loreto Blue

TARDIVE

Elliott Lateblue

Liberty, Aurora

Cargo, Last Call

Luna Blue

Fall Creek® Farm and Nursery

FALL CREEK®

COMMERCIALISATION PLATFORMS





FALL CREEK® OPEN CATALOGUE

- Serie di varietà innovative per coprire tutta la stagione dal precoce al tardivo
- Vigorose e performanti, Migliorative rispetto a quanto disponibile ad oggi
- Oggi sono varietà riconosciute e provate che sono diventate lo standard
- Disponibili per tutti I produttori



VARIETA' OPEN CATALOGUE



VARIETA' PER TUTTI

	HIGH CHILL	MID CHILL	LOW CHILL	NO CHILL
PRECOCI	DUKE BLUE RIBBON	BLUE RIBBON	SUZIBLUE MISS ALICE MAE	VENTURA
MEDIE	TOP SHELF VALOR	TOP SHELF		VENTURA
TARDIVE	CARGO LAST CALL	LEGACY	MISS JACKIE	VENTURA



FALL CREEK® COLLECTION

The Fall Creek® Collection è una piattaforma genetica con lo scopo di creare un valore aggiunto attraverso l'innovazione varietale e il supporto tecnico.

- Dare ai produttori un vantaggio competitivo avendo accesso ad una serie di varietà innovative.
- Royalty di accesso di 5000\$ per varietà
- Royalty annuale di 1000€ ad ettaro



VARIETA' COLLECTION

VARIETA' PER PRODUTTORI PROFESSIONALI



	HIGH CHILL	MID CHILL	LOW CHILL	NO CHILL
PRECOCI	ARABELLA		OLYMPUS	KEPLER
MEDIE	LORETO BLUE		OLYMPUS	AZRA
TARDIVE	LUNA BLUE		OLYMPUS	OLYMPUS



SEKOYA®

SEKOYA® è un Progetto commerciale per servire la GDO con mirtilli PREMIUM, croccanti, grossi di pezzatura e buoni da mangiare per 52 settimane all'anno

Solo 14 grossi gruppi internazionali hanno la licenza per poter coltivare e vendere le varietà SEKOYA

I licenziatari hanno la possibilità di sub – licenziare produttori nei territori che ritengono strategici

La commercializzazione della frutta sarà esclusivamente attraverso I proprietari della licenza





