

NOURSE

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PROFESSIONAL GROWERS NEWSLETTER

Volume XXIII – Spring 2010

Greetings from Nourse Farms

A combination of huge demand and nursery shortages have contributed to a very low supply of strawberry plants that are still available for sale. Raspberry plant availability is also very low. If you have not placed your order for 2010, please call soon. We will provide you with the best options available. I would like to suggest that all growers consider placing an order before the first of the year. Many growers, who waited until the trade shows to place their order, were surprised to learn about how many varieties that were not available. While we are planting more nursery acreage to meet demand, placing an early order does not cost any more and is easily adjusted. If you place a similar order every year, we can easily duplicate it for the next year. You would receive the confirmation in October as a reminder. Early ordering will offer the best selection of both regular and trial varieties.

The national grower associations also need your support. The North American Raspberry and Blackberry Association or the North American Strawberry Growers Association are two great examples of growers groups who look out for your best interests. Representatives from both associations are working with the USDA to define a National Clean Plant Network for berry crops. The more support they have will determine how much funding goes to berries.

The buy local movement will continue to gain momentum. The 1% of the population who are now buying local vs. 2008, spent enough locally that it seemed like 5-10% increased sales. The biggest threat to this movement is food safety. Growers that don't meet minimum standards threaten their own and their neighbor's prosperity. Meeting minimum standards requires little effort compared to the potential of increased sales. I am convinced that the buy local movement combined with healthier eating choices will easily double U.S. berry consumption in less than 10 years. While strawberries are America's favorite berry, Americans are only consuming an average 9 pounds per person per year. That is less than 1/2 oz per day! With consumption being so low, it is easy to double or triple in a short time.



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SPRING AND SUMMER MEETINGS AND TRADESHOWS

On May 14th, the **WBG** **Berry Summer Field Day** school will be held at Gavin's Meats and Berries in Menomonie, WI
www.wiberries.org

UMass Small Fruit Twilight Meetings TBA
<http://www.umass.edu/fruitadviser/meetinginfo/sfmeetings.htm>

Maine Veg. and Fruit School
March 24th Portland, ME & March 25th Bangor, ME
Contact (207) 933-2100 or <http://extension.umaine.edu>

NOFA Summer Conference
August 13-15, 2010 Umass Campus, Amherst, MA
<http://www.nofasummerconference.org/>

NAGSA Summer Tour 2010 in Montreal, Canada

The summer tour will be two days during the second or third week of August. Details are still being finalized.

See the NASGA website for updates.

<http://www.nasga.org/>

STRAWBERRY HERBICIDE UPDATE

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This winter has brought two newly updated herbicide labels to strawberries. The one I'm most concerned about is Prowl H2O. The label talks about applying the product to "dormant" strawberry plants after planting. It is important to understand the definition of dormant and dormancy. Fall dug plants are a perfect example of dormant, they have stopped growing and wait for warmer conditions to begin growing again. They can be shipped in refrigerated conditions to maintain dormancy. Once the plants leave

refrigerated conditions, they will begin to grow. Application of Prowl H2O on sprouted and some spring dug plants can be lethal!

My recommendation for the use of Prowl H2O and Chateau is as follows. Apply these materials in a broad cast spray after field is ready to plant before rain. Two inches of rain will incorporate the herbicides and create a barrier to germinating weeds. If you have overhead irrigation, it can incorporate the herbicide with a good 2 inches of water.

Other considerations should include the timing of the application and not fluffing up the soil prior to planting. An early spring application will be less effective than a later application when soils are warmer and drier because weeds won't germinate in cold wet soils. An early application is also subject to more spring rains that may leach away more of the material. Many growers like to fluff up the soil prior to planting, this will not work because it will break the weed barrier created by the herbicides.

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weeks earlier!!!
Send us your
e-mail
address***

We are here to answer your questions

*Feel free to contact us
via E-mail:*

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***Order early
for best
selection!***

LIME SULPHUR FOR BLUEBERRIES CURRANTS AND RASPBERRIES

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Lime sulfur is one of the most underutilized fungicides available. Dormant applications can have positive effects through much of the growing season. Anthracnose cane blight is the primary reason to use lime-sulfur for all of the berries. If your plants have struggled with other fungal infections, I've been recommending dormant applications in fall and spring. Late rust in raspberries has been a problem for many growers. I have been recommending fall and spring applications to reduce the amount of spores in the field. The application of 100 gallons per acre with a 10-15% solution would be best.

IS PLANT DIPPING FOR YOU?

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Every effort is made to give your plants special treatment. We believe extra efforts can yield big returns. Our pre-plant preparation includes a 20-30 minute bath in Oxidate and Abound fungicides, and Agri-gel.

A tank mix of 1 oz. Abound, 6 oz Oxidate, 10 oz Agri-gel per 10 gallons of water. This is enough to treat 5-6 boxes of plants. We do not pour the liquid from one box to the next. The mix is used once. We do not recommend adding fertilizer to dip mixes, as it is very easy to burn roots.

