



PRODUCERS OF
QUALITY PLANTS



2025

PRODUCT CATALOG



Expertise and
Innovation



Family-owned
Business

MASSÉ NURSERY



WHAT'S NEW IN 2025 ?

- Outstanding and personalized customer service thanks to our deep understanding of our customers' needs.
- A dynamic team of family members made even stronger by expertise passed on from one generation through the next.
- International exposure and knowledge of trends in other countries; our products are sold throughout Canada and the United States.
- A range of high-demand products as well as new products each year.
- Efficient and detailed quality control that allows us to always offer you premium quality fruit plants.

Alain Massé
Justine Massé
Sébastien Dugré

is a family-owned business that offers quality fruit plants to our customers in Canada and the U.S.A.

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GROWING FRUIT PLANTS FOR 50 YEARS



Our Story

1966

At the time, **Jean-Claude Massé** was one of the region's largest producers of cigar tobacco. But in 1966, as the tobacco market was starting to slow, a representative of Québec's certification program for strawberry growers offered Mr. Massé the opportunity to produce strawberry plants under the supervision of a specialized team. He accepted the offer and decided to embark on this new field, which he quickly mastered. This is how **Massé Nursery was founded**.

1982

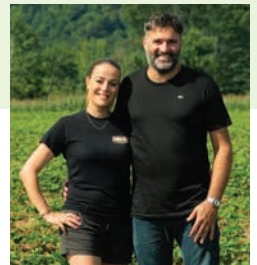
Alain Massé (Jean-Claude's son) and his wife Colette decided to take over the reins of the company in 1982. The business became well recognized in Québec and served many farm producers. Pursuing his ambition, Alain sought to open other markets and grow the family business. One thing led to another, and he found a seller who was willing to represent him in the American market.



Massé Nursery then began shipping plants to Plant City in Florida, where most of the East Coast's farm producers were located. During this period, the American giant Driscoll's was looking for Canadian farm producers interested in growing strawberry plants. **Massé Nursery** jumped at this opportunity, which became the foundation of a lasting business relationship.

2016

In 2016, **Justine** (Alain's daughter) decided to join the family business along with her spouse **Sébastien**. Each having an expertise that complemented the other's, they were able to stabilize the Québec market and significantly increase sales in Florida. The relationship with Driscoll's offered them, in 2019, the chance to start growing exclusive varieties of raspberries and blackberries in tunnel greenhouses. New land was acquired, and thanks to this partnership, **Massé Nursery** was able to diversify its activities and become a pioneer in the field of greenhouse tunnel production of blackberries in Canada.



2024

Massé Nursery acquires over 100 acres of land, a purchase that will allow them to double their crop surface and their market's development.

2025

The **Massé Nursery** team seeks to further expand by developing its markets in Canada and the United States. In terms of soilless cultivation, the company continues its efforts to grow the blackberry market in Québec by offering high-quality fruit.



EXPERTISE AND INNOVATION

AT THE HEART OF EVERY PLANT

- Traceability and control methods that allow the production of quality plants.
- Rotation and fumigation of parcels of land before each planting.

DES ACTIONS CONCRÈTES POUR LA

CONCRETE ACTIONS FOR RESEARCH AND DEVELOPMENT

- A team who is always on the lookout for new developments.
- Various long-standing partnerships with universities and research centres.
- Strong interest and deep involvement in the development of new varieties.

Constantly evolving

STRAWBERRY

OUR
skills
AT YOUR SERVICE



EARLY SEASON VARIETIES

AAC-AUDREY

Early season variety presenting good degree of hardiness and yield. Flavourful fruit of large size and brilliant red colour. Superior yield and easy to pick.

ANNAPOLIS

Early season variety producing an orange-coloured berry of medium size. Susceptible to oidium but resistant to red stele (red core of strawberry).

BRUNSWICK

Mid-season, early variety, very productive. The berry is of average size and firmness, susceptible to phytophthora.

GALETTA

Early variety, large and good-looking fruit. Very good tolerance to disease.

WENDY

Very early variety. Firm, large fruit. Very good production lasting 3 to 5 weeks.

YAMBU

Early variety offers a vigorous plant that resists disease. Its bright red berries are firm and sweet.



MID-SEASON VARIETIES

AAC-EVELYN

Late mid-season variety producing a very good-sized fruit of a nice shiny red colour, quite firm and elongated form. Good resistance to leaf diseases.

CAVENDISH

Mid-season production of average yield. Large, firm and light-red berry. Highly resistant to red stele.

