

Verge Permaculture

Advanced Home Orchardling campaign: Webinar and Masterclass

Masterclass Sales Page

Advanced Home Orchardling

Grow Resilient Fruit Crops at Home

A Verge Permaculture Masterclass featuring Stefan Sobkowiak

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Fruits, Nuts, and Berries the Way They're Meant to Taste

Tree-Ripened, Harvested Fresh from Your Own Property
One Second from Tree to Tastebuds

(icon) Chemical-Free	(icon) Flavourful	(icon) Abundant
(icon) Regenerative	(icon) Pest-Resistant	(icon) Carbon-Negative

Orcharding for the Busy Homesteader

With Stefan Sobkowiak's inspired use of permaculture principles, you can have a thriving regenerative orchard, with continual harvests to savor and share over an extended growing season, *and* still have time to enjoy your life!

In this 6-week Masterclass, you'll learn how to:

- Plan your orchard from sapling to succession
- Design the layout for soil fertility and maximum yield
- Prepare your property for new orchard plantings
- Stack functions with plant guilds and multiple-use trees
- Learn how to use grafting and other techniques to increase your trees' resilience
- Increase yield by pruning and other techniques
- Protect your plants successfully with Integrated Pest Management
- Integrate bees, ducks, chickens, rabbits, and/or sheep into your system
- ... and much more!

Along with Stefan's live lectures and Q&As, you will have the opportunity to make friends and build your own local support network through real-time collaboration in break-out groups of fellow students from your bioregion.

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Meet Your Instructor: Stefan Sobkowiak

Stefan Sobkowiak has been described as "a man outstanding in his field" - a biologist, university lecturer and public speaker. In 2017, he founded "beyond-organic" Miracle Farms, now the largest permaculture fruit orchard in Eastern North America, which also incorporates livestock and fowl.

With advanced degrees in wildlife biology and landscape architecture, he has crafted designs to attract beneficial birds, animals and insects to clients' properties over the past 20 years. He has taught courses including Fruit Production and Landscape Plants and Design at Montreal's McGill University and spoken to more than 400 groups on topics including edible gardening, landscape design, and permaculture.

With Stefan's expertise, humor and optimism, he is a popular lecturer, eagerly requested by Verge students since his talk on Your Permaculture Lab at Verge's 2021 Permaculture Summit. We're thrilled to welcome him back!

Healthy Trees and Luscious Fruit – Naturally

Our LIVE 6-week Masterclass guides you through every step of designing your home orchard to produce abundant organic crops while naturally nourishing the soil and repelling pests.

You will learn:

(icon) How to select the right cultivars to extend your harvesting season by months	(icon) How to use four key factors to grow flavorful, nutritious fruit organically	(icon) How to tailor your orchard design to your site and save both time and money	(icon) How to design and build a small-scale model to visualize your orchard in 3D
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Fact vs Myth

If you've held off from starting a homestead orchard because you've heard stories about how hard it is – *relax*. In Stefan's 6-week Masterclass, he provides years of proven results from his Miracle Farm to set you free from that disinfo! For example:

- Yes, you *can* start an orchard without paying your life's savings to commercial nurseries.
- Yes, you *can* have healthy, beautiful fruit without spraying pesticides.
- Yes, you *can* integrate animals and fowl in your orchard without endangering your health.

Sign Up and Stefan will show you how it's possible.

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No More Chemical-Laced, Well-Travelled Fruit.

With-Stefan's proven strategies, you can stagger your harvests with several cultivars for Fruit-of-the-Month variety—no more unripe picked-to-ship Gala, mealy Red Delicious, or GMO Arctic apples! Whether you have space for just a half-dozen trees or an acre's worth, you can add the beauty and biodiversity of a permaculture orchard to your property and reap the luxury of tree-to-table treats.

