

Nourse is #1 in Customer Service



Greetings from Whately—

Welcome to our 2017 Fall Newsletter. The 2017 season had numerous weather extremes for many of our customers, especially during the June fruiting season. At Nourse Farms, the growing season was quite moderate and as a result we have a great crop of plants for 2018.

We are offering a new strawberry variety YAMBU for 2018. You may review the detailed description in this newsletter. Responses from our Grower Survey rated it high with very good flavor and excellent plant vigor. I encourage you to trial it and evaluate its performance under your conditions.

All of us in agriculture know that nothing is more inevitable than change. And like in fruit production, Nourse Farms is experiencing it on the plant propagation side. The new root plug production process is evolving and what is particularly interesting, is the ability to introduce plants never grown in soil. We are also completing a new greenhouse complex to produce tray plants for greenhouse production. These new industries are increasing, especially in Canada, as well as interest in the U.S. and other countries.

Last, I would like to introduce you to Anne Kowaleck, our new Sales Director.

We are pleased that Anne has re-joined our team. Our long-term customers may remember Anne from the 1990's in her Sales/Customer Service role. A University of Wisconsin Plant Sciences graduate, in addition to her extensive marketing experience over the years, Anne has assisted in her family's small fruit operation.

We all hope to see you at the winter meetings and look forward to discussing your planting opportunities for the coming season. Thank you for all your past business and our best wishes for the coming season.

Tim Nourse



Watch for our 2018 catalog which will be arriving soon!

IMPORTANT! SHIP DATES

With increasingly variable and inconsistent spring weather, we highly recommend growers delay shipping or place spring orders with an "OPEN" ship date. Calling by Wednesday the week before you need the plants will allow us time to prepare your shipment and get it on its way to you.

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QUESTIONS? FEEL FREE TO E-MAIL US:
Tim Nourse:
tnourse@noursefarms.com

Anne Kowaleck:
akowaleck@noursefarms.com

Vickie Barlow:
vbarlow@noursefarms.com

Floricanne/Summer Bearing Red Raspberry

PRELUDE

Well accepted early variety. Growers like the early season primocane crop combined with good berry quality. In some locations, Prelude produces a primocane/fall crop.

NOVA

In the trifecta of summer bearing key varieties, a very consistent second variety in ripening time. Nova is dependable for winter hardiness, overall plant vigor and being highly productive.

KILLARNEY

In similar ripening window as Nova, some growers prefer this variety for its performance, better fruit quality, and flavor in their conditions.

ENCORE

Best alternative for a late floricanne bearing raspberry. Encore is not the most productive, but fruit quality is excellent. Encore is also the best variety to connect to the primocane/fall bearing season.



BP-1

Relatively new in our program, it's caught the attention of customers because of its high-quality fruit, good size, and great flavor. Well adapted for direct and local markets and a great candidate for tunnel or field production. Fruiting time is about 7 days later than Imara. In our field this year, the production has lived up to expectation. We believe there are continuing opportunities with BP-1. A Tulameen x Polka cross, it has the consistency of Polka and the flavor of Tulameen.

Primocane/Fall Bearing Red Raspberry

POLKA

Polka has been a standard variety for several years. Polka continues to perform with good production and flavor as one of the earliest fall bearing varieties.

JOAN J

Similar in ripening time to Polka, Joan J is the only thornless variety. Joan J has shown high production in our fruit program consistently for over a dozen years. In Massachusetts, Joan J survives through the winter to generate a floricanne crop. The variety has very good overall fruit quality and when a darker colored berry is not a problem with customers, Joan J is a good option.

HIMBO-TOP

Nice quality and good-sized fruit that comes in later than Polka and has performed well for growers, particularly in tunnel production. After some shortages last year, we expect a great crop of plants in 2018.

Primocane/Fall Bearing Blackberry

PRIME-ARK® FREEDOM

Excellent fruit qualities, particularly great flavor and size. We are still learning how to get optimum production levels. Communicating with growers in your specific area who have Freedom in production may be the most effective way to learn how it performs in regards to the best tipping practices.



Commercial Asparagus Production

Asparagus is a high-value, early season perennial vegetable crop. Locally produced asparagus is available in the northern United States from late April – June.

Most asparagus is sold as fresh produce, direct to consumer through roadside markets, farmers markets, local retailers, CSA, and pick-your-own. Asparagus is an excellent source of early income prior to strawberries and other traditional vegetable crops. The annual consumption of asparagus has increased in recent years to 1.6 lbs. per person in 2016. Asparagus is a low calorie nutritious vegetable; high in iron, fiber, and vitamins C and A. One cup of asparagus contains 3 grams of protein.

