

Watch for  
our 2013 catalog  
which will be  
arriving in  
November!



Tim Nourse (right), Mary Nourse,  
and Nate Nourse

# NOURSE news

## Greetings from Whately—

Everyone at Nourse Farms wants to thank you for making our 80th year our best ever. I know many of you weren't so lucky and we want to help you have your best year in 2013. I am releasing a new DVD on Raspberry Pruning in 2013, our updated pruning techniques have increased yields and reduced winter injury. We published those guidelines in the last two fall editions of this newsletter, it would be my pleasure to review those with you. All of our newsletters since 2004 are available to you at Nourse-Farms.com; we have a commercial section on the left of every web page.

The early spring contributed to many growers losing some or all of their strawberry crop. Our practice of applying a heavy straw mulch helped us delay growth by two weeks. The article on page 4, discusses this and other options that you should consider. The early spring also contributed to some

raspberry plant problems, plants were frozen or frosted. To avoid this, you could consider mowing primocanes in the spring. We would be happy to discuss ways to help resolve some of these issues.

Spotted Wing Drosophila (SWD) has been detected in most areas of the United States. We have been sharing our strategy with anyone interested. We will continue to evolve our strategy and share it with you. It is a two-pronged approach of clean harvesting and regular insecticide sprays. We are working on a web page that will provide the latest information to combat this nasty pest. Our efforts have proven successful enough that no complaints were made on over 20,000 crates of berries sold in 2012.

While there may seem to be a lot of doom and gloom in the berry business, I think there is much more opportunity for growth. Berries are in high demand and are becoming more of a specialty than a commodity. Our berry production was almost double that of last year; we sold every one without much extra effort and with a price increase.

Everyone at Nourse Farms is committed to making your season as successful as our own. Whatever your issue, we will help you find a solution and give our best recommendation.

### IMPORTANT! SHIP DATES

With the early spring we had last year we recommended growers delay their shipments. We recommend placing spring orders with "open" ship dates so that we can ship to you when you are ready. Calling in by Wednesday the week before you need your plants will allow us time to get the order ready and on its way to you.

**ORDER ONLINE:**  
noursefarms.com

**FOR PHONE ORDERS OR  
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Monday–Friday  
8am to 5pm (EST)

**ORDER BY FAX:**  
Fill out the enclosed order  
form and fax to: (413) 665-7888

**ORDER BY MAIL:**  
Fill out the enclosed  
order form and mail to:  
Nourse Farms  
41 River Road  
S. Deerfield, MA 01373

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

Tim Nourse: [tnourse@noursefarms.com](mailto:tnourse@noursefarms.com)

Nate Nourse: [nnourse@noursefarms.com](mailto:nnourse@noursefarms.com)

Vickie Barlow: [vbarlow@noursefarms.com](mailto:vbarlow@noursefarms.com)



## Winter meetings and trade shows

**December 4–6, 2012**

**Great Lakes Fruit, Vegetable and Farm Market Expo and Michigan Greenhouse Growers Expo**

Grand Rapids, Michigan  
(616) 794-0492 [www.glexpo.com](http://www.glexpo.com)

**January 20–22, 2013**

**Wisconsin Fresh Fruit & Vegetable Conference**

Wisconsin Dells, WI  
(920) 478-3852 [www.wiberries.org](http://www.wiberries.org)

**January 21–22, 2013**

**Ohio Produce Growers and Marketers Association Congress**

Sandusky, OH  
(614) 487-1117 [www.opgma.org](http://www.opgma.org)

**January 23–24, 2013**

**2011 Empire State Fruit and Vegetable Expo**

Syracuse, NY (315) 687-5734 [www.nysvga.org](http://www.nysvga.org)

**January 28–30, 2013**

**North American Strawberry Growers Association (NASGA) & The North American Raspberry & Blackberry Association (NARBA) joint Annual Conference in conjunction with the NW Ag Show**

