



# NOURSE news

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## Greetings from Nourse Farms!



Welcome to our 2011 spring newsletter. We were blessed with a great fall plant harvest and will have 75% of our strawberry plants packed and ready to ship by the end of March. Our supplies of most varieties are good, however many late varieties are sold out. Please see the back cover for availability.

The winter meetings and trade shows have been very well attended, thanks to all for stopping by to see us. The biggest issues have been two new pests, the Brown Marmorated Stink Bug and the Spotted Wing Drosophila. Growers need to be on the look out for



*Tim and Nate Nourse*

these pests because they have been identified in Michigan and many other states. The Spotted Wing Drosophila is fairly easy to control with many existing insecticides. Early detection will be key to its control and the reduction of fruit loss. The Brown Marmorated Stink Bug

is very hardy and will take a lot more effort to control. Thanks to the efforts of many growers and extension specialists, this pest is being studied to determine the best method for control.

In 2010, our fruit marketing efforts were rewarded with a great crop and sustainable

returns. The winter meetings have also provided us with more ideas on ways to sell more fresh and processed fruit. If you missed one of the meetings, many provide proceedings of the talks. As a member of NASGA, NARBA, or NAFDMA you can request them. Part of our success can also be attributed to our food safety efforts. See page 4 for more marketing tips.

With growing concerns about food safety, all growers are thinking about GAPS, or good agricultural practices. Our pick your own customers recognize that our hand washing stations and clean bathrooms are a reflection of these values. Its beneficial to growers and consumers when food supplies are fresh, local and safe for families to pick and eat.

All of us in the Nourse Farms office are eager to help you this season. We will make every effort to provide all options for variety selection and shipping methods and dates. Our goal is to work around your schedule. Please let us know how we can help.

All the best for your 2011 growing season!



## spring/summer tours, seminars & field days

### APRIL

April 2, 2011

#### **Growing Berries in Tunnels and Greenhouses workshop, Canandaigua NY**

8:30-Noon, Cornell Cooperative Extension Office, Canandaigua NY. \$15/person, For more information: For more information contact Nancy Anderson (585) 394-3977 x427 or nea8@cornell.edu.

April 6-8, 2011

#### **Global Berry Congress, Monerey CA**

International meeting of berry marketers and others. For more information, visit [www.berrycongress.com](http://www.berrycongress.com).

### JUNE

June 22, 2011

#### **OPGMA Summer Tour and Field Day**

Lynd Fruit Farm – Pataskala, Ohio  
Doran's Farm Market – New Albany, Ohio

June 22-26, 2011

#### **10th International Rubus and Ribes Symposium, Zlatibor, Serbia**

For more information visit [www.x-rubusribes.agrif.bg.ac.rs](http://www.x-rubusribes.agrif.bg.ac.rs)

June 27-29, 2011

#### **Berry Health Benefits Symposium, Westlake Village, CA**

The latest information on berry health benefits research as well as sessions on how the berry industry, processors, marketers, and others can best use that information. For more information, visit [www.berryhealth.org](http://www.berryhealth.org).

### JULY

July 22-23, 2011

#### **Oregon Berry Festival, Portland OR**

Sponsored by the Oregon Raspberry & Blackberry Commission. Activities and information for the whole family! For more information, contact Cat McKenzie at 541-456-2264 or [catmc@peak.org](mailto:catmc@peak.org).

### AUGUST

tba week of August 15, 2011

#### **NASGA Summer Tour, Boston area**

transportation available to farm locations  
Strawberry farm tours and opportunities to meet growers. For more information, visit [www.nasga.org](http://www.nasga.org).



## Is Plant Dipping for You?

BY NATE NOURSE

Every effort is made to give your plants special treatment. We believe extra efforts can yield big returns. Our pre-plant preparation includes a 20-30 minute bath in Oxidate and Abound fungicides, and Agri-gel. This year we are experimenting with the addition of biologicals that include microrhizae fungie.

