

■ Permaculture Nursery Quick Cheat Sheet (Graham Towerton)

- Start small — even 500 sq. ft. with containers is enough to begin.
- Secure water — storage tanks and gravity-fed irrigation are essential.
- Get licensed — know state laws, inspections, and invasive species rules.
- Master propagation — begin with cuttings, advance to grafting fruit trees.
- Grow both — annuals for quick cash flow, perennials for long-term resilience.
- Reliable sellers — blueberries, raspberries, elderberries, asparagus, sunchokes.
- Choose multipurpose plants — comfrey, clovers, mint, lavender add value.
- Price for margins — 30–50% markup; seed-grown starts can yield 80–90%.
- Apply the 80/20 rule — most sales come from a few bestsellers.
- Collaborate with local nurseries — fill gaps and wholesale to them.

"80% of sales will come from 20% of your plants — focus on bestsellers."