

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

Greetings from Whately-

ur wet and rainy spring turned into a great growing season, resulting in an excellent crop of plants. We look forward to harvesting and preparing them for shipment to you in 2016. We have added new varieties to our mix, always with an eye to find something that will grow better, be hardier, or help make your production more efficient. Three new primocane raspberries, a primocane blackberry, and a new June strawberry, we hope you will find a selection that is just right for you. Please consider these new additions as an opportunity to realize a longer and tastier season. We confidently acknowledge all of our plants are non-GMO and are the result of traditional breeding.

This year's theme 'Born on Strong Foundations' is a testament to our commitment to supply the Best Berry Plants. Our in house tissue culture lab conducts virus indexing and DNA finger printing utilizing molecular techniques, as well as traditional methods. Nourse Farms also sends plant material to third party testers for confirmation. We select meristems from our own virus tested Foundation screen house. The plantlets are propagated under sterile conditions until they are rooted in the greenhouse. This Foundation stock supplies our plant nurseries that produce the plants we sell. From beginning to end, this process will occur during a 2-3 year period before plants are delivered.

Following the guidelines for a newly proposed national certification process, we have begun to randomly test plantings before they are harvested. This process gives us another level of confidence that the final product hasn't picked up a virus along the way. Nourse Farm's dedication to this rigorous testing and production process allows us to deliver the healthiest plants available for longer more productive seasons.

Our staff is ready to serve you with their best recommendations. Our plants are ready to grow. Thank you for a great 2015 and looking forward to 2016.

Nate Nourse



Watch for our 2016 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.

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 Nate Nourse: nnourse@noursefarms.com Vickie Barlow: vbarlow@noursefarms.com Micah Blondeau: mblondeau@noursefarms.com

STRAWBERRY

TRIAL UPDATES

VERITY AVAILABLE FOR TRIAL U.S. Plant Patent Pendina

Verity continues to show promise as a new day neutral variety. Growers who have trialed Verity are reporting that this variety produces a beautiful fruit with a pleasant, sweet flavor, and large size. The fall crop of Verity is late, with Canadian growers reporting that Verity may be slightly too late for their region. Our field trials have shown that Verity produces an outstanding spring crop and we look forward to evaluating it further next season.

RUMBA NEW FOR 2016!

RUMBA is a new release from the Fresh Forward program in the Netherlands, bred by Bert Meulenbroek.

Test results indicate Rumba is an early-midseason variety ripening similar to Honeoye with comparable vields. Fruits are very attractive due to a very bright red color, uniform fruit shape, and glossy skin. Rumba also features firm berries, red internal color, and good flavor. In our trials we also experienced a long fruiting season



VERIT



RUMBA

The plant is vigorous with dark green trifoliate colored foliage providing good leaf coverage of the fruit.

Nourse Farms has tested Rumba in our fruiting trials for 3 years, and our observations have been consistent throughout. These observations also indicate that Rumba has less special requirements than Sonata. In our trial experience Rumba fruits more mid-season than early-midseason.

Trial plants are available for the 2016 planting season. Nourse Farms highly recommends Rumba for trial plantings.

VARIETY UPDATES

MALWINA U.S. Plant Patent #23,246

Malwina has been performing well for almost all of our customers in the United States and Canada. At Nourse Farms, we saw too much growth from the 2014 growing season. Because of this we had to thin the crowns on that planting for 2016 production. The general con-

MALWINA

sensus in Europe is Malwina needs to be planted every year on plastic. At this time, our matted row growers should not expect more than 2 years of berry harvest.

A second potential issue with Malwina could be winter hardiness. We suspect that winter damage contributed to lower yields in 2015. I am suggesting growers consider applying a little more straw in an effort to provide more protection.

Very strong demand again this year has poised Malwina to sell out before January. Please reserve your plants soon, before they are sold out.



RUTGERS SCARLET

color, slightly conical shape, and some of the best flavor out of any of the varieties that we offer! The flavor and overall quality of Rutgers Scarlet[™] should result in return customers who are seeking premium quality strawberries.

