

■ Permaculture Nursery Hacks Cheat Sheet

A quick-reference guide to practical tips for launching and running a successful permaculture nursery.

- Start Without Land or Stock – Buy trees wholesale and resell at pop-up events using co-ops or markets.
- Leverage Pre-Orders – Collect orders before the sale so half your stock is already sold when people arrive.
- Turn Sales Into Community Events – Pair tree sales with seed/plant exchanges to attract larger crowds.
- Bare Root Stock = Secret Weapon – Cheaper, easier to transport, thousands fit in a truckload, keep roots moist.
- Storage Trick — Use Cold Water Ponds – Submerge bare root bundles in a spring-fed pond to keep alive for weeks.
- Buy in Bulk (50–100 Units) – Prices drop dramatically, partner with local growers for buying power.
- Use Hardwood Cuttings for Easy Stock – Willows, currants, gooseberries root easily; soak with willow cuttings first.
- Propagate by Division – Split crowns (e.g., marshmallow, black cohosh) into multiple sellable units.
- Use 'Liners' to Save Money – Buy very small stock, pot them up or grow out to sell later.
- Keep Prices Accessible – Builds loyalty and widens your customer base.
- Market on Multiple Levels – Posters, flyers, garden clubs, co-ops, Facebook events.
- Diversify Revenue Streams – Add seeds, herbs (fresh & dried), workshops alongside plants.
- Plant for Future Abundance – Year 1: annual seeds, Year 3–4: perennials produce propagation material.
- Ship Bare Root Stock Nationwide – Lightweight, easy to mail, bundle packages for gardeners.
- Think in Festivals, Not Just Sales – Community tree festivals = massive sales & long-term traditions.