



2023 USLGA ANNUAL HARVEST SURVEY



1. Demographics

242 growers responded to our survey, yielding a 34.9% response rate. 90% of respondents are age 45 and older, and 86.6% of respondents are in the 45-64 range. Northeast growers had the most respondents, however, Oregon, California, Washington, Michigan, and Virginia, reported the highest number of lavender farms.

Farm operations are still, most commonly, supported by family, friends and volunteers. An interesting statistic in our survey showed 90% of respondents use family members to support their farms, with 42% reporting that they employ 2 family members to run the enterprise.



2. Operations

Survey respondents reported over twenty tons (20.2 tons) of fresh and for distillation lavender being harvested. Over two hundred and forty thousand (240,000+) plants in production. Lavandin is harvested in pounds at 2X that of Angustifolia levels, yet Angustifolia was reported nearly 1.5X Lavandin bundle counts.



3. Harvest

Twenty-five (25%) percent was the most frequently reported percentage of fresh Angustifolia bundles harvested for culinary use. However overall, 50% was the average reported for culinary use, indicating many respondents allocate all (100%) one hundred percent of their fresh Angustifolia for culinary use.



4. Culinary



5. Essential Oil/Hydrosol

Nine (9%) percent of respondents reported a total of eighty-three (83) gallons of lavender essential oil. Forty-seven (47%) percent of lavender reported for Essential Oil is Grosso. Two thousand four hundred and eighty gallons (2480) of oil was produced. Ratio of hydrosol to oil is 30 (hydrosol) to 1 (essential oil).

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6. Agritourism

The Northeast region leads in agritourism, and in the number of visitors. Overall, survey respondents welcomed over eighty-six thousand (86,267) visitors to their farms in 2023. The average counts are 1327 visitors.

Respondents reported most popular product offerings were dried bud (45%), Fresh (40%), Personal care (31%), Home products (29%), Culinary (26%), Essential Oil (22%), Hydrosol (21%), Agritourism (21%), Events (19%), Potted Plants (19%), Lavender themed (18%), and Workshops (11%).

7. Product Offerings

8. Marketing / Sales

Respondents reported most successful marketing/sales came from Direct from Farm Sales (29%), Online (25%), Word of Mouth/Email (21%), Festivals (19%), Farmers Markets (18%), Agritourism (14%), Social Media (12%), Retail store (13%), Other (9%), and Print Ads (2%).

Revenue reported by 65 respondents resulted in \$3.43 million, which is approximately \$52,700 per respondent lavender farm in the year of 