RUTGERS SCARLET[™]

Rutgers Scarlet[™] is a new release from

the Rutgers breeding program. This

quality with exceptional flavor. In our

trials we experienced some un-polli-

nated blossoms which resulted in only

a moderate yield for Rutgers Scarlet[™].

This was offset somewhat by a high

percentage of saleable berries that

are firm with an attractive deep red

variety features outstanding berry

RELEASED FOR 2016! U.S. Plant Patent Pending

2015-2016 WINTER MEETINGS & TRADE SHOWS

Dates	Trade Show	Place	Phone/Website
Dec. 8 - 10, 2015	Great Lakes Fruit, Vegetable and Farm Market Expo & Greenhouse Growers Expo	Grand Rapids, MI	(616) 794-0492 www.glexpo.com
Dec. 15 - 17, 2015	New England Vegetable & Fruit Conference	Manchester, NH	www.newenglandvfc.org
January 18 & 19, 2016	Ohio Produce Growers and Marketers Association Congress	Sandusky, OH	(614) 228-4713 www.opgma.org
January 19 - 21, 2016	2016 Empire State Producers Expo	Syracuse, NY	(585) 993-3951 www.nysvga.org
Jan. 24 - 26, 2016	Wisconsin Fresh Fruit and Vegetable Conference	Wisconsin Dells, WI	(920) 478-3852 www.wiberries.org
February 2 - 4, 2016	Mid-Atlantic Fruit & Vegetable Convention	Hershey, PA	fruit: (717) 677-4184, veg: (717) 694-3596 www.mafvc.org
February 17 & 18, 2016	Ontario Fruit & Vegetable Convention	Niagara Falls, Ontario, Canada	(905) 945-5363 www.ofvc.ca
March 2 - 4, 2016	2016 North American Raspberry & Blackberry Conference	Williamsburg, VA	(919) 542-4037 www.raspberryblackberry.com

Attention Commercial Growers! New Raspberry Varieties!

We are excited to be offering 3 new Raspberry Varieties introduced by Advanced Berry Breeding in the Netherlands.

These three new red raspberry varieties have demonstrated the production potential double that of any other variety we have ever grown. Besides being high yielding, the fruit has excellent qualities.

The licensing arrangements for these varieties will be more extensive than what we have traditionally handled:

- All commercial fruit producers must complete and sign a Fruit Producers License.
- Annual royalty payments will be collected on the linear meters of row under production.
- Trial quantities (less than 1000 plants) can be planted without an Annual License Fee and Annual Royalty payments, but carry a plant royalty of \$1.00 per plant and require a non-propagation agreement.

For your questions and discussion, contact me at tnourse@noursefarms.com.



U.S. Plant Patent #23,916

Imara[®] means 'strong' and this vigorous primocane raspberry variety bears that name with honour. For many growers Imara[®] is an easy to grow variety which brings high yields. The large and conical shaped fruit have a good quality and are easy to pick as well.

The production of Imara® starts rather early; the harvest period falls shortly after that of Polka. The plants are vigorous and have small dark red spines, which do not interfere with harvesting of the crop. The plants form many laterals easily and flower buds are developed down almost the full length of the canes. To make picking easy and not too time consuming it is important to limit the number of Primocanes. Consequently the reduced crop size will make the fruit more visible and accessible for the pickers.

The fruit of Imara[®] have a rather dark red colour and are shiny. The berries are conical shaped and large, with a fruit weight of 5 to 7 grams on average. They have a good flavour although can be rather dry. The berries slowly become a darker colour after picking and have a good shelf life. When ripe the fruit releases easily, enabling easy and quick picking and results in a very efficient harvesting performance. Imara[®] gives a very high yield. Just like Kweli[®], Imara[®] shows a low susceptibility to diseases up to now. Moreover the variety seems to have a reduced vulnerability to red spider mite. The risk of an infection with fungal diseases can be reduced by using rain shelters.