A tank mix of 1 oz. Abound or Oxidate, 10 oz Agri-gel per 10 gallons of water. This is enough to treat 5-6 boxes of plants. We do not pour the liquid from one box to the next. The mix is used once. We do not recommend adding fertilizer to dip mixes, as it is very easy to burn roots.

Exceeding a one hour bath will have a negative impact. Upon removal we like to cover plants with wet burlap bags to maintain moisture. Rubber gloves are required when handling dip and dipped plants.



**What is Agri-gel?** Agri-gel is a polymer that absorbs many times its weight in water. It helps all plants get established easier, it is especially helpful for raspberry plants. We include a sample in every shipment that is enough for 25 strawberry or raspberry plants.

**Agri-gel®** Ensure success with berry plants, vegetables and other garden transplants, too. Just add water and dip roots into the slurry. Particles attach to the roots and act like little reservoirs to keep roots moist while plants are getting established. Use 1 oz. per gallon of water.

**15 lb. case \$116.54**

**4 oz. \$3.50 • 8 oz. \$6.40 • 16 oz. \$10.15**



## Proper Use of Compost in Establishing New Plants BY TIM NOURSE

I have numerous conversations with growers about the use of compost in the establishment of berry plants. We know compost to be an excellent soil amendment with its increased availability and usage by growers. The focus of this article will be on some misperceptions regarding its use. At Nourse Farms we have no experience using compost, as we produce all of our organic inputs with cover crops through crop rotation. So I am not speaking from experience, but from conversations with other growers.

Compost producers I contacted all recommend the compost be incorporated as an amendment into the soil. The producers emphasize that plants should not be planted into straight compost. Straight compost does not possess the characteristics necessary for good plant establishment and growth. Compost does not contain soil colloids or the soil structure necessary for good root growth. Straight compost dries out too fast under dry conditions, causing plants to fail. Under wet conditions, the compost adsorbs too much moisture causing the plants to be in a “wet feet” condition, causing their demise.

### Knowing Your Compost

The make up of every compost is different. Therefore, requesting a soil analysis of your compost will establish the levels of nutrients present. Knowing how much nitrogen (N), phosphorus (P), potassium (K), calcium (Ca) and magnesium (Mg) it contains will influence the application rate and determine the other nutrients required to balance the elements. One grower found that the level of N in the compost he used tripled from

one year to the next. Fortunately, he found out early enough so he was able leach out the excess N and save his 30-acre planting.

Because compost usually has a high pH, lime applications would be influenced. If the levels of Ca are low, it might require gypsum to increase the Ca levels, while not increasing the pH.

Studies in Switzerland (credit to Dr. Reto Neuwuiler, Agroscope Changins – Weadenswil Research Station, Weadenswil, Switzerland) showed that compost made from green material and wood chips produced the best results for nutrient availability, aeration around the roots and the highest levels of Trichoderma and Gliocladium production, which prevents potential soil fungi infections.

### In Conclusion

Compost is an excellent soil amendment when used according to the nutrient levels it possesses. Compost improves soil structure with its increased organic matter. In return, nutri-

### NUTRIENT AVAILABILITY

### INCREASES ALONG WITH

### AERATION AROUND THE

### ROOTS AND FOSTERS

### NEW GROWTH

ent availability increases along with aeration around the roots and fosters new growth there. In addition, compost promotes the development of antagonists, which beneficially block sites of potential infections in plant roots.



BY NATE NOURSE

Berry marketers have evolved with the rest of marketers, to the extent that one might say marketers are marketers. The science of marketing involves studies and surveys to find out what people like and what turns them off. Experts will use fancy terminology backed up with graphs and charts to justify their intentions. Every berry grower I have ever worked with already knows customers want the best tasting berries. Growers will plant and harvest the best varieties for a quality product that delivers a high level of satisfaction to bring the customer back for more.

