



By Matthew Jones

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Carolina Uquillas Herrera joins Fall Creek

Commercialisation specialist to oversee implementation and administration of licensing programmes in Chile



Carolina Uquillas Herrera

Carolina Uquillas Herrera has joined Fall Creek Farm & Nursery as commercial manager for Chile.

Uquillas Herrera will be responsible for establishing and developing strong relationships with the company's blueberry nursery and genetics customers in the Latin American country. She will also oversee the implementation and administration of new genetics licensing programmes, along with managing the customer service, sales and grower support team.

Uquillas Herrera has an extensive background in the commercialisation of patented fruit varieties and international business development. She has previously led the Agricultural Research Institute's (INIA) table grape breeding programme.

Based at Fall Creek's office in Santiago, Uquillas Herrera will work closely with

Francisco Ahumada, who provides sales and technical support services to licensed producers. She will report to Ricardo Polis, Fall Creek's regional director for South America.

"Carolina's experience and education inform her approach to commercial challenges with scientific rigor and discipline," said Polis.

"Fall Creek sees tremendous potential in the blueberry industry of Chile, and with the addition of Carolina to our team, we are increasing our commitment to exceptional service and access to new varieties for the country's blueberry producers."

In addition to Fall Creek's catalogue of open varieties, the US-headquartered company offers new blueberry genetics through its Fall Creek Collection platform, which provides producers a line of premium varieties with high productivity for all chill levels.

Uquillas Herrera said she was looking forward to extending Fall Creek's direct support for blueberry growers in Chile.

"I see parallels with where the blueberry market is today and where table grapes were a few years back," Uquillas Herrera explained. "Growers in Chile need new varieties to help move the industry toward year-round, higher quality production that will meet consumer demand and expectations for flavor and crunch.

"Fall Creek not only offers varieties for multiple chill levels, but also the technical expertise of its international network. I'm looking forward to sharing and learning with my counterparts in Fall Creek locations worldwide to benefit growers here in Chile."