



FOR IMMEDIATE RELEASE

## **Fall Creek Farm & Nursery, Inc. Names Peter Boches As Blueberry Breeder**

LOWELL, Oregon (April 20, 2011) – Peter Boches has been hired as Blueberry Breeder and Breeding Program Manager at Fall Creek Farm & Nursery, Inc. Fall Creek’s President Dave Brazelton made this announcement, saying that Boches is responsible for developing new blueberry varieties through Fall Creek’s private breeding program as well as through collaboration with other blueberry breeding programs around the world. Boches will also manage the Variety Development Program and lead the Research and Development department.

“We are delighted to have Peter Boches join our team at Fall Creek. Pete’s technical training and practical experience expands our commitment to bring the very best varieties to our customers. In our variety development collaborations and own private breeding, we have to bring forward not only the varieties for tomorrow, but for the long-term sustainability of the industry in all key geographies,” states Brazelton, “With Pete’s tremendous background in genetics as well as his practical approach to the breeding process, I am excited to bring him into this leadership role at Fall Creek.”

Boches received his undergraduate work in Plant Sciences at Cornell University and then went on to earn his Master of Science and Ph.D. in Horticulture (Plant Breeding & Genetics) from Oregon State University. His most recent professional experience was in onion breeding for Nunhems USA. Boches has breeding experience in other food crops as well including blueberries, tomatoes, raspberries and other small fruits and vegetables.

Fall Creek Farm & Nursery, Inc. is the world’s largest grower and supplier of blueberry nursery stock to commercial fruit growers, nurseries, wholesale plant growers and plant retailers in North America and worldwide. Founded in 1978, Fall Creek Farm & Nursery, Inc. remains an industry pioneer in new variety development and blueberry research and maintains a key role in the blueberry industry globally. To learn more, visit:

[www.fallcreeknursery.com](http://www.fallcreeknursery.com).

Contact:

David Brazelton, President

Fall Creek Farm & Nursery, Inc.

39318 Jasper-Lowell Road

Lowell, Oregon 97452

541.937.2973

[blueberries@fallcreeknursery.com](mailto:blueberries@fallcreeknursery.com)

####