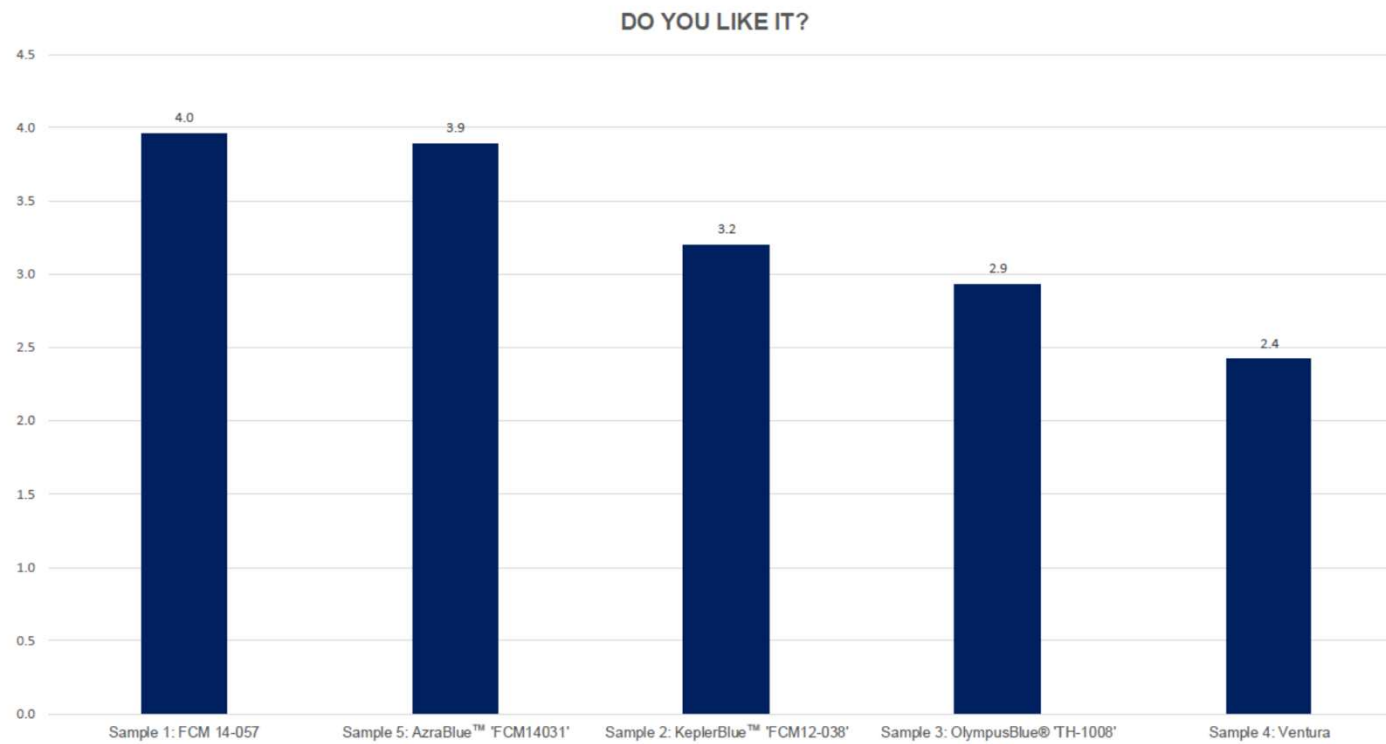
VARIETA' SEKOYA

VARIETA' CLUB



	HIGH CHILL	MID CHILL	LOW CHILL	NO CHILL
PRECOCI	SEKOYA CRUNCH	SEKOYA CRUNCH	SEKOYA POP	SEKOYA POP
MEDIE	SEKOYA GRANDE			SEKOYA BEAUTY
TARDIVE	SEKOYA FIESTA			COMING SOON

PREFERENZE DEL CONSUMATORE



Acquisto del consumatore

Cosa regola il riacquisto



oggi

attrattivi



domani

disponibili



1 settimana

Presentati bene
Possibilmente nel banco
frigo



10 settimane

problemi di qualità



BLUEBERRY CATEGORY MANAGEMENT

Snacking

colazione



Buoni – sapore speciale

Produzione locale

biologici

Confezione convenienza

BLUEBERRY CATEGORY MANAGEMENT

SEKOYA™

Fall Creek®
Collection

Open varieties



Blue Ribbon

Mid-High Chill

WHEN: Early-Mid Season

BERRY SIZE: Large



Key Variety Ratings

Variety	Taste	Firmness	Size	Yield	Harvest Period
	Product Scoring 1 = Low / 3 = High				
Duke	2	2		2	 Very Early
Blue Ribbon	3+	3		3	 Early/Mid
Top Shelf	3	2		3	 Early/Mid
Draper	2	3		2	 Early/Mid

PRIMARY USE Fresh

FRUIT QUALITIES: Light Blue, Very Firm, Sweet, Fruity

BUSH HABIT: Spreading, Long Laterals

RIPENING SEASON:



Top Shelf

Mid-High Chill

WHEN: Early-Mid Season

BERRY SIZE: Large



Key Variety Ratings

Variety	Taste	Firmness	Size	Yield	Harvest Period
	Product Scoring 1 = Low / 3 = High				
Blue Ribbon	3+	3		3	 Early/Mid
Top Shelf	3	2		3	 Early/Mid
Draper	2	3		2	 Early/Mid
Bluecrop	3	0		2	 Mid

PRIMARY USE Fresh

FRUIT QUALITIES: Light Blue, Firm, Juicy, Tropical Flavor

BUSH HABIT: Vase Shape, Large Caliper Canes

RIPENING SEASON:



Valor® 'ZF08-070'

Mid-High Chill

WHEN: Mid Season

BERRY SIZE: Very Large



Key Variety Ratings					
Variety	Taste	Firmness	Size	Yield	Harvest Period
	Product Scoring 1 = Low / 3 = High				
Top Shelf	3	2		3	
Bluecrop	3	0		2	
Valor®ZF08-070	2	2		3	
Legacy	2	1		3	

PRIMARY USE Fresh, Processed

FRUIT QUALITIES: Uniform Fruit, Medium Firmness, Tart Initially but very sweet when fully ripe

BUSH HABIT: Upright, Vigorous

RIPENING SEASON:



Cargo

High Chill

WHEN: Late Season

BERRY SIZE: Medium – Large



HIGH CHILL



Key Variety Ratings					
Variety	Taste	Firmness	Size	Yield	Harvest Period
	Product Scoring 1 = Low / 3 = High				
Valor®ZF08-070	2	2	VL	3	Mid
Chandler	2	1	G	1	Mid/Late
Cargo	2	2	M-L	3+	Mid/Late
Liberty	3+	1	M-L	2	Mid/Late

PRIMARY USE Fresh, Processed

FRUIT QUALITIES: Light Blue, Firm, Tart, Juicy

BUSH HABIT: Upright, Narrow Crown, Vigorous

RIPENING SEASON:



Last Call

High Chill

WHEN: Very late

BERRY SIZE: Large



Key Variety Ratings					
Variety	Taste	Firmness	Size	Yield	Harvest Period
	Product Scoring 1 = Low / 3 = High				
Liberty	3+	1		2	 Mid/Late
SEKOYA Fiesta™ 'FC13-113'	3+	3		3	 Late
Last Call	3	2		2	 Late
Aurora	1	1		1	 Very Late

PRIMARY USE: Fresh

FRUIT QUALITIES: Light blue, 'classic' blueberry flavour

BUSH HABIT: Very vigorous, upright, thick ground shoots

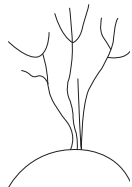
RIPENING SEASON:





KeplerBlue™ 'FCM12-038'

PLANT SHAPE



SEMI UPRIGHT

RIPENING TIMES		J	F	M	A	M	J	J	A	S	O	N	D
MEXICO	ZERO CHILL												
SPAIN	LOW CHILL (Evergreen)												
SOUTH AFRICA													

As with all new varieties, Fall Creek® recommends growers trial under local conditions prior to commercial planting.
Unlicensed propagation prohibited. Special licensing required. Royalties & fees may apply.

PLANT ATTRIBUTES

ZERO/LOW CHILL



VERY GOOD

HARVEST EFFICIENCY



VERY EARLY

FRUIT SEASON



21-28 DAYS

FRUIT STORAGE



EARLY-MID SEASON
ALTERNATIVE

MARKET POSITION



> 18 mm

FRUIT SIZE



SWEET & ACID

FRUIT FLAVOR



FIRM

FRUIT FIRMNESS



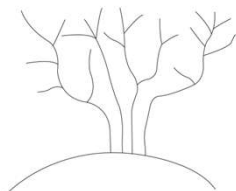
LIGHT BLUE

FRUIT COLOR



AzraBlue™ 'FCM14-031'

PLANT SHAPE



LOW CHILL (Evergreen)
& ZERO CHILL
ROUND

RIPENING TIMES		J	F	M	A	M	J	J	A	S	O	N	D
MEXICO	ZERO CHILL												
PERU	ZERO CHILL												
SPAIN	LOW CHILL (Evergreen)												
SOUTH AFRICA													

As with all new varieties, Fall Creek® recommends growers trial under local conditions prior to commercial planting.
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PLANT ATTRIBUTES