FLAVORFEST

Very vigorous plant, resistant to red stele. Good-sized fruit, excellent taste. Adapts well to all types of cultivation.

JEWEL

Mid-season variety. Superior quality fruit, very good yield. Ideal variety for fresh markets.

KENT

Very productive variety. Very good fruit quality. Susceptible to leaf diseases. Very popular in Québec for fresh markets.

SONATA

Mid-season, European variety that produces large, cone-shaped berries, very uniform and firm. The plant is very resistant to leaf diseases.

DICKENS

Late mid-season variety offers very good yield and excellent resistance to disease. The fruit is average in size and has a short cone-like shape. It offers appealing taste and good firmness.

VICTOR

Late mid-season variety produces very firm, light-red berries. Not only is it very vigorous, but this variety also performs very well in organic production systems according to performed tests.

LATE SEASON VARIETIES

AAC-KATE

This variety offering good yield and resistance to diseases such as mildew. Very firm, uniform and attractive fruit.

CABOT

Very large sized fruit, average firmness. Resistant to red stele and mildew. Produces very few stolons (runners).

MALWINA

Very late season variety. Very tolerant to verticillium and red stele. Firm fruit, very delicious and rather dark in colour.

VALLEY SUNSET

Sweet, light-red berries. Firm and large sized. Similar cultivar to the Cabot variety, which helps to prolong the harvest into late July. Ideal for local markets.

DAY NEUTRAL VARIETIES

ALBION

Recurrent-flowering variety that produces orange-coloured berries of excellent quality. Good resistance to rain.

MARA DES BOIS

This variety offers a unique flavour and aroma. Very good yield. Good resistance to fungal diseases.

MONTERREY

Recurrent-flowering variety that is very resistant to elevated temperatures. Very productive but susceptible to mildew.

SAN ANDREAS

Recurrent-flowering variety that is earlier in the season than Albion. Superior quality fruit, light red in colour. Very good resistance to disease.

SEASCAPE

Very popular variety in Québec. Firm, nice-looking fruit, sensitive to weather conditions (rain). Susceptible to powdery mildew and oidium.

FLORIDA BEAUTY

Variety developed by the University of Florida. A good substitute for the Seascape variety. The fruit is bright red and has an excellent resistance to rain.

MURANO

Continuous production variety offering appealing, large-sized fruit with firm, red flesh. When cultivated in a greenhouse, the yield arrives as early as the Clery variety. When harvested during the second year, this variety also yields very well and will produce berries 10 days earlier than during its first year and in greater quantity.

MOXIE

Similar variety to Albion, but offering superior yield. Good tolerance to disease.

SALMA

This variety is hardy, early and very productive. It grows bright red, cone-shaped berries that have a slightly tangy taste. Excellent for storage.

RIKAS

This day-neutral variety offers a cone-shaped, elongated berry that is of excellent quality. Sweet fruit that lends itself well to canning/preserves.



RASPBERRY PLANTS

EARLY SEASON VARIETIES

PRELUDE

This variety producing flavourful, firm fruit. Very hardy plant. This cultivar tends to flower repeatedly.

MADAWASKA

Very productive, early season variety. Large-sized fruit, firm and delicious. Ideal cultivar for fresh produce markets and transformation.

MID-SEASON VARIETIES

FESTIVAL

Variety that yields excellent production. Very hardy and thornless cultivar. Large-size fruit, firm and delicious. Susceptible to stripe rust (yellow rust).

KILLARNEY

Very popular variety. Thorny stems. Excellent yield. Large, delicious and good-looking fruit. Ideal for fresh markets.

NOVA

Hardy, vigorous plant, no thorns. Large, light-red and delicious fruit. Resistant to stripe rust (yellow rust).

BOYNE

Very thorny and productive variety. Medium-sized fruit with a slightly tangy taste. Ideal for handpicking (U-pick) farms and transformation.

LATE SEASON VARIETIES

ENCORE

Late season production with very vigorous and hardy plants. Large, very firm berries that are also delicious. Ideal variety to stretch out the raspberry harvest season.

FALL FRUITING VARIETIES

CAROLINE

Very productive, recurrent-flowering variety. The fruit has very good firmness and excellent quality. The harvest occurs earlier than the Heritage variety.

HERITAGE

Popular autumn variety, very late season. Fruit is firm, sweet and succulent. Two yields per season: one in July and another in September.

HIMBO TOP

Productive variety that has shown very strong resistance to phytophthora and verticillium wilt. Large, very firm berries.

