



**NOURSE**



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

## Greetings from Whately—

Our summer was cooler than normal with just the right amount of rain, resulting in a great crop of plants. We look forward to harvesting and preparing them for shipment to you in 2015. We have added some new exciting categories to our mix, always with an eye to finding something that will grow better, be hardier, or help make your production more efficient. From a thornless primocane black raspberry, to a white strawberry and more, we hope you will find a selection that is just right for you.

This fall's newsletter is comprised entirely of new variety information. The selections range from ground breaking firsts to new alternatives. It is important to address the fact that these new selections are not for every grower and every climate. Our recommendations are based on our field trials in Whately and our trial growers' fields throughout North America. In general, these selections look promising in zones 5-7. Winter hardiness, heat tolerance and the effect other weather conditions may have on their performance are still being evaluated. This past season's conditions were very kind to these varieties bringing out the best they have to offer.

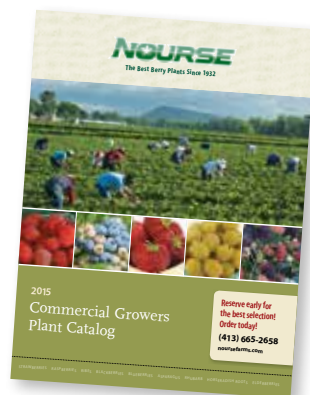
Please consider these new first additions as an opportunity to expand your markets.

Your customers will appreciate your efforts and realize a longer and tastier season. You can confidently acknowledge these are non-GMO and are the result of traditional breeding.

The fresh genetics selected from around the world offer new diversity that aren't always plug and play. Nourse Farms recognizes each variety can have its own personality, strengths and weaknesses. Our mission to help you exploit the strengths and manage the weakness, enables you to have a positive result.

We look forward to your feedback. Our growers share their experiences, allowing us to help you make better decisions. Our staff is ready to serve you with their best recommendations. Thank you for a great 2014 and looking forward to 2015.

*Nate Nourse*



Watch for our 2015 catalog which will be arriving soon!

### 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 CUSTOMER SERVICE:**  
(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:  
Nourse Farms  
41 River Road  
S. Deerfield, MA 01373

We are here to answer your questions.

Feel free to contact us via E-mail:



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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!

## noursefarms.com

The best customer support in the field.

We receive thousands of inquires every year about growing berries. Nourse Farms now offers free and paid videos for all growers. Even the paid videos have previews online at YouTube and are easily found on our home page at NourseFarms.com. Don't hesitate to call if you're not online to get a copy of our plasticulture guide or newsletters. Our goal is to provide the latest growing information and help you grow happier and healthier plants.

# UPDATES

### Flavorfest (B759 x B786)

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

This disease resistant, very vigorous strawberry variety should flourish in difficult growing conditions and provide a high flavored variety for your customers. 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. Customers from the mid-Atlantic to the mid-West have made many positive comments, especially its high yields. Available in limited quantities. Grows best in zones 5-7.

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

Bred by Peter Stoppel in Germany.

This is the latest fruiting June strawberry variety, extending the June harvesting period 7 to 10 days later than Record. We picked our first berries July 8-10. We recognize many growers will want to begin renovation around the peak harvest. Consequently, it is important to consider planting Malwina on the edge of a field or in its own location to allow later renovation. The berries are very dark red when ripe, it will be easy to harvest too early and offer unripe berries. Because the plant is so vigorous, growers should caution not to over fertilize it. Lower nitrogen rates will help keep berries firmer and help the plant from having too much 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 to late July and early August. Grows best in zones 5-7.

### TulaMagic® Mid-Season Floricane - Late Primocane U.S. Plant Patent Pending ("FRUATFRI" variety)

TulaMagic®, a midseason summer floricane and late primocane variety has several excellent qualities for raspberry producers. Most important is its tolerance to Phytophthora root rot disease. It has excellent plant vigor, producing very stout canes when maintained at 4-6 canes per row foot. The excellent flavor and lighter color characteristics are produced in this very large berry. We know it is winter hardy in zone 5 and should be trialed in zone 4. Caution must be given to applied nitrogen rates, very soft skin can result from over feeding. We recommend no nitrogen be applied in August to help maintain firmness. Grows best in zones 5-7.

