

Nourse is
#1 in
Customer
Service



NOURSE

Greetings from Whately—

Welcome to our 2018 Fall Newsletter. As I reviewed past newsletters and the “Greetings from Whately”, from the last several years, we once again have to talk about the extreme weather conditions and growing challenges faced in our industry. At Nourse Farms, we had experienced the extreme of the extensive wet weather like many. In conversations with customers some have also seen the opposite in bearing with excessively dry conditions.

Even with the all the challenges growers face, there are continued opportunities in growing berries because of demand, favorable pricing of the crop and how it works into grower’s production systems.

Given our optimism, we are expanding into even more innovative propagation and growing techniques as we see continued new opportunities in growing the berry crops.

As we look to the future, I am pleased to announce the addition of John Conner to the newly created position of Chief Operating Officer (photo below right with Tim). John’s extensive experience in Business Management, Sales and Operations will provide us strong leadership and new opportunities. You will meet him at various trade shows in the coming months.

We are enthusiastic about the great crop of plants we have for the 2019 planting season. This includes the new Eden florican bearing red raspberry -- details on that variety are on on page 7. I would also encourage you to take advantage of our early pay discounts.

We appreciate your past business and look forward to meeting your planting needs for the coming season.

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.

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

QUESTIONS? FEEL FREE TO E-MAIL US:
Tim Nourse:
tnourse@noursefarms.com
Anne Kowaleck:
akowaleck@noursefarms.com

Varieties – Key Factors for Selecting the Right One

Picking the appropriate varieties for your operation is one of the most important decisions a grower can make.

Given these are primarily perennial crops, small fruit can be a long-term investment, making it difficult to change varieties once established. At Nourse Farms, the #1 question we field from growers is “What varieties should I grow?”. This article outlines for strawberries and brambles the common questions we ask growers regarding their variety needs and any additional factors to consider.



STRAWBERRY VARIETIES

One key suggestion we give growers is the importance of trialing a variety at their location before planting on a large scale. Variety performance is indicative of the conditions under which they are grown – a “dog” for another grower might be your “Blue Ribbon” variety. With over several dozen strawberry varieties available in the marketplace today, there are many options to consider.

COMMON QUESTIONS WE ASK:

- **How do you plan to market the berries?** Wholesale growers require a large berry which is not only firm but will hold in refrigeration for a time. For many pick-your-own farms, flavor and fruit quality are top considerations. Some varieties, like Jewel, can meet both needs.
- **What are the field conditions?** A good disease resistance package is a priority for farms that have grown berries for many years with limited land for rotation or that have heavy, wet soil.
- **How long do you want to be picking berries?** Some growers want the longest season extension possible. In those cases, we not only recommend very early varieties like AC Wendy, a mid-season variety and then our very latest June-bearing variety Malwina (ripens in mid-late July in many areas). To extend it even further, day-neutral varieties, like Albion and Seascape can keep you picking strawberries in the late spring as well into

the fall. On the flip side, there are operations that due to the various crops they produce, prefer strawberries for a shorter window of time. In those cases, highly productive varieties like Galletta, Honeoye and Jewel are options.

- **Where are you located?** In more northern locations (zones 3 & 4) with very cold winter temperatures, hardiness is a key priority. Annapolis, Cavendish and Honeye are varieties often considered. In southern locations, varieties that can withstand high temperatures, like Chandler are necessary.
- **Are you growing on a matted row or plasticulture system?** Most varieties we sell should grow well in either system. AC Wendy, Galletta, Darselect, Flavorfest & Cabot are varieties that have performed particularly well in the plasticulture system. In the matted row system, varieties that are vigorous and runner well are of interest, from a plant stand perspective, for filling out the row.



BRAMBLE VARIETIES

Like strawberries, many options are available for bramble varieties – red, black, yellow and purple raspberries, blackberries and many at different ripening times. Nourse Farms offers 29 varieties of raspberry and blackberry plants for your choosing.