Kweli[®] U.S. Plant Patent #23,915

Kweli[®] is a primocane raspberry variety which is well adapted to production in most climates and growing conditions. The variety is easy to grow and gives very high yields. The round shaped raspberries have an excellent shelf life, making long distance transport possible. The combination of these attributes makes Kweli[®] a very attractive variety for many raspberry producers.

Kweli[®] is a mid-season variety, with a harvest period slightly later than that of Polka. The plants are vigorous and develop laterals at all levels. It is important to reduce the number of growing Primocanes to keep the crop more open and compact. This makes the fruit more visible and accessible for picking. Kweli[®] has some eye-catching small green spines, but these do not interfere with picking. Kweli[®] produces round fruit with a middle red raspberry color. The fruit is large and usually weigh five grams or more. The fruit has a good taste, but can be rather dry. Kweli[®] has an excellent shelf life, the fruit only darkening slowly after harvest. A shelf life of ten days or more is possible. Kweli[®] raspberries can be harvested easily, the fruit releasing more readily when picking not too early in the morning. Kweli[®] is a highly productive variety.

Until now Kweli[®] has not shown any particular susceptibility to diseases. Possible infection with yellow rust (Phragmidium rubi-idaei) can easily be prevented by using rain shelters.



KWELI

Kwanza[®] U.S. Plant Patent #23,914

Kwanza[®] is a primocane raspberry variety which starts fruiting somewhat late in the season. The variety attracts attention because of the fruit size and the bright, orange red raspberry color. The berries have a good taste and a long shelf life. As picking is also easy and efficient, Kwanza[®] belongs to the top of the present range of primocane raspberry varieties.

Kwanza[®] plants develop a compact and erect crop. They have big leaves and only a few small spines. Because of the limited number of basal shoots, the crop stays uncomplicated and the fruit can be found easily by the pickers. Kwanza[®] starts production about 10 to 20 days after Polka. Kwanza[®] fruit are conical to round, moderately shiny, and weigh six to eight grams on average.

To retain the quality of the fruit skin, careful picking is required and it is recommended to start picking not too early in the morning. The moisture tension in the plant cells will be lower in the later hours of the day and the fruit will release better. Shelf life is excellent, the fruit retaining their bright and light color well. Kwanza is susceptible to sunburn as temperatures exceed 90 degrees.

Kwanza[®] gives a high yield. To get an uncomplicated crop, a relatively small number of canes per linear foot is required. A dense crop will bring smaller fruit and causes a decreased picking performance, while the yield will be only slightly higher. It is important to have a relatively dry soil during the night. This can be achieved by finishing the irrigation at the end of the afternoon.



KWANZA®

Towards a continuous production of raspberries

- Raspberry fruit production is moving towards double cropping of primocane varieties.
- Floricane varieties normally flower the year after planting, the harvest takes place in the second crop year. Producing only one crop per season.
- Primocane varieties will flower and crop in the fall of planting year. There is an opportunity to continue cropping with the original plant material in the following summer. To do so, the canes need to be cut back to 4-5 feet tall in November. If the canes survive the winter, they will produce a crop with a yield about half of the fall production potential.

A brief summary of the possibilities in North America

Use of overwintered cane. After the harvest in the autumn, the canes are cut back to two or three leaves under the lowest flowers. Container plants are put in the cold storage during winter or left outdoors under a tarp when the winter is not too cold. Removing potted plants from the cold storage in early and late May can lead to fruit production in late July and early August, filling production gaps during that time.

New cane on old root. In the spring, the over wintered canes begin to leaf out. New primocanes develop to produce a crop in the fall. Sometime in May, the primocanes are thinned to 2-6 canes per foot of row.

Greenhouse crops. Planting for a greenhouse crop takes place in April. The plants are grown outdoors and stay on a tray field for about 6 weeks. Fruiting starts in the middle of August and continues until late autumn. When the canes are cut back to a few leaves under the lowest flowers at the end of the season, lateral shoots will develop in the following spring. Fruit from those laterals can be harvested between mid -April and mid -June.

In warmer climates planting dates are adapted to the growing and weather conditions. Bare root plants are usually planted in northeast and Canada in May. The principal of double cropping with the same plant material after the first harvest, is applied in the same way. In zones 5-7 five crops in two years can be obtained by applying this method.

