

Watch for
our 2014 catalog
which will be
arriving in
December!



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

NOURSE news

Greetings from Whately—

We wish to thank all of our customers for their business this past season. Your support provides an opportunity for Nourse Farms to continue to grow our business. We look forward to the opportunity to serve you again for the 2014 season.

Berry production continues to be a strong segment in horticulture production. Customer demand for berries is supported by the “buy local” efforts in all the states. Although there is competition, the high demand has allowed growers to receive profitable pricing.

Nourse Farms will continue to support your efforts for profitable berry production by supplying the best quality berry plants we know how to produce and providing the best quality service we can. We acknowledge that for Nourse Farms to be profitable, our customers need to be successful with their berry production. Please ask us if there is anything we can do to assist you in making your berry production efforts achieve your goals.

As with any endeavor, there continues to be challenges. We all continue to experience pressure from the Spotted Wind Drosophila (SWD) onslaught. In our article in this newsletter, we discuss getting prepared to control SWD for the 2014 season. Growers will need to make contact with their local resources for more information

to learn the newest strategies for management of this difficult pest. There continues to be new developments as more is learned about SWD through research.

We also continue to experience weather extremes with increased amounts of rain received during various weather events. I was discussing this with one of our customers and mentioned the extremes we have experienced here. He had experienced an event that produced twice as much rain as our biggest event. Growers must continue to be prepared in their management strategies in dealing with such weather events, as I expect they will continue.

We are pleased to offer several new introductions for the 2014 season. I believe each of these introductions have the potential to benefit growers with increased production and higher quality berries. You may review these introductions in the article, “What’s New for 2014”. We have several more new selections under test in our trials. We look forward to announcing these in the future.

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

Tim Nourse

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. Your plants will not arrive before weather and soil conditions are suitable.

ORDER ONLINE:
noursefarms.com

**FOR PHONE ORDERS OR
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(413) 665-2658
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:
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41 River Road
S. Deerfield, MA 01373

Winter Meetings & Trade Shows

December 3–6, 2013

North American Strawberry Growers Association (NASGA) in cooperation with Southeast Strawberry Expo

Durham, NC

(613) 258-4587 (919) 542-4037 www.nasga.org

December 10–12, 2013

Great Lakes Fruit, Veg. and Farm Market Expo & Michigan Greenhouse Growers Expo

Grand Rapids, MI

(616) 794-0492 www.glexpo.com

December 17–19, 2013

New England Veg. and Fruit Conference

Manchester, NH

(413) 665-3501 www.newenglandvfc.org

January 19–21, 2014

Wisconsin Fresh Fruit and Vegetable Conference

Wisconsin Dells, WI (920) 478-3852

www.wiberries.org

January 20–21, 2014

Ohio Produce Growers and Marketers Association Congress

Sandusky, OH (614) 487-1117 www.opgma.org

January 21–23, 2014

2014 Empire State Producers Expo

Syracuse, NY (315) 986-9320 www.nysvga.org

January 28–30, 2014

Mid-Atlantic Fruit & Vegetable Convention in cooperation with No. American Raspberry and Blackberry Assoc. (NARBA)

Hershey, PA (717) 677-4184 www.mafvc.org

February 19–20, 2014

Ontario Fruit & Vegetable Convention

Niagara Falls, Ontario (905) 945-5363 ofvc.ca



NEW! STRAWBERRIES

RUBICON

This vigorous and tolerant strawberry variety has several interesting features to offer growers. Following is its variety description:

Rubicon* *U.S. Plant Patent pending*

This mid-season variety was released by Dr. Richard Cowles from the Connecticut Experiment Station in New Haven, CT.

Rubicon shows resistance to the black root rot disease complex and the black vine weevil, two difficult challenges with growing strawberries. The fruit is bright red and is considered to have excellent flavor and aroma. Berries are moderately firm. The plants exhibit dark green foliage with high plant vigor. Rubicon will be especially adapted to organic production. **Available in limited trial quantities for 2014.**

Grows best in zones 4-6.

FLAVORFEST

This disease resistant, very vigorous strawberry variety should flourish in difficult growing conditions and provide a high flavored variety for your customers. Following is its variety description:

Flavorfest (B759 x B786)

Just released by Dr. Kim Lewers at the USDA, Beltsville Research Center, Beltsville, MD.