COMMON QUESTIONS WE ASK:

- **Are you looking for summer production, fall production, or both?** Let’s start with a review of raspberry terminology. Floricane varieties are a perennial raspberry that bears fruit on the second-year canes that survived the winter. Primocane varieties are also a perennial raspberry; the key difference is they bear fruit on first year canes. Also known as everbearing, they can produce berries the following summer on canes that survived the winter. In many years past, while berries were produced, not every variety would yield fresh market quality. In recent years, newer primocane varieties have been released that will produce two marketable

... continued on page 11

Day Neutral Strawberry Production – the Ins and Outs

Day-neutral strawberry varieties offer growers in many areas the ability to provide strawberries throughout a period of four to five months, or longer under protection.

Unlike June-bearing varieties that produce fruit over a more concentrated harvest period, day-neutral varieties flower and fruit continually over the growing season with temperatures between 40°– 90° F. Day-neutrals begin to ripen in late May and June. Production continues through October depending on weather conditions and use of protective structures. We recommend planting two varieties for the best season extension. The fall crop is the largest of the two crops the first year. In the second year, the spring crop provides good yields beginning in mid - late May. Though day-neutrals require constant attention, the returns can be quite high, particularly if priced appropriately. Many growers can charge the same price for one pint of day-neutrals that they typically receive for one quart of a June-bearing variety.

PREPARING TO PLANT

Day-neutral strawberries perform best in a production system tailored to their long fruiting season. They are generally grown on raised beds covered with a black or reflective plastic mulch to suppress weed and warm the soil. Drip irrigation is laid on the soil's surface (covered by the mulch) and provides plants with water and nutrients. We recommend building the beds late fall or early spring, so they can be planted as soon as possible in spring, preferably by late April. Delaying planting into June can significantly decrease yields the first year.

CHOOSING A VARIETY

There are a number of variety options available for growers:

- **ALBION** (U.S. Plant Patent #16,228)
With high yields of large berries, Albion is fast becoming one of the most popular day-neutral varieties for commercial growers. The fruit are firm with good flavor and red color. A good watering and nutrient program -- specifically nitrogen -- is necessary to attain the high yields this variety is capable of. Increased spacing will allow the fruit to reach maximum size. Albion is resistant to Verticillium wilt and Phytophthora crown rot and shows some resistance to anthracnose crown rot.
- **SEASCAPE**
The standard for flavor in commercial day-neutrals, Seascape is a top performer. Though berries can start smaller, they quickly increase to a large size while maintaining firmness and the excellent flavor for which they are known. Seascape plants have the potential to be the most productive of any day-neutral variety.
- **EVIE-2** (Patent Applied For)
This day-neutral is easier to grow, higher yielding and less

sensitive to the warm summer temperatures that shut down day-neutral production in the East and Midwest. Berries have an attractive red color, good flavor and maintain their size. In fruiting trials at Nourse Farms, Evie-2 produced the largest spring crop of any day-neutral variety we have tested to date.

- **PORTOLA** (U.S. Plant Patent #20,552)
Fruit is lighter in color and should be harvested before fully red. A very high yielding variety, Portola has good flavor, ripening as early as Evie-2. This variety will perform in warmer climates.
- **SAN ANREAS** (U.S. Plant Patent #19,975)
One of the largest berries of any day-neutral variety. San Andreas is a consistent-yielding variety, and is used as a second variety by many growers. The berries are firm with good flavor and lighter red color than other day-neutrals.

PLANTING

As noted earlier, it's important to plant early in the spring. The earlier the planting, the higher the yield. We recommend planting in a staggered, double row on black or reflective plastic mulch with drip irrigation. For planting, many growers have had great success using our Plasticulture Tool. This stainless steel tool is designed to push dormant, bare-root strawberry plants through the plastic at the correct planting depth with little disturbance to the plastic. Fertilize the planting with 2 lbs. of actual nitrogen per planted acre per week for the first few weeks after planting.

TUNNEL PRODUCTION

Growers in many parts of the country have had success with the use of low-tunnels – coverings of rows with plastics on metal hoops. The tunnel plastics not only exclude rain, but they can decrease the amount of ultraviolet light and infrared radiation. This can reduce fungal spore germination as well as heat load on plants. They also provide some protection from cold temperatures allowing for harvest well into the fall. Install tunnels when plants begin to send the first new flower trusses. Cover the tunnels with 4 -6 mil plastic keeping one side of the plastic up under normal weather conditions to allow for pollination and to prevent heat build-up. Lower the sides during cold or stormy weather and once temperatures fall below 40. If the temperature falls below 30° F, you can cover the field with a row cover to preserve ripening fruit.