Portland, OR (613) 258-4587

**January 29–31, 2013**

**Mid-Atlantic Fruit & Vegetable Convention**

Hershey, PA (717) 677-4184

This year's tradeshow schedule is very compact due to several meetings that overlap. Tim will attend the entire Wisconsin meeting. The same week Nate will be in Ohio, arriving Sunday evening January 20th and will be available to visit with growers through the end of the day on Tuesday the 22nd. Nate will leave for the Empire State Fruit and Vegetable expo on the afternoon of January 22nd. Because of this conflict we will miss the last day of the Ohio meeting and the first day of the New York meeting. The following week Tim will be in Hershey at the Mid-Atlantic Vegetable conference. Nate will be in Portland, Oregon for the NASGA/NARBA conference. We are scheduling appointments to meet with growers before, during and after conference hours. *We look forward to seeing you!*

# STRAWBERRY UPDATE



GALLETTA

## GALLETTA

We introduced Galletta in 2011 with growers fruiting it for the first time in 2012. We received glowing reports from growers for its earliness, very large fruit size, good yields and excellent flavor. It will provide an alternative to Wendy for the early season. Galletta also has a good plant disease resistance with one of its parents being Earliglow.

## MAYFLOWER

Introduced in 2012, Mayflower has good plant vigor and the berries hold condition under wet picking conditions. With its productive yield, large berry size and good flavor, Mayflower is an excellent alternative for the late mid-season as indicated by our grower survey results.



MAYFLOWER

## STRAWBERRY VARIETIES for GROWER TRIALS

**EVES DELIGHT** A day-neutral strawberry variety with excellent flavor and plant characteristics, including some resistance to anthracnose crown rot, Eves Delight grows similar to Portola, with good plant vigor and strong, upright fruiting trusses for easy harvesting. In 2012, grower fruiting trials indicated it is best adapted to zones 3 to 5 and not to the warmer conditions of zone 6. Eves Delight is not as "crunchy" as other day-neutrals and has better flavor than most. We have good quantities of Eves Delight for grower trials in 2013 and recommend it be trialed. Grows best in zones 3-5.

**MALWINA** Released from a German breeding program, Malwina is the latest fruiting June bearing strawberry available today, fruiting at least a week later than Record. In our trials, the berries were very large, dark red with excellent taste, and medium firmness. The plant is vigorous with dark green foliage. For growers interested in extending the summer fruiting season, Malwina will be a very interesting variety. We have limited plants for grower trials of 500 plants each. Contact Nate or Tim to coordinate. Grows best in zones 5-7.

**LAUREL** A mid-season, red-stele resistant variety from the Nova Scotia, Canada breeding program. Especially suited for pick-your-own and direct marketing, it produces large, aromatic, flavorful fruit and ample runners for establishing matted rows.

## NEW VARIETIES FOR 2013

**SONATA** Strawberry variety introduction for 2013. Sonata, fruiting mid-season, performed very well in our fruiting trials and we are highly recommending it for its excellent flavor and its ability to hold fruit size through the season. Following is its variety description:

*U.S. Plant Patent #18,000*

**Sonata** is a recent release from the Dutch breeding program, Fresh Forward, and Bert Meulenbroek, the breeder. This variety comes from a cross of Elsanta and Polka, two high performing Dutch varieties. Although susceptible to phytophthora root rot, Sonata expresses good plant vigor and shows tolerance to Angular leaf spot (*Xanthomonas fragariae*) compared to other varieties. This mid-season variety produces large, uniform, conic-shaped fruit that are glossy and bright red in color. In our trials, Sonata was highly productive and held its fruit size better than Jewel. The fruit

flavor was excellent with good sweetness. Sonata has shown good winter hardiness with resistance to spring frost due to good leaf coverage above the flowers. We highly recommend Sonata based on its high performance in our trials. In our opinion, Sonata is the first hybrid whose performance might be more favorable than Jewel. Zones 5-7.



