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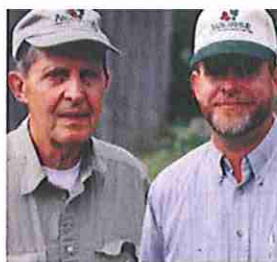
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## Greetings from Nourse Farms!

Thank you for being part of our 79th season! We are excited to offer plants grown under ideal conditions. Besides the extra attention we give them, Mother Nature provided us with a nearly perfect growing season. Overall plant health and size could be the best we've ever offered.



The locally grown movement may be new to some, but our growers have always known there is nothing better than your own fresh fruits and vegetables. Locally grown starts at home and Nourse Farms offers plants that will produce from summer to fall. Our extensive list of varieties will extend picking seasons and increase potential for successful harvests.



We like to share growing information. We offer local knowledge, we know the different challenges that each region of North America faces. Our staff is up to date on the most current growing practices and variety choices for those regions. Let us help you be more successful. At Nourse Farms, we are constantly refining our berry production practices and passing them on to our customers. We have found that some very small changes can significantly increase harvest potentials. An example is

December pruning of blackberries and black raspberries to reduce winter injury. We are reprinting last years pruning suggestions due to positive feedback and results from many customers. Let us know what you are having trouble with and we will do our best to provide a recommendation.

Everyone at Nourse Farms is committed to making your season as successful as our own. Thank you for your support and all the best for your 2011 growing season.

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)
- Rose Lynch: [rlynch@noursefarms.com](mailto:rlynch@noursefarms.com)



## winter meetings and tradeshow

**December 7 - 9, 2010**

**Great Lakes Fruit, Vegetable and Farm Market Expo and Michigan Greenhouse Growers Expo**  
Grand Rapids, MI  
(616) 794-0492 [www.glexpo.com](http://www.glexpo.com)

**January 3 - 4, 2011**

**Wisconsin Fresh Fruit and Vegetable Conference**  
Wisconsin Dells, WI  
(920) 478-4277 [www.wiberries.org](http://www.wiberries.org)

**January 5 - 7, 2011**

**North American Raspberry & Blackberry Conference with the Southeast Regional Fruit and Vegetable Conference**  
Savannah, GA  
(919) 542-4037 [www.raspberryblackberry.com](http://www.raspberryblackberry.com)

**January 18 - 19, 2011**

**Ohio Produce Growers and Marketers Association Congress**  
Sandusky, OH  
(614) 487-1117 [www.opgma.org](http://www.opgma.org)

**January 26 - 27, 2011**

**2011 Empire State Fruit and Vegetable Expo**  
Syracuse, NY  
(315) 687-5734 [www.nysvga.org](http://www.nysvga.org)

**January 25 - 27, 2011**

**Northwest Agricultural Show**  
Portland, OR  
(503) 769-7120 [www.NWAgshow.com](http://www.NWAgshow.com)

**February 1 - 3, 2011**

**Mid-Atlantic Fruit and Vegetable Convention**  
Hershey, PA  
(717) 677-4184 [www.mafvc.org](http://www.mafvc.org)

**February 8 - 11, 2011**

**North American Strawberry Symposium and North American Strawberry Growers Association Berry Conference**  
Tampa, FL  
(613) 258-4587 [www.nasga.org](http://www.nasga.org)

## New Strawberry Variety Feedback

BY NATE NOURSE

This July we sent out surveys to growers who had planted EM-995, Record and Valley Sunset. Those responses and our own first hand knowledge might help you decide if these varieties are right for you.

**EM-995** This survey was consistent, 70% of growers who planted the variety would plant it again. The growers who liked it were split between good and excellent ratings for flavor and firmness. The growers were split down the middle on color, size and holding their size. Our three-year evaluation indicates that the plant is vigorous with no leaf disease issues. Fruit is bright red, firm, and holds its size well. Berries ripen after Jewel.

**Record\*** This survey was very similar to EM-995, lighter colored berries are the main issues. 65% of growers would plant it again; they liked the size, yield and ease of picking. They were split on color, flavor and appearance. Our field trials show that Record is the latest fruiting variety available. Compared to AC Valley Sunset, fruit color is lighter, but yields are higher and ripening is later.