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Health for Your Family, Health for the Earth

If you're looking to build a self-sufficient, regenerative life, an orchard is essential to your property! Give your family all the vitamins and minerals - not to mention the freshness and flavor - of just-picked fruits, berries, and nuts grown in a thriving permaculture ecosystem. With this 6-week Masterclass, you can design your system right the first time.

See what our students say:

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Webinar Sales Page

Design Your Own Permaculture Home Orchard Trio

Grow Resilient Fruit Crops at Home

A Verge Permaculture Webinar featuring Stefan Sobkowiak

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Eat Fruits, Nuts, and Berries the Way Nature Intended

Fresh, Ripe, Beyond-Organic Goodness

Just Outside Your Door

(icon) Chemical-Free	(icon) Flavorful	(icon) Abundant
(icon) Regenerative	(icon) Pest-Resistant	(icon) Carbon-Negative

The Orchard of Your Dreams Is Possible – Here's How!

Learn what a permaculture home orchard is (hint: it's not a food forest!) and how it can provide months of varied, delicious, nutrient-packed harvests for your family while restoring the land. You will learn how to:

(icon) Select the right cultivars for diversity, resilience, and an extended harvest	(icon) Employ plant guilds and wildlife for fertile soil and natural disease control	(icon) Save time and money with a design based on the features of your site
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Discover the Art and Science of Home Orcharding

Imagine serving your friends and family luscious, chemical-free fruit from a home orchard that defies conventional wisdom!

In this FREE interactive webinar, you'll hear how Stefan's methods produce beautiful, healthy crops without fertilizers or pesticides...and how you can apply those methods on your property.

Attend live, ask your questions, and get them answered in real time.

Plus, you get:

PROVEN STRATEGIES Learn concepts and principles for orchard layout and plan your orchard cost-effectively from the start.	ACTIONABLE TOOLS Learn how to integrate plant and animal systems for biodiversity and disease resistance and extend your harvesting season.	BONUS CONTENT Download Stefan's latest e-book, answering students' questions on permaculture, orchards, fruit trees and more.
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Pluck Your Vitamins Right Off the Tree

A conventional apple a day probably won't "keep the doctor away" – but your home-raised fruits can be packed with that kind of vibrant nutrition! This Webinar will teach you Stefan's unique strategy to rebuild the soil ecosystem as your orchard grows, replacing vital nutrients and using nature's own tools to build the strength and resilience of your trees. The result? Fruits supercharged with vitamins and minerals to build your family's health and well-being!

If you're looking to build a healthy, self-sufficient, regenerative life for yourself and your family, *you can't afford to miss this webinar!*

Don't wait – register today!

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Want to keep the conversation going with Stefan?

Dig into the roots of our sapling to succession Masterclass

Advanced Home Orchardling

Starts July 26th, 2023

Wednesdays 3:30pm PT / 5:30pm ET

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Reg-Open Email (Webinar & Masterclass)

Subject: FREE Webinar on Permaculture Orchardling with Stefan Sobkowiak

Subtext: Plus Registration is open for the Masterclass

Hi there!

Quick question: when was the last time you picked and ate a juicy, ripe fruit straight from the tree, supercharged with vitamins and minerals from a rich soil ecosystem, without a film of pesticides?

For many people these days, the answer is probably “Never!” *But you can savor this delight on your own property – whether you have a suburban lot or an acreage -- with the help of Verge’s upcoming Masterclass:*

Advanced Home Orchardling

With Stefan Sobkowiak

July 26, 2023

3:30 – 5:00 pm MST/5:30-7PM EST

On his “beyond-organic” Miracle Farm, Stefan applies his decades of experience as a biologist, landscape architect, and permaculture designer to upend conventional orcharding practices.

Integrating plant guilds and animals, his proven orcharding strategy produces abundant crops of delicious, healthy fruits, nuts, and berries...while saving hours of labor and thousands of dollars in synthetic fertilizers and pesticides!

