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Basic Asheville Resource List

Nurseries and Plant Vendors

Jesse Israel and Sons
 Reems Creek Nursery
 B.B Barnes
 Asheville Herb Festival
 Growing in the Mountains
 Fifth Season
 Painters Greenhouse
 Villagers
 French Broad Food Co-op

Note: There are many great local wholesale nurseries in the Asheville area.
 Work with a landscaper to access local, high quality, cost effective plants.

Seed Companies

Baker Creek Heirloom Seeds
 FEDCO Seeds
 GeoSeed
 High Mowing Seeds
 Johnny's Selected Seeds
 Southern Exposure Seed Exchange
 Sow True Seed
 Strictly Medicinal Seeds

Organic and agricultural supply

Fifth Season Gardening
 LOTUS
 AgCare
 French Broad Food Co-op
 Southern States
 ACE Hardware

Organizations

Bountiful Cities
 Community Garden Network
 Appalachian Sustainable Agriculture Project
 Buncombe County Cooperative Extension
 Organic Growers School
 Asheville Independent Restaurants Association
 Carolina Farm Stewardship Association
 Southeastern Permaculture Gathering
 Buncombe Fruit and Nut Club
 Asheville Buncombe Food Policy Council
 Mountain Bizworks
 ATTRA-NCAT
 Southern Sustainable Agriculture Working Group
 Via Campesina

Farms and Gardens

Community Garden Network
 The Lords Acre
 Patchwork Urban Farms
 Seed of Life
 New Sprout

Farmers Markets

Mars Hill Farmers Market
 College Street
 Oakley Farmers Market
 East Asheville Farmers Market
 City Market
 North Asheville Farmers Market
 Mars Hill Farmers Market
 River Arts District Market
 West Asheville Tailgate Market

Garden, Landscape, Nursery Permaculture Enterprises Organic Growers School. March 20, 2019

Interactive exercises:

1. Why garden?
2. Why landscape?
3. Why have a nursery?

Business foundational ideas

Core Values:

Value proposition:

Planning and visioning

Seasonality, yearly calendar, time off

Aesthetics versus function

Wild versus cultivation/civilization

Do first design later

Work with land is work in progress

Permaculture principles

- Observe and Interact
- Relative location
- Stack functions
- Value the Margins
- Integrate rather than segregate
- Obtain a yield

Zones and Sector Analyses

Gardening, Landscaping, and Nursery have in common:

- Soil
- Water
- Infrastructure
- Tools
- Plants

Soil

Soil amendments

“Uppening” soil

Water

Source (quantity, quality, reliability)

Storage (in the ground, ponds, cisterns)

Irrigation

Infrastructure

- Access
- Gates
- Path
- Bridges
- Outbuildings
- Utilities

Tools:

Nursery: (Trashcans; scoop; hoophouse; drip irrigation)

Gardening: Digging fork, buckets, baskets

Landscaping: Heavy hoe, cultivator, 4' level;

Carpentry

Equipment, Truck, Computer

Plants: annuals, biennials, perennials, woodies

Wood:

Woodlot, NTFP, Building materials

Collaborative opportunities/ pro-bono work/ donations

Marketing:

Who is your target market?

How do you reach them?

Costs:

Tools, truck, insurance, retirement, savings

Variable Costs: Compost, mulch, plants, fertilizer, seeds, stone, lumber

Challenges and Concerns/Opportunities: Business side, labelling, recordkeeping, electric, plastic, diesel

Obtaining a yield:

Money

Foundational ideas

Magazines

Acres USA
Back Home
Backwoods Home
Edible Asheville
Food Life
Grit
Organic Gardening
Mother Earth News
Permaculture Activist
Small Farmers Journal

Books

Aranya. Permaculture Design: A Step By Step Guide. Permanent Publications

Bane, Peter. 2012. The Permaculture Handbook: Garden Farming for Town and Country. New Society Publishers

Bartholomew, Mel. 1981. Square Foot Gardening. Rodale

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Coleman, Eliot. 1992. Four Season Harvest: Organic Vegetables From Your Home Garden All Year Long. Chelsea Green

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Foreman, Patricia. 2010. City Chicks: Keeping Micro-Flocks of Laying Hens as Garden Helpers, Compost Makers, Bio-recyclers and Local Food Suppliers. Good Earth Publications

Fukuoka, Masanobu. 1978. The One-Straw Revolution. Rodale

Hemenway, Toby. 2001. Gaia's Garden: A Guide to Home-scale Permaculture. Chelsea Green

Holmgren, David. 2002. Permaculture: Principles and Pathways Beyond Sustainability. Holmgren Design Services

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Lengnick, Laura. 2015. Resilient Agriculture: Cultivating Food Systems for a Changing Climate. New Society Publishers

Magdoff, Fred and Van Es, Harold. 2009. Building Soils for Better Crops: Sustainable Soil Management. SARE USDA

Markham, Brett. 2010. MiniFarming: Self-Sufficiency on ¼ Acre. Skyhorse Publishing

McKibben, Bill. 2007. Deep Economy: The Wealth of Communities and the Durable Future. NY Times Books

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Mollison, Bill. 1988. Permaculture: A Designer's Manual. Tagari Publications

Murphy, Elizabeth. 2015. Building Soil: A Down-to-Earth Approach. Cool Springs Press

Phillips, Michael. 2011. The Holistic Orchard: Tree Fruits and Berries the Biological Way. Chelsea Green

Pollan, Michael. 2006. The Omnivore's Dilemma: A Natural History of Four Meals. Penguin

Salatin, Joel. 1998. You Can Farm: The Entrepreneur's Guide to Start and Succeed in a Farming Enterprise. Polyface Inc.

Spira, Timothy. 2011. Wildflowers and Plant Communities of the Southern Appalachian Mountains & Piedmont. UNC Press

Starhawk. 1993. The Fifth Sacred Thing. Bantam

Toensmeier, Eric. 2003. Perennial Vegetables: From Artichoke to Zuiki Taro, A Gardener's Guide to Over 100 Delicious, Easy-to-grow Edibles. Chelsea Green

Wallace, Ira. 2013. Vegetable Gardening in the Southeast. Timber Press

Wiswall, Richard. 2009. The Organic Farmers Business Handbook: A Complete Guide to Managing Finances, Crops, and Staff – and Making a Profit. Chelsea Green