**AC Valley Sunset\*** This selection was the favorite of the three varieties surveyed. 70% of the surveys liked the color, size, flavor and customer acceptance, they rated it good or excellent. The highest ratings were given for its resistance to Botrytis, leaf and soil diseases. As a biased observer who likes and recommends this variety, this is my favorite late season variety. The sad news is this variety will be very limited for 2011.



Other new selections not surveyed:

**Galletta\*** This early variety did well for us, it had a good crop of large, dark red berries. I believe it will be a good alternative to AC Wendy and Earliglow. Our two-year trial indicates Galletta is early, has large size fruit that holds its size through the picking season. Flavor was rated high by our taste panel. This appears to be a very interesting new early variety.



### **Polka\* RASPBERRY**

This primocane variety will replace a lot of Autumn Britten production. It has very similar fruit quality and disease resistance. The fruit size can be very large, if it is pruned to a thinner stand. If you're considering planting in tunnels, don't forget to try Polka.



\* Price includes royalty or usage fee. Patent laws or license contracts prohibit propagation of the variety for resale or trade.

### **Mara des Bois\*** STRAWBERRY

*U.S. Plant Patent #08517*

Developed by a French breeding program, this everbearing strawberry produces small to medium fruit, containing the highest flavor and fragrance of any everbearer. Berries have an attractive red color with a high gloss. Planted in the spring, Mara des Bois will produce fruit during the summer into the fall. The following spring it also produces a good spring crop. Although considered a specialty variety for home gardeners, it is also good for commercial applications when high taste and berry fragrance is required. Zones 5-7.



MARA DES BOIS



OCTAVIA



PRIME-ARK® 45

## Variety Update

### **Octavia\*** RASPBERRY

*U.S. Plant Patent Pending*

This selection was the favorite of the three. This is a new late season florican raspberry. The berries have a longer shelf life than Tulameen. Early trials of Octavia show excellent productivity and flavor, with picking starting 10 days after Tulameen. Consider Octavia for fresh market applications. We are learning the adaptability of this variety, and winter hardiness has been variable. Octavia will extend summer production into the early primocane season. Zones 5-7.

### **Donna\*** STRAWBERRY

*U.S. Plant Patent #20,648*

Donna is our third release from the Darbonne-Inotalis breeding program in Spain. It has highly attractive, shiny, smooth, conic fruit, with a sweet, pleasant strawberry flavor. Fruit size is medium-large, with excellent red color, and it holds its size well throughout the picking season. The berries are darker in color than Darselect. Ripening time is concentrated, and comes in between Seneca and Allstar. Plants are vigorous and the leaves provide good coverage over the fruit. Foliage shows no signs of disease issues. Zones 5-7.



DONNA

#### LIMITED QUANTITIES

### **Prime-Ark® 45** BLACKBERRY

*U.S. Plant Patent Pending*

Prime Ark® 45 is a new release from the University of Arkansas breeding program. It is a thorny primocane-bearing blackberry with an erect growing habit. Fruit size is medium-large and trials indicate that Prime-Ark® 45 is more productive than Prime-Jim. Fruit holds up well after picking and is suitable for shipping. The florican fruiting season is after Prime-Jim and Natchez and before Ouachita. Early indications are that the primocane crop ripens 12-14 days later than Prime Jim. Ripening may be too late for some northern areas, but will extend the blackberry season for situations where late fruit is desired. High temperatures during flowering will reduce yields. Zones 6-9.

#### LIMITED QUANTITIES

### **Samyl** ELDERBERRY

We are now offering Samyl elderberry in addition to Samdal. Both varieties are from the Sambucus nigra strain and will cross-pollinate each other. Samyl has particularly high-quality flowers and is even more productive than Samdal. Zones 3-7.

\* Price includes royalty or usage fee. Patent laws or license contracts prohibit propagation of the variety for resale or trade.



## Fall Checklist for Raspberries

BY NATE NOURSE

Now is a great time to review pest and weed issues that occurred during the season. There are some very useful cultural and chemical solutions that can significantly reduce the possibility of reoccurrence.