FUNDAMENTALS

Our recommendations are based on experience working with growers identifying best practices for commercial asparagus production. It is best to prepare the site well before planting. Remove perennial weeds. Asparagus performs best at a pH of 7.2 or higher. Test soil to ensure correct pH and balanced soil fertility. Some growers till in fertilizer prior to creating furrows. Any fertilizer applied within the furrow should be incorporated into soil prior to planting. For lighter, well-drained soil, a furrow depth of 8" is recommended; 6-8" on heavier silt loam or clay soils. Roots should be placed flat in the bottom of furrow and covered with 2–3 inches of soil. Once plants have emerged and you have full stand, use cultivation sweeps to fill in the furrow. Note that furrow must be level after settling so slight mounding may be necessary depending on soil type. In general, irrigation is not necessary for asparagus production unless you are in dry conditions. Growers have been installing drip irrigation as a systematic water source in event of these conditions with good success.

PESTS AND DISEASES

During the harvest period, manually pull weeds so emerging spears are not injured. If tilling the soil during the growing season, only till ½–1" of the soil surface as deep tilling can damage crowns and bring weed seeds to surface. Be on the lookout for asparagus beetles and their larvae, aphids, and the asparagus miner. Stemphylium and powdery mildew are 2 fungal diseases that infect ferns, affecting production in the next year. Contact your local Cooperative Extension office for chemical weed and pest control recommendations.



MAINTENANCE

Mow old ferns with a rotary mower in early spring, as this can aid with weed control. After mowing, this also can be time for fertilizer and herbicide application. Fertilization rates should be based on needs outlined in periodic soil tests. Growers have two application options. Some growers perform one application in early spring after mowing ferns. A second option is splitting the application between early spring and directly after last harvest. For weed control, we suggest applying pre-emergent material prior to spear emergence and burn off any post emergent weeds directly before harvest. Many growers have found no-till as a cultural practice, for weed control very beneficial as it can eliminate potential damage to the crown through cultivation. We also suggest consulting the Cornell Integrated Crop and Pest Management Guidelines for Commercial Vegetable Production (which can be purchased at store.cornell.edu) and your local Cooperative Extension office for a selection of recommended herbicides for your state.

HARVEST

Research shows you can harvest asparagus the year after establishment for 7–14 days and for 3–4 weeks on year 2 depending on spear diameter. In the third year, you can harvest for the full season, typically 6–8 weeks.

Information used to write portions of this article can be found in *Asparagus Production—From A to Z*. By Carl J. Cantaluppi, Jr., is a comprehensive guide about planting, growing and marketing asparagus, including a budget with costs and expected income per acre. It is available for \$27.50 (+shipping) at noursefarms.com or by calling (413) 665-2658.



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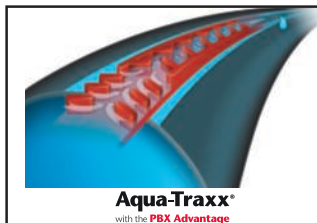
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FIVE POINTS TO PONDER

IT'S NEVER TOO EARLY
TO PLAN FOR 2018!

SMALL FRUIT IRRIGATION

As we look at both the 2016 and 2017 seasons, it's clear the impact water levels can have on crop yield and size. Consistently, overhead irrigation is a critical component for frost protection on strawberries. As you look at your irrigation practices on strawberries from post-bloom through harvest, depending on soil type, plants respond best to 2 inches or more per week. During harvest, berry crops require continuing high levels of irrigation to maintain berry size. Growers using drip irrigation daily are benefitting from the effect of maintaining good moisture levels and evaporative cooling. Drip irrigation is also beneficial in fields where difference in elevation results in wet fruit from puddling due to uneven water distribution. An additional benefit is the ability to inject fertilizer to "spoon feed" the plants.

As many head into the winter season, protection of irrigation equipment from winter damage is important. Your system should be parked in a safe location away from potential wind, rodent and tree damage. All parts of the system, including underground lines should be drained. Trickle and drip lines not covered by plastic, plant material or mulch stand less winter rodent damage.

Winter meetings and trade shows are a great opportunity to visit with irrigation system vendors – see back cover for a partial list.

