

■ Study Guide: Starting a Permaculture Nursery

Why Start a Nursery? (Timestamp: 2:46–3:48)

Key Takeaway: Nurseries can start small, give quicker returns, and make use of underused land.

Action Steps:

- Evaluate local underused land.
- Start with easy, resilient plants.

The Power of Mail-Order & Catalogs → Digital Marketing Today (Timestamp: 4:56–6:22)

Key Takeaway: Old nurseries relied on catalogs. Today, social media and email lists play the same role.

Action Steps:

- Create an online presence (Instagram, website).
- Post stories, not just product shots.
- Build an email list.

Marketing as Storytelling (Timestamp: 7:04–8:28)

Key Takeaway: People want your story as much as your plants. Personal touches set you apart.

Action Steps:

- Write stories about plants.
- Share personal and family photos.
- Develop a brand voice.

Choosing a Name & Navigating Regulations (Timestamp: 10:21–11:16)

Key Takeaway: Pick a memorable, trademarkable name and secure licenses early.

Action Steps:

- Brainstorm and trademark a nursery name.
- Apply for nursery license.
- Connect with local inspectors.

Building Plant Repositories (Timestamp: 8:35–9:23)

Key Takeaway: Unique plant collections add niche value. Passion matters more than formal training.

Action Steps:

- Choose 3–5 unique plants to collect.
- Save seeds and cuttings.
- Document traits and origins.

Adapting Plants Across Regions (Timestamp: 14:36–16:06)

Key Takeaway: Plants adapted to one climate may fail in another—test multiple sources.

Action Steps:

- Source seed from diverse regions.
- Track performance of each strain.
- Select best-performing ones.

Educating Customers About Unfamiliar Crops (Timestamp: 19:01–20:46)

Key Takeaway: Teach customers how to use new crops. Education builds demand.

Action Steps:

- Provide recipe cards/blogs.
- Do workshops/videos.
- Show modern diet uses.

Hedgerows and Diversity with Plums (Timestamp: 21:51–22:18)

Key Takeaway: Hedgerows can be both seed banks and wildlife habitat.

Action Steps:

- Plant hedgerows of key species.
- Track thriving varieties.
- Market as ecological + productive.

Breeding for Resilience: Potatoes & Corn (Timestamp: 25:28–28:25)

Key Takeaway: Breed for resilience, not uniformity. Diversity strengthens crops.

Action Steps:

- Experiment with diverse parent seeds.
- Select for resilience.
- Market as landrace varieties.

Essential Nursery Books & Resources (Timestamp: 47:22–49:16)

Key Takeaway: Books like 'Seeds of Woody Plants' and 'Manual of Woody Landscape Plants' are essential references.

Action Steps:

- Get at least one propagation book.
- Keep seed & plant records.
- Explore seed catalogs for ideas.

■ Final Advice

1. Tell your story — Plants are half the business, your personality and passion are the other half.
2. Experiment with diversity — Success comes from testing, adapting, and documenting what works in your climate.