And in this LIVE, 6-week Masterclass, Stefan guides you through every step of replicating his results in your own home orchard.

You will learn:

(icon) How to select the right cultivars to extend your harvesting season by months	(icon) How to use four key factors to grow healthy, nutritious fruit organically	(icon) How to tailor your orchard design to your site and save time and money
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Advanced Home Orchardling campaign: Webinar and Masterclass

By the end of the class, you'll know how to:

- Prepare your property and set up your orchard nursery
- Stack functions with plant guilds and multiple-use trees
- Propagate your trees and increase yield by grafting and pruning
- Protect your plants successfully with Integrated Pest Management
- Incorporate bees, ducks, chickens, rabbits, and/or sheep in your system
- ...And much more!

If you are looking to build your family's health, wellness, and resilience while you restore your property's fertility and biodiversity, you can't afford to miss this Masterclass!

[button] Register Here

Curious? Wishing you could get a sneak-peek at Stefan's strategies before you register? You'll have a free opportunity in our upcoming 90-minute webinar on July 12, 2023, 3:30 – 5:00 pm MST/5:30-7PM EST, where Stefan reveals some of his juiciest tactics. You will learn how to:

(icon) Select the right cultivars for variety, resilience, and an extended harvest	(icon) Employ plant guilds and wildlife for fertile soil and natural disease control	(icon) Save time and money with a design based on the features of your site
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Plus, you'll get a free, downloadable copy of Stefan's latest e-book, answering real-life questions from aspiring permaculture orchardists like you!

Join us and find out why *an orchard is an essential part of every homestead* – and how you can develop your own, easily and affordably!

[button] Sign Me Up!

Nurture Campaign

1. The Challenge

Subject line: Subject: How Far Does Your Fruit Travel to Reach You?

Preview Text: Course starts in less than 2 weeks!

Hi there!

Berries from Mexico, walnuts from Chile, grapes from California, oranges from Morocco, apples from China - seems like a mini-United Nations gathering (with a walloping carbon footprint) right in the average fruit bowl! And those fruits have definitely, as you might say, *been around*...sprayed with chemicals before they were even blossoms, harvested and shipped long before they were ripe, steadily losing nutrients over days or weeks on the road or high seas. Poor things, they were worn out before they ever reached your grocery store display case!

What's the alternative, you ask? How does this sound: *Grow your own fresh, luscious, chemical-free fruit, nuts and berries on thriving trees and bushes, on your own property!*

Yes, despite the industry myths to the contrary, this is possible! And we are hosting permaculture orcharding expert Stefan Sobkowiak in a brand-new six-week Masterclass to teach you how:

Advanced Home Orcharding

With Stefan Sobkowiak

6-week Masterclass

Starts July 26, 2023

3:30 – 5:00 pm MST/5:30-7PM EST

This Masterclass upends conventional assumptions about fragile, chemical-dependent monoculture orchards, and empowers you with proven principles, strategies, and tools to design your own biodiverse fruiting ecosystem. Applying his decades of research and experience as a biologist, landscape architect, and permaculture designer, Stefan teaches you:

- How to use four key factors to grow healthy, vitamin-packed fruit without toxic chemicals
- How to select the right cultivars to extend your harvesting season by months
- How to tailor your orchard design to your site and save time and money
- How to design and build a small-scale model to plan your orchard in 3D

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Advanced Home Orchardling campaign: Webinar and Masterclass

Whether you have a suburban lot or an acreage, you can use Stefan's proven strategies to create an orchard polyculture on your property, with plant and animal systems working together to create a super-fertile soil ecosystem for super-healthy trees. Just imagine the impact on your family's health and well-being as they snack on fruit in your backyard that tastes better (*and – ssshhh – is better for them*) than processed carbs in Mylar bags!

Don't be fooled by the industry myths. A beyond-organic orchard is not only possible – it can become an essential part of your family's healthy homestead lifestyle. Sign up to learn how today!