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PEST CONTROL UPDATES

Phytophthora in Raspberries. With many areas of the East Coast and Mid-West subject to extensive wet periods over the spring and summer months, we are getting calls regarding phytophthora symptoms in numerous raspberry plantings. When considering new plantings for 2018, remember cultural practices to control phytophthora including planting on well-drained sites. Planting on raised beds will significantly reduce the incidence of the disease. The height, width and shape of the beds affect the degree of preventative action, with height being the most important factor. Creating waterways to remove or redirect water, or preventing water to collect in pockets, will all reduce incidence of the disease.

Flower Thrips in Strawberries. This berry season, many growers once again saw crop damage due to Flower Thrip infestations. Flower Thrip damage is very similar to Tarnished Plant Bug, where fruit are misshapen, damaged or 'Cat Face'. In some instances, the Flower Thrips took the entire crop due to extensive damage. A scouting strategy to determine their presence during bloom period, can help growers prevent crop loss from their mass migration. Several insecticides labeled for use on strawberries are effective on thrips. Consult your local Cooperative Extension office for state recommendations.

PROMOTING BERRY VALUE

Marketing and pricing fruit are as important as selecting the best varieties and using the best management practices. Growers are conservative in setting prices even with substantial evidence that consumers perceive berries to have a good value, providing an opportunity to adjust to higher pricing. As you review production budgets for 2018, increasing prices is supported by the increased cost of producing these crops.

One clear marketing message all growers should be promoting is the health benefits of berries. Scientists have found berries to have some of the highest antioxidant levels of any fresh fruits (measured as ORAC), with kale and spinach being the only vegetables with ORAC values as high as fresh, delicious berries. To enhance your marketing, go to the Nourse News section of our website (noursefarms.com) for many excellent fact sheets you can share regarding the health benefits of berries.”

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ON-LINE MARKETING TIPS

Facebook, Instagram, Twitter, Pinterest, Email, Mobile Marketing – the list goes on and on for potential online marketing tools. As with just about anything, the key to success is proper planning well before berry season. Questions to ask yourself:

- Do we have any in-house experience using these tools? Which ones?
- What tools are similar businesses in the area using? What has worked for them?
- If currently on Facebook, Instagram, Twitter, Pinterest – how are we performing vs. standards?
- Should we focus on just Facebook and/or Twitter?
- Are we collecting email addresses from customers?

Having a good sense of what tools may work best for you and coming up with a plan on how you will use these tools, is critical to on-line marketing success. Take advantage not only of great resources online, but also, any marketing related presentations at winter meetings & trade shows. Please also contact our Sales Director, Anne Kowaleck who has extensive online marketing experience.

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WINTER PROTECTION

Straw Mulch on Strawberries. The uncertain weather patterns we have seen over the last couple of years continues to confirm the need to review how much mulch is applied as well as application and removal timing. We recommend full dormancy along with a last herbicide application before mulch is put down. For many growers, frozen soil allows straw application without making ruts in the field. We have had great success applying thick mulch not only for winter protection, but also for cleaner berries. For growers looking to extend their harvest season on the later side, a thicker mulch also gives the benefit of many less frost protection nights by keeping plants dormant longer.

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CHECK OUT THE COMMERCIAL GROWERS SECTION AT NOURSEFARMS.COM!

Check out past newsletters and lots of additional resources for new and experienced growers.



Cultivators for Berries *and* Vegetables



Hillside Cultivators are very effective for weed control between crop rows and renovating strawberries



The Hillside Cultivator may also be configured for 2 Rows or as a model without hydraulic adjustment.



Hillside Cultivator Telescoping Frame for cultivating between blueberries or raspberries



Uproot weeds very close to the edges of plastic mulch, ridge soil along raised beds

- Renovate Strawberries efficiently and economically with optional front mounted disk gangs
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The PTO powered Eco Weeders are best for weeding between plants dramatically reducing hand work

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2018 COMMERCIAL GROWERS PRICE LIST