PATHFINDER

A short and vigorous plant, very productive. The fruit is large, firm and delicious. Susceptible to mites. Yields in August.

POLANA

Production occurs 10 days before the Heritage variety. Firm fruit and of excellent quality. Very high yield.

POLKA

This variety is of Polish origin. Good yields and attractive fruit.

YELLOW, BLACK, BLUE AND PURPLE RASPBERRIES

ANNE

High yield, recurrent-flowering variety of average hardiness. The berries are yellow, sweet and firm. Low resistance to viruses.

JEWEL

Black raspberry variety, mid-season. Vigorous, hardy plant. Very attractive and delicious fruit. Resistant to anthracnose.

MAC BLACK

Black raspberry plant that yields later than the Jewel variety. Good-sized, delicious fruit. Very productive variety, average hardiness.

BRISTOL

Early season black raspberry plant. Average-sized, firm and shiny fruit. The plant is not very thorny and has shown good resistance to mildew.

BLEU NUIT — «KNIGHT BLUE»

A very hardy, blue raspberry plant of average yield. Its berries are large and firm. The plant is very thorny.

ROYALTY

Late season variety, good yield. The purple fruit is very firm, has good flavour that is slightly tangy. Ideal variety for transformation.

POTTED RASPBERRY PLANTS

These plants are intended for soilless cultivation, either in greenhouses or tunnel greenhouses. This type of farming provides superior yield compared to field cultivation. The fruit is protected against adverse weather, insects and animals; it even benefits from its very own microclimate.



Characteristics

3 canes per pot

Long, 4-foot-high canes

Pot capacity of 4.7 litres
with coconut fibre

Varieties

Tulameen

Kwanza



AT THE ROOT OF YOUR
SUCCESS



BLUEBERRY PLANTS

EARLY SEASON VARIETIES

BLUERAY

A vigorous, semi-upright and open bush. It has a high level of suckering in fertile soil. This early to mid-season variety boasts very good productivity and fruit of excellent flavour. Susceptible to sclerotinia (brown rot).

BLUE RIBBON

Early season variety. Extremely firm fruit, of average size and powder-blue colour. Average hardiness.

DUKE

Vigorous bush, upright and slightly open. Excellent quality fruit. Early season variety showing remarkable productivity in tempered climates.

REKA

Very vigorous bush, upright and open. Very good quality fruit. Early production in autumn.

SPARTAN

Upright, open bush of good hardiness. Productivity is average and the fruit is of excellent quality for fresh markets. This variety is not well adapted to heavy soil. As for the Duke variety, the presence of foliage in late autumn is not sign of good hardiness.

MID-SEASON VARIETIES

BLUECROP

Upright, open and vigorous bush. Mid to late season variety whose fruit is of excellent quality for the wholesale market. It has some degree of resistance to sclerotinia (brown rot).

CLOCKWORK

Developed variety for mechanical harvesting. Production is concentrated and the quality of the fruit is well adapted to this type of harvesting. The fruit is firm and of average size.

CHANDLER

The harvest is very good and long-lasting. Very large fruit of excellent quality. This plant is moderately vigorous and of average hardiness.

DRAPER

A mid-season variety, promising and highly anticipated, it produces one or two days before Bluecrop. It is a very productive plant whose fruit is exceptionally firm and delicious. Harvest is very concentrated. The ideal cultivar for fresh produce markets and mechanical harvesting.

NORTHLAND

A vigorous, semi-upright bush and very hardy and productive. Its fruit is of good quality. Susceptible to sclerotinia (brown rot).

PATRIOT

Open, upright and quite vigorous bush. Very popular here for its hardiness, productivity and adaptability to heavier soils. Excellent for handpicking when the fruit is completely ripe. Fruit is very large at the start of the season, but softens after one day of storage.

TORO

Produces light-blue fruit and large during the entire season, bunched like grapes and easy to pick. This cultivar is well adapted to heavy soil and recommended for mechanical harvesting.

TOP SHELF

Very similar to Draper. The plants adapt very well to harsh conditions. Large-sized and very firm fruit.



LATE SEASON VARIETIES

AURORA

Very late cultivar, producing 7 to 10 days later than Elliot. It is very productive and yields very firm, delicious and good-sized fruit. Ideal to extend the harvest season until late fall.

ELLIOT

Upright and quite vigorous bush. Very good productivity, concentrated fructification, excellent storage quality. The late harvest (September) makes it an interesting variety to benefit from the best market prices.

