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By Liam O'Callaghan

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New addition to Fall Creek

Micah Jacob Weiss has joined a support team for US blueberry breeder-grower Fall Creek Farm & Nursery



Fall Creek Farm & Nursery has announced Micah Jacob Weiss will be joining the company's US sales and grower support team, as a representative focused on blueberry growers in the Pacific Northwest.

Weiss originally joined Fall Creek in 2017 as manager of the Windy Flat Farm production facility in Oregon's mid-Willamette Valley.

Previously, he was a customer of Fall Creek as the manager of production operations at Frogmore Fresh, a 59-ha blueberry farm in Central Florida.

Dick Mombell, Fall Creek's

commercial manager for the US and Canada, said Weiss' experience and passion in the industry were big drawcards.

"Business acumen and general business knowledge are increasingly important in all positions at Fall Creek, particularly in positions that work directly with customers. We need to understand our customers' bottom line for cost of production as well as the agronomy and horticulture involved in growing blueberries commercially," Mombell said.

"Weiss has a background in both, as well as a passion for this industry. He's excited and 'gets it,' as a former grower

himself. We all look forward to his collaboration with our customer-growers."

Weiss said he was excited to now meet all the customers he used to ship plants to.

"I'm excited about the opportunity to find new ways to serve growers and help them succeed, to learn more about their challenges and help to work through them, Weiss said.

"Coming from a production background in a different region, I can bring a fresh 'set of eyes' and share different techniques."