

## ■ Study Guide: Lessons from the Nursery Panel

*Insights and advice for starting a permaculture nursery*

## **Pop-Up Nursery Models (Timestamp: 14:05–14:41)**

*Key Takeaway:* Seasonal pop-up nurseries reduce costs and labor while meeting demand.

*Action Steps:*

- Align sales with planting seasons.
- Rent short-term spaces.
- Use pop-ups to test markets.

## **Staying Small & Regional Demand (Timestamp: 15:05–16:13)**

*Key Takeaway:* Focusing on regional customers keeps costs low and builds expertise.

*Action Steps:*

- Identify regional buyers.
- Grow only climate-adapted crops.
- Market as a local expert nursery.

## **Seed Supply Shortages & Fragmentation (Timestamp: 18:36–21:25)**

*Key Takeaway:* Perennial seed supply is weak — small nurseries can fill this market gap.

*Action Steps:*

- Track demand for rare seeds.
- Trial seed production.
- Partner with growers to save seed.

## **Community-Run Nurseries (Timestamp: 22:04–23:56)**

*Key Takeaway:* Cooperative nurseries share costs, train growers, and build resilience.

*Action Steps:*

- Explore starting a co-op.
- Share greenhouses/irrigation.
- Offer apprenticeship programs.

## **Creating Seed Banks & Local Adaptation (Timestamp: 24:45–27:59)**

*Key Takeaway:* Seed banks safeguard genetics and strengthen regional resilience.

*Action Steps:*

- Start a seed library.
- Save locally adapted seed.
- Partner with nonprofits for storage.

## **Grassroots Nurseries in Africa & Lessons Learned (Timestamp: 29:38–33:08)**

*Key Takeaway:* Low-tech models (sticks, local soils, tubes) show nurseries can thrive with minimal inputs.

*Action Steps:*

- Use recycled/local materials.

- Focus on function over form.
- Document and share low-cost methods.

## **Marketing with Tours & Demonstrations (Timestamp: 33:36–34:43)**

*Key Takeaway:* Tours build trust, market plants, and spread knowledge.

*Action Steps:*

- Host seasonal tours.
- Add educational signage.
- Offer discounts for tour attendees.

## **Culinary Partnerships & Chefs as Allies (Timestamp: 36:12–37:21)**

*Key Takeaway:* Restaurants create demand for unusual perennial crops.

*Action Steps:*

- Connect with local chefs.
- Offer specialty crops.
- Brand plants as farm-to-table.

## **Fertilization Strategies for Tree Success (Timestamp: 113:02–114:54)**

*Key Takeaway:* A mineral-rich planting mix ensures tree survival and growth.

*Action Steps:*

- Test soil recipes with minerals + compost.
- Standardize your planting mix.
- Educate customers on planting techniques.

## **Apprenticeships & Succession Planning (Timestamp: 53:30–54:42)**

*Key Takeaway:* Hands-on training passes knowledge to the next generation of growers.

*Action Steps:*

- Offer internships/apprenticeships.
- Document nursery methods.
- Join apprenticeship networks.

## ■ Inspiring Quotes

"You don't need a year-round nursery — pop-ups can be enough."

— Timestamp ~14:05–14:41

"Seed supply chains for woody perennials are collapsing — small nurseries can step in."

— Timestamp ~18:36–21:25

"Tours and demonstrations are the best marketing you'll ever do."

— Timestamp ~33:36–34:43

## ■ Final Advice from the Nursery Panel

1. Pop-ups are low-cost, high-impact nursery models.
2. Focus on regional markets and adapted crops.
3. Seed shortages are an opportunity for growers.
4. Cooperative nurseries share costs and knowledge.
5. Seed banks are crucial for long-term resilience.
6. Low-tech solutions work anywhere — keep it simple.
7. Tours and demonstrations double as marketing.
8. Culinary partnerships open niche markets.
9. Fertility management sets trees up for success.
10. Apprenticeships ensure skills are passed on.