MAINTENANCE

Once the plants begin to set fruit, increase nitrogen to 5 lbs/ acre per week through the drip irrigation system. Failure to provide weekly applications of nitrogen is a major reason for producing lower yields than anticipated. Plants begin to fruit in July or early August. Harvest the fruit at least twice per week. Peak yields occur in September with fruiting continuing possibly into early November. Once harvest is over,

... continued on page 11



Tunnel Flex is a new retractable low tunnel system perfect for North American weather. It is simple, easy to set up, and the investment cost is 3 times less expensive than high tunnels.



This system can be adapted to your production needs and is ideal for day-neutral strawberry production. It includes hoops, clear thermal film perforated on both sides, and bungee elastics. The elastics hold the thermal film to the structure and allow the sides of the structure to be pulled up or down for ventilation to create the micro climate that you need.

Results from the Field

- 33% increase in marketable fruit
- Significantly reduces damage caused by wind
- Significantly reduces damage caused by rain
- Significantly reduces grey mold and anthracnose

Distributed By

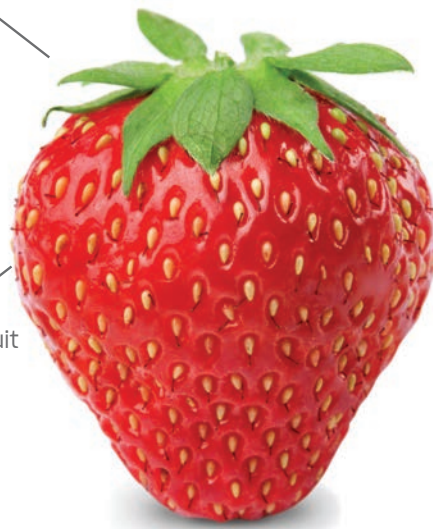
Brookdale Farm Supplies 38
Broad Street
Hollis, NH 03049
(603) 465 2240
www.brookdalefruitfarm.com

Better Quality

Less Damage

More Fruit

Less Disease



Please call us for a quote on a Tunnel Flex system. Information needed is the number of rows, row length and row width.

FLOWCONTROL™



DEAR GROWER

Have you ever wondered, “Why can’t I get a consistent yield throughout my field?” Growing a healthy crop on wavy terrain is a challenge and we hear this from our customers ALL OF THE TIME! The picture to the right is one of our fields with a 15 foot dip in elevation right in the middle of the field. In these situations, it’s almost impossible to keep from under watering the high spots and over watering the low spots in wavy fields.

Too much water can make your strawberry crops more susceptible to diseases like anthracnose or grey mold. Not enough water can be an even bigger problem, leaving you with a reduced crop yield or small berries. If you use your drip system for fertigation as well, these issues can get a lot worse.

Up until now, we accepted the worries and woes of farming uneven terrain. We worked with poor uniformity, planting high value crops on the wavy terrain and abandoning the worst sections. But not anymore!

Brookdale is excited to announce we now carry Toro FlowControl™ premium drip tape, the latest innovation in the tape market that makes these issues a memory of the past. For the past 4 years Brookdale has been using FlowControl drip tape on all our hilly wavy fields in New Hampshire and we have seen great improvements in uniformity. FlowControl is taking the drip irrigation industry by storm, creating an entirely new class of tape. It is the only tape on the market that is a true flow- moderating drip tape.

The genius behind FlowControl is that growers get the best features of a pressure compensating tape, and non-pressure compensating tape: More uniform irrigation for any terrain, and the flexibility to control the overall system flow rate. We’ve seen firsthand how this innovative new product helps growers increase yield and quality, while conserving water, fertilizers and other inputs to the field. Best of all the cost barrier for adoption of a new technology per roll is approximately \$20 more than traditional Aqua-Traxx drip tape. This allows growers to use new innovative products on crops such as strawberries where the benefit of the advanced product is observed over multiple years.



