



Left to right: Nate Nourse, Mary Nourse, and Tim Nourse
Photo was taken on top of Mount Sugarloaf which overlooks the scenic Connecticut River Valley, home of Nourse Farms.

Greetings from Whately!

It is hard to believe we are celebrating 80 great years of being in the berry plant business. We want to thank everyone who helped get us here. While many things have changed, our commitment to offering the best berry plants continues. Updates to our facilities and propagation methods over the years have kept us at state of the art readiness and we will continue to refine our business.

Our plant propagation program has been enhanced by the acquisition of two new farms, neither of which have ever been planted with strawberry or raspberry plants. These virgin lands have begun to yield very healthy and vigorous plants, nearly half

of our 2012 strawberry plant crop. These new soils will be planted in to our system over the next three years, allowing us the opportunity to offer the best plants for years to come.

Many customers rave about abundant harvests and plants that yield the first season from our selections. Some customers, who haven't been so fortunate, come to us for advice and we give tips and encouragement. Berries aren't the easiest crop to produce, but a little extra effort can yield great results.

Our staff has been learning how to help you grow the best berry plants even better. Their knowledge of growing and caring for plants is something they are excited to share with you. Whatever your issue, we will help you find a solution and give our best recommendation.

**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

IMPORTANT! SHIP DATES

With the wet weather we had last year we had many growers delaying 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:
www.noursefarms.com

**FOR PHONE ORDERS OR
CUSTOMER SERVICE:**
(413) 665-2658
Monday-Friday
8 A.M. to 5 P.M.(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



Winter meetings and trade shows

December 6-8, 2011

Great Lakes Fruit, Vegetable and Farm Market Expo and Michigan Greenhouse Growers Expo
Grand Rapids, Michigan
(616) 794-0492 www.glexpo.com

December 13-15, 2011

New England Vegetable & Fruit Conference
Manchester, New Hampshire
(413) 665-3501 www.newenglandvfc.org

January 10-12, 2012

North Willamette Horticulture Society Annual Meeting
Canby, Oregon (503) 678-1264
<http://www.berriesnw.com/calinfo/RegForm.pdf>

January 15-17, 2012

Wisconsin Fresh Fruit and Vegetable Conference
Wisconsin Dells, WI
(920) 478-3852 www.wiberries.org

January 16-18, 2012

Ohio Produce Growers and Marketers Association Congress and North American Rasp. Growers Assoc.
Sandusky, OH
(614) 487-1117 www.opgma.org

January 24-26, 2012

2011 Empire State Fruit and Vegetable Expo
Syracuse, NY
(315) 687-5734 www.nysvga.org

January 31-February 2, 2012

Mid-Atlantic Fruit and Vegetable Convention
Hershey, PA
(717) 677-4184 www.mafvc.org

February 6-8, 2012

North American Strawberry Growers Association Annual Meeting
Las Vegas, Nevada
(613) 258-4587 www.nasga.org

February 18-22, 2012

7th International Strawberry Symposium
Beijing, China
+86-10-6217 4066 www.iss2012bjchina.org.cn

UPDATING RESULTS

FROM THE 2011 FRUITING SEASON BY TIM NOURSE

2011 was a very challenging strawberry season here in Massachusetts as it was up and down the east coast, having most of the extremes of being hot and wet. These conditions, while difficult, truly test the performance of varieties.



DAROYAL

Daroyal performed extremely well for us this past season. Is consistent with our previous trial plantings. When planted in our one acre plot, it gave us increased exposure to its potential. Early mid-season, Daroyal expressed excellent size that held through to the end. Flavor was very good. Whether the customers were commercial or U-Pick, the response was very positive. We recommend Daroyal, a high performing early mid-season variety with yield and taste. Daroyal ripens quickly and should be picked every other day.

EXTENDING THE SEASON

WITH LATE VARIETIES BY TIM NOURSE

With the recent introduction of AC Valley Sunset and Record, we have two very good varieties to extend the season. Importantly, these two varieties have a contrast in characteristics. While AC Valley Sunset has a darker red color and very good taste, Record has the latest season and is higher producing.

While I state these differences, growers responding to Grower Surveys for each of the varieties, rated them similarly in flavor and over-all performance. With the high demand for late varieties, we highly recommend you order early to be sure of your supply.