Experience and customer satisfaction are key in creating repeat sales. Quality and customer service have to exceed expectations to stand out from the crowd. The experience of being on the farm is the part of marketing local growers own. This is a rarely duplicated experience that people actively seek.

While you may come up with ground breaking ideas every now and then, working on some basics can have a bigger effect. When was the last time you took a hard look at the basics? The entrance to the farm and the signs to get your customers to it are a starting point. How could you dress them up to exceed expectations? At a recent conference we discussed bathroom facilities. People have turned the bathrooms at their businesses into attractions. Would the facilities at your farm pass

**STAY FOCUSED ON YOUR EXISTING CUSTOMERS.**

**THESE ARE THE FOLKS WHO WILL TELL MANY OTHERS**

**WHAT A GREAT TIME THEY HAD AT YOUR FARM.**

the same test for guests in your home? The more inviting your business becomes the more people will want to come back.

Stay focused on your existing customers. These are the folks who will tell many others what a great time they had

## New Insecticides

### New Insecticide for Sap Beetle

I was very excited to hear Rimon insecticide has a label for strawberries. Please check to see if it has a label in your state. Rimon is an insect growth regulator and seems to be very effective on young sap beetles. This product will have no effect on mature beetles; applications need to begin at the first sign of infestation. This product label also covers immature lygus or plant bug and immature thrips. All applications during bloom could affect bees and their brood. We only apply insecticides during bloom after bees have quit working for the day.

### New Miticide for Strawberries

Portal miticide now has a label in many states.

**WARNING: DO NOT** use this product with adjuvants! Portal has shown to be very effective on cyclamen mites. An early application soon after mulch is removed should be considered at the recommended rate in 200 gallons of water per acre. The labels indicate a minimum of 25 gallons per acre; very good coverage of 100 gallons per acre or more should be considered.

**CHEMICAL PRODUCTS listed in this newsletter are intended as guidelines. It is the responsibility of the grower to read and follow all label rates and instructions for their particular state.**

at your farm. Their referrals will bring more like minded people to your business. At Nourse Farms, we send out a coupon to everyone on our mailing list for two dollars off their purchase of ten pounds or more. The mailing now occurs about a week after we open to coincide with our peak harvest. As we become more attuned with the times, emailing coupons and notices will be the best way to keep our customers in the know.



# Hillside Cultivator Co. LLC

www.hillsidecultivator.com 717-626-6194 cell: 717-669-3158

sales@shenkberrymfarm.com

911 Disston View Dr. Lititz, PA 17543

Hillside Cultivator Co. grew from efforts to develop better cultivating equipment for use on our strawberry farm. We build cultivators specifically designed for **renovating strawberries and for season-long weed control between the rows**. Our cultivators are designed to be versatile and have many uses including **cultivating crops on ridges, raised beds, and plastic mulch**. We also sell other unique cultivating equipment.



## Hillside Cultivator Model CS

U.S. Patent 6,935,435

**The Hillside Cultivator is constructed of two heavy channel irons which form a track for two sliding sub-frames.**

- Cultivating tools are attached to the sliding frames.
- Hydraulic cylinders attached to the sliding frames provide rapid adjustment.
- The total range of adjustment between the cultivating tools is from 6" to 60".



**The primary cultivating tools mounted on the frame include rolling cultivators, disk gangs, coil tines, and optional fertilizer attachment.**



- Rolling cultivators are very effective for uprooting weeds and cutting through plant residue.
- The coil tine, mounted between the front and rear gangs breaks through compaction or dry soil.
- Each cultivator gang is mounted on a slotted plate for adjusting the angle of aggressiveness.
- Disk gangs are used for strawberry renovation.

**The hydraulic adjustment feature is particularly useful for cultivating close to the edges of plastic mulch.**

### The Rolling Cultivators

- Roll soil toward the edges of the plastic, covering small weeds.
- Are less likely to tear up the plastic than a tine cultivator.
- Can cover loose edges of plastic with soil.