Flavorfest is a mid-season variety, adapted to both plasticulture and matted row production. Fruits are an attractive bright red color with an excellent flavor profile. Berries are large and hold their size through the season. Plant is vigorous and shows excellent disease resistance to red stele and leaf diseases. In addition, no susceptibility to anthracnose crown or fruit rot has been found. With Flavorfest's high vigor, applications of nitrogen will need to be managed to avoid excessive growth. Flavorfest will also be a good alternative for organic producers and in conditions where good plant vigor is required. Highly recommended for trial. **Available in limited quantities for 2014.** Grows best in zones 4-6.

MALWINA

This late fruiting strawberry variety can extend the June harvesting period 7 to 10 days later than RECORD. Our trials indicate the fruit will be best adapted for local sales. Because the plant is so vigorous, growers should caution not to over fertilize it. Following is its variety description:

Malwina *U.S. Plant Patent #23,246*

Bred by Peter Stoppel in Germany.

Malwina is a high quality, very late season variety (at least 7 days later than Record). Fruits are glossy, and dark red having excellent flavor with high Brix readings. Berries are large and hold berry size well through the season. Regular pickings are suggested to maintain fruit firmness. Plant is very vigorous and hardy to zone 4. With its very vigorous growth habit, nitrogen fertilizer needs to be managed to avoid excessive vegetative growth. Malwina shows resistance to mildew as well as tolerance to Verticillium wilt and red stele. Malwina is an excellent variety to extend the strawberry season. **Available in limited quantities for 2014.** Grows best in zones 4-6.



NEW! RASPBERRY

COWICHAN

This vigorous and high quality raspberry variety has many features to contribute for mid-season floricanne production for commercial growers.

Following is its variety description:

Cowichan* (*Newburgh x Qualicum*)

Released from the Pacific Agri-Food Research Centre in British Columbia in 2001.

This vigorous, mid-season variety, with long-fruiting laterals has good fruit size and is highly productive. It is resistant to Raspberry Bushy Dwarf Virus (RBDV). Tests at the Peninsular Ag Research Center, Sturgeon Bay, Wisconsin, indicate it is winter hardy for that area and would be a good variety for many Wisconsin growers. Cowichan's qualities indicate it will be a good addition for commercial growers. Grows best in zones 5-7.

***Our license limits sales to commercial growers only and a Non-Propagation Agreement is required.**

NEW! ASPARAGUS

PACIFIC PURPLE ASPARAGUS

This variety was bred by Dr. Peter Falloon from Aspara Pacific in New Zealand. This new purple variety is high performing, producing higher yields than Purple Passion as well as many of the green varieties. It is unique in the way it holds a deep purple color through the season and it is very tender with a sweet flavor, distinctive from the green varieties. As Pacific Purple produces especially large-sized spears, we recommend planting the crowns 8 inches apart rather than at the usual 12 inch spacing. This practice will produce more normal-sized diameter spears. We highly recommend this variety. Grows best in zones 3-8.

Nourse Farms is #1 in Customer Service.
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

Stay connected. Follow us on Facebook.

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!



Available in Trial Quantities

While Supplies Last!

Laurel Strawberry

This variety was bred and released by Dr. Andrew Jamieson from the breeding program in Nova Scotia, Canada. Growers requested that Dr. Jamieson release this variety especially because of its excellent flavor. Laurel is mid-season, productive, has good plant vigor and has resistance to red stele disease. Fruit is large, flavorful and best suited for pick-your-own and local sales. Trial quantities are available to test for your local conditions.

Herriot Strawberry *U.S. Plant Patent pending*

This variety was bred and released by Dr. Courtney Weber from The New York Experiment Station, Geneva, N.Y. The plant is vigorous and has shown good resistance to leaf diseases. The fruit is large, has an attractive red color and mild flavor. A mid-season variety that ripens at a similar time as Jewel. Trial quantities are available for this coming planting season

Amandine Strawberry *U.S. Plant Patent pending*

Released by the Planasa Breeding Program in Spain. This new day-neutral was released for its high performance. One trial site in 2013 reported that Amandine had excellent flavor and high yield potential. Amandine is recommended to trial when high quality features are required.

Osage Blackberry *U.S. Plant Patent pending*

Released by Dr. John Clark from the University of Arkansas, Osage is thornless and noted for its high quality eating characteristics including flavor and sweetness. It ripens just before Ouachita and after Natchez. It is reported that the fruit size is medium and the berries exhibit excellent post-harvest qualities for commercial shippers. Trial quantities are available for testing.





