



Greetings from Nourse Farms

The strange winter weather of 2006-2007 is winding down and planting time for most of us is right around the corner. We are still well stocked with most of our berry plants although many new varieties available for trial this year have sold out. We understand the frustration of those of you that will have to wait for next season and hope you understand that high standards of propagation at Nourse Farms will always mean limited first-year availability of newly introduced varieties. Please contact us as early as possible when new varieties are announced.

It's great to see the high level interest shown in new varieties, and that so many of you are willing to try something new. Please call us with comments (positive and negative) on your planting experience, especially on first-time plantings and trials. The more we communicate among ourselves the smarter and stronger we are as growers.

Varieties that were in short supply last season, like the Itasca strawberry and the Caroline and Polana raspberries, are in good supply this season. Blueberry plants, however, are in unusually tight supply and several varieties are already sold out or limited. Please contact us very soon if you plan to plant blueberries.

We are seeing a particularly strong pack-out of strawberry plants for the 2007 planting season. We strive to improve our growing practices every season so it's good to see the positive result with robust crowns and good root development.

As you will read, much of this issue focuses on subjects related to pest management and plant nutrition. Please follow-up with your vendors and extension services for more information on the benefits and limitations of these treatments in your state.

Since our Fall newsletter was mailed we've attended seven trade shows with grower meetings. I tip my cap to the folks who organize these events, to everyone who makes presentations, and to all those who attend. The exchange of information and experience at these gatherings supports everyone's efforts to improve growing practices and increase profitability. As always, it was good to see so many loyal customers and speak with so many new prospects.

We appreciate the calls and emails we got from folks who saw the MSNBC "On The Money" TV segment about Nourse Farms, and the four-page article in *People, Places and Plants Magazine* about the farm.

Thoughtful planning beyond the coming growing season is usually a very smart business practice. Local extension services, trade publications, and conversations with customers, vendors, and growers are just some of the helpful resources for planning ahead. Booking plant orders for more than one season offers the advantages of volume price discounts and secured availability of first-choice varieties.

Best of luck this season!

Nate Nourse, Sales Director

2007 Spring & Summer Meetings for Berry Growers

Please contact the following schools and organizations for information on upcoming farm tours, field days, twilight meetings, and other gatherings for berry growers. Some meeting dates are included here.

North American Strawberry Growers Assn.
August 14th-15th, 2007
Ontario - Buffalo Area
www.nasga.org, (613) 258-4587

University of Massachusetts Extension
March 31, 2007
<http://www.umass.edu/fruitadvisor>
(413) 545-4347

University of New Hampshire
June 6, June 23, August 8, 2007
<http://extension.unh.edu>
(603) 862-3203

Ohio State University South Centers
March 18 & 19, 2007
ohioline.osu.edu/lines/farm.html
(740) 289-2071 x110

Rutgers University
March 29, April 26, May 24, 2007
<http://www.rcrc.rutgers.edu>
(609) 625-0056

Wisconsin Berry Growers Association
Summer Field Day - May 25, 2007
info@wiberries.org
(920) 478-3852

Complete list available online
@ www.noursefarms.com

FIELD SCOUTING STRATEGY NATE NOURSE

Last summer, many growers in the Mid-West and Eastern United States were very surprised to find major portions of their strawberry fruiting acreage had been severely damaged. It was determined that the flowers had been damaged by extreme Flower Thrip infestations in the Mid-West and freezing temperatures in both areas. The resulting Flower Thrip

(Cont'd. on Pg. 3)

MAGNESIUM APPLICATIONS TO IMPROVE APPEARANCE OF DARSELECT FRUIT

TIM NOURSE

We have recently learned from the French breeder of DARSELECT that foliar applications of magnesium (Epsom salts) can help maintain the glossy appearance of the fruit and the dark green color of the calyx.

I also spoke with a strawberry specialist from Belgium at the recent North American Strawberry Growers Association meetings in California, who has been growing DARSELECT for several years. He confirmed that magnesium applications are routinely used to improve the appearance of DARSELECT.

