

■ Study Guide: Starting a Permaculture Nursery

This study guide provides a step-by-step framework for learning how to start, grow, and sustain a permaculture nursery. Each module is based on key timestamped lessons and includes actionable steps.

Module 1: The Big Picture — Why Nurseries Matter (~6:00–7:25)

- Climate repair requires re-greening the planet.
- Local nurseries = climate resilience + food security.
- Action: Frame your nursery as ecological service & business.

Module 2: Starting with Nothing (~9:10–9:48)

- First sales can start with no land, no stock of your own.
- Action: Begin lean — buy wholesale, sell locally.

Module 3: Scaling Through Traveling Tree Sales (~10:01–11:14)

- Expand with pop-up sales in multiple towns.
- Collaborate with partners; travel in teams.
- Action: Think mobile and regional.

Module 4: Building Community with Plant & Seed Exchanges (~11:25–11:57)

- Combine sales with public seed/plant swaps.
- Action: Attract crowds + strengthen networks.

Module 5: From Sales to Festivals (~12:10–13:39)

- Turn events into annual festivals.
- Engage agencies & nonprofits.
- Action: Build traditions for visibility.

Module 6: The Phases of Abundance (~15:12–16:51)

- Year 1: annuals produce seed.
- Year 3–4: perennials yield propagation material.
- Action: Design for staged abundance.

Module 7: Advertising Pop-Up Events (~17:52–19:23)

- Best methods: posters, flyers, local clubs, co-ops, Facebook events.

- Action: Layer marketing channels.

Module 8: Sourcing Stock in Bulk (~21:05–23:01)

- Buy bare root stock in bulk (50–100 units).
- Action: Identify reliable wholesale suppliers.

Module 9: Propagation Methods & Niches (~24:29–27:25)

- Bare root plants = efficient for shipping & sales.
- Divisions, hardwood cuttings, and liners expand stock.
- Action: Choose a propagation niche.

Module 10: Profitability on Small Footprints (~33:24–34:10)

- \$50,000 gross on ¼ acre (~\$200,000/acre equivalent).
- Diverse income: fresh herbs, dried herbs, propagation, seeds, workshops.
- Action: Diversify & track yields by type.

■ Key Takeaways

- Start small and cheap: buy bulk, resell locally.
- Grow through community: exchanges, clubs, and festivals.
- Design for abundance: annuals → biennials → perennials.
- Diversify: seeds, cuttings, bareroot, herbs, events.
- Think resilience: nurseries are future food & climate security infrastructure.