Sonata Strawberry Update

We introduced the Sonata (U.S. Plant Patent #18,000) variety in 2013. Sonata is a high performing, mid-season variety with high yields and excellent quality. It is especially noted for its ability to hold its size during the picking season and its great flavor.

We had a substantial quantity of Sonata that growers planted in 2012 and fruited this past season. We conducted a Grower Survey of those growers and a large percentage responded positively regarding their experience and indicated they would plant the Sonata variety again.

WE HAVE LEARNED THE FOLLOWING ABOUT THE MANAGEMENT OF SONATA FOR BEST RESULTS:

- Sonata has a high requirement for magnesium, manganese and iron. These elements are critical for the photosynthesis activity of chlorophyll. Deficiency will result in smaller berries and lower yields.
- Magnesium can be applied in pre-plant application, through the drip irrigation or in a foliar spray.
- Magnesium sulfate (MgSO₄) or Epsom salt is a recommended source for the magnesium.
- For foliar application, a .5 to 1% solution of the magnesium sulfate is recommended.
- Most of our soils have good levels of manganese and iron, but check your soil tests to be sure these 2 elements exist at high levels.
- As with all strawberry varieties, Sonata responds to sufficient levels of calcium during fruiting.
- With adequate fertilization, Sonata's foliage will be very dark green and will have a very vigorous healthy appearance.

If you have any questions about these recommendations, please contact Tim Nourse.

Early Pay Discount

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 12/01/13, take 3% discount.

If paid in full by 01/15/14, take 2% discount.

Order early!

ORDERING Prices valid to **May 31, 2014**. 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.

<i>The Commonwealth of Massachusetts</i> MASSACHUSETTS DEPARTMENT OF AGRICULTURAL RESOURCES Crop and Pest Services 251 Causeway Street Suite 500 Boston, MA 02114		
Certificate of Nursery Inspection		
License No. N-2013 155	Fee: \$210	Issued: June 13, 2013
THIS CERTIFIES THAT: in accordance with M.G.L., 278, 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		6/30/2014
Inspected by Al Cari	_____ Phyllis Michalewich Crop and Pest Services	

2014 COMMERCIAL GROWERS PRICE LIST

Strawberries	500+	1000+	5M/1M+	25M/1M+
June Bearing Varieties				
Allstar, Annapolis, Chandler, Earliglow, Honeoye, Jewel, Sparkle	\$78.75	\$125.00	\$118.00	\$110.00
*Brunswick, Cavendish, Flavorfest	\$82.75	\$135.00	\$128.00	\$120.00
*Cabot, *Darselect, *Daroyal, *Donna, *Galletta, All Exp. Var.	\$86.25	\$140.00	\$133.00	\$125.00
*Clancy, *L'Amour, *Mayflower, *Record, *Rubicon, *Sonata, *AC Wendy, *AC Valley Sunset	\$88.75	\$145.00	\$138.00	\$130.00
*Malwina	\$103.75	\$175.00	\$168.00	\$160.00

Everbearing Varieties (Dayneutrals)				
Seascape	\$82.75	\$135.00	\$128.00	\$120.00
*Albion, *Evie 2, *Portola, *Monterey, *San Andreas	\$86.25	\$140.00	\$133.00	\$125.00
Mara des Bois	\$106.00	\$181.00	\$175.00	\$168.00

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			
Boyne, Heritage, Killarney, Latham, Nova, Taylor	\$152.25	\$573.00	\$831.00
*Autumn Britten, *Anne, *Caroline, Cowichan, *Encore, *Jaclyn, *Josephine, *Lauren, *Polana, *Prelude	\$160.25	\$602.00	\$914.00
*Himbo-Top®, *Joan J, *Polka, *Nantahala, *Octavia, *TulaMagic®	\$173.75	\$645.00	\$972.00

Black Raspberry and Blackberry Varieties			
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 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	\$122.50	\$181.50	\$217.00	\$206.00
Millennium, Pacific Purple	\$147.00	\$217.80	\$260.00	\$247.00

Blueberries	10+	50+	100+	250+	500+
Bluecrop, Bluegold, Blueray, Chandler, Darrow, Duke, Elliott, Jersey, 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+	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 12/01/13, take 3% discount.