## 2014-2015 WINTER MEETINGS & TRADE SHOWS

Dates	Trade Show	Place	Phone/Website
Dec. 9 - 11, 2014	Great Lakes Fruit, Vegetable and Farm Market Expo & Greenhouse Growers Expo	Grand Rapids, MI	(616) 794-0492 www.glexpo.com
January 19 - 20, 2015	Ohio Produce Growers and Marketers Association Congress	Sandusky, OH	(614) 228-4713 www.opgma.org
January 20 - 22, 2015	2015 Empire State Producers Expo	Syracuse, NY	(585) 993-3951 www.nysvga.org
Jan. 25 - 27, 2015	Wisconsin Fresh Fruit and Vegetable Conference	Wisconsin Dells, WI	(920) 478-3852 www.wiberries.org
January 27 - 29, 2015	Mid-Atlantic Fruit & Vegetable Convention	Hershey, PA	fruit: (717) 677-4184, veg: (717) 694-3596 www.mafvc.org
February 3 - 6, 2015	8th North American Strawberry Symposium & North American Strawberry Growers Assoc. (NASGA) 2015 Berry Conference	Ventura, CA	(613) 258-4587 www.nasga.org
February 18 - 19, 2015	Ontario Fruit & Vegetable Convention	Niagara Falls, Ontario, Canada	(905) 945-5363 www.ofvc.ca
February 24 - 27, 2015	2015 North American Raspberry & Blackberry Conference	Fayetteville, AR	(919) 542-4037 www.raspberryblackberry.com
June 21 - 24, 2015	11th International Rubus and Ribes Symposium	Asheville, NC	(301) 266-2672 www.rubusribes2015.com/



# NEW Strawberries

Available in limited quantities.  
Order early!

## **VERITY** *Day-Neutral Strawberry (Protected Variety)*

A very promising day-neutral variety from Peter Vinson's breeding program in the UK. Initial trials at Nourse Farms indicate Verity has a glossy, attractive appearance, a sweet mild flavor, excellent size and high yield potential. Verity exhibits an upright

growing habit of the fruiting trusses for harvest efficiency. The berries protrude through the canopy, staying up off the straw until almost ripe. It is further reported to have excellent shelf life due to its fruit firmness and apparent tolerance to botrytis. **Limited quantities**, recommended for zones 5-7.



## **AMANDINE** *Day-Neutral Strawberry (Protected Variety)*

A promising new day-neutral variety developed by the Planasa Breeding Program in Spain. Initial grower results indicate Amandine has excellent color and appearance, very good flavor and has shown high yield potential. Demonstrating good plant vigor, it has a reduced nitrogen rate requirement. Excessive nitrogen can cause softer skin and increased potential for Botrytis. This cultivar harvests the same time with similar yields as Seascape, with greater powdery mildew resistance. The average berry size was slightly bigger than Monterey with similar fruit color. **Limited quantities.**



## **DELUXE** *(Protected Variety)*

A June bearing strawberry variety developed and released by the Planasa Breeding Program in Spain. Deluxe ripens mid-season, beginning after Darselect, producing bright red, uniform, high quality berries with good flavor. Plants of Deluxe are very vigorous, with dark green foliage. Our first production of plants in the nursery show excellent foliage disease resistance. Nourse Farms will fruit our first trial of Deluxe this coming June. Because Planasa varieties demonstrate high yield potential, we are releasing Deluxe early for grower trials. **Limited quantities.**



## **RUTGERS SCARLET™** *U.S. Plant Patent Pending*

Released by the Rutgers University breeding program, Rutgers Scarlet™ June bearing strawberry is an interesting and distinct variety. It is a mid-season variety, distinguished by its vigorous growth, dark green foliage and excellent leaf disease resistance. The berries of Rutgers Scarlet™ are large and firm, maintaining their large size through the season. They are attractive, long wedge to conical in shape with a deep red color. They have exceptional flavor. Rutgers Scarlet™ has exhibited good production potentials and is well adapted to both plasticulture and matted row production. **Limited quantities.**

## **DREAM** *U.S. Plant Patent Pending*

A June strawberry cultivar developed and released by the Planasa Breeding Program in Spain. Dream bears fruit in early-midseason similar to Daroyal. Berries have a conical shape, very bright red color, good flavor with strong fruity fragrance and good firmness. Dream has demonstrated good yield potential and good vigor. Plants have medium green foliage, with tolerance to powdery mildew. In the nursery, the plants show excellent foliage disease resistance. Nourse Farms will fruit our first trial this coming June. Because Planasa varieties demonstrate high yield potential, we are releasing Deluxe early for grower trials. **Limited quantities.**

# NEW Floricane Red Raspberries

Available in limited quantities for commercial growers in 2015. Order early!