ZERO CHILL



EFFICIENT

HARVEST EFFICIENCY



EARLY TRIALS
IN PROGRESS

FRUIT SEASON



35-42 DAYS

FRUIT STORAGE



JUPITERBLUE® 'FCM12-131'
ALTERNATIVE

MARKET POSITION



21-24 mm

FRUIT SIZE



SWEET & ACID

FRUIT FLAVOR



FIRM

FRUIT FIRMNESS



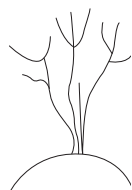
LIGHT BLUE

FRUIT COLOR



OlympusBlue[®] 'TH-1008'

PLANT SHAPE



LOW CHILL (Evergreen)
SEMI UPRIGHT

RIPENING TIMES		J	F	M	A	M	J	J	A	S	O	N	D
MEXICO		T	T	T									
PERU		T	T	T									
SPAIN	LOW CHILL (Evergreen)												
SOUTH AFRICA													

As with all new varieties, Fall Creek® recommends growers trial under local conditions prior to commercial planting.
Unlicensed propagation prohibited. Special licensing required. Royalties & fees may apply.

PLANT ATTRIBUTES

LOW CHILL (Evergreen)



EFFICIENT

HARVEST EFFICIENCY



EARLY-MID

FRUIT SEASON



21-28 DAYS

FRUIT STORAGE



EARLY SEASON
ALTERNATIVE

MARKET POSITION



18-21 mm

FRUIT SIZE



SWEET

FRUIT FLAVOR



FIRM

FRUIT FIRMNESS



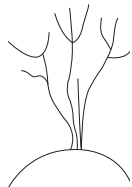
VERY LIGHT BLUE

FRUIT COLOR



ArabellaBlue[®] 'FC14-062'

PLANT SHAPE



SEMI UPRIGHT

RIPENING TIMES		J	F	M	A	M	J	J	A	S	O	N	D
S. CHILE	HIGH CHILL												
N. EUROPE	HIGH CHILL												
PNW	HIGH CHILL												

 HIGH CHILL

As with all new varieties, Fall Creek® recommends growers trial under local conditions prior to commercial planting.
Unlicensed propagation prohibited. Special licensing required. Royalties & fees may apply.

PLANT ATTRIBUTES

HIGH CHILL



AVERAGE

HARVEST EFFICIENCY



EARLY-MID

FRUIT SEASON



42+ DAYS

FRUIT STORAGE



EARLY-MID SEASON
ALTERNATIVE

MARKET POSITION



18-21 mm

FRUIT SIZE



SWEET & ACID,
AROMATIC

FRUIT FLAVOR



FIRM

FRUIT FIRMNESS



LIGHT BLUE

FRUIT COLOR

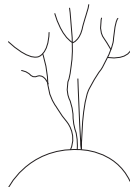


HIGH CHILL



LoretoBlue™ 'FC11-118'

PLANT SHAPE



SEMI UPRIGHT

RIPENING TIMES		J	F	M	A	M	J	J	A	S	O	N	D
S. CHILE	HIGH CHILL												
N. EUROPE	HIGH CHILL												
PNW	HIGH CHILL												

 HIGH CHILL

As with all new varieties, Fall Creek® recommends growers trial under local conditions prior to commercial planting.
Unlicensed propagation prohibited. Special licensing required. Royalties & fees may apply.

PLANT ATTRIBUTES

HIGH CHILL



AVERAGE

HARVEST EFFICIENCY



MID-LATE

FRUIT SEASON



42+ DAYS

FRUIT STORAGE



MID-LATE SEASON
ALTERNATIVE

MARKET POSITION



16-18 mm

FRUIT SIZE



SWEET & ACID

FRUIT FLAVOR



VERY FIRM

FRUIT FIRMNESS



MEDIUM BLUE

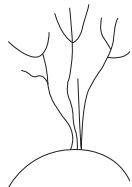
FRUIT COLOR

HIGH CHILL



LunaBlue® 'FC12-205'

PLANT SHAPE



SEMI UPRIGHT

RIPENING TIMES		J	F	M	A	M	J	J	A	S	O	N	D
S. CHILE	HIGH CHILL												
N. EUROPE	HIGH CHILL												
PNW	HIGH CHILL												

 HIGH CHILL

As with all new varieties, Fall Creek® recommends growers trial under local conditions prior to commercial planting.
Unlicensed propagation prohibited. Special licensing required. Royalties & fees may apply.