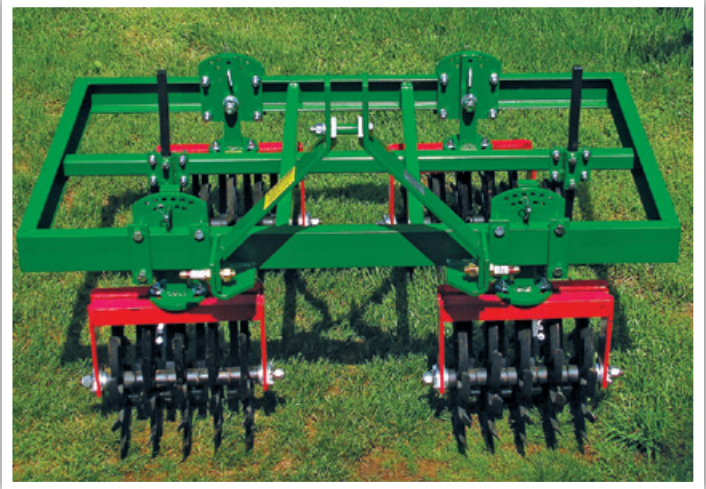
**This cultivator is more gentle on soil life and more economical to operate than a Rototiller.**



## The Hillside Cultivator Model NH

- Cultivating tools are manually positioned on this toolbar.
- Toolbars are built either 66" or 80" wide.
- Although fully adjustable this cultivator is recommended for use where frequent adjustment is not necessary.
- The NH Model is the choice for economy and simplicity.

**Cultivator gangs may be added to both models for cultivating two rows.**



## Hillside Blueberry Cultivator has a hydraulically adjustable frame width.

- Four rolling cultivator gangs are mounted on this frame for weed removal and maintaining the ridge on which blueberries or raspberries are planted.
- Variations in row width or bush size are accommodated by the hydraulic adjustment.
- Adjustment range is 60" to 116" between the outer edges of the rolling cultivators.

## The Eco Weeder is the ideal cultivator for removing weeds between and around plants.

- This PTO powered cultivator has two rotating disks with spikes extending downward into the soil.
- The operator controls two handles which move the rotating disks between the plants to uproot weeds.
- A two row Eco Weeder is also available.
- A kit is available for Demulching strawberries in spring.



## Hand weeding is dramatically Reduced

These cultivators are available from:  
**Hillside Cultivator Co. LLC**  
**Contact: John Shenk**  
**Phone: 717-626-6194 cell: 717-669-3158**  
**E-mail: [sales@shenkberrymfarm.com](mailto:sales@shenkberrymfarm.com)**  
**[www.hillsidecultivator.com](http://www.hillsidecultivator.com)**

## Proposal for Blackberry Research and Promotion Program Developed

In the spring of 2010, NARBA began work on developing a proposal for a Research and Promotion Program (R&P) for blackberries. A Research and Promotion program is a national program created by a fruit or vegetable industry to support research and promotion to benefit that commodity. Authorized by federal legislation, these programs are entirely funded by industry assessments. One of the key features of an R&P program is that it assesses both imports and domestic production – imported blackberries currently make up more than 70% of fresh market blackberries sold in the U.S. NARBA's role in this effort has been as initial funder and catalyst for the process. We hired a consultant, Tom Krugman and developed a Working Group for the project, composed of leaders in the blackberry industry from across the country, both growers and marketers. NARBA also developed a web page and a fact sheet for the project (shared with members in the Summer 2010 issue of *The Bramble*).

In October of 2010, the Working Group, met for a day and a half in Raleigh, NC, to work out the details of a draft proposal. Key points of the proposal are summarized below.