LIBERTY

A late variety that produces one week before Elliot and with a very concentrated harvest. Fruit is light blue and very firm. Good tolerance to temperature changes and to cold (-30°C).

LAST CALL

Very late season variety (a little earlier than Aurora). Very interesting production. Berries are large-sized and very fragrant.





BLACKBERRY PLANTS

CHESTER

Thornless variety with a semi-rigid stem. Late harvest. Strong production, fruit of nice quality but average firmness. Must be protected in winter.

ILLINI HARDY

Thorny blackberry cultivar with a rigid stem. Vigorous and productive plant. Fruit is large, firm and delicious. Good resistance to phytophthora.

OUACHITAS

Delicious and very firm fruit. Stems are rigid and thornless. Plants are resistant to anthracnose and of average hardness.

NATCHEZ

A very early, thornless variety. Fruit is large and firm. Very good production lasting 3 to 5 weeks.

HARDY BLACK

A very resistant, mid-season variety. Firm, succulent fruit. Stems are firm and thorny.

CURRANTS

PINK CHAMPAGNE

Very good quality and delicious fruit. Mid-season variety, hardy and very resistant to leaf diseases.

RED LAKE

A popular variety in Québec, with strong production and large, red fruit of very good quality for juice. This cultivar is susceptible to downy mildew.

ROVADA

Red fruit of average size; this cultivar is productive and resistant to downy mildew. Mid-season production.



CHERRY TREES

Selection	Weight (grams)	Use	Productivity	Brix Scale
Romeo	4	Fresh produce markets, food processing	Very productive	22
Valentine	4.5	Food processing	The most productive	15
Crimson Passion	6	Fresh produce markets	Less vigour, therefore less yield	22
Juliet	5	Fresh produce markets	Less vigour, therefore less yield	20



VINES

SOMERSET

Table variety. Red, seedless grapes that mature very early. Very rustic, good resistance to disease.

TROLLHAUGEN

Delicious, seedless blue grapes; very early, very productive. Grapes have very good flavour. Susceptible to sclerotinia (brown rot).

FRONTENAC

Very hardy variety developed in Minnesota. The grape is dark blue and the plant is vigorous and resistant to mildew. Harvest end of August.

PETITE PEARL

This variety resistant to cold and disease. Pleasing garnet-coloured fruit with low levels of acidity.



GOOSEBERRY PLANTS

CAPTIVATOR

A thornless, semi-upright variety. Its fruit is red and small. A very productive plant.

HINNOMAKI ROUGE

The plant stands upright well, and its stems are thorny. Fruit is of average size and pinkish.

PIXWELL

A very popular variety, the plant is thorny and spreads out. Its fruit is reddish and small, but production is excellent. Very susceptible to powdery mildew (oidium).

SEBASTIEN

The plant has few thorns, is very vigorous and productive. Fruit is reddish and small. Average susceptibility to powdery mildew (oidium).

TIXIA

A mid-season gooseberry plant, moderately thorny and very productive. Its fruit is light red and very delicious. The plants are vigorous and resistant to disease.

BLACK CURRANT PLANTS

THESIS

Variety originating from Poland. Very strong production that resists downy mildew and white pine rust.

TITANIA

A very hardy variety that is resistant to white pine rust. Fruit is of very good quality that makes it ideal for transformation into liqueur wines.



RHUBARB

CANADA RED

The stalks are raspberry-coloured, very sweet and stand upright. A hardy and vigorous plant, it resists well to root rot.

VALENTINE

Interesting variety for its raspberry-red, very succulent stalks.

ASPARAGUS

GUELPH MILLENIUM

The most popular variety, it is highly productive and resistant to diseases that commonly affect asparagus.

PURPLE PASSION

Purple variety of asparagus. Very productive and hardy plant.

ÉCLIPSE

This variety has demonstrated very good hardiness and resistance to disease. Its vigorous turions and beautiful quality of its spears make it stand out from other varieties. Offers a yield comparable and even sometimes superior to that of the Guelph Millenium variety.

OTHER PLANTS OFFERED

KIWIS

Anna (female) | Kolomikta (female)

Arguta (male) | Kolomikta (male)

AIRELLES

Red Koral





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BUSINESS HOURS

Open from mid-April to Mid-June

Fruit Producers

Monday to Friday 8 a.m. to noon; 1 p.m. to 5 p.m.

Saturday 8 a.m. to noon

Sunday Closed

Retail Customers

Friday 8 a.m. to noon; 1 p.m. to 5 p.m.

Saturday 8 a.m. to noon