Strawberries		500+	1000+	5M/1M+	25M/1M+	
June Bearing Varieties						
Allstar, Annapolis, Chandler, Earliglow, Honeoye, Jewel, Sparkle		\$86.50	\$131.00	\$124.00	\$116.00	
*Brunswick, Cavendish, Flavorfest		\$90.50	\$141.00	\$134.00	\$126.00	
*Cabot, *Darselect, *Galletta, *Rutgers Scarlet™, All Exp. Var.		\$94.00	\$146.00	\$139.00	\$131.00	
*Clancy, *L'Amour, *Mayflower, *Record, *Sonata, *AC Valley Sunset, *AC Wendy		\$96.50	\$151.00	\$144.00	\$136.00	
*Malwina®, *Yambu		\$106.50	\$167.00	\$160.00	\$152.00	
Natural Albino Pineberry		\$200.00	\$348.00			
Everbearing Varieties (Dayneutrals)						
Seascape		\$90.50	\$141.00	\$134.00	\$126.00	
*Albion, *Evie 2, *Portola, *Monterey, *San Andreas		\$94.00	\$146.00	\$139.00	\$131.00	
Mara des Bois		\$114.00	\$190.00	\$183.00	\$175.00	
IMPORTANT! Pricing is per variety unless: total combined order is between 15,000 and 24,999, use 5M pricing; total order at or over 25,000, use 25m price.						
Brambles		100+	500+	1000+		
Red & Yellow Raspberry Varieties						
Anne, Boyne, Caroline, Heritage, Killarney, Latham, Nova			\$183.00	\$632.00	\$916.00	
*BP-1, *Encore, *Joan-J, *Josephine, *Himbo-Top®, *Polana, *Polka, *Prelude, *TulaMagic®			\$198.00	\$664.00	\$1,008.00	
*Double Gold			\$227.00	\$832.00	\$1,316.00	
Black Raspberry and Blackberry Varieties						
Bristol, Jewel, Mac-Black, Chester, Triple Crown, Royalty			\$298.00	\$1,069.00	\$1,950.00	
*Natchez, *Ouachita			\$309.00	\$1,121.00	\$2,050.00	
*Niwot, *Prime Ark® 45, *Prime Ark® Freedom, *Prime Ark® Traveler, All Exp. Var.			\$331.00	\$1,230.00	\$2,250.00	
Asparagus (Available as 1-Year-Old Crowns)		300+	600+	1000+	14M/1M+	
Jersey Knight, Jersey Supreme, Purple Passion		\$142.00	\$200.00	\$239.00	\$227.00	
Millennium, Pacific Purple		\$169.00	\$240.00	\$287.00	\$273.00	
Blueberries		10+	50+	100+	250+	500+
Bluecrop, Bluegold, Blueray, Chandler, Darrow, Duke, Elliott, Jersey, Nelson, Northland, Patriot, Reka	\$7.35 ea.	\$6.80 ea.	\$6.15 ea.	\$5.70 ea.	\$5.30 ea.	
Horseradish			100+	500+	1000+	
Big Top			\$164.00	\$720.00	\$1,320.00	
Currants/Gooseberries		25+	100+	250+	500+	
All varieties (except Tixia)		\$6.50 ea.	\$5.80 ea.	\$4.80 ea.	\$4.15 ea.	
Tixia		\$7.80 ea.	\$6.95 ea.	\$5.80 ea.	\$5.00 ea.	
Elderberries			25+	100+		
Samdal, Samyl			\$6.40 ea.	\$6.00 ea.		

Varieties cannot be combined for quantity discounts (except strawberries see above).

*Patented varieties. Prices include royalties.

To qualify for **Early Pay Discount**, your order total must be \$500.00 or over. (Normal prices will apply for lesser orders.)

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ORDERING Prices valid to **May 31, 2018**. Use enclosed order form, call or order online. Order early to ensure your first choices and on-time shipping. We make every effort to ship on time. We do not recommend fall planting.

PATENTED/LICENSED VARIETIES identified by a *, cannot be propagated without permission. Royalty or usage fees are included in their prices. Patented varieties are protected by U.S. patent laws and licensed varieties are produced under contract with plant breeders.

PLANT PICKUP Orders can be picked up in Whately, MA, mid April through late May, Mon. through Fri., 8am to 5pm; Sat., 8am to 1pm. Call for other available times.

SHIPPING AND HANDLING charges are additional. Shipping by Ground Service unless otherwise specified. Three business days' notice required for orders with "open" ship dates. We'll make every effort to accommodate shipping on short notice.

ORDERS TO HAWAII AND ALASKA

Ships 2nd-day air only. Sorry, no exceptions.

ORDERS TO MIDWEST OR WEST COAST Shipped on a Monday or Tuesday. On warm temperature days, shipping is by 3-day service to ensure good condition. Added shipping charges are billed. California, Hawaii, Oregon and Washington must have phytosanitary certificates (\$15.00).

