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By Matthew Jones

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Holger Brandt appointed GM of Sekoya

Licensing expert to head up Fall Creek's platform for premium blueberry varieties



Holger Brandt

Fall Creek Farm & Nursery has appointed Holger Brandt as general manager of its Sekoya platform.

Brandt has been Fall Creek's licensing manager since 2018. He has been responsible for the ongoing growth and development of the company's proprietary and third-party blueberry genetics licensing business.

In his new role, Brandt will focus exclusively on the evolution of Sekoya, a platform for premium blueberry varieties. He will lead a dedicated team of experts in blueberries and the fruit business to help Sekoya members supply retailers with consistently high-quality fruit.

Based in Valencia, Spain, Brandt will report to Fall Creek co-chief executive Oscar Verges.

"Holger has the expertise to take Sekoya to the next level in its development," said Verges. "Initially, he'll focus on quality assurance and establishing the brand with retailers in the US, Europe, and Asia, supporting our Sekoya members with the help of Fall Creek nurseries in each region."

Brandt said he was excited to focus his efforts on the Sekoya value chain.

"Sekoya takes us one step closer to achieving Fall Creek's vision of a world with better blueberries," Brandt explained.

"Sekoya provides its carefully selected members with genetics, services, and strategic alignment along the entire value chain. Our shared mission is to empower consistent, reliable, and easy access to exceptional blueberries every day."

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