Since hearing this information, I have discussed this issue with several growers of Darselect. Some growers who routinely applied magnesium (Epsom Salts)

to their strawberry crop indicate that their Darselect fruit always maintains an attractive glossy appearance. It was also felt that their magnesium applications assisted in maintaining dark green foliage. Speaking to other growers who felt their Darselect fruit lost appearance during the harvest season; generally they had not paid any special attention to their magnesium (Mg) applications.

MY RECOMMENDATION:
Apply 5 pounds of Epsom salts per acre in 2 or 3 cover sprays during the bloom period and green fruit development stage. This small amount of magnesium should improve the appearance of the fruit and foliage. For technical background information, Epsom salts is 10% actual Mg. Five

pounds of the material would give you .5 pounds of actual Mg per acre. Or 3 applications would result in a total amount of 1.5 pounds of actual Mg. for the season.

As a CAUTION, be concerned with the pounds of material that you are applying to each tank load of spray as you strategize the applications. In most situations, as growers are applying 100 gallons or more of spray per acre when they are applying fungicides, the 5 pounds of Epsom Salts should not be significant.

If you have any questions, please feel free to call me, or contact me at my e-mail address tnourse@noursefarms.com

**Order
Today!**

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
Dave Moskin – dmoskin@noursefarms.com
Vickie Barlow – vbarlow@noursefarms.com

***While
Supplies
Last!***

CHATEAU HERBICIDE – New for strawberries for 2007 TIM NOURSE

CHATEAU herbicide was recently registered for strawberries. This is new chemistry and as a result will control several of our difficult weed species in strawberry. Following is a review. To see a copy of the label and the supplemental label, go to www.valent.com.

1. CHATEAU is most recommended to be applied on strawberries after the plants have gone **DORMANT** in the fall, for pre-emergence weed control. The label also states that it can be applied in the very early spring. **CAUTION** - Spring application should not be made until growers have experience with this product.
2. **DO NOT** apply CHATEAU to green growing plants any time during the growing season, including renovation. VALENT will be working on getting CHATEAU labeled for renovation and hopefully they will announce that usage soon.
3. The labeled rate is 3 ounces per acre per calendar year.
4. **Do not apply to frozen ground.** With cold fall temperatures, wait until the ground has thawed out before making your application.

(Cont'd. on Pg. 3)

CHATEAU HERBICIDE (Cont'd. from Pg. 2)

5. CHATEAU controls a wide range of broadleaf weeds, including the following: Groundsel, Common Ragweed, Morningglories, Chickweeds, Dandelion, Purslane, Shepherd's Purse.
6. **Avoid spray drift when applying.**
7. FOR PLASTICULTURE, Chateau can be applied between rows for season weed control. Apply prior to planting plasticulture strawberries to avoid crop burn or with the use of shielded or hooded sprayer to avoid drift and crop burn.
8. CHATEAU appears to have a lot of potential to assisting growers in controlling several difficult weed species. Use **CAUTION** until we have more experience with this product.
9. CHATEAU has been labeled in most states at this time, except for New York. New York may have a label for 2007, but hopefully by 2008. To be sure, always check your state for product labeling.



FIELD SCOUTING STRATEGY

(Cont'd. from Pg. 1)

damage is very similar to Tarnished Plant Bug, where fruits are mis-shapen and 'Cat faced'. What had occurred is a phenomenon of massive migration or 'Swarms' of these insects from the South. The freeze damage resulted from warm temperatures 'pushing' flower buds out of the crown, which were subjected to temperatures below 20-25 degrees. The purpose of this article is not to discuss the control methods, but rather the Scouting Strategies growers need to consider, preventing crop loss (possible sneak attacks).

As professional fruit growers, our customers are well aware of the many potential threats that cause reduced yields. The good news is a well orchestrated Scouting Strategy can help growers prevent potential disasters. I recommend growers start to plan a scouting routine that will begin the day mulch is removed from their plants. Plan to visit or have your field visited 1 time per week during the entire season. During blossom and fruit set consider scouting twice per week. Most importantly, have a check list in hand that identifies every possible pest, so that not a single one goes unchecked. It is important to also record weather history from the last time the plants were scouted.

