

■ Permaculture Nursery Quick Cheat Sheet (Braden Trauth)

- Nurseries are low-barrier, high-impact businesses — easy entry, big results.
- Education builds your market — courses and workshops create future customers.
- Consider nonprofit status for grants, donations, and tax-exempt supplies.
- Grants are unstable — rely on plant sales for steady income.
- Apply permaculture principles to money — grow plants bigger, sell for more.
- Branding matters — clear names and good graphics boost credibility.
- Start simple: resell wholesale plants, then specialize in perennials.
- Focus on perennials — fruit, nuts, and berries for long-term resilience.
- Navigate regulations — get licensed, avoid invasives.
- Compete with big-box nurseries on adaptation and knowledge, not price alone.
- Mail-order is limited — local nurseries provide year-round plants.
- Farmers markets and mobile setups are great low-cost entry points.
- Recycle pots — cut costs and reduce waste.
- Signage doubles as education and marketing — detailed plant info saves staff time.
- Education is marketing — every workshop, class, or sign builds customer trust.

"Nurseries are one of the easiest, most impactful ways to build food resilience."