AC VALLEY SUNSET

NEW!
Strawberries
for 2012!



Albion *U.S. Patent #16,228*

Albion produces very large fruit that is mostly conical, very firm and red in color. Its flavor is very good for a day-neutral. To get the high yields it is capable of producing, this variety will need a stronger watering and nutrient program than any other ever bearer. Wider plant spacing will deliver the largest berries. It is resistant to verticillium wilt, phytophthora crown rot and has some resistance to anthracnose crown rot. Grows best in zones 5-7.

Available in limited quantities

Sonata *U.S. Patent #1,800*

Released from the Fresh Forward Breeding Program in the Netherlands, Sonata is a new and distinctive mid-season strawberry variety. In our trials, the plants were compact with good vigor and healthy dark green foliage and relatively free of leaf diseases. The leaves provide good coverage for the fruit. The fruit has an excellent appearance with a shiny, very uniform, very smooth surface, and bright red attractive color. The berries are highly flavorful with a good balance of sugars (fructose and sucrose). Sonata has very good production of firm berries and the size holds well through the harvest season. We highly recommend Sonata to growers. Grows best in zones 4-7.

strawberry UPDATE

Portola *U.S. Patent #20,552*

This is a strong day-neutral variety from California. Fruit is lighter in color than most ever bearers and should be harvested before fully red. It has good flavor with a large crop that is as early as Evie-2. Recommended for beginners, this variety will perform in warmer climates. Recommended for zones 5-7.

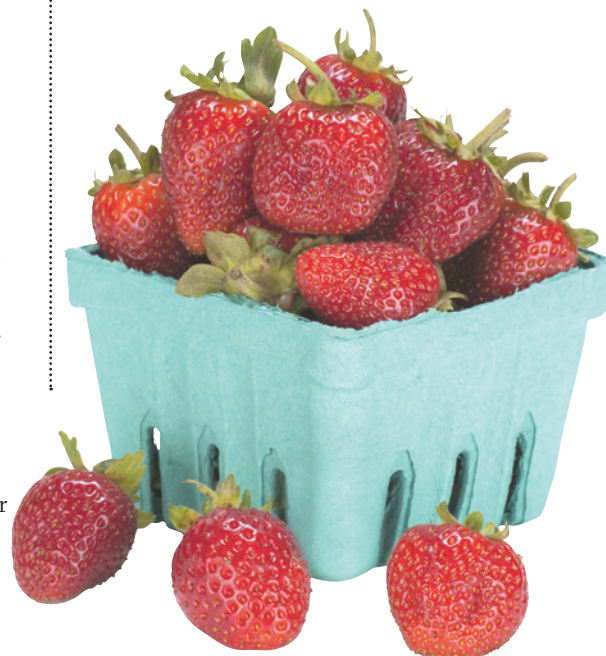
Mayflower Strawberry (EM-995)

U.S. Patent Pending

We are introducing Mayflower as a new late mid-season variety. Bred by David Simpson at the EMR East Malling Research Center, U.K., Mayflower exhibits high production and firm, high quality berries. Mayflower was identified in our test plots in a very wet fruiting season, as the fruit stood up under difficult conditions. In our advanced grower trials, 80% of the growers responding to our survey said the variety performed well in their trial and that they would plant again. We highly recommend Mayflower for trial plantings. Grows best in zones 4-7.

Monterey *U.S. 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.



raspberry UPDATE

NEW!
Raspberry
for 2012!

Nantahala

Nantahala is a new release from North Carolina State University. It is the latest fruiting primocane red raspberry we offer. Nantahala has large fruit with a bright red color and excellent sweet flavor and medium firmness. Fruit began ripening in the first week of September in the North Carolina trials and continued 3-4 weeks or until the first hard frost. We would recommend Nantahala for growers who would like to extend the harvest season beyond Josephine. Grows well in zones 7-10.



Thank you for attending Nourse Farms Open House

On August 18, 2011 Nourse Farms held an Open House to begin celebrating our 80th season with a preview of our 2012 nursery. We had 162 customers attend from as far away as Arkansas, Michigan and Canada. Tours included our new lab and greenhouse and bus trips through our strawberry and raspberry nurseries in Hatfield, Montague, Northfield, and Whately.