For example, many insect hatches are related to degree days, while fungus outbreaks are related to the length of wetness periods. Prior to scouting, review previous reports from earlier in the year to see if and how pests have been kept in check. Many growers and professional consultants will review previous years' records to help prepare their scouting strategy or routine.

Many standard broad spectrum insecticides used can simultaneously control several pests. However, similar to changes in weather patterns, there is potential damage from insects that migrate from warmer climates and other host crops. I would like to remind growers that Flower Thrips and Tarnished Plant Bugs could migrate in mass into their fruiting fields and cause a lot of damage in a short time ('overnight').

Newsletter Contributors

Editor:
Tim Nourse

Contributing Authors:
Tim Nourse
Nate Nourse

Potato Leafhoppers and Aphids will also swarm into fields. Their damage is primarily to the foliage, but can also be significant. And don't forget Slugs, Sap Beetles and Two Spotted Spider Mites that will creep into your field and cause significant yield loss. A proactive approach to scouting usually reduces the cause of potential yield loss.

Other factors that have contributed to decreased yields, especially in the past two years, include very early frost damage and excessive wet or dry conditions. Growers have been caught off guard, not realizing that flower buds had begun to exit the strawberry crowns, and the first king flowers were killed. A key part of early scouting is realizing the bud development stage and having frost protection in place. Growers who use their overhead irrigation providing adequate moisture during this important growth stage have realized improved yields. While others, who diligently applied fungicides before excessive rains, protected their foliage, flowers and roots, realized reduced crop losses. The evidence of increased yields will justify a little extra aggressive effort.



PLANT AVAILABILITY UPDATE

Every year around this time our stock of some popular varieties becomes depleted. The following snapshot gives an idea of where we are at time of publication with the availability of some of our most popular plants.

BLUEBERRIES

Very limited plant availability this year means we expect to sell out of all varieties very early this year. Please order soon if you are planting blueberries.

RASPBERRIES & BLACKBERRIES

We still have good supplies of many of our popular varieties. Joan J, Prelude, and Ouachita are sold out and several other varieties are limited. Please contact us soon if you are planting red, yellow or black raspberries, or blackberries.

STRAWBERRIES

We still have excellent supplies of all major varieties. Wendy, our new early variety for trial this year sold out quickly. The Italian 88.74.1 is also sold out and several varieties are limited. Please contact us soon if you are planning to plant strawberries.

CURRANTS AND GOOSEBERRIES

We still have good supplies of most varieties. Rovada and Blanca are limited.

ASPARAGUS

New for 2007 - We are pleased to offer Jersey Supreme this season. Growers who have been growing this variety are very impressed with its high yields and performance. We have a great supply of all asparagus.

NEW VARIETIES FOR TRIALS – AVAILABLE IN LIMITED QUANTITIES

RASPBERRY-

Polka red raspberry for trial. New from Poland, it is an early-fruiting primocane with high fruit quality for fresh market, freezing and processing. It follows a similar season to Polana.

STRAWBERRY-

KRS 10 for trial. This is a late fruiting variety from Nova Scotia now being tested. Early results indicate KRS 10 will out-perform Ovation's productivity.

BLUEBERRY-

Draper - (US Plant Patent #15103) A new productive early-midseason fresh market variety from a Duke cross, selected by Dr. Jim Hancock at Michigan State University. Fruit are attractive blue color, consistently large, firm with excellent low acid flavor. Fruit ripening is concentrated. The plant is vigorous, growing upright and is highly productive.

Liberty - (US Plant Patent #15146) A new late season fresh market variety developed at Michigan State University. Selected from a Brigitta x Elliott cross, it ripens about 5 days before Elliott. Berries are firm, slightly flat and have an attractive blue color. Fruit size is medium to large and the flavor is pleasant. The plant is vigorous and grows upright to slightly spreading.



