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Fall Creek Announces Investment in FineField to Advance Mechanical Blueberry Harvesting

EUGENE, Ore., U.S. - Fall Creek Farm & Nursery, Inc., a leading blueberry genetics and nursery company, announced a strategic minority investment in Netherlands-based FineField, a pioneer in modern technology solutions for the blueberry sector, signaling a major step forward in mechanical blueberry harvesting technology.

FineField's innovative approach incorporates solar-powered robotic harvesters designed to reduce fruit damage and improve harvest quality. This approach aligns well with Fall Creek's mission to build a world with better blueberries through exceptional plants, relationships, innovation, and grower success.

This partnership marks a significant step toward enhancing blueberry farming efficiency, productivity, and profitability. Embracing Fall Creek's role as an industry accelerator, the cooperation of the two companies is set to drive substantial advancements in the blueberry industry, focusing on sustainable, innovative practices for long-term growth.

"We are truly excited about the potential of this collaboration, which brings together Fall Creek's innovative work in variety development with FineField's cutting-edge robotic harvesting technology," said Fall Creek Co-CEO Oscar Verges.

As a minority investor, Fall Creek will offer support and expertise to FineField while allowing the company to maintain its operational and decision-making independence. "Our focus is to foster innovation, and we believe that this relationship will contribute significantly to consistent, high-quality produce, all year long," Verges explained.

"FineField's state-of-the-art harvesters reduce fruit bruising, improve pack outs, and are environmentally friendly. They are dedicated to supporting growers through innovative solutions, and we're excited to partner with them in this journey, fostering a thriving future for growers and the entire industry," added Fall Creek Co-CEO Cort Brazelton.

"We aim to address some of the most pressing challenges in blueberry farming, from labor shortages to environmental concerns. This partnership is more than an investment; it's a commitment to exploring new possibilities and pushing the boundaries of what's achievable today," Brazelton said.

FineField CEO Marcel Beelen said, "FineField is excited about the possibilities this strategic partnership brings and looks forward to a future of innovation, sustainability, and growth in the blueberry sector."

Fall Creek's investment in FineField signifies a shared vision for a more efficient and sustainable future in blueberry farming, driving the industry forward with innovation at its core.

For more information on Fall Creek, visit <https://www.fallcreeknursery.com/>.

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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 R&D 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." For more information, visit www.fallcreeknursery.com.

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