

For fresh fruit and vegetable marketing and distribution in Asia



By Matthew Jones

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Matt Kramer joins Fall Creek Farm & Nursery

Veteran of the US horticulture industry joins international blueberry breeding and nursery company in newly created director role



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Fall Creek Farm & Nursery has appointed Matt Kramer as its director of product development and commercialisation.

In the newly created position, Kramer will focus on the company's intellectual property business, including its blueberry breeding and variety development programmes.

He will lead the advancement of commercialisation strategies for Fall Creek's complete blueberry variety portfolio, including licensing platforms.

Kramer has spent 33 years in the horticulture industry, most recently serving as research director at Ball Horticultural Company

based in Chicago, where he was responsible for all breeding and genetics, intellectual property activity in seed and vegetative product lines, government relations and regulatory compliance worldwide.

Kramer is currently a member of AmericanHort, a leading horticulture industry association in the US, and is a past trustee of the Horticultural Research Institute.

"Matt is a great fit for this new position and our company," said Fall Creek's president and chief operating officer Oscar Verges. "His hiring marks a significant step forward in formalizing and professionalising Fall Creek's R&D programme."

Kramer said he was looking forward to working in collaboration with licensors, licensees, customers, and allied programmes of Fall Creek's blueberry genetics around the world.

"I'm excited by the opportunity to be part of a rapidly growing industry where quality is going to make the difference," explained Kramer. "Fall Creek develops and commercialises some of the leading blueberry varieties in the world. We will continue to raise the bar by delivering new and better varieties to growers so consumers can count on high-quality blueberries year-round."