If paid in full by 01/15/14, take 2% discount.



PLANT ORDER FORM

Customer number _____ Date of order _____

41 River Rd., S. Deerfield, MA 01373
TEL: (413) 665-2658 FAX: (413) 665-7888
EMAIL: info@noursefarms.com noursefarms.com

Catalog code _____
(From back cover. May not appear on all catalogs.)

Table with 2 columns: AMOUNT RECEIVED, ORDER NUMBER, PURCHASE ORDER #

SOLD TO
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COMPANY
ADDRESS
CITY STATE ZIP
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

Main product table with columns: QUANTITY, PRODUCT, UNIT PRICE, EXTENDED PRICE

METHOD OF PAYMENT
Check or money order Visa Mastercard Discover
CREDIT CARD NUMBER EXPIRES SECURITY
Signature Date
Total above
Total accessories
Subtotal
Shipping method
Shipping charge
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.
Table with columns: ORDER VALUE, GROUND, 3-DAY

Spotted Wing Drosophila (SWD)

PREPARING FOR THE 2014 SEASON



Information in this article was sourced from our UMass Extension Fruit Team and information published by Michigan State.

Pressure from the SWD continued to grow in 2013 with very high trap counts taken in our area during August. After conversations with growers, I would have to conclude that SWD is now in all areas of the U.S. and Canada. Now it is time to consider a strategy for controlling SWD in 2014.

EXPERIENCES IN 2013:

Conventional growers reported good success with a rotation of Delegate and Assail + sugar on a 7 day schedule. Other growers who were experiencing high trap counts were forced to go to a 5 day schedule to get control. Malathion worked well in 2012, but did not work as well in 2013. It is assumed that with our high summer temperatures in 2013, it broke down, making it not as effective. In this situation, growers reported good control rotating Mustang Max and Danitol, so this is a consideration to be made going forward.

Organic growers reported adequate control with a combination of mass trapping, alternating Entrust and Neem or Oxidate and some exclusion netting for small scale production.

WE HAVE LEARNED TO CONSIDER:

- Those of us on the east coast and in the mid-west, with hot summer temperatures and wet conditions from time to time, will experience the most pressure. Moisture breaks down the insecticides and the heat increases the rate of reproduction of the SWD.
- None of the insecticides labeled have any ability to withstand a rain event, indicating the need to reapply after rain.
- Pesticide coverage is critical. During the day, the SWD hide in the foliage canopy. For maximum control, the application needs to thoroughly penetrate the canopy—especially important for brambles.
- Pruning brambles has become an important part of SWD control. Narrowing rows and thinning out excess canes is an important tool in controlling SWD.
- Rotation of compounds is important for best control and managing resistance.
- Grower experiences and recent research at Michigan State University indicate this list of insecticides effective for SWD control:
 - Carbamate ◦ Imidan ◦ Organophosphate
 - Danitol ◦ Lannate ◦ Pyrethroids
 - Delegate ◦ Mustang Max ◦ Spinosyn
- SWD has been found to inhabit wooded borders. Treating borders can help reduce pressure.
- Research is being done on baiting SWD. This practice has potential to assist in SWD control. Ask questions about the practice and how it can be incorporated into your SWD management program.

GETTING PREPARED FOR THE 2014 SEASON:

- Research web sites and get connected to your state's SWD information resources, which would include newsletters and web site addresses.
- Attend the winter meetings to collect local resources for information on dealing with SWD.

SWD WEB SITES:

- <http://extension.umass.edu/fruitadvisor/spotted-wing-drosophila>
- http://www.ipm.msu.edu/invasive_species
- http://whatcom.wsu.edu/ipm/manual/rasp/spotted_wing.html



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Important
Information
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Jan 15, 2014 save 2%
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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 Nourse**

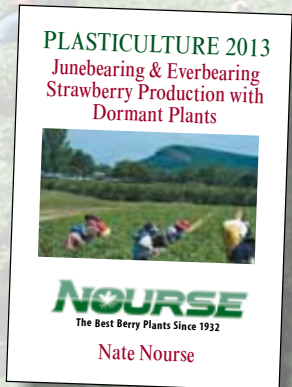
Volume 1: Covers year one including site preparation, planting and winter protection. 30 minutes.

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

Each: \$49.95

Both Volumes: \$79.95

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PLASTICULTURE VIDEO
FEATURING NATE NOURSE