### Key Features of the Draft Proposal

- Only fresh-market blackberries are included in the proposal at this time. Processing berries could also be included.
- 30,000 lbs/year of fresh-market blackberries for domestic sale is proposed as the threshold at which for domestic producers would be included in and assessed by this program – and able to vote in the referendum.
- All imports would be assessed. There is no minimum threshold. All persons or entities importing any quantity of fresh-market blackberries into the U.S. would also vote in the referendum.
- In the referendum: each eligible domestic producer and importer of blackberries is entitled to cast one ballot. (Foreign producers do not vote.) The Working Group has proposed that the referendum must be approved both by at least 51% of producers and importers, representing at least 65% of production.
- The proposed Council is composed of 13 members, each serving 3-year terms: 5 grower members, one



- from each of the five leading fresh blackberry producing states 2 additional grower members, one Eastern and one Western; 1 at-large member, who could be a grower, researcher, consumer representative, or other; 3 blackberry importers, 2 foreign producers
- The proposed assessment rate is \$.01/lb (a penny per pound). It is estimated that at current production levels, this would raise between \$1.25 million and 1.5 million annually.

### Feedback on the Proposal

The Working Group now seeks comments and suggestions from stakeholders in the blackberry industry, especially U.S. producers, on this draft proposal. The proposal was presented at a session of the NARBA conference in Savannah on January 7, with some good discussion, and will also be discussed at other meetings around the country this winter. Some of the questions the Working Group is asking are:

- Would you vote for this proposal as it now stands?
- If not, what changes would be necessary for it to gain your support?
- What other suggestions do you have?
- Should processing berries be included in the program?
- Should marketers/first handlers also be assessed, and if so, at what rate?
- What are the highest priority uses of funds that the program would raise?

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**Berry  
Important  
Information  
Enclosed!**

**New  
Insecticides!  
see page 4**

We are here to answer your questions  
Feel free to contact us via E-mail:

Tim Nourse: tnourse@noursefarms.com  
Nate Nourse: nnourse@noursefarms.com  
Vickie Barlow: vbarlow@noursefarms.com  
Rose Lynch: rlynch@noursefarms.com

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- Mesabi
- Ovation
- Record
- Seascape
- AC Valley Sunset

