



FOR IMMEDIATE RELEASE

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Two Leading Blueberry Companies Align to Lead Growth in Northern and Eastern Europe

Driesvenplant B.V. of The Netherlands Joins Fall Creek

Lowell, Oregon USA | Horst, The Netherlands – Two family-owned blueberry companies, and long-time friends and industry allies, Fall Creek Farm & Nursery, Inc. and Driesvenplant B.V. announce that Fall Creek has purchased the Driesvenplant nursery company in The Netherlands and that Driesvenplant’s employees will join the Fall Creek team effective immediately.

According to Fall Creek Chief Operations Officer Oscar Verges, Leon Driessen will serve as northern Europe operations manager and Marcel Driessen as technical advisor. Driesvenplant’s employees Ronnie Kersten and Bas Heijnen will join Fall Creek’s European sales and customer service team.

Fall Creek President and Founder Dave Brazelton recounts when Fall Creek sold its first order of plants to the Driessens in the early 1980s. “What started out as Fall Creek selling plants to Driesvenplant years ago has evolved into a lasting friendship and a collaboration between our companies to serve Northern and Eastern Europe’s commercial blueberry industry with Fall Creek’s genetics and plants grown by Driesvenplant. This enduring relationship has led to Driesvenplant joining Fall Creek,” explains Brazelton.

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“We are humbled and inspired by the opportunity to join forces with Driesvenplant. Their knowledge and experience will strengthen our capability to deliver the very best in new varieties, plants, services and technical advancements to the growers throughout greater Europe,” says Verges. “The Driessen family and their professional team, along with ours, are committed to a successful transition. All of us at Fall Creek are extremely proud to have the Driessens and the Driesvenplant team’s support and personal involvement as the business, built by the Driessens, continues to grow and flourish under the Fall Creek family of companies.”

Driesvenplant was founded by Jeu and Door Driessen in 1980 as a farming operation focused on cherries and mushrooms. In 1982, the company expanded with its first blueberry planting and that set the company on a new course that shifted its focus to blueberries. In the early 1990s, sons Marcel and Leon Driessen joined the company and the blueberry business expanded to include expansive nursery operations. Driesvenplant has been a long-time Northern European licensee of blueberry varieties from Fall Creek. For more information about Driesvenplant, visit: <http://www.driesvenplant.nl>.

Fall Creek was founded 40 years ago by Dave and Barbara Brazelton in Lowell, Oregon. In 2008, their children joined the company and now serve in leadership roles: son Cort Brazelton is director of international business development; daughter Amelie Brazelton Aust is strategic advisor; and son-in-law Boris Aust is chief financial officer. Today, Fall Creek is an international blueberry breeding and nursery company with nursery operations and research and development centers in the U.S., Mexico, Peru, Spain and now The Netherlands. Fall Creek breeds and delivers blueberry varieties, nursery stock and grower support to commercial fruit growers throughout the world. For more information about Fall Creek, visit: www.fallcreeknursery.com.

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NOTE: Photos available upon request of Fall Creek owners (the Brazelton family), Fall Creek Driesvenplant leadership and an aerial view of The Netherlands nursery. Please contact amyd@fallcreeknursery.com or call +1 (541) 463-9259 direct.