Nate with attendees in the strawberry nursery fields.

We held demonstrations on plasticulture strawberries, pruning and trellising brambles, and our raspberry picking system. After lunch Tim Nourse gave a presentation of Nourse Farms history and Nate shared a preview of his new plasticulture video.



Tim Nourse greeting customers.



Mary Nourse visiting with customers in our raspberry picking fields.



Buffet lunch in the packing house.

The staff enjoyed putting faces with names and visiting with customers. We want to thank all of the vendors that attended, and all of our customers who helped make the event a great success!



Mr. Strawberry was on hand to greet everyone!



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

ORDERING Prices valid to May 31, 2012. 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., 8 to 5 ; Sat, 8 to 1 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 MID WEST 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

251 Causeway Street Suite 500
Boston, MA 02114

Certificate of Nursery Inspection

License No. N-2011 155 Fee: \$210 Issued: May 19, 2011
THIS CERTIFIES THAT: in accordance with M.G.L., 128, section 17 as amended, the Nursery stock at:
Nourse Farms, Inc.
41 River Rd.
So Deerfield, 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 6/30/2012

Inspected by
Al Carl Phyllis Michalewicz
Crop and Pest Services

2012 COMMERCIAL GROWERS PRICE LIST

Strawberries	500	1000	5M/1M	25M/1M	
Unpatented Strawberries					
Allstar, Annapolis, Chandler, Earliglow, Honeoye, Jewel, Northeaster, Ovation, Sparkle	\$79.50	\$114.00	\$108.00	\$101.00	
*Patented/Licensed Strawberries					
*Brunswick, *Cavendish, *Mesabi, *Seneca, *Winona, Seascape	\$83.50	\$124.00	\$118.00	\$111.00	
*Daroyal, *Galletta,*Cabot, *Darselect, *Donna, Albion, Portola, Monterey, All Exp.Var.	\$89.50	\$129.00	\$123.00	\$116.00	
*Clancy, *Eros, *AC Valley Sunset, *Record, *L'Amour, *AC Wendy, EM-995, Sonata	\$93.20	\$134.00	\$128.00	\$121.00	
Dayneutral Strawberries *Evie-2	\$123.90	\$173.00	\$167.00	\$160.00	
*Mara des Bois	\$147.50	\$209.00	n/a	n/a	
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		
Unpatented Bare Root Varieties					
Boyne, Heritage, Killarney, Latham, Nova, Taylor	\$131.80	\$496.00	\$720.00		
*Patented/Licensed Bare Root Varieties					
*Anne, *Autumn Britten, *Caroline, *Encore, *Jaclyn, *Lauren, *Polana, *Prelude	\$139.70	\$522.60	\$792.00		
*Himbo-Top™, *Joan J, *Josephine, *Polka, Nantahala, *Octavia	\$151.40	\$562.10	\$842.00		
Unpatented Nursery-Mature or Tissue Culture Varieties					
Bristol, Jewel, MacBlack, Chester, Triple Crown, Royalty	\$287.10	\$1,068.90	\$1,950.00		
*Patented Nursery-Mature or Tissue Culture Varieties					
*Illini Hardy, *Ouachita, *Natchez	\$297.60	\$1,121.40	\$2,050.00		
*Prime Jim/Jan/Ark 45, Trial varieties	\$318.60	\$1,230.00	\$2,250.00		
Asparagus Available as 1-Year-Old Crowns	300	600	1000	14M/1M	
Jersey Knight, Jersey Supreme, Purple Passion	\$111.00	\$165.00	\$197.00	\$186.00	
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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 EMAIL: info@noursefarms.com www.noursefarms.com

Customer number _____

Date of order _____

AMOUNT RECEIVED	ORDER NUMBER	PURCHASE ORDER #
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COMPANY _____

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CITY _____ STATE _____ ZIP _____

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PHONE _____ FAX _____

EMAIL _____

Please let us know how you heard about Nourse Farms: _____

PICK UP SHIP VIA _____ ON (DATE) _____

SHIP TO

NAME _____

COMPANY _____

ADDRESS (NO P.O. BOXES) _____

CITY _____ STATE _____ ZIP _____

NOTE: PLEASE LIST STREET ADDRESS (NO P.O. BOXES).
 Request 3 business days' notice before picking up or shipping an order with an open date.

