

Hortifrut Founder Don Víctor Moller Receives the NABC Hall of Fame Award

Santiago, Chile — 28 October 2025 — Hortifrut is proud to announce that its founder, Don Victor Moller, has received the 2025 NABC Hall of Fame Award, the highest recognition granted by the North American Blueberry Council to leaders who have played a decisive role in driving and transforming the global blueberry industry.

Nicolás Moller, Chairman of the Board at Hortifrut, commented:

"This recognition honors a lifetime of vision, teamwork, and innovation. Don Victor was a pioneer in our industry, opening new markets and production regions, raising standards, and uniting partners worldwide around a shared purpose. His legacy inspires us to protect what we've built and to continually improve, season after season, guided by our values and our responsibility to consumers, growers, and team members in every region we work.

"It was truly special and emotive to receive the award on behalf of Don Victor just two days before the anniversary of his passing on October 19, 2022, at the IFPA Show. He was someone who felt extremely energized and passionate at every IFPA show, surrounded by lifelong industry friends.

"This award is also a recognition to Hortifrut and Naturipe Farms. Thank you to NABC and all its members for this meaningful award and for your leadership in cultivating the future of our blueberry industry."



Nicolás Moller, Chairman of the Board of Hortifrut, receiving the award.