This time of year many growers ask what they can do for their weed problems in caneberrries. We have found that many perennial weeds can be reduced or eradicated with a Casron 4G herbicide application, after dormancy during the winter. Many growers might consider a broadcast application over the entire field. At Nourse Farms, we have chosen to apply Casron 4G in a band that targets weeds from the middle of the row to the edge. Over a two year period, we successfully eradicated a severe dandelion problem. Casron 4G is a great herbicide, but growers must be very careful with the application rates. The use of Casron 4G will usually be phytotoxic to plants and they will show yellowing in the leaves for a few weeks in the spring. A full rate application of Casron 4G in a band, will severely hurt plants and possibly kill them. If the weed problem is not severe, an application of  $\frac{3}{4}$  rate is sufficient. In the spring, it is important to follow up with Princep and Surflan application to reduce weed seed germination. Culturally, growers need to consider very shallow cultivation. Growers like the clean look of deep cultivation, but it only offers better germination conditions for the weed seed in the soil. Reducing tillage with the use of Gramoxone or Aim during the season will reduce weed seed banks.

Pest issues that can be addressed are mostly limited to fungal and bacteria issues. Growers who had issues with late rust, botrytis, leaf spot, and anthracnose should consider a fall application of lime sulfur, with a follow up application in the spring. If growers mow primocanes in the fall, the application needs to occur before mowing. In severe cases of cane blight, we would recommend a second application in spring before mowing. Cultural practices would include the removal of canes and leaves. We have recognized that dust from roads and tillage increases the potential for late rust, botrytis, and spider mites. Using calcium chloride and water on roads has reduced the incidence of late rust, botrytis, and spider mites. Other cultural considerations would include a spring application of a biological fungicide such as Actinovate. These biological organisms will consume spores and single celled organisms.



- 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 12/01/10, take 3% discount.
- If paid in full by 01/15/11, take 2% discount.

**ORDERING** Prices valid to May 31, 2011. 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 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.

**PLANT PICKUP** To accommodate our customers, orders can be picked up in Whately, MA, April 9 through May 27, Mon. through Fri., 8AM to 5PM; Sat., 8AM to 1PM. Call for other available times.

**SHIPPING** Handling & shipping charges are extra. Shipping by ground service unless otherwise specified. Three business days' notice required for orders with "open" ship dates. We will 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 acknowledgement, 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 Pest Services 251 Courtenay Street Suite 500 Boston, MA 02114		
<b>Certificate of Nursery Inspection</b>		
License No. 2010-N 155	Fee \$110	Issued June 8, 2010
THIS CERTIFIES THAT: in accordance with M.G.L., Title 13A, section 17 as amended, the Nursery stock at		
Nourse Farms, Inc. 41 River Rd. So Overfield, MA 01373		
Has been 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		6/30/2011
Inspected by Al Choi	_____ Philip Mitchell Crop and Pest Services	