CANADIAN & FOREIGN ORDERS Import permits must be supplied 30 days in advance of shipment. All shipping by special arrangement. Nourse must receive payment in full with U.S. funds prior to shipment. Add 15% for administrative costs to all orders. Add \$25.00 - \$200.00 for export certification by U.S. Dept. of Agriculture. Payment by credit card or bank transfer minimizes your bank fees.

PAYMENT

- Orders \$250 or less must be paid in full within 10 days of placing the order or will be subject to cancellation.
- Orders exceeding \$250 require a deposit of 1/3 within 10 days of placing the order, or are subject to cancellation. Balance must be paid in full prior to shipment. In the case of a pickup, a customer may pay the balance at time of pickup.
- Orders shipping after June 1 must be paid in full by June 1 to reserve the plants, or the order will be subject to cancellation and loss of deposit. Orders shipping after June 1 are not eligible for refund if cancelled.
- Net 30 Terms may be extended for orders greater than \$500 for returning customers only; determined on a per customer basis, based upon a Customer Credit Application, and prior payment history with Nourse Farms.
- Service charges of 1.5% per month are added to past due balances.
- We do not refund amounts less than \$3.00.
- We accept Visa, Master Card, Discover, checks, money orders and cash.

STRAWBERRY VARIETY REVIEW



New for
2018!

YAMBU

U.S. Plant Patent #28,048

Yambu was released by Fresh Forward in the Netherlands and bred by Burt Meulenbroek.

Yambu is an early mid-season variety with a similar ripening season as Honeoye, one of its parents. Plants are very vigorous and dark green in color. We have not experienced foliage disease pressure to this point nor any special nutrient requirements. Fruit is a bright red color, attractive, with uniform shape and glossy skin. A long fruiting, very product variety, flavor is excellent with a sweet taste. We selected Yambu from our variety trials after testing it for two years. In addition to our success in a larger block we fruited this year, our Grower Survey went out to growers who also fruited Yambu in 2017 and they too reported back very positive results on its performance with a desire to plant it again. As we will no longer be offering Daroyal beginning in 2018, we highly recommending trial planting of Yambu where good plant vigor and excellent flavor is required of an early mid-season variety.



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Keep up to date on the happenings at our farm and get informed! We offer tips and reminders throughout the year and we will let you know when we have a new article or video available. You could participate in discussions with other growers. Feel free to ask questions or make suggestions. We look forward to sharing with you!

FALL 2017

Order early at (413) 665-2658 • noursefarms.com

Nourse Farms on the Road

We attend several trade shows each year so that we can be available to meet commercial growers across the country. We have found that face to face meetings with our customers provide a great opportunity for us to work closely with you to determine your plant requirements. Below is a list of tradeshow we will attend during the 2017-2018 season.



2017-2018 WINTER MEETINGS & TRADE SHOWS

Dates	Trade Show	Place	Phone/Website
Dec. 5-7, 2017	Great Lakes Fruit, Veg. and Farm Market Expo & MI Greenhouse Growers Expo	DeVos Place, Grand Rapids, MI	(616) 794-0492 www.glexpo.com
Dec. 12-14, 2017	New England Vegetable & Fruit Conference	The Center of New Hampshire-Radisson Hotel, Manchester, NH	www.newenglandvfc.org
Jan. 11-12, 2018	Mid Ohio Growers Meeting	Mt. Hope Event Center, Mt. Hope, OH	(330) 275-7566
Jan. 16-18, 2018	2018 Empire State Producers Expo	SRC Arena, Syracuse, NY	www.nysvga.org
Jan. 21-23, 2018	Wisconsin Fresh Fruit and Vegetable Conference	Kalahari Convention Center, Wisconsin Dells, WI	(920) 478-3852 www.wiberries.org
Jan. 21-24, 2018	2018 North American Strawberry Growers (NASGA) Annual Meeting, Conference & Symposium	Astor Crowne Plaza - New Orleans French Quarter, New Orleans, LA	(613) 258-4587 www.nasga.org
Jan. 30-Feb. 1, 2018	Mid-Atlantic Fruit & Veg. Convention	Hershey Lodge & Convention Center, Hershey, PA	fruit (717) 677-4184 veg (717) 694-3596 www.mafvc.org
Feb. 21-22, 2018	Ontario Fruit & Vegetable Convention	Scotiabank Convention Centre, Niagara Falls, Ontario, Canada	(905) 945-5363 www.ofvc.ca
Feb. 21-24, 2018	North American Raspberry & Blackberry Conference	Ventura Beach Marriott, Ventura, California	(919) 542-4037 www.raspberrylblackberry.com