IMPORTANT NOTES: California, Oregon, Washington and Hawaii orders will be charged a \$15.00 fee for phytosanitary inspection. If varieties are not available, we will substitute plants of equal or greater value. Check here if you do not want us to substitute.

VARIETIES CANNOT BE COMBINED FOR QUANTITY PRICING. AN INFORMATIVE PLANTING & CULTURE GUIDE WILL BE SHIPPED FREE OF CHARGE WITH EVERY ORDER.

QUANTITY	PRODUCT	UNIT PRICE	EXTENDED PRICE
		Total above	

METHOD OF PAYMENT

Check or money order Visa Mastercard DISCOVER

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CREDIT CARD NUMBER EXPIRES (Month/Year) SECURITY code (3 digits)

Signature _____ Date _____

\$15 Phytosanitary certificate <small>(ALL ORDERS TO OR WA HI CA)</small>	
Shipping method <small>CHECK ONE</small>	<input type="checkbox"/> Ground <input type="checkbox"/> 3-day
Shipping charge <small>SEE CHART BELOW-MINIMUM CHARGE \$10.95</small>	
Total amount	

SHIPPING & HANDLING CHARGES (3-day recommended for west of the Mississippi River)

Shipping charges are not reimbursed with replacement orders. See zone chart on the inside cover for recommended planting times.

ORDER VALUE	GROUND	3-DAY	ORDER VALUE	GROUND	3-DAY
Under \$50.00	\$10.95	\$23.50	\$100.01 to \$150.00	\$19.95	\$39.50
\$50.01 to \$75.00	\$13.95	\$29.95	\$150.01 to \$200.00	\$21.95	\$59.25
\$75.01 to \$100.00	\$16.95	\$34.50	over \$200.00	12%	39%

Would you like to receive our newsletter two weeks earlier?

Send us your email and we'll make sure to send you an electronic version of our newsletter.

Prime Ark® 45 *U.S. Plant Patent Pending*
 Recently introduced, Prime Ark® 45 is quickly being recognized to be a high performing primocane blackberry. It is not thornless, but the spines are modest compared to other thorny varieties. As Prime Ark® 45 ripens later in the season than either Prime Jim or Prime Jan, it is not adapted to northerly areas, but is an excellent candidate for tunnel production. We have publicized the proper tipping procedure for both Prime Jim and Prime Jan. Prime Ark® 45 also needs to be tipped, but the timing and the procedure is different to achieve the best performance. The very large sized berries and great blackberry taste make Prime Ark® 45 a great performer.



PRIME ARK® 45



PRIME ARK® 45

blackberry UPDATE

This is an update on the newest blackberry varieties that we have added to our program, Ouachita, Natchez and Prime Ark® 45.



NATCHEZ



Ouachita *U.S. Plant Patent #17,162*

It has been four years since we added the Ouachita thornless, blackberry to our program. This variety is performing very well and has become a standard for performance. First for its flavor and second for its shipping characteristics. We recognize it is not cold hardy enough for northern areas, but in southerly sites (Zone 6 and above), Ouachita is an excellent performer, and highly recommended based on its consistent performance.

Natchez *U.S. Plant Patent #20,891*

Introduced two years ago, thornless Natchez is also being accepted as an excellent performer. It ripens earlier than Ouachita (about three weeks earlier in California), has larger sized berries and even sweeter taste. This variety is adapted for direct-local or commercial marketing. Natchez has a high recommendation for its adapted growing areas.



41 River Rd. • South Deerfield, MA 01373

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**Berry
Important
Information
Enclosed!**

**Early
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Orders over \$500,
paid in full by:
Dec. 1, 2011 save 3%
Jan 15, 2012 save 2%
Order early!

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

I am proud to announce the release of our first educational videos on Plasticulture. 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.

**NEW!
for 2012!**

**Plasticulture DVDs
with Nate Nourse**

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 2012
Junebearing & Everbearing
Strawberry Production with
Dormant Plants



NOURSE
The Best Berry Plants Since 1932

Nate Nourse

**NEW! PLASTICULTURE
VIDEO RELEASE**

FEATURING NATE NOURSE