SONATA

**TULAMAGIC®** Raspberry introduction for 2013. TulaMagic®, a mid-season summer/floricane variety has excellent qualities for raspberry producers. Most important is its tolerance to Phytophthora root rot disease. With its good plant vigor and its flavor characteristics, TulaMagic® has the potential to benefit summer raspberry production especially for organic producers. We know it is winter hardy in zone 5 and should be trialed in zone 4 to check its level of winter hardiness. We highly recommend this new variety. Following is its variety description:

*Patent Pending*

**TulaMagic's** recent introduction comes from Switzerland and the breeder is Reto Neuweiler. TulaMagic®, a cross of Autumn Bliss and Tulameen, is a new summer/floricane variety which can also produce a late fall/primocane crop. This variety fruits after Prelude, but before Nova, and a week earlier than Tulameen for the summer crop. TulaMagic® is very vigorous and shows low susceptibility to Phytophthora root rot disease. Fruits are large and have good firmness with an attractive light red color. Flavor is rated very good with high raspberry aroma. A fall/primocane crop can be produced in Zone 7, or in high tunnel production. We recommend TulaMagic® for organic producers and for soil sites susceptible to



TULAMAGIC®

## ADDITIONAL UPDATES AND NEWS

### MONTEREY\*

*U.S. Plant Patent #19,767*

This is a moderate day-neutral cultivar from California. It has great flavor, like Seascape, while more tolerant to high summer temperatures. This plant has good leaf disease resistance, but is susceptible to powdery mildew. Recommended for beginners and experienced growers. Grows best in zones 5-7.

Limited  
Quantities  
Available



MONTEREY

## IT'S BACK!

### MILLENNIUM

Released from the asparagus breeding program of Guelph, Ontario, Canada, Millennium is establishing itself to be a high performing variety. Originally thought to be best adapted to heavier soils, various trials and results from our grower surveys indicate it is adapted to a wide range of soil types. In a North Carolina trial, accumulating six years of data, it was the second highest producer on a sandy soil site. In our trial, Millennium has been productive, with high quality spears, is tender and has good asparagus flavor. We highly recommend this variety. Zones 3-8.



MILLENNIUM

## RHUBARB: NOT AVAILABLE IN COMMERCIAL QUANTITIES FOR 2013

We regret that we will not be able to offer Rhubarb in commercial quantities for 2013. We are sorry for this inconvenience. It may become available in commercial quantities in 2016.



CAWOOD DELIGHT



## Applying Straw Mulch on Strawberries

The weather patterns of the last few years have given us reason to modify not only the time we apply straw mulch, but how much is applied and when it should be removed. Here in Massachusetts, the Thanksgiving Holiday has always been the standard target date to begin straw application. We like full dormancy to have occurred along with our last herbicide application. For many growers, frozen soil allows straw application without making ruts in the field.

We have always applied a liberal amount of straw for several reasons. The heavier mulch will suppress more weeds longer into the season. It will lessen heat stress during harvest season. More straw will tend to reduce water damage and almost eliminate dirty berries. Most important, it will decrease the effects of severe cold and warming up the soil too soon in the spring. This spring many growers removed straw from plants that grew out of the mulch. Because we had applied 8-9,000 lbs per acre, our three inch thick mulch allowed us to remove straw 2-3 weeks after our neighbors. The benefit was many less frost protection nights and much less water application to our fields.

There are a few down sides. It costs more to put more on and take off the heavier mulch. It also delays harvest and makes it difficult to meet early demand. The delayed harvest does extend our season to meet a large demand we have during the 4th of July.

**WE LIKE FULL DORMANCY TO HAVE OCCURRED ALONG WITH OUR LAST HERBICIDE APPLICATION.**

## Early Pay Discount

Orders over \$500, paid in full by:  
Dec. 1, '12 save 3%, and Jan 15, '13 save 2%

## Order early!

**ORDERING** Prices valid to **May 31, 2013**. 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** Patented varieties, identified by a \*, are protected by U.S. patent laws. Cannot be propagated without permission. Royalty fees are included in the price. Licensed varieties are produced under contract by plant breeder. Cannot be propagated without permission. Royalty or usage fees are included in price.

**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** Handling and shipping charges are extra. 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 for export certification by U.S. Dept. of Agriculture. Payment by credit card or bank transfer minimizes your bank fees.

**PAYMENT** Use check, money order or credit card in U.S. dollars. Credit card payments: check correct account number, expiration date and sign order form. We do not refund amounts less than \$3.00. On receipt of order acknowledgment, a deposit is required. First-time customers must pay in full before shipping. Orders under \$250.00 must be paid in full. Orders over \$250.00: a 1/3 deposit is required; balance due prior to shipping. Service charges of 1.5% per month charged on past-due accounts.

