

NOURSE

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PROFESSIONAL GROWERS NEWSLETTER

Volume XXII – Fall 2009

Greetings from Nourse Farms

This year we have more new selections than we've ever introduced in our catalog. These new selections have great potential to compete with many older varieties in your field. Last year we were sold out of many varieties by February. Please consider reserving these before January because quantities are limited.

Growing demand for fresh local berries has helped the farm economy remain vibrant. Most customers I speak with tell me they are not meeting the full demand for their products. Similar to many growers, our fruiting fields are limited to a certain area. Maximizing production potentials with our best varieties and updating cultural practices has met the increased demand for berries. The changes made have been gradual and continuous enough not to overwhelm our personnel. If you are considering a new variety, growing or cultural practice, I would like to offer our assistance. Let us help you learn from our successful efforts.

Thanks to you, our customer, this year is the fourth record sales year in a row. This has allowed us to invest further in the production of the best berry plants. Our new tissue culture facility will be fully operational by November. We have been utilizing our new cold storage since spring and look forward to the extra space for fall plant harvest. By the time you receive this newsletter, we will be completing the installation of a new gutter connected greenhouse. All of these efforts will help us meet your growing demand and increase efficiency to keep costs down. These efforts have helped maintain the majority of 2009 pricing.

We look forward to serving you in 2010 and beyond. I enjoy seeing many of you at the winter meetings. Please let me know if you would like to schedule an appointment to visit in person or over the phone.



Nate Nourse

PRUNING BRAMBLES ***Summer Pruning for Increased Plant Health*** ***Fall Pruning to Prevent Winter Damage***

NATE NOURSE

For three years, we have reduced winter damage in summer brambles by pruning in late fall. Pruning the plant mass reduces the surface area of the plantings, decreasing winter damage due to plant desiccation. I have seen virtually no winter damage in our summer red and black raspberries. Most recommendations suggest it is better to wait until spring to prune off the winter damage on summer bearing brambles. I believe that decreasing the amount of cane the plant has to support increases the chances it has to survive the winter.

(Continued on page 2)

2009 – 2010 TRADE SHOWS

If you are planning to attend any of these shows and would like to visit, please call to schedule an appointment. There is always time before, during, or after the trade show for consultation.

December 7-10, 2009

Great Lakes Fruit, Vegetable and Farm Market Expo with NASGA

Grand Rapids, MI
www.glexpo.com
(616) 794-0492

December 15-17, 2009

New England Vegetable & Fruit Conf.

Manchester, NH
www.newenglandvfc.org
(413) 665-3501

January 3-5, 2010

WI Fresh Fruit & Vegetable Conf.

Wisconsin Dells, WI
www.wiberries.org
(920) 478-3852

January 18-20, 2010

OH Produce Growers & Marketers Association Congress

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

January 26-27, 2010

The Empire State Fruit and Veg. Expo

Syracuse, NY
www.nysaes.cornell.edu/hort/expo
(315) 687-5734

January 26-28, 2010

Northwest Agricultural Show

Portland, OR
www.nwagshow.com
(503) 769-7120

February 2-4, 2010

Mid-Atlantic Fruit & Veg. Convention

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

February 25-27, 2010

No. American Raspberry & Blackberry Conference

Monterey, CA
www.raspberryblackberry.com
(919) 542-4037

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PRUNING BRAMBLES
Summer Pruning for Increased Plant Health
Fall Pruning to Prevent Winter Damage (Continued from page 1)

According to Kathy Demchak at Penn State University: “In certain situations, such as when cane diseases are an issue, it may be more valuable to remove the floricanes along with the disease inoculum on them, and improve air circulation. This is especially important for growers who are growing under low spray, no-spray, or organic systems where cultural controls to manage diseases take on critical value.”

At Nourse Farms, we have been very aggressive with our pruning

strategy. As soon as summer berry harvest ends, we begin pruning out the old canes. I feel that plant health is the most important consideration so we try to remove all diseased canes. We select the best 6-8 canes per foot of row and attach them to the trellis with clips. We are experimenting with some varieties leaving only four canes per foot of row. I would recommend trying several different cane densities to see which is best for you.