## LEWIS FLORICANE RASPBERRY

A floricane red raspberry cultivar developed and released by USDA-ARS Corvallis, OR and several cooperators. Lewis is considered to be a productive, fresh market and processing variety with large, conic-shaped, glossy, attractive, firm fruit. In the Pacific North West, yields were similar to Meeker, having firmer and larger berries. It is susceptible to Phytophthora root rot, especially when not planted on raised beds. Winter hardiness is still being evaluated. **Limited quantities.** Recommended for zones 6-7.



## NEW!

## SQUAMISH FLORICANE RED RASPBERRY

(BC 92-9-15) (Protected Variety)

A new release for trial from the PARC Agassiz program produces high yields of attractive, glossy, large, fruit that is suited for fresh and processing markets. It ripens earlier than most other varieties but a few days later than Malahat. Squamish is a good potential replacement for the early fresh market cultivars. It machine harvests well. It shows good field tolerance to root rot, but is susceptible to RBDV and spur blight. Suggested for zones 6-7, winter hardiness is still being evaluated. **Limited quantities** are available for the 2015 planting season.

**ORDERING** Prices valid to May 31, 2015. 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** identified by a \*, cannot be propagated without permission. Royalty or usage fees are included in their prices. Patented varieties are protected by U.S. patent laws and licensed varieties are produced under contract with plant breeders.

**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 AND HANDLING** charges are additional. 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-\$200.00 for export certification by U.S. Dept. of Agriculture. Payment by credit card or bank transfer minimizes your bank fees.

### PAYMENT

- Orders \$250 or less must be paid in full within 10 days of placing the order or will be subject to cancellation.
- Orders exceeding \$250 require a deposit of 1/3 within 10 days of placing the order, or are subject to cancellation. Balance must be paid in full prior to shipment. In the case of a pickup, a customer may pay the balance at time of pickup.
- Orders shipping after June 1 must be paid in full by June 1 to reserve the plants, or the order will be subject to cancellation and loss of deposit. Orders shipping after June 1 are not eligible for refund if cancelled.
- Net 30 Terms may be extended for orders greater than \$500 for returning customers only; determined on a per customer basis, based upon a Customer Credit Application, and prior payment history with Nourse Farms.
- Service charges of 1.5% per month are added to past due balances.
- We do not refund amounts less than \$3.00.
- We accept Visa, Master Card, Discover, checks, money orders and cash.

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NOURSE FARMS IS VERY PLEASED TO INTRODUCE THE

## Natural Albino® Pineberry Also Known as Hula Berry™

Considered the best pineberry available!

- Dramatic color
- Excellent flavor and aroma
- Unique small berry (about the size of a nickle)
- Winter hardy

It is not self-fertile...it needs pollen from a different variety to produce its distinctive fruit.

- We have chosen a red variety, Sonata (U.S. Plant Patent #18,000) for cross-pollination. It is another dutch variety known for its distinctive flavor.
- Every other row or every other plant must be a self-pollinating variety, so plants are sold as a set of 15 Natural Albino® Hula Berry™ and 15 Sonata plants.

This year we have traditional, bare-root plants available.

- Treat the plants like other June-bearing varieties, including blossom removal the first year. Planting and care instructions are outlined in our planting guide (viewable online).
- We will include a detailed planting guide with every order to ensure your success.

Learn more!  
See our 2015  
catalog to read about  
the Pineberry's  
history.