PLANT ATTRIBUTES

HIGH CHILL



AVERAGE

HARVEST EFFICIENCY



LATE

FRUIT SEASON



35-42 DAYS

FRUIT STORAGE



LATE SEASON
ALTERNATIVE

MARKET POSITION



16 mm

FRUIT SIZE



SWEET

FRUIT FLAVOR



FIRM

FRUIT FIRMNESS



VERY LIGHT BLUE

FRUIT COLOR

SEKOYA POP[®] 'FCM14-052'



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 deliver the LIVIE[™] Eating Experience with their exceptional firmness (POP) and consistent quality. The large fruit is tasty and aromatic. It produces very firm fruit of consistent quality that lasts **up to 60 days**.

FIRMNESS:	Exceptionally firm
BERRY SIZE:	Jumbo
FLAVOR:	Sweet & Aromatic
SHELF LIFE:	Up to 60 days
PRODUCTION SEASON:	Very Early

ZERO CHILL



SEKOYA BEAUTY® 'FCM12-097'



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 set the mark for the LIVIE™ Eating Experience and attract with their uniform, light blue color and jumbo size (BEAUTY). The fruit has a well-balanced, sweet and aromatic flavor. It produces very firm fruit of consistent quality that lasts **up to 45 days**.

ZERO CHILL

FIRMNESS:	Very firm
BERRY SIZE:	Jumbo
FLAVOR:	Sweet & Aromatic
SHELF LIFE:	Up to 45 days
PRODUCTION SEASON:	Early/Mid



SEKOYA CRUNCH® 'FC13-083'



Sekoya Crunch® 'FC13-038' is a northern highbush variety, selected for mid to high chill climates, that produces in the **early-season**. The berries define the LIVIE™ Eating Experience and stand out for their exceptional firmness (CRUNCH), jumbo size, very light blue color, and delicious flavor and aroma.

MID-HIGH CHILL

FIRMNESS:	Exceptionally firm
BERRY SIZE:	Jumbo
FLAVOR:	Sweet & Aromatic
SHELF LIFE:	Up to 45 days
PRODUCTION SEASON:	Early



SEKOYA GRANDE® 'FC13-122'



Sekoya Grande® 'FC13-122' is a northern highbush variety, selected for mid to high chill climates, that produces in the **mid-season**. The berries fulfill the LIVIE™ Eating Experience and are known for their exceptional jumbo size (GRANDE) and extraordinary fruit quality. The very light blue berries have a consistently attractive appearance and sweet flavor. **Sekoya Grande® 'FC13-122'** produces very firm fruit of consistent quality that lasts **up to 60 days**.

MID-HIGH CHILL



FIRMNESS:	Very firm
BERRY SIZE:	Jumbo
FLAVOR:	Sweet & Aromatic
SHELF LIFE:	Up to 60 days
PRODUCTION SEASON:	Mid

SEKOYA FIESTA™ 'FC13-113'



Sekoya Fiesta™ 'FC13-113' is a northern highbush variety, selected for mid to high chill climates, that produces in the **late-season**. The berries deliver the LIVIE™ Eating Experience with their celebration (FIESTA) of jumbo size, great tasting, and uniform appearance.

Sekoya Fiesta™ 'FC13-113' produces very firm fruit of consistent quality that lasts **up to 60 days**.

FIRMNESS:	Very firm
BERRY SIZE:	Jumbo
FLAVOR:	Sweet & Aromatic
SHELF LIFE:	Up to 60 days
PRODUCTION SEASON:	Late

MID-HIGH CHILL





www.fallcreeknursery.com