Once the raspberry plants have

seen a few killing frosts, we begin our fall pruning. The summer red raspberries are topped to 6 inches above the trellis wire. Our top wire is 52-60 inches above the soil for all brambles, the standard used to be 36-40 inches. On blackberries and black raspberries, we cut the laterals back to 12 inches. The result has been virtual elimination of winter damage, with temperatures as low as – 15 degrees. Improving plant health and growth contributes to increased yields and profits.

<p>Receive this newsletter two weeks earlier!!! Send us your e-mail address</p>	<p>We are here to answer your questions</p> <p><i>Feel free to contact us via E-mail:</i></p> <p>Tim Nourse – tnourse@noursefarms.com Nate Nourse – nnourse@noursefarms.com Rose Lynch – rlynch@noursefarms.com</p>	<p>Order early for best selection!</p>
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CYCLAMEN MITES
NATE NOURSE

We have heard from a few customers in regard to the presence of cyclamen mites. The presence of cyclamen mites has been reported to be an increasing problem in some areas during the past few years. The following is a review of the insect for grower reference. Cyclamen mites are a difficult problem and early detection is important for their control.

Cyclamen mites have traditionally been considered to be a nursery problem. Therefore the preventative spray program we use to control cyclamen mites has always been a necessary component of our nursery program. Our preventative program consists of a Thionex drench on our strawberry nursery planting, 4-6 weeks after planting. This application has given us good control.

- Description: Cyclamen Mites are soft-bodied and about 1/100” size. They are very small and difficult to detect. They feed on the new unfolding leaves in the crown. Symptoms are the presence of damaged or distorted new leaves emerging from the crown. Examining the crown under magnification assists in finding them. For assistance contact your University specialist.
- Control of Cyclamen Mites: spray with Thionex (endosulfan) and/or Oberon or Agrimek. These materials need to be applied in high gallon, drenching sprays with silicone spreader to get crown penetration. Early spring after straw removal is a good time to apply for older plantings.
- Entomologist Richard Cowles (CT. Agric. Exp. Station) suggests that natural predators are important in their control. Sustaining good populations of predators therefore is vital. Not using or limiting Parathyroid insecticides and Sevin are key for maintaining good levels of predators (similar strategy for controlling all mite populations.)

***Please refer to your state’s particular recommendations for pesticides and always read all labels before application. Different states regulations vary for timing, rate and harvest intervals.**

NEW VARIETY UPDATE: SELECTIONS FROM OUR 2010 CATALOG

STRAWBERRIES

DAROYAL *U.S. Plant Patent Pending* - Daroyal is our second introduction from the Darbonne-Inotalis breeding program in France. Daroyal is vigorous with strong rooting capacity. Berries have an attractive conic shape, good red color, and a glossy appearance. Berries should be harvested before they get too dark. Producing high yields, Daroyal will easily compete in the same season with Honeoye due to its excellent flavor. Recommended for zones 4-7.

AC VALLEY SUNSET (formerly KRS-10) *U.S. Plant Patent Pending* - This recent introduction was bred by Andrew Jamieson in Kentville, Nova Scotia. AC Valley Sunset is a late-season variety that will ripen 5-7 days later than Cabot. Plant shows good vigor with no apparent foliage disease concerns. Berries are a lighter red, shiny and large-sized. Flavor and yield are very good, compared to Ovation. This is a great choice for season extension. Valley Sunset will perform better with drip irrigation. With its softer skin, fruit is best suited for local fresh-market to extend the season. Recommended for zones 4-7.

RECORD *U.S. Plant Patent Pending* - Dr. Walter Faedi, at the Istituto Sperimentale per la Fruitticoltura, Forli, Italy, released this very late strawberry. Record is an Idea hybrid, with improved red color, berry quality, and overall performance. While many customers have been disappointed with Idea, Record is worth a look. In our fruiting trials, the first fruit was picked between July 1st and 3rd, the last pick was July 17th. Record is a very vigorous plant with no apparent foliage issues. Record is a very high yielder and the latest variety we offer. We highly recommend Record for very late season production. Best in zones 4-7.

