

‘Sekoya Pop’ – A Crunchy Revolution

Wendy Morris, Berry Industry Development Officer, Queensland

Imagine a tray of blueberries sitting in cold storage for 60 days. At the end of that period, every berry remains edible and marketable while still meeting the standards of the premium category. That is the promise of ‘Sekoya Pop’, a southern highbush blueberry variety developed by Fall Creek Farm & Nursery. The first plants arrived at Smart Berries in Crow’s Nest, Queensland, 18 months ago, and the results so far have been impressive.

‘Sekoya Pop’ is an early-season, low-chill blueberry variety that produces jumbo-sized, crunchy berries. Developed by Fall Creek Farm & Nursery, it is now grown in blueberry-producing regions around the world. Despite its exceptional firmness, which may suggest an underripe or tart flavour, the fruit is pleasantly sweet with a distinctive aroma. The plants are also resistant to several diseases, particularly blueberry rust, and are easy to harvest as the berries detach readily from the plant.



Jumbo-sized, crunchy ‘Sekoya Pop’ blueberries Photo credits: Wendy Morris and Dan Adames

Farm Manager Dan Adames is encouraged by what he is seeing from 'Sekoya Pop'. During his six years with Smart Berries, he has helped oversee the production of several varieties, including the long-established 'Magica', delivering a continuous harvest for 48–50 weeks of the year.

Achieving consistent, year-round production is a key goal for the farm, and 'Sekoya Pop' is stacking up to be a valuable addition. As an early-season variety, harvesting began in April this year, and the plants have continued to produce excellent-quality fruit and strong yields through July, with no sign of slowing.

Learning to grow a new variety is a challenge for any farmer. Dan and his team have experimented with different timing and yield strategies for 'Sekoya Pop', but for the most part, they are allowing the plants to demonstrate their natural growth habits before refining their management approach.

The plants are currently grown in substrate under insect netting, with pollination provided by a local beekeeper. The bees move freely through the netting, ensuring effective pollination without disrupting workers.

'Sekoya Beauty' has recently joined the varietal line-up, with the first commercial harvest expected in 2027. Like its other Sekoya counterpart, the variety is already demonstrating excellent disease resistance and strong, vigorous growth.

Interest in 'Sekoya Pop' continues to build, with growers from across Australia visiting the Smart Berries Crow's Nest site to see the variety in the field and learn more about its performance.

Consumers will not have much longer to wait before tasting 'Sekoya Pop'. Smart Berries expects to begin harvesting commercial volumes within the next 18 to 24 months, introducing a new premium blueberry to the market.



Smart Berries currently produces the 'Magica' variety, which delivers a 48-50 week continuous harvest from the Crow's Nest farm in Queensland Photo credit: Wendy Morris

About Fall Creek Farm & Nursery

Fall Creek Farm & Nursery is a family-founded, international blueberry genetics and nursery company headquartered in Lowell, Oregon, USA. Established in 1978, the company breeds and supplies proprietary blueberry varieties for commercial production across different growing climates worldwide.

The company is headquartered in Lowell, Oregon, approximately 25 kilometres from Eugene. Its nearby Henry Farm is the principal research and development site for breeding and trialling mid- and high-chill blueberry varieties. Fall Creek also operates breeding, research and nursery facilities in several other countries, including Mexico, Peru, Spain, the Netherlands, South Africa and Chile.

Find out more at www.fallcreeknursery.com and more about the Sekoya varieties at sekoyafruit.com/varieties



Farm Manager, Dan Adames, showing 'Sekoya Pop' fruit that was harvested 6.5 weeks ago and kept in cold storage Photos credit: Wendy Morris