The Commonwealth of Massachusetts MASSACHUSETTS DEPARTMENT OF AGRICULTURAL RESOURCES Crop and Plant Services 211 Cassimere Street Suite 500 Boston, MA 02114		
<b>Certificate of Nursery Inspection</b>		
License No. 2042-N-189	Fee: \$200	Issued: June 1, 2012
THIS CERTIFICATE IS VALID IN accordance with M.G.L., c. 27E, section 17 as amended, for Nursery stock at:		
Nourse Farms, Inc. 41 River Rd. No Deerfield, MA 01377		
This stock inspected and found to be apparently free from all injurious insects and plant diseases which might be disseminated on such stock.		
This certificate is valid until:		<b>6/30/2013</b>
Inspected by: Al Ciel	_____ Philip Melnikow Crop and Plant Services	

2013 COMMERCIAL GROWERS PRICE LIST

Strawberries		500+	1000+	5M/1M+	25M/1M+	
<b>June Bearing Varieties</b>						
Allstar, Annapolis, Chandler, Earliglow, Honeoye, Jewel, Northeast, Ovation, Sparkle		\$75.00	\$119.00	\$113.00	\$106.00	
*Brunswick, Cavendish, *Mesabi, *Winona		\$80.00	\$129.00	\$123.00	\$116.00	
*Cabot, *Darselect, *Daroyal, *Donna, *Galletta, All Exp. Var.		\$82.50	\$134.00	\$128.00	\$121.00	
*Clancy, *Eros, *L'Amour, *Mayflower, *Record, *Sonata, *AC Wendy, *AC Valley Sunset		\$85.00	\$139.00	\$133.00	\$126.00	
<b>Everbearing Varieties (Dayneutrals)</b>						
Seascape		\$80.00	\$129.00	\$123.00	\$116.00	
*Albion, *Evie 2, *Portola, *Monterey, *San Andreas		\$82.50	\$134.00	\$128.00	\$121.00	
Mara des Bois		\$106.00	\$181.00	\$175.00	\$168.00	
<b>IMPORTANT!</b> 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+		
<b>Red &amp; Yellow Raspberry Varieties</b>						
Boyne, Heritage, Killarney, Latham, Nova, Taylor			\$145.00	\$546.00	\$792.00	
*Autumn Britten, *Anne, *Caroline, *Encore, *Jaclyn, *Josephine, *Lauren, *Polana, *Prelude			\$153.00	\$575.00	\$871.00	
*Himbo-Top®, *Joan J, *Polka, *Nantahala, *Octavia, *TulaMagic®			\$166.50	\$618.00	\$926.00	
<b>Black Raspberry and Blackberry Varieties</b>						
Bristol, Jewel, Mac-Black, Chester, Triple Crown, Royalty			\$287.00	\$1,069.00	\$1,950.00	
*Illini Hardy, *Ouachita, *Natchez			\$298.00	\$1,121.00	\$2,050.00	
*Prime Jim®, *Prime Jan®, *Prime Ark®45, *Trial varieties			\$319.00	\$1,230.00	\$2,250.00	
Asparagus (Available as 1-Year-Old Crowns)		300+	600+	1000+	14M/1M+	
Jersey Knight, Jersey Supreme, Purple Passion		\$116.50	\$173.00	\$207.00	\$196.00	
Millennium		\$126.50	\$188.00	\$225.00	\$214.00	
Blueberries		10+	50+	100+	250+	500+
Bluecrop, Bluegold, Blueray, Chandler, Darrow, Duke, Elliott, Jersey, Northland, Patriot, Nelson, 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+	
Ben Sarek, Blanka, Hinnomaki Red, Invicta, Jonkheer van Tets, Pink Champagne, Rovada		\$6.50 ea.	\$5.80 ea.	\$4.80 ea.	\$4.15 ea.	
Elderberries		25+	100+	500+		
Samdal, Samyl			\$6.40 ea.	\$6.00 ea.	\$5.40 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.)