2011 COMMERCIAL GROWERS PRICE LIST

Strawberries	500	1000	5M/1M	25M/1M	
<b>Unpatented Strawberries</b>					
Allstar, Annapolis, Chandler, Earliglow, Honeoye, Jewel, Northeast, Ovation, Sparkle	\$79.50	\$114.00	\$108.00	\$101.00	
<b>*Patented/Licensed Strawberries</b>					
*Brunswick, *Cavendish, *Mesabi, *Seneca, *Winona	\$83.50	\$124.00	\$118.00	\$111.00	
*Daroyal, *Galletta, *Cabot, *Darselect, *Seascape, *Donna, All Exp. Var.	\$89.50	\$129.00	\$123.00	\$116.00	
*Clancy, *Eros, *AC Valley Sunset, *Record, *L'Amour, *AC Wendy	\$93.20	\$134.00	\$128.00	\$121.00	
<b>Dayneutral Strawberries *Evie-2</b>					
*Mara des Bois	\$147.50	\$209.00	n/a	n/a	
<b>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.</b>					
Brambles	100	500	1000		
<b>Unpatented Bare Root Varieties</b>					
Boyne, Heritage, Killarney, Latham, Nova, Taylor		\$131.80	\$496.00	\$720.00	
<b>*Patented/Licensed Bare Root Varieties</b>					
*Anne, *Autumn Britten, *Caroline, *Encore, *Jaclyn, *Lauren, *Moutere, *Polana, *Prelude		\$139.70	\$522.60	\$792.00	
*Himbo-Top™, *Joan J, *Josephine, *Polka, *Octavia		\$151.40	\$562.10	\$842.00	
<b>Unpatented Nursery-Mature or Tissue Culture Varieties</b>					
Bristol, Jewel, MacBlack, Chester, Triple Crown, Royalty		\$287.10	\$1,068.90	\$1,950.00	
<b>*Patented Nursery-Mature or Tissue Culture Varieties</b>					
*Illini Hardy, *Kiowa, *Ouachita, *Natchez		\$297.60	\$1,121.40	\$2,050.00	
*Prime Jim/Jan/Ark 45, Trial varieties		\$318.60	\$1,230.40	\$2,250.00	
Asparagus Available as 1-Year-Old Crowns	300	600	1000	14M/1M	
Jersey Knight, Jersey Supreme, Millennium, Purple Passion	\$108.00	\$160.00	\$191.00	\$180.00	
Blueberries	10-49	50-99	100-249	250-499	500-1000+
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.
Rhubarb	50	100	400		
MacDonald		\$230.00	\$404.80	\$1,400.00	
Cawood Delight		\$255.30	\$442.75	\$1,551.00	
Horseradish	100	500	1000		
Big Top		\$164.00	\$720.00	\$1,320.00	
Currants/Gooseberries	25-99	100+	250+	500+	
Ben Sarek, Blanka, Hinnomaki Red, Invicta Jonkheer van Tets, Pink Champagne, Rovada	\$6.55 ea.	\$5.80 ea.	\$4.80 ea.	\$4.15 ea.	
*Tixia	\$7.80 ea.	\$6.95 ea.	\$5.80 ea.	\$5.00 ea.	
Elderberries	25-99	100-499	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.



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## Summer pruning for increased plant health

## Fall pruning to prevent winter damage

BY NATE NOURSE

For three years, we have reduced winter damage in summer brambles by pruning in late fall. Pruning the plant mass reduces the surface area of the plantings, decreasing winter damage due to plant desiccation.

I have seen virtually no winter damage in our summer red and black raspberries. Most recommendations suggest it is better to wait until spring to prune off the winter damage on summer bearing brambles. I believe that decreasing the amount of cane the plant has to support increases the chances it has to survive the winter.

According to Kathy Demchak at Penn State University: "In certain situations, such as when cane diseases are an issue, it may be more valuable to remove the floricanes along with the disease inoculum on them, and improve air circulation. This is especially important for growers who are growing under low spray, no-spray, or organic systems where cultural controls to manage diseases take on critical value."

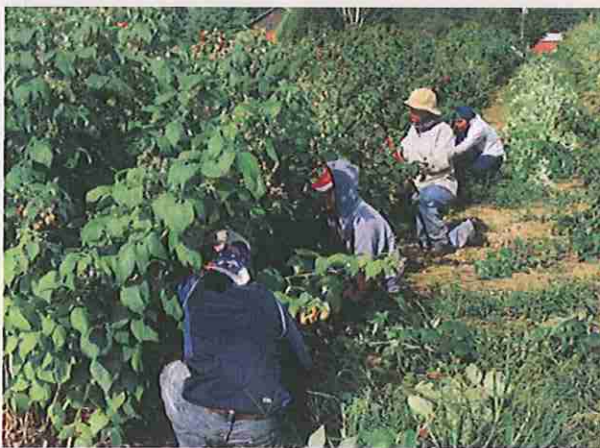
At Nourse Farms, we have been very aggressive with our pruning strategy. As soon as summer berry harvest ends, we begin pruning out the old canes. I feel that plant health is the most important consideration so we try to remove all diseased canes. We select the best 6-8 canes per foot of row and attach them to the trellis with clips. We are experimenting with some varieties leaving only four canes per foot of row. I would recommend trying several different cane densities to see which is best for you.

**we have been very aggressive with our pruning strategy**

Once the raspberry plants have seen a few killing frosts, we begin our fall pruning. The summer red raspberries are topped to 6 inches above the trellis wire. Our top wire is 52-60 inches above the soil for all brambles, the standard used to be 36-40 inches. On black berries and black raspberries, we cut the laterals back to 12 inches. The result has been virtual elimination of winter damage, with temperatures as low as -15 degrees. Improving plant health and growth contributes to increased yields and profits.



