

For fresh fruit and vegetable marketing and distribution in Asia



By Matthew Jones

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Jason Wolcott joins Fall Creek

New commercial director to oversee development and administration of blueberry variety licensing platforms



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Jason Wolcott has joined leading blueberry breeder Fall Creek Farm & Nursery as its commercial director.

Wolcott is responsible for the company's commercial strategy and execution, including planning and fulfillment of blueberry plants, customer service and technical support, and the development and administration of blueberry variety licensing platforms.

He has more than 20 years of leadership experience in sales, marketing, operations, and finance, including more than 16 years in the food products industry. Most recently, he was vice president of global accounts and international sales at Cavendish Farms of Massachusetts, a leading supplier of frozen potato and appetizer products sold in more than 50 countries.

"We are fortunate to serve a dynamic industry and work with an incredible crop that brings health, happiness and economic opportunity to so many," said Fall Creek president and chief operating officer Oscar Verges.

"Like so many other companies in this industry, we are striving to up our game as we professionalize and grow with the category. Jason brings a breadth and depth of knowledge, experience, passion, humility, curiosity and leadership to our organisation. I'm excited to see the value Jason brings to our customers and industry."

A native English speaker who is also fluent in Spanish, Wolcott earned a Master of Business Administration degree from Tiffin University in Tiffin, Ohio. He is based in Lowell, Oregon, and will report directly to Verges.

"Fall Creek is a world leader in the blueberry business, serving an industry on an exciting growth trajectory," said Wolcott. "I look forward to being part of that growth, working with commercial blueberry growers and licensees around the world, and learning more about the industry while applying the knowledge and experience I've gained from other sectors. I'm also happy to return to my roots in the Pacific Northwest with my family."