As always, our mission at Brookdale is to partner with key industry suppliers that offer valuable solutions for the growers in our market. As one of those key partners, Toro continues to lead innovation of new products that address growers’ needs. Toro’s original premium drip tape, Aqua-Traxx, has a reputation of providing unmatched clog resistance and durability. Now with FlowControl, you get all the benefits of the original plus more uniform delivery of water and fertilizer to plant. Make the dark days of lopsided terrain and uneven crop yields a thing of the past with FlowControl drip tape, proudly sold and used by:

Brookdale Farm Supplies
 38 Broad Street Hollis, NH 03049
 Phone 603-465-2240
www.brookdalefruitfarm.com

STANDARD TAPE

Standard tapes stress plants and reduce yield and efficiency by over- or under-watering as pressure changes throughout the run.

RESULT: Wasted water and fertilizer, stressed plants and reduced yields.

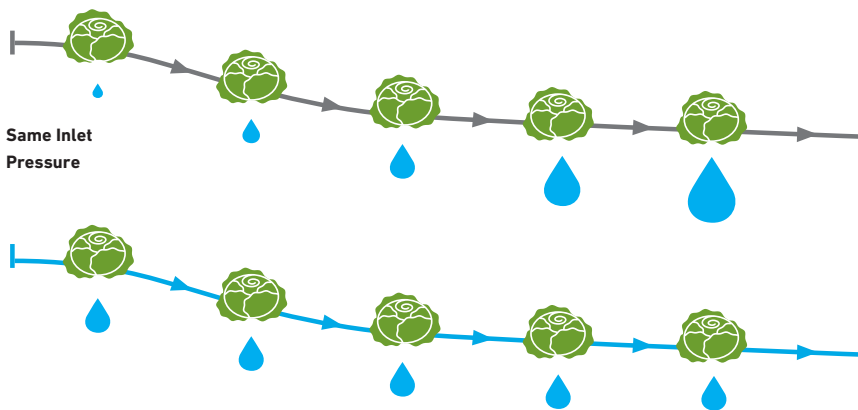
FLOWCONTROL™

Toro FlowControl gives you uniform output regardless of elevation changes. So now you can adjust the amount of water you give your plants on hilly terrain, and they’ll all receive the same amount through our uniform delivery system.

RESULT: More uniform plants and higher yields even in hilly terrain that might otherwise be impractical to farm.



SUPERIOR DRIP TAPE



FIVE POINTS TO PONDER

IT'S NEVER TOO EARLY TO PLAN FOR 2019!

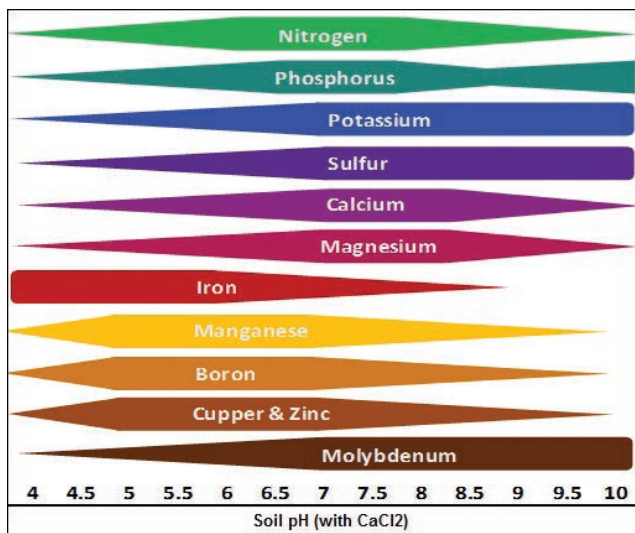
PH – WHY IT MATTERS!

1

Why are soil pH levels so important for all small fruit crops and asparagus? Not only can soil pH levels impact the availability and uptake of mineral nutrients but crops like asparagus and blueberries have very specific pH needs. With asparagus, it performs best at an alkaline pH of 7.2 or higher; blueberries require a very acidic pH in the 4.5 – 4.8

range. For strawberries, raspberries and blackberries, we recommend a relatively neutral pH of 6.5 – 6.8. The chart below outlines nutrients essential for plant growth and how their availability is affected by soil pH.

An autumn soil test is a key way to evaluate not only nutritional levels in soil, but also pH and Cation Exchange Capacity (CEC). CEC is important as it will measure the ability of a soil to absorb calcium (Ca), potassium (K), and magnesium (Mg) ions (among others) and its resistance to change pH in response to liming and sulfur additions. Clays and soils high in organic matter have a high CEC, whereas sands have a low CEC. Silt loam and clay load soils are more difficult to impact pH due to the soil structure and its particle size.