• If paid in full by 12/01/12, take 3% discount. • If paid in full by 01/15/13, take 2% discount.





## Residual Herbicides contribute to Establishment Problems

**D**uring the last few planting seasons, some growers have had poor berry plant establishment due to herbicides applied to the soil the year before planting. This has been the most prevalent following crops that include corn and pumpkins when herbicides like Calisto, Sandea or Atrazine were used. Many of the new generation herbicides have plant back restrictions that are 12-18 months for berry plants. It is very important to know what was applied to the soil that you are planting berry plants into and the corresponding plant back restrictions.

Many growers have been planting Roundup-ready crops the year before berries with great success. Two things are happening with one great result. First, there is good to very good weed control. Second, there is virtually no residual herbicide carry over

in the soil. We have been using winter rye and Sorghum Sudan or Sudex with great success for many years and are not using any herbicides.

Many growers consider cover crops an expense and a loss of a cropping season. Extension research has shown that there is a yield increase and a corresponding decrease in weeding expense if done well. I like to look at cover crops as an investment that pays a very good dividend. This management practice has been taken to another level with the use of brassicas like Indian Mustard to reduce nematode populations the year before planting. There is also similar benefit when planting after Broccoli, Kale and Collards.

## Planting and Caring for Blueberries

**S**ince we began offering blueberry plants for sale, we have had a prescription for planting success. It begins with a soil test, primarily for pH, because it needs to become as low as 4.8. Our next recommendation is to secure woodchips that have no Black Walnut and less than 5% Cedar; no Cedar is best. Allow the chips to age three to six months before application. While some like sawdust, we only like a percentage incorporated into the soil. We don't like any sawdust used as a top dress because it sheds water. We recommend incorporating woodchips into the soil six to eight inches deep prior to planting. The goal is to have 25-50% woodchips in the soil. It is important to incorporate fresher chips into the soil and allow breakdown for two to four weeks before planting. If chips are six months old or older, no waiting is required. Then broadcast the appropriate amount of sulfur over the entire field – one to two inches of rain is usually enough to incorporate. The sulfur effect on pH isn't immediate, the majority is used by microbes as the soil temperature exceeds 40 degrees. Lowering the pH is a combination of carbon compounds like woodchips and sulfur; sulfur alone will only change the pH slightly. Using too much sulfur can be toxic to the plants. Whether this process is accomplished in the fall or spring, you are ready to plant.



Heavier soils or high pH soils might require some peat in the hole with the plant. Remember to always cover peat with at least one inch of soil. Once planted, lay out the drip irrigation next to the plants. We would then add three to six inches of oldest, well-seasoned woodchips to hold the drip and create a weed barrier. Woodchips less than three months old may have tannin levels that are toxic to the roots. If exceedingly dry, overhead irrigation is best and would also incorporate several pre-emergent herbicides.

The most common mistake made is applying a generic, blended fertilizer. Blueberry plants are very sensitive to chlorine and salts! We only recommend ammonium sulfate, urea or special blueberry blends without chlorides. The next most common mistake is to add ammonium sulfate as a soil acidifier to a high pH soil. No nitrogen should be applied until the soil pH is below 6.0. Please let us know if you have any questions. A new blueberry field has a thirty- to forty-year life expectancy! A little extra effort will yield a bigger crop and faster return on investment.