2016 COMMERCIAL	GROWERS	PRICE	LIST	
Strawberries	500+	1000+	5M/1M+	25M/1M+
June Bearing Varieties				
Allstar, Annapolis, Chandler, Earliglow, Honeoye, Jewel, Sparkle	\$82.50	\$131.00	\$124.00	\$116.00
*Brunswick, Cavendish, Flavorfest	\$86.50	\$141.00	\$134.00	\$126.00
*Cabot, *Darselect, *Daroyal, *Galletta, *Rutgers Scarlet™, All Exp. Var.	\$90.00	\$146.00	\$139.00	\$131.00
*Clancy, *Mayflower, *Record, *Sonata, *AC Wendy, *AC Valley Sunset	\$92.50	\$151.00	\$144.00	\$136.00
*Malwina®	\$101.50	\$167.00	\$160.00	\$152.00
Natural Albino Pineberry	\$200.00	\$348.00		
Everbearing Varieties (Dayneutrals)				
Seascape	\$86.50	\$141.00	\$134.00	\$126.00
*Albion, *Evie 2, *Portola, *Monterey, *San Andreas	\$90.00	\$146.00	\$139.00	\$131.00
Mara des Bois	\$109.00	\$190.00	\$183.00	\$175.00

IMPORTANT! Pricing is per variety unless: total combined order is between 15,000 and 24,999, use 5M pricing; total order at or over 25,000, use 25m price.

Brambles		100+	500+	1000+
Red & Yellow Raspberry Varieties Boyne, Heritage, Killarney, Latham, Nova	· *· · · · *- ·	\$167.00	\$632.00	\$916.00
*Autumn Britten, *Anne, *Caroline, *Cowichan, *Encore, *Joan *Polka, *Prelude, *Himbo-Top®, *TulaMagic®, *BP-1, *Crimson G		na, \$185.00	\$664.00	\$1,008.00
Kweli, Imara Royalties not included		\$266.00	\$954.00	\$1,450.00
Kwanza Royalties not included		\$285.00	\$1,020.00	\$1,550.00
Black Raspberry and Blackberry Varieties Bristol, Jewel, Mac-Black, Chester, Triple Crown, Royalty		\$287.00	\$1,069.00	\$1,950.00
*Ouachita, *Natchez		\$287.00	\$1,121.00	\$2,050.00
*Niwot, *Prime Ark [®] 45, *Prime Ark [®] Freedom, *Prime Ark [®] Trav	eler, All Exp. Var.	\$319.00	\$1,230.00	\$2,250.00
Asparagus (Available as 1-Year-Old Crowns)	300+	600+	1000+	14M/1M+
Jersey Knight, Jersey Supreme, Purple Passion	\$128.50	\$200.00	\$239.00	\$227.00
Millennium, Pacific Purple	\$154.50	\$240.00	\$287.00	\$273.00
Blueberries 1	10+ 50+	100+	250+	500 +
Bluecrop, Bluegold, Blueray, Chandler, Darrow, Duke, Elliott, Jersey, Northland, Patriot, Reka, Nelson \$7.35	ea. \$6.80ea.	\$6.15ea.	\$5.70 ea.	\$5.30 ea.
Horseradish		100+	500+	1000+
Від Тор		\$164.00	\$720.00	\$1,320.00
Currants/Gooseberries	25+	100+	250+	500+
All varieties (except Tixia) Tixia	\$6.50ea. \$7.80 ea.	\$5.80 ea. \$6.95 ea.	\$4.80ea. \$5.80 ea.	\$4.15ea. \$5.00ea.
Elderberries		25+	100+	500+
Samdal, Samyl		\$6.40ea.	\$6.00ea.	\$5.40ea.
Varieties cannot be combined for quantity discounts (except *Patented varieties. Prices include royalties. To qualify for Early Pay Discount, your order total m				ORDER EARLY!
(Normal prices will apply for lesser orders.)	a full by 01/15/1		E	qualify for Early Pay

If paid in full by 12/01/15, take 3% discount. If paid in full by 01/15/16 , take 2% discount.