RASPBERRIES

POLKA *U.S. Plant Patent Pending* - A new primocane variety from Poland. The plant is vigorous with a more upright growing habit than other varieties. Berries are large, very firm, and have good flavor. The long shelf life and ease of production makes this variety a great choice. Polka is very productive and the fruit does not darken as much as other varieties. This variety has performed very well in tunnels. Ripens 7-10 days after Polana, similar season to Autumn Britten or Joan J. Zones 5-7.

JOSEPHINE *U.S. Plant Patent #12173P2* - A late season primocane variety, Josephine was released from the cooperative breeding program of MD, NJ, VA, and WI. Josephine extends the harvest season after Heritage. Growers have experienced the variety to be very vigorous and the fruit to have excellent size and firmness with very good flavor. This very late primocane has performed well in tunnels and warmer areas where harvests extend into November. Adapted for the Mid Atlantic region and for areas with an extended growing season, including the West Coast. Recommended for zones 5-7.

BLACKBERRY

NATCHEZ *U.S. Plant Patent Pending* - Natchez is a new release from the University of Arkansas breeding program. This is the earliest ripening thornless variety with very high production potentials. Very large and good tasting berries can be harvested during a 3-5 week season. Due to its semi-erect growth habit, Natchez performs best with a trellis. We recommend this variety for zones 6-10.

BLUEBERRIES

DRAPER *U.S. Plant Patent # 15,103* - This new early mid-season variety has large, crisp light-blue berries. They are easy to pick and excellent for U-Pick and home gardens alike. Draper can reach as high as 8 feet at maturity. Recommended for zones 5-7.

LIBERTY *U.S. Plant Patent # 15,146* - This new late season variety offers easy picking. This sought after blueberry has large, firm, light blue, juicy fruit with a distinctive flavor. This vigorous, upright plant matures at 7-8 feet tall. Best in zones 4-7.

AURORA *U.S. Plant Patent # 15,185* - Aurora is the latest fruiting variety we offer, ripening after Elliott and Liberty. It has a fresh, tangy flavor and large berry size. Choose Aurora and enjoy blueberries into the month of September! Bushes have a rounded upright shape and mature at 5-6 feet tall. Recommended for zones 4-7.

NELSON - This late-season variety is from the Michigan State breeding program. The bush will grow to an average of 6 feet. A very good yielder, Nelson produces medium-blue, large sized, firm berries. Fruit flavor is good. Suitable for zones 3-7.

BLUEBERRY PLANTS PRODUCED AS ADVANTAGE CELL GROWN TRANSPLANTS

This year we are making the switch from our bare-root bed-grown blueberry plants to cell grown transplants. These plants offer several advantages over the bare-root plants we have been carrying:

- Strong, uniform vigorous root system
- Reduces transplant shock
- Maximum carbohydrate storage
- Strong canopy growth capacity
- Increased vigor for faster fruit production
- Uniform plants for easier planting

We are excited about this transition and the opportunity for our growers to have even greater success in blueberry plant establishment.

BERRY ASSOCIATIONS

The winter meetings for berry associations are a great way to get updated to the most current issues and cultural practices. They offer growers opportunities to get updates from industry specialists and peers. This winter, we are attending and sponsoring the most meetings ever. The list on page one is a great way to see which one is closest.

Are you a member of a State or National Berry Association? Please consider joining one. The many berry associations are working hard for all berry growers, but they need your support. Berry groups lobby for and against issues that will directly affect you. The impact from food safety, labor, or pesticide legislation can cost a lot more than the annual dues. The more growers that participate add bargaining strength and relevance to these organizations.

The following list offers some great information for very little cost.

Massachusetts Berry Notes – UMass
Subscriptions available (\$10 per year)
www.umass.edu/fruitadvisor/fruitsubscriptions.htm

Cornell University Free Berry Webinar Series
www.fruit.cornell.edu/Berries/webinarindex.htm

Minnesota Fruit and Vegetable Growers Association
<http://www.mfvga.org/>

Wisconsin Berry Growers Association
<http://www.wiberries.org/>

North American Raspberry and Blackberry Growers Association
<http://www.raspberrylblackberry.com/>

North American Strawberry Growers Association
<http://www.nasga.org/>

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December 1st, 2009 3%

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