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Advanced Home Orchardling campaign: Webinar and Masterclass

2. Robust Testimonial

Subject line: What Can You Expect From a Verge Masterclass?

Preview Text: Course starts in one week...

Hi there!

Are you still buzzing from Verge's recent, empowering webinar, in which expert permaculture orchardist Stefan Sobkowiak debunked the popular myth that you can't grow a beyond-organic orchard on a home-scale property?

If so - you're not alone! We've been fielding loads of questions from webinar participants (not to mention a surge of registrations for our upcoming Masterclass, **Advanced Home Orchardling**)

One of the most frequent questions we hear is – "What takeaways do students gain from your Masterclasses?" Rather than tooting our own horn, we'd like to share some of the enthusiastic feedback we receive:

Verge has changed the way we farm, eat, and live. As they evolve with changing teachers, the content of their courses enriches and their knowledge base expands. They stay on top of cutting edge science and keep us informed of the best way to convert from poisoning the earth to enriching it. – Veta B.

All I can say is, I've taken two full "courses" and a master class and keep coming back. There are many places to get training online on topics related to homesteading, gardening, permaculture etc., but how many include the heavy academic side which Verge can pull with multiple engineers, professors and hands on experienced staff? It's good to learn from someone who has "done it" for a couple years, sometimes it really helps to be able to cite published research performed by your instructors. On top of all that, the classes usually include weekly "lives" where you get to interact with the instructors rather than simply watch videos and take canned quizzes. All that is probably why I keep returning, and recommending Verge to others. David Corbett

Verge taught me the pieces I was missing for the overall big picture AND down to the micro- level. Let's just say if you are ready to learn, they have the most pertinent information delivered with the biggest hearts on the planet. The instructors are engaging, informative and professional. If you are actually ready to be one of the heroes of the Earth, then join us! Let's BE creative geniuses together and make this home paradise once more! –[karash1974](#)

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In short – you can expect science-backed concepts, proven strategies, and actionable tactics from any Verge Masterclass! Our own faculty features seasoned experts with decades of experience, and we partner with some of the most respected thought-leaders in permaculture today. Stefan Sobkowiak, for example, is a multiply-degreed biologist and landscape architect as well as permaculture designer and orchardist, who tests his leading-edge methods intensively on his own “Miracle Farms” property.

So when you’re looking to create a regenerative, self-sufficient orchard that naturally supports your family’s health and wellness, this Masterclass will set you up for success!

Don’t wait – register today!

[button]

3. Objections

Subject line: Those Who Say Organic Home Orchards are Impossible Haven't Seen Stefan Sobkowiak's!

Preview Text: Course starts on Wednesday!

Hi there!

People who say it cannot be done, should not interrupt the ones doing it. (anon)

That pretty well describes Stefan Sobkowiak's relationship with the conventional orcharding industry. According to their wisdom, his beyond-organic orchards simply are not possible... *except that they're thriving, while he teaches hundreds of home growers to replicate his proven results!*

And you can gain the benefit of Stefan's decades of research and experience as a biologist, landscape architect, and permaculture practitioner in our upcoming 6-week Masterclass, *Advanced Home Orchardling*, running _____ -- _____!

Here are a few of the myths that Stefan can teach you to defy with your own "impossible orchard":

Myth #1: Fruit trees are expensive and without the right techniques they don't survive.

You'll learn to propagate mutually supportive trees and plant them so they nourish and protect one another.

Myth #2: Fruit trees can't fight off pests; they need pesticide treatments to help them.

You'll learn to build up the soil ecosystem and practice Integrative Pest Management to achieve a healthy orchard and chemical-free crops.

Myth #3: Fruit trees are finicky and require lots of time and attention to produce a good harvest.

You'll learn to use plant guilds and safely integrate livestock in your design for abundant crops with little fussing.

Myth #4: Orchards produce their fruit all at once and require labor-intensive harvesting.