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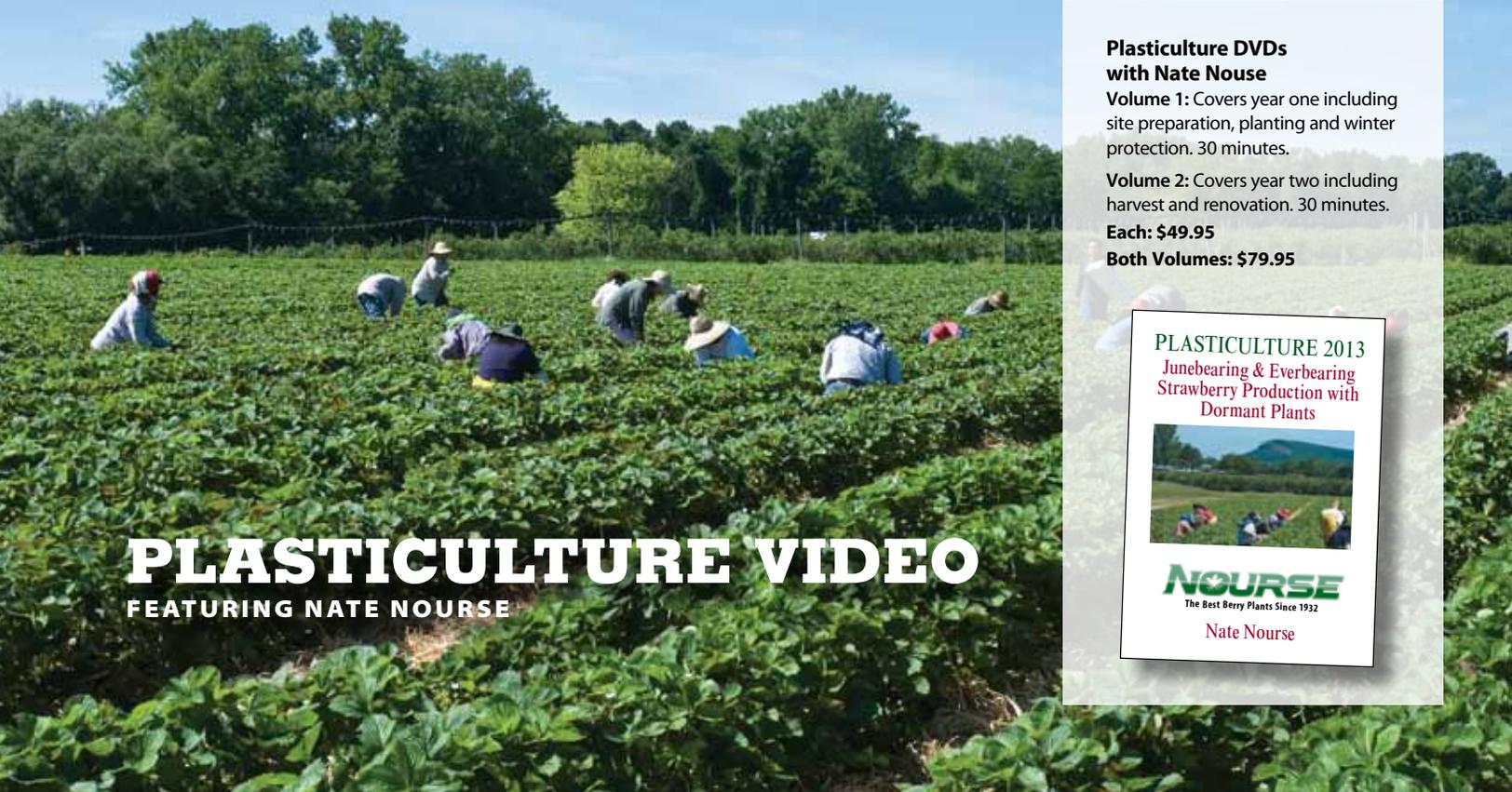
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The first video discusses field preparation, planting and the growing season up to mulch application. The second video talks about mulch removal, harvest and renovation. The original intent was to produce a video to help growers transition in to growing berries on plastic. We took two years of footage and realized we had too much information for one video. The video offers insight on the basics as well as many helpful hints we have learned over the years.



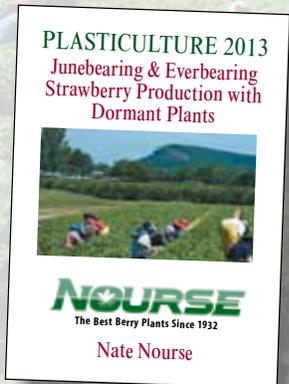
**Plasticulture DVDs  
with Nate Nouse**

**Volume 1:** Covers year one including site preparation, planting and winter protection. 30 minutes.

**Volume 2:** Covers year two including harvest and renovation. 30 minutes.

**Each: \$49.95**

**Both Volumes: \$79.95**



**PLASTICULTURE VIDEO**  
FEATURING NATE NOUSE