**RIBES**

- Ben Sarek

**ELDERBERRIES**

- Samyl

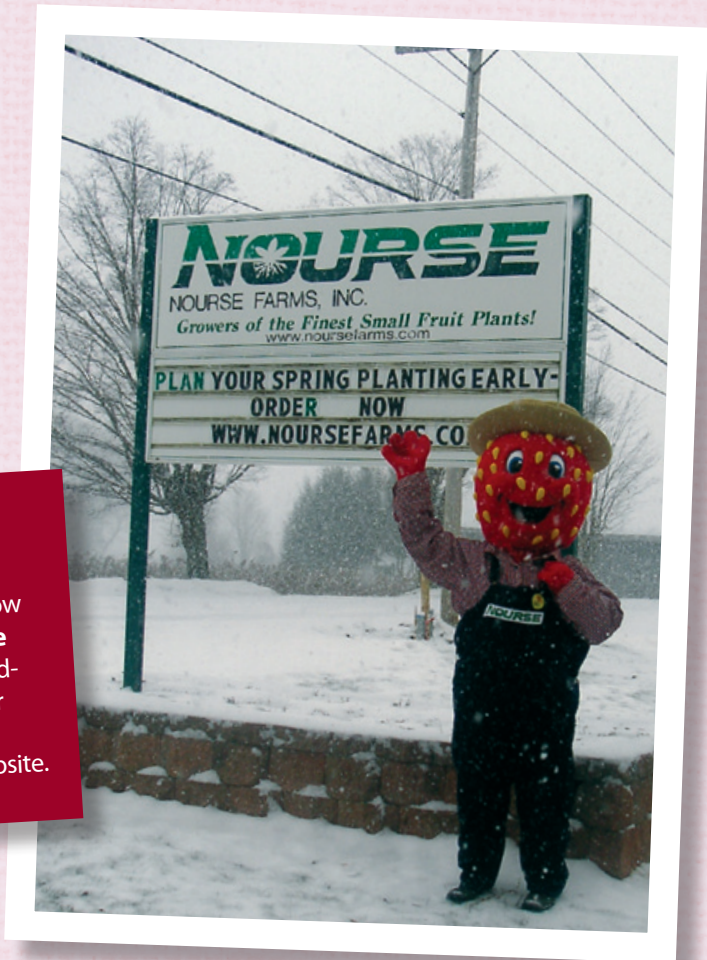
**RASPBERRIES**

- Anne
- Himbo Top
- Jaclyn
- Prime Ark® 45

**BLUEBERRIES**

- Elliott

2011 proved to be a record breaking winter for snow accumulation at Nourse Farms. We are all looking forward to seeing you after the snow melts at our **Summer Open House** the week of August 15th! It is scheduled to follow the NASGA Summer Tour in the Boston area. More details to come. See our website.





# CROP PROTECTION SOLUTIONS THAT YIELD BENEFITS

## **Firestorm®**

HERBICIDE

Firestorm® herbicide is a highly concentrated paraquat formulation that has 3 lbs. ai/gal to do all your spring cleaning for you, leaving your field free of disease and pests. Use Firestorm to ensure your field is ready to go without residue or carry-over concerns.



## **Procure®**

FUNGICIDE

Procure® 480SC fungicide is a unique, locally systemic fungicide proven to have superior activity on a broad spectrum of foliar fungicide diseases, including powdery mildew, and provides an excellent rotational or tank-mix partner. Procure is currently registered on apples, pears, grapes, cherries, cucurbits and strawberries.



## **Thiram Granuflo®**

FUNGICIDE

Thiram Granuflo® is an affordable, consistent fungicide that protects strawberries from diseases like *Botrytis* (gray mold) and peaches from brown rot, blossom rot, fruit rot, peach leaf curl, peach scab and Rhizopus rot through contact activity. With multisites of action, Thiram has low resistance risk and is safe for the plant as well as the pollinators. Proven to be just as effective as higher-priced products, Thiram can help to reduce costs without impacting yields—resulting in increased profits.

# Acramite®

MITICIDE

Acramite® 50WS miticide provides **highly selective control** for the most common mite pests, like the **two-spotted spider mite and European red mite**, yet is **easy on predatory mites and beneficial insects**. In addition to fast knockdown activity, **Acramite** has long-lasting residual control and excellent crop safety. **Acramite** is not a restricted use pesticide—making it ideal for IPM and resistance management programs. **Acramite** is currently registered on trees, vines, fruiting vegetables, caneberries and strawberries.



# Casoron®

HERBICIDE

Casoron® 4G is a **broad-spectrum herbicide providing long-lasting weed control** in certain berry and tree fruit crops—including apples, pears, cherries, grapes, caneberries, blueberries, bushberries, cranberries and others. **Casoron** forms a herbicidal barrier in the upper layer of treated soil once it is activated by water through rainfall or irrigation. **Proven year after year, Casoron is effective on hard-to-kill annual weeds like dodder, a broad spectrum of perennial weeds and a wide range of perennial grasses and sedges.**



# Rimon®

INSECTICIDE

Rimon® 0.83EC is a **broad-spectrum insecticide** for use on beans, low growing berries, bushberries, cucurbits, fruiting vegetables, head and stem Brassicas, pome fruits, potatoes and stone fruits (except cherries). **Rimon** is a broad-spectrum insect growth regulator that provides **excellent pest control on a wide variety of worms, beetles and other immature pests** including, but not limited to, lygus, whiteflies, thrips, stink bugs and plant bugs. **Rimon** is a highly effective tool and a natural fit for IPM programs because of its **unique ovicidal activity**.



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**Chemtura AgroSolutions offers a complete family of crop protection products for better quality and improved yields.**

**For more information visit [www.ChemturaAgroSolutions.com/us](http://www.ChemturaAgroSolutions.com/us)**

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