You'll learn to select cultivars and stagger your crops for a varied harvest over an extended season.

Bottom line? A thriving, beyond-organic home orchard that saves you time, money, and stress, while producing months of abundant, varied crops!

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If you've been holding off from planting your own fruit and nut trees and bushes, *this* is the Masterclass you've been waiting for. Whether you have a suburban lot or an acreage, Stefan's decades of experience and proven strategies will give you the keys to achieve your own "impossible orchard."

Don't wait and risk missing this opportunity – register now!

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4. Restate Their Problem - Last Chance Course Starts in Tomorrow

Subject line: Last Chance! Learn to Grow “Chewable Vitamins” in Your Own Home Orchard

Preview Text: Course starts in 24 hours...

Hi there!

Have you noticed that all sorts of vitamins are coming up “gummy” these days, tempting kids and adults to meet their daily requirements with sweet treats? Sounds great until you start reading the ingredients... then, you start wondering: is there a way to get all your vital nutrients without gobs of added sugar, coloring, preservatives, and assorted other chemicals, and without swallowing horse-pills?

Good news! **You still have a few hours to sign up to learn how to *get your vitamins the old-fashioned way...straight off the tree, in your own backyard!***

Fruits, nuts, and berries bursting with nutrition, grown in a vibrant, healthy soil ecosystem, naturally fertilized and kept free of pests by carefully chosen companion plants, beneficial insects, and livestock: it's the beyond-organic orchard template from time immemorial.

Stefan Sobkowiak, biologist, landscape architect, and permaculture orchardist has spent years developing and refining this template on his Miracle Farms. And starting tomorrow, he will be revealing it in our 6-week Masterclass, **Advanced Home Orchard!**

If you've ever wished you could grow your own home orchard, then thought “no, it's too complicated, time-intensive, labor-intensive, risky, etc. etc.,” – *you need to sign up for this Masterclass while you have the chance!*

We'll be debunking popular myths about fragile, chemical-dependent fruit crops, and empowering you with proven principles, strategies, and tools to design your own home orchard for resilience and pest-resistance from square one. You'll learn Stefan's tested and proven strategies, discovering how to:

- Use four key factors to grow healthy, vitamin-packed fruit without toxic chemicals
- Select cultivars and stagger crops for a varied harvest over an extended season
- Tailor your orchard design to your site and save time and money
- Design and build a small-scale model to plan your orchard in 3D

You'll leave the Masterclass knowing how to set up your orchard to rebuild its soil ecosystem as it grows, replacing vital nutrients and using nature's own tools to build the strength and

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resilience of your trees. The result? Fruits, nuts, and berries supercharged with nutrients to build your family's health and well-being.

Just imagine the impact on your family's health and well-being as they eagerly pluck delicious, chemical-free "chewable vitamins" from thriving trees and bushes in your own backyard!

But this opportunity is nearly gone – registration closes in less than 24 hours. Don't risk missing out; sign up today to create a future of health and well-being for your family and your property!

[Button] Sign Me Up!

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META AD

Learn the secrets of successfully growing pesticide-free fruit trees at home with Stefan Sobkowiak of Miracle Farms, the largest permaculture fruit orchard in Eastern North America. Priceless teaching from one of Permaculture's best-loved educators!

- 🍎 Select the right cultivars for diversity, resilience, and an extended harvest
- 🌱 Employ plant guilds and wildlife for fertile soil and natural disease control
- 🍒 Save time and money with a design based on the features of your site

...Plus, download Stefan's jam-packed book of questions and answers: ***Stefan Sobkowiak Answers Questions From People Like You***

🍏 This LIVE event includes a Q&A - get real-time answers to your questions.

Live Webinar July 12 | 2:30pm PT | 5:30pm ET

One Free Webinar to Grow Resilient Fruit Crops at Home

👉 www.vergepermaculture.ca/free-permaculture-academy-webinar/
