



Wow thanks for contacting for the advertised role of horticulturalist on LinkedIn. I've had a great response from a lot of talented people.

The concept is to create a decentralised network of micro nurseries and a platform on which growers can share, sell, plan, and exchange their plants to local businesses that want to buy local, build local and think global!

I am working with an Australian B2C platform called 'goodsnavigator' in the early start-up stage and we aim to grow health local economies decentralised product supply networks by linking together businesses that share our vision. BUY LOCAL, BUILD LOCAL, THINK GLOBAL.

Under that umbrella, MerrickHorticulture is planning and researching a path to grow micro nurseries that allow us to supply local businesses and people; bypassing the traditional supply chain routes and promote local organic growing. Growing skills, connecting passionate growers and ethically conscious local businesses.

The key challenges to address will be:

- Creating a commercially viable system and an effective financial mechanism
- Ensuring quality, consistency and managing disease
- Maintaining adequate and consistent supply to small businesses

The key principles (which I drafted down when I got such an immediate response on LinkedIn) are:

Reduce, Reuse, Recycle

Reduced mileage: Plants travel in from miles away and could be supplied locally keeping money in the local economy.

Reuse the nutrients that are being thrown and transported away; every micro nursery endeavours to produce homemade compost, if not on site, then in collaboration with businesses and people within a one-mile radius.

Recycle Low setup costs for micro nurseries by reusing the massive overflow of plastics from the gardening industry. So many pots that go to waste. If we can collect and organise these resources to setup more micro nurseries and reduce demand at traditional garden centres.

Then what?!

Supply seasonal plants and produce (e.g microgreens for your local restaurants) and acclimatised locally propagated and grown plants for businesses that use the goodsnavigator platform.

Educate – One of the reasons the world in many ways is in a bad state environmentally, is the mentality that we should be able to have everything immediately everywhere all the time. This is the wasteful and damaging aspect of the systems we inhabit.

We now have new and incredible internet technologies to organise complex decentralised systems in ways that we couldn't before. As well as connected hardware that allow us to manage growing remotely. Let's start using it.

Propagate – we don't just propagate plants; we propagate people and micro nurseries.





Initial framework for onboarding start-up micro nurseries:

Easy as 1, 2, 3. Steps to becoming a Propagator decentralised micro-nursery producer/supplier.

- Assimilate – many pots from your garden centre and gardening pals
- Propagate – a plant that has meaning to you, or is native to your local area, or is edible, ideally all 3!
- Disseminate/Masticate – sample the product and reach out to your buyers

Assimilate stage

1. Create a compost heap – no excuses, all life starts here.
2. Collect the tools you need. Buy buy buy, well, actually, avoid spending money. You will find what you need when you look for it, charity shops, neighbours, garden centre skips, amenity sites and gumtree.
3. Organise your growing spaces. Aspect, seasonal considerations etc.

Propagate stage

1. Choose what you will grow, think minimum 1000 plants per annum, be courageous
2. Set up your system
3. Try try try again keep trying keep perfecting keep growing

Disseminate/Masticate stage

1. Eat what you have grown, plant what you have created within your local ecosystem.
2. Find a potential buyer. They may be on goodsnavigator, they must be hyper local.
3. Get their feedback and sell sell sell the Propagator decentralised micro-nursery system.



Goals

100 growers! Growing 100,000 plants every year, we'll migrate to a new independent website

603 growers! A micro-nursery network that reaches from Lands end to John o groats

1000 growers! introduce payment/reward system and mobile app

9363 growers! a grower for every 10 square miles in the UK producing 9,363,000 plants every year