# NEW Primocane (fall) Red & Black Raspberries and a New Thornless Blackberry

## BP-1 PRIMOCANE RED RASPBERRY

U.S. Plant Patent #PP22,459

A BP-1 is a cross between POLKA and TULAMEEN developed and released by the Berry Plant Company in Italy. The fruit is very high quality, lighter in color than Polka and excellent flavor attributed to the Tulameen parent. Plants are moderately vigorous, producing tall upright canes. Its yield potential is higher than Caroline with better heat tolerance. BP-1 is a primocane variety that will also produce a good and early Floricane crop. Winter hardiness is still being evaluated. Primocane harvest bears fruit about the same time as Caroline. This cultivar is an excellent choice for high tunnel production. BP-1 is licensed exclusively to Nourse Farms, Inc. for North America. Recommended for zones 5-7.



## NIWOT PRIMOCANE BLACK RASPBERRY

(Plant Patent Applied for)

Niwot, the first primocane black raspberry variety introduced by Peter Tallman, a private breeding program in Colorado. This primocane black raspberry will produce berries in the fall, ripening mid to late August until frost. It also will produce a good floricane crop, ripening slightly earlier than Jewel depending on location. Niwot is vigorous, highly productive, attractive shiny fruit and the berry size is equal to Jewel. The flavor is reported to have less flavor intensity than Jewel. As the variety is vigorous, it requires trellising and recommended spacing is 3 to 4 feet apart in the row. Niwot appears to have similar winter hardiness to Jewel.

Tipping or tip pruning of Niwot, which forces primocane branching, will increase the harvest period and yield. Tipping will delay the harvest. The tipping process is done once the primocanes reach 3 foot in height. This practice is recommended especially for tunnel production. See the tipping information at [www.Noursefarms.com](http://www.Noursefarms.com). After fall production ends, topping would be recommended to increase winter hardiness. **Limited quantities.** Recommended for zones 5-8.



## CRIMSON GIANT PRIMOCANE

### RED RASPBERRY U.S. Plant Patent #PP23,375

Crimson Giant is a new primocane fruiting red raspberry developed for late season production in upstate New York utilizing high tunnel production practices. It was selected in 1999 from a population of Titan x NY950 (Floricane x primocane). It ripens in late September through October or later in western New York, with favorable weather conditions, making the harvest up to 3 weeks past Heritage. The fruit is very large, averaging 4.5g in the New York trial. Crimson Giant is characterized by sturdy upright canes growing primarily in a crown formation, very large conical fruit that is longer than broad, very late primocane production and bright red fruit color. Crimson Giant has the ability to be picked at the blushed white stage and with full color development during storage though better flavor development occurs when picked later. An early planting date is critical for adequate flower development and fruit production for winter production.

**Limited quantities** of bare root plants are available for the 2015 planting season. Recommended for zones 6-7.



## PRIME ARK® FREEDOM THORNLESS

### PRIMOCANE BLACKBERRY U.S. Plant Patent Pending

Prime Ark® Freedom is the fourth release from Dr. John Clark and University of Arkansas's primocane breeding program. It is the first thornless primocane variety available for commercial production. The floricanes fruiting cane has very large fruit, larger than Natchez, with excellent flavor. In addition, it has exceptionally early ripening on floricanes, 9-11 days earlier than Natchez. On floricanes, it ripens earlier than Prime Ark® 45. Fruit size and total yield is similar to the Prime Ark® 45. Prime Ark® Freedom is not recommended for the shipping market, but a great choice for local commercial distribution and home gardens. Prime Ark® Freedom requires "tipping" to achieve the highest yields and performance, as with Prime Ark® 45. See the tipping information at [www.Noursefarms.com](http://www.Noursefarms.com). Topping after fall production will help increase winter hardiness. **Limited quantities.** Recommended for zones 6-8.





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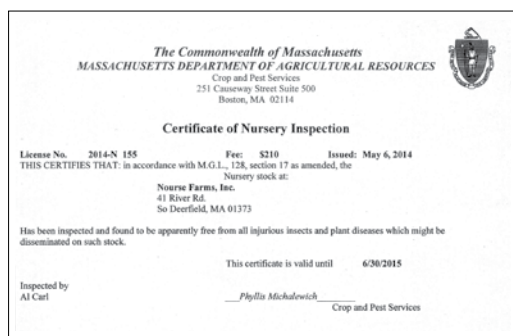
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**Order early!**



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# PLASTICULTURE VIDEO

FEATURING NATE NOURSE

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.

**FREE  
SHIPPING &  
HANDLING**

### 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**