**41 River Road
South Deerfield, MA 01373**

Phone (413) 665-2658

Fax (413) 665-7888

info@noursefarms.com

www.noursefarms.com

**Receive this newsletter two
weeks earlier!!!
Send us your e-mail address**

In This Issue:

- *Field Scouting Strategy*
- *Micro-Nutrient Application*
- *Chateau Herbicide*

Helena ProPhyt[®]

A Systemic Fungicide Containing Potassium and Phosphite

Helena ProPhyt is a phosphorus acid, systemic fungicide used to prevent and treat disease in various crops. It is highly active against disease caused by water-mold fungi. ProPhyt will control downy mildew, purple blotch, late blight, brown rot (of citrus) and root rot in field crops, vineyards and orchards.

ProPhyt is highly soluble and is rapidly absorbed by plants and translocated to the new growth, via both the phloem and xylem. The rapid absorption by plant tissue ensures maximum and efficient plant use. ProPhyt is also very mobile once inside the plant and moves systemically up and down the plant's vascular system providing protection for foliage and roots.

ProPhyt has a dual mode of action. First it works within the fungus to inhibit fungal growth. Secondly, ProPhyt changes the nature of the fungal cell walls by activating the plant's own immune defenses. This response is termed as acquired resistance (SAR).

Even though best results are achieved by protective application prior to disease infection, ProPhyt does provide post-infection activity. This is achieved by reducing the amount of spores produced by susceptible pathogens when ProPhyt is applied after the plant is infected. The lesions will not be eradicated, but disease pressure will be reduced.

Advantages of Helena ProPhyt

- EPA Registered Fungicide
- Contains 4.2 lbs/gallon of phosphorus acid equivalent
- Extremely safe
- Highly soluble and rapidly absorbed by plants
- Zero day pre-harvest interval
- Fits well into IPM programs
- Flexible tank mix partner
- Multiple modes of action:
 - ✓ Direct activity by inhibiting fungal growth
 - ✓ Triggers host plant resistance mechanisms
 - ✓ Provides post-infection activity



People...Products...Knowledge... is a registered trademark of Helena Holding Company. ProPhyt is a registered trademark of Luxembourg Industries (Pamol) Ltd. Always read and follow label directions. © 2005 Helena Holding Company

HELENA People...Products...Knowledge...

Helena Chemical Company • 7664 Moore Road • Memphis, TN 38120
901-752-4414 • www.helenachemical.com

NEW

Strawberry Pest Management Tools

from
Valent U.S.A. Corporation



Chateau® Herbicide manages groundsel, ragweed, mustards, lambsquarters, annual nightshades, pigweeds and other tough weeds with the best residual control available. *Chateau* can be used 30 days prior to transplanting or when strawberries are dormant in the fall or early spring. *Chateau* is not currently registered in NY.



Select Max® Herbicide with Inside Technology™ controls grasses with outstanding crop safety. Fast, complete postemergence control of grass weeds. Can be applied in-season without crop injury and has a 4-day PHI. Use NIS @ 0.25% v/v.



Zeal® Miticide provides long-lasting control of two-spotted spider mite and European red mites. *Zeal* kills eggs and immature life stages and sterilizes adults. For best results apply at early threshold; use with Danitol® Insecticide if adult populations are high. Apply 2-3 oz/A of *Zeal* in sufficient water to ensure good coverage.



Danitol® Insecticide provides broad spectrum, quick knockdown control of all major strawberry pests including strawberry bud weevil (clipper), strawberry sap beetle, tarnished plant bug and two-spotted spider mite. *Danitol* has a 2 day PHI. *Danitol* is a Restricted Use Pesticide.



Products That Work, From People Who Care™ | www.valent.com | 800-6-VALENT (682-5368)

Read and follow the label instructions before using.

Chateau, *Select Max* and *Zeal* are registered trademarks and *Products That Work, From People Who Care* and *with Inside Technology* are trademarks of Valent U.S.A. Corporation. © 2007 Valent U.S.A. Corporation. All rights reserved. Printed in the U.S.A. gk/mf 2/07