Discount.

M	*URSE				PLANT	ORDE	RFORM
		Custom	er number		Date of order		
	, S. Deerfield, MA 01373 65-2658 FAX: (413) 665-7888				Catalog code (From back cover	. May not appear o	on all catalogs.)
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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

QUANTITY	PRODUCT	UNIT PRICE	EXTENDED PRICE		
		Total above			
METHOD OF PAYM	ENT	Total accessories FROM BACK OF FORM			
Check or money	order 🗌 Visa 🗌 Mastercard 🗌 Discover	Subtotal			
		Shipping method CHECK ONE	Ground 3-day		
CREDIT CARD NUMBER	EXPIRES SECURITY (Month/Year) code (3 digits)	Shipping charge SEE CHART BELOW-MINIMUM CHARGE \$9.95			
Signature ———	Date	Total amount			
	CHIDDING & HANDLING CHADGES (2 day recommended f		•		

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

OR	DER VALUE	GROUND	3-DAY		ORDER VALUE	GROUND	3-DAY	ORDER VALUE	GROUND	3-DAY
Ur	der \$15.00	\$9.95	\$21.00		\$60.01 to \$85.00	\$16.95	\$34.50	\$200.01 and over	12%	39%
\$15.0	1 to \$30.00	\$11.95	\$23.50	4	\$85.01 to \$140.00	\$19.95	\$39.50			
\$30.0	1 to \$60.00	\$14.95	\$29.95	\$1	140.01 to \$200.00	\$22.95	\$59.25			

6 Order by phone (413) 665-2658 M-F, 8am-5pm (EST) • Fax (413) 665-7888

NEW FOR 2016!

Prime Ark® Traveler

Primocane Blackberry U.S. Plant Patent Pending

(*P. A. Traveler*) Prime Ark Traveler is the newest release from Dr. John Clark, University of Arkansas, available in limited quantities for 2016. P.A. Traveler is thornless, but otherwise it is reported to have similar characteristics as the P.A. 45. Plants are vigorous, up-right growth and productive. Fruit is large, firm and has good flavor. Berries are reported to have slightly better shipping charteristics than P.A. 45.

P. A. Traveler will perform best when the primocanes are tipped at about 15 inches and again at 30 inches as discussed on our web site in the variety description. We highly recommend P.A. Traveler as a new alternative for primocane production and when thornlessness is required.



ORDERING Prices valid to May 31, 2016. 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.

UPDATES



NIWOT U.S. Plant Patent Pending

This spring marked the release of the new primocane fruiting black raspberry "Niwot", which will provide growers with a good opportunity to produce black raspberries for the fall season. As part of our trialing process, we experimented with removing the tips of Niwot primocanes at 30 inches tall. As a result, the crop on the tipped canes was similar in yield to the un-tipped canes, but was delayed by approximately three weeks. This delay may cause the crop to be too late for regions that experience fall conditions similar to any regions north of Pennsylvania. We will continue to evaluate the performance and potential cultural practices for this exciting new variety as they develop.

In our trials, the canes tipped at 30 inches were about 3 weeks later, but had a much more condensed harvest and are finishing at the same time as the un-tipped canes.



CRIMSON GIANT PRIMOCANE RED RASPBERRY U.S. Plant Patent #23,375

Crimson Giant is a new late season primocane variety that has the possibility to be a good alternative to Nantahala. This variety also looks to be well suited for growers in more southern regions, or for season extension with high tunnel production in cooler climates. Crimson Giant produces very large conical berries that are quite firm, bright red in color, and a good shelf life. In our field trials we also observed strong, upright primocanes and short laterals that keep the fruit high on the trellis, which provides for easier picking.



BERRY IMPORTANT INFORMATION ENCLOSED!

Early Pay Discount

Orders over \$500, paid in full by: Dec. 1, 2015 save 3% Jan 15, 2016 save 2% Order early!



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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!

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

PLASTICULTURE VIDEO

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 into 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.





NOURSE

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