Completed summer pruning



Everbearing pruning in August



Great result from timely summer pruning



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## Pricing Our Berry Crops

BY TIM NOURSE

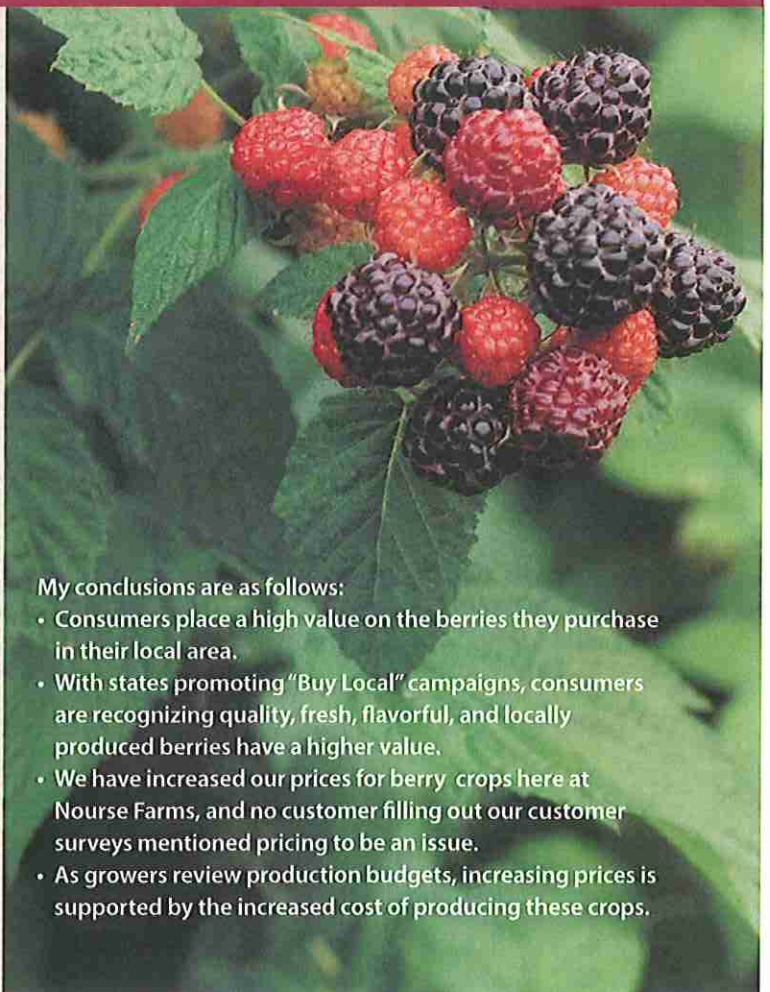
Marketing and pricing our fruit is as important as selecting the best varieties and using the best management practices.

Growers tend to be conservative in setting prices on the fruits of their labor, there is substantial evidence that consumers perceive berries to have a good value, providing an opportunity to adjust to higher pricing. To support this point, we as growers know that the costs of producing high quality and productive berry crops is considerable and the economics demand that fair prices are charged.

In support of charging fair prices for our berry crops, I refer you to an excellent article printed in the New York Fruit Quarterly, Summer 2010 edition. Dr. Marvin Pritts and Cathy Heidenreich at Cornell University authored the article. The article is based on a survey of New York small fruit producers, analyzing prices being charged for PYO, retail and wholesale berries across the state of New York from 2006 to 2009. As I analyzed the data, the wide range of pricing for berries surprised me. The article provides good evidence for all growers in evaluating if they are getting enough for their crops. I strongly urge all growers to read this article in order to evaluate pricing for the 2011 season.

Below is a link to the article for your easy access:

<http://www.nyfhs.org/fq/10summer/nyfq-summer-10-pp21-24.pdf>



My conclusions are as follows:

- Consumers place a high value on the berries they purchase in their local area.
- With states promoting "Buy Local" campaigns, consumers are recognizing quality, fresh, flavorful, and locally produced berries have a higher value.
- We have increased our prices for berry crops here at Nourse Farms, and no customer filling out our customer surveys mentioned pricing to be an issue.
- As growers review production budgets, increasing prices is supported by the increased cost of producing these crops.