Do not soak plants for more than one hour, or it will create a negative impact. Upon removal we like to cover plants with wet burlap bags to maintain moisture. Rubber gloves are required when handling dip and dipped plants.

PEST ALERT: NEW INVASIVE FRUIT FLY – SPOTTED WING DROSOPHILA

A species of fruit fly identified in California will change the way we produce and harvest fruit. The Spotted Wing Drosophila (SWD) is one of two fruit fly species that causes severe economic damage to all soft fruit crops. Identified in August of 2008 in Watsonville, California; the SWD quickly spread to Oregon, Washington, British Columbia, and Florida. It is only a matter of time before it will affect soft fruit fields in the entire U.S.

What is unique about this pest? It deposits its eggs under the skin of berries, which quickly develop into maggot larvae that render fruit unfit for fresh market sale. It is impossible to see the damage until much damage is complete. The good news is it is fairly easy to control with current insecticides. The bad news is part of the control procedure requires the removal of all cull fruit.

I recommend growers use traps for early detection. The recipe is on the U.C. IPM website, or contact us.

Detailed Description:

<http://www.ipm.ucdavis.edu/EXOTIC/drosophila.html>

Chemical Control Suggestions: (please be sure these chemicals are labeled for your state)

<http://ucanr.org/blogs/blogcore/postdetail.cfm?postnum=1704>

RECEIVING AND STORING PLANTS

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Nourse Farms commitment to on time delivery is second to none. We schedule ship dates by week and make every effort to ship packages to arrive prior to the weekend. Please consider your ship date carefully. Once it is in the system it will ship on the scheduled date. A limitation of this system is that we cannot call every customer to confirm they are ready. We do provide free email notification by two Fridays before shipment, but we need a good email address. This should give customers ample time to make date changes by email or over the phone. You will then get a second notification once the plants have shipped.

We realize that many customers have received plants before they are ready and have successfully stored them 2 weeks or more. While there are many success stories, I recommend the plants be planted within a few days of arrival. Once plants sprout, they lose some of the Nourse natural vigor and are more susceptible to transplant and herbicide shock. While we work very hard to deliver plants with built in flexibility, it does not take long to lose this advantage.

Leaving your ship date “open” allows plants to be shipped when you are ready. Notifying us the week before guarantees the following week delivery. We make every effort to accommodate last minute requests, but calls after 12:00 noon, will usually ship the next day. If you are unsure proper weather conditions will exist, we can hold your order until you are ready.

If you need to change an existing order, please try to give us ten days notice, we try to have 75% of packages scheduled in a week, to be loaded on a delivery truck before 9:00 am Monday *Eastern Standard Time*. Exceptions include LTL and pool truck shipments. LTL shipments can be loaded anytime after 3:00 pm, but must be scheduled before noon. Pool trucks are loaded Tuesday morning, adjustments must be made the day before.

It is our goal to accommodate every request. Help us plan your successful delivery. Inspecting plants upon arrival is a great way to insure success. Opening boxes will allow plants to cool if hot. If plants are cool or cold, reseal and maintain them as close to 28 °F as possible. 26° F or colder will kill plants. Do not allow plants to go below 27° F. Do not add water or soak until you are ready to plant. If plants are moldy or have a funny smell, do not plant them and notify us immediately.



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VARIETY UPDATE

EM – 995 U.S. Patent Pending

This strawberry release from Dr. David Simpson's U.K. breeding program, is a good substitute for Jewel with good mid-season ripening. EM-995 has a lighter berry than Jewel, with a very good flavor. The plants are very vigorous and can withstand wet conditions. The foliage is not susceptible to leaf diseases, which makes EM-995 a good variety to consider this year.

Octavia

Octavia is a new late season florican raspberry. The berries have a longer shelf-life than Tulameen. Early trials of Octavia show excellent productivity and flavor, with picking starting 10 days after Tulameen. Consider Octavia for fresh market applications.

Joan Irene

Joan Irene is a late-season primocane released by Derek Jennings in the U.K. It has Joan J parentage and can extend the season with fruit with a long shelf life and a bright medium color. Canes are spine-free and yields are very high.

We Still Have a Great Selection of Blackberries! Call for current availability.

Natchez -- U.S. Plant Patent Pending

Natchez was released from the University of Arkansas breeding program. This is the earliest ripening thornless variety with very high production potential. Very large and good-tasting berries that can be harvested during a 3-5 week season. Due to its semi-erect growing habit, Natchez performs best with a trellis. Zones 6-8.

Ouachita – U.S. Plant Patent #17,162

This thornless variety has excellent quality fruit with firm, sweet, attractive berries. Fruit ripens before Navaho. Plant has very erect canes and intermediate vigor. Plants are resistant to anthracnose and double-blossom rosette, and no orange rust has been observed. Recommended for trial. Zones 6-9.

Prime Jim – U.S. Plant Patent #16,989

Produces large and firm berries on primocanes. This everbearing variety has a more upright growing habit than Prime Jan. Recommended in zones 4-8