TRY SMALL FRUIT ALTERNATIVES

2

At Nourse Farms, we are routinely asked for suggestion for companion crops to strawberries, raspberries and blackberries. We have many options small fruit growers could implement for additional income:

Asparagus – Most asparagus is sold as fresh produce, direct to consumer through roadside markets, farmers markets, local retailers, CSA, and pick-your-own. Asparagus is an excellent source of early income prior to strawberries and other traditional vegetable crops. Please see our Fall 2018 newsletter online or contact us for a comprehensive article on commercial asparagus production.

Ribes & Elderberries - Currants and gooseberries are two small fruits that date to the 1600's when they were brought over from Europe. In recent years, they have grown in popularity as a specialty fruit for fresh eating, juice and jams. Elderberry, long known and utilized in Europe and America, makes a great wine or jam and is prized for its medicinal qualities. Fruit holds up well both on the vine and in refrigeration. Plants are winter hardy, preferring a slight slope that is not southern facing. With niche markets such as customers of eastern Europe descent, it pays to have these berries as they are not readily available. Some states restrict growing currants and gooseberries – contact your local extension office or Department of Agriculture to determine if there are restrictions in your state.

AGRITOURISM ADVICE

3

It's hard to find a small grower's conference or trade publication where information on agritourism isn't included in some aspect.

Incorporating agritourism has many benefits for a farm business. Why? The answer is twofold. One, on-farm events are a great way to gain and keep customers. Two, agritourism can help with selling your product off the farm – farmers markets, roadside stands and local markets – by getting your name out there.

Luckily, with agritourism, you don't have to choose between nothing and becoming a huge rural entertainment center. There is a whole host of events varying in size to consider. In the fall alone, you can start small with a single short school tour during pumpkin season all the way to incorporating corn mazes, apple picking, cider press demonstrations and haunted hay rides open to the public. With the high popularity of fall agritourism, berries will add to visitors choice besides just the

corn maze and apple picking – all adding to your cash flow by being a popular destination. Partnering with civic groups in your area like schools, boys & girls clubs, garden clubs, and senior centers is a great way to bring in business while assisting your community. Finally, there are many resources available pertaining to Agritourism. Sit in on a session at the next state conference you attend! Meanwhile, a wide variety of information is available on the internet. One excellent site, that includes over 50 podcasts highlighting different farms and details on their events that took place, is found at www.agritourismideas/podcasts.

STRAW MULCH VERSUS PLASTIC?

In recent years we have received an increasing number of calls from growers looking at alternatives to straw mulch.

In our experience straw mulch provides the best overall winter protection however this is not the only reason we recommend it. Straw mulch will provide the most consistent crown temperatures during winter months, and it can also prevent early season growth caused by winter warm-ups. This is of benefit to a grower by preventing the plants from beginning growth when temperatures can still damage. By delaying spring growth the risk of frost damage to the flowers is reduced.

Row covers can be an alternative to straw when good snow cover can be depended upon for the winter. Conversely, in the spring when there is little to no snow cover, using floating row cover can drive growth, increasing risk of frost damage and moving fruiting dates forward. Floating row cover can provide adequate winter protection in areas with more mild winters however care should be taken to ensure the cover is properly weighed down. If not done effectively the row cover can blow off exposing the plants to killing temperatures. You also must be prepared for situations where you may get 70°F temperatures for several days in February or early March. Row covers would need to be removed to prevent early season growth but then reset when the forecast calls for sub-zero temperatures.

The second alternative to straw mulch is not mulching. This is a method we do not recommend as it relies entirely on heavy snow cover or winter temperatures over 20°F.

4

5

BENEFITS OF JOINING NATIONAL ORGANIZATIONS

As members of the North American Strawberry and North American Bramble Growers Associations, we are asking our growers to please consider joining one or both organizations. NASGA and NARBA have put together very informative grower conferences for many years with the “best of the best” of our country’s extension personnel and growers. The NARBA meeting, in association with the Southeast Regional Fruit and Vegetable conference, will be held in Savannah, Georgia Jan. 9 – 11th. In Orlando, Florida from Feb 3 – 6th, NASGA will be meeting along with the 9th North America Strawberry Symposium. In addition, both organizations have contributed to and facilitated towards research efforts in every growers’ best interest. With all that is happening on the national stage that impacts our businesses both short and long term, joining these organizations efforts couldn’t come at a more important time. As a charter member of both of these organizations, we have experienced and appreciate the value and benefits of membership. For details on the conferences, and membership information, please contact:

Debbie Wechsler, Executive Director
North American Bramble Growers Association (NARBA)
197 Spring Creek Rd
Pittsboro, NC 27312
(919) 542-4037
Email – info@raspberryblackberry.com
www.raspberryblackberry.com

Kevin Schooley
North American Strawberry Growers Association (NASGA)
72 Julia Drive
Welland, Ontario, Canada L3C0E7
(613) 258-4587
Email – info@nasga.org
www.nasga.org

TRY A NEW RASPBERRY VARIETY!

Tested as K06-2, **AAC EDEN** was released by Andrew Jamieson at Kentville, Nova Scotia. Mid-season, summer-bearing florican. A cross between Glen Ample and K93-11, the strong canes are spineless and demonstrate moderate winter hardiness. The conical fruit are large, firm, light to medium in color with excellent flavor. Early results show it to be a great mid-season choice to trial or compare against Nova for increased yield and improved flavor.





Hillside Cultivators are very effective for weed control between crop rows and renovating strawberries



Hillside Cultivator Telescoping Frame for cultivating between blueberries or raspberries



Uproot weeds very close to the edges of plastic mulch, ridge soil along raised beds



The PTO powered Eco Weeders are best for weeding between plants dramatically reducing hand work

Cultivators for Berries and Vegetables



The Hillside Cultivator may also be configured for 2 Rows or as a model without hydraulic adjustment.

- Renovate Strawberries efficiently and economically with optional front mounted disk gangs
- Effectively uproot weeds very close to crop rows or plastic mulch or ridge soil along raised beds with rolling cultivators
- Hillside Cultivator Model CS is constructed with a strong frame, multiple adjustments, and hydraulic control of the distance between cultivator gangs
- Hillside Cultivator Model NH is the economical manually adjusted version

Both models have coil tines mounted between front and rear gangs for fracturing hard soil

HILLSIDE CULTIVATOR CO., LLC

911 Disston View Dr., Lititz, PA 17543
 e-mail: shenkberrymfarm@gmail.com
 phone: 717-626-6194 cell: 717-669-3158

www.hillsidecultivator.com

© 2017

2019 COMMERCIAL GROWERS PRICE LIST

Strawberries	500+	1000+	5M+/1M	25M+/1M	
June Bearing Varieties					
Allstar, Annapolis, Chandler, Earliglow, Honeoye, Jewel, Sparkle	\$86.50	\$138.00	\$130.00	\$122.00	
*Brunswick, Cavendish, Flavorfest	\$90.50	\$148.00	\$141.00	\$132.00	
*Cabot, *Darselect, *Galletta, *Rutgers Scarlet™, All Exp. Var.	\$94.00	\$153.00	\$146.00	\$138.00	
*Clancy, *Mayflower, *Sonata, *Wendy, *Valley Sunset, *Dickens	\$96.50	\$159.00	\$151.00	\$143.00	
*Malwina®, *Yambu	\$106.50	\$175.00	\$168.00	\$160.00	
Everbearing Varieties (Dayneutrals)					
Seascape	\$90.50	\$148.00	\$141.00	\$132.00	
*Albion, *Evie 2, *Portola, *San Andreas	\$94.00	\$153.00	\$146.00	\$138.00	
Mara des Bois	\$114.00	\$200.00	\$192.00	\$184.00	
IMPORTANT! Pricing is per variety unless: total combined is between 15,00 and 24,999, use 5M pricing; total order at or over 25,000, use 25M price.					
Brambles	100+	500+	1000+		
Red & Yellow Raspberry Varieties					
Anne, Boyne, Caroline, Heritage, Killarney, Latham, Nova,	\$183.00	\$632.00	\$916.00		
*BP-1, *Eden, *Encore, *Joan-J, *Josephine, *Himbo Top®, *Polana, *Polka, *Prelude, *TulaMagic®	\$198.00	\$664.00	\$1,008.00		
*Double Gold	\$227.00	\$832.00	\$1,316.00		
Black Raspberry and Blackberry Varieties					
Bristol, Jewel, Mac-Black, Chester, Triple Crown, Royalty	\$298.00	\$1,069.00	\$1,950.00		
*Natchez, *Ouachita	\$309.00	\$1,121.00	\$2,050.00		
*Niwot, Prime Ark® 45, Prime Ark® Freedom, Prime Ark® Traveler, All Exp. Var.	\$331.00	\$1,230.00	\$2,250.00		
Asparagus (Available as 1-Year-Old Crowns)	300+	600+	1000+	14M+/1M	
Jersey Knight, Jersey Supreme, Purple Passion	\$142.00	\$200.00	\$251.00	\$239.00	
Millenium, Pacific Purple	\$169.00	\$240.00	\$301.00	\$287.00	
Blueberries	10+	50+	100+	250+	500+
Bluecrop, Bluegold, Blueray, Chandler, Darrow, Duke, Elliott, Jersey, Nelson, 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+			
Samdal, Samyl	\$6.40 ea.	\$6.00 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 12/01/18, take 3% discount. If paid in full by 01/15/19, take 2% discount.

Discount applies to plant total only, shipping cost based on total before discount.





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

Customer number _____ Date of order _____

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

Take advantage of early pay discounts!

SOLD TO
NAME
COMPANY
ADDRESS
CITY STATE ZIP
PHONE FAX
EMAIL
Please let us know how you heard about Nourse Farms:

Table with 3 columns: AMOUNT RECEIVED, ORDER NUMBER, PURCHASE ORDER #

FOR NOURSE USE ONLY
[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

Table with 4 columns: QUANTITY, PRODUCT, UNIT PRICE, EXTENDED PRICE

METHOD OF PAYMENT

[] Check or money order [] Visa [] MasterCard [] Discover

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

Signature _____ Date _____

SHIPPING & HANDLING CHARGES (3-day recommended for west of the Mississippi River after May 15th)
Shipping charges are not reimbursed with replacement orders. See zone chart on the inside cover for recommended planting times.

Table with 3 columns of pricing: ORDER VALUE, GROUND, 3-DAY

WARRANTY:

NOURSE FARMS, INC. WARRANTS that the products it sells have been labeled as required by law and that they conform to the label descriptions. NOURSE FARMS, INC. MAKES NO OTHER WARRANTIES, EXPRESS OR IMPLIED, OF MERCHANTABILITY, FITNESS FOR PURPOSE OR OTHERWISE. THE EXCLUSIVE REMEDY FOR LOSS OR DAMAGES DUE TO BREACH OF THE FOREGOING WARRANTY OR CONTRACT OR FOR NEGLIGENCE OR OTHER CAUSE SHALL BE LIMITED, AT THE OPTION OF NOURSE FARMS, INC. TO THE REPLACEMENT OF SUCH PRODUCT OR REFUND OF THE PURCHASE PRICE OF SUCH PRODUCT, AND NOURSE FARMS, INC. SHALL IN NO EVENT BE LIABLE FOR ANY OTHER DAMAGES, WHETHER DIRECT, INDIRECT, INCIDENTAL, SPECIAL OR CONSEQUENTIAL.

By acceptance of the product, the buyer acknowledges that the limitations and disclaimers herein described are conditions of sale and that they constitute the entire agreement between parties regarding warranty or any other liability.

ORDERING Prices valid to May 31, 2019. 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. Special fees may apply. 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.

VARIETIES... continued from page 2

crops per year. These include Prelude, Himbo Top® (RAFZAQU), Joan J, and Polka.

- **How do you plan to market the berries – wholesale, retail, or pick-your-own?** A marketing plan is vital when you begin planning! Where red raspberries have always been the mainstay, particularly in the wholesale and retail sectors, we see an increasing interest in black and yellow raspberries. At our Nourse Farms fruit operation, we consistently sell out of black and yellow raspberries to our commercial market customers. The various colors really add to local farm stand retail sales as it's something your competition will likely not have. Different colors also = different flavors! Pick-your-own operations are also interested in these different variety of color options for increasing overall sales per customer.
- **Where are you located?** In northern areas, winter-hardiness is a key factor in choosing a variety. As an example, in zone 3 locations, your best options would be Boyne, Nova and Polana. Variety options open up significantly in zones 4 and higher. Black raspberries and blackberries should only be grown in zones 5 and higher unless swing type trellises are used which allow canes to be mulched for winter protection. On the flipside, in zones 7 & 8, care should be taken in variety selection to ensure the fruit can handle intense summer heat.
- **What are the field conditions?** Disease resistance is an important factor in variety selection. Planting in a rich, well-drained soil with drip irrigation on raised beds will yield the best results. In cases, though where the fungus *Phytophthora* root rot may be present or if you have poor drainage, choosing a tolerant variety like TulaMag-ic is a good option. Blackberries and black raspberries are less susceptible than many red and purple raspberry varieties.

Please always contact us with questions you may have about variety selection and what may work best in your specific situation.

DAY NEUTRALS... continued from page 3

remove any tunnels or rowcovers, if used, and cover beds with a thick mulch once the soil is frozen. You can remove the straw in late March/early April and allow the plants to fruit again that next season. In spring of the second year, you can expect a flush of fruit similar in yields to the previous fall. Depending on variety, ripening is similar to early June-bearers but can be accelerated with the use of tunnels and/ or row covers.

PEST MANAGEMENT

Many of the pests that impact June-bearing varieties can also be present in day neutrals, including fungi like *Botrytis* Fruit Rot and Powdery Mildew. Insect pressure comes primarily from Tarnished Plant Bug, Spotted Wing *Drosophila* and Slugs. Please contact us for control recommendations or your local Cooperative Extension office.

We have Powell gears available in a variety of sizes. Please call for recommendations on appropriate gears and pricing.

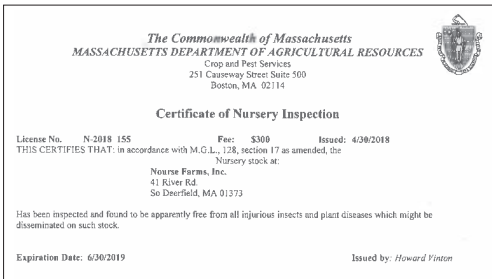


41 River Rd. • South Deerfield, MA 01373

PRST
STANDARD
US POSTAGE
PAID
PERMIT #1035
SPFLD, MA

**BERRY IMPORTANT
INFORMATION ENCLOSED!**

Early Pay Discount
Orders over \$500, paid in full by:
Dec. 1, 2018 save 3%
Jan. 15, 2019 save 2%
Order early!



 **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!

FALL 2018

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

Nourse Farms on the Road

We attend several trade shows each year so that we can be available to meet commercial growers across the country. We have found that face to face meetings with our customers provide a great opportunity for us to work closely with you to determine your plant requirements. Below is a list of tradeshow we will attend during the 2017-2018 season.



2018-2019 WINTER MEETINGS & TRADE SHOWS

Dates	Trade Show	Place	Phone/Website
Dec. 4-6, 2018	Great Lakes Fruit, Veg. and Farm Market Expo & MI Greenhouse Growers Expo	DeVos Place, Grand Rapids, MI	(734) 239-8027 glexpo.com
Jan. 9-11, 2019	No. American Raspberry & Blackberry Conf. in association with the Southeast Regional Fruit and Vegetable Conference	Savannah International Trade & Conv. Ctr. Savannah, Georgia	(919) 542-4037 raspberryblackberry.com
Jan. 10-11, 2019	Mid Ohio Growers Meeting	Mt. Hope Event Center Mt. Hope, OH	(330) 275-7566
Jan. 15-17, 2019	2019 Empire State Producers Expo	SRC Arena Syracuse, NY	nysvga.org
Jan. 27-29, 2019	Wisconsin Fresh Fruit and Vegetable Conference	Kalahari Convention Center Wisconsin Dells, WI	(920) 478-3852 wiberries.org
Jan. 29-31, 2019	Mid-Atlantic Fruit & Veg. Convention	Hershey Lodge & Convention Center Hershey, PA	Fruit (717) 677-4184 Veg. (717) 694-3596 mafvc.org
Feb. 3-6, 2019	North American Strawberry Growers Assoc. (NASGA) Annual Meeting & 9th North American Strawberry Symposium (NASS)	Wyndham Orlando Resort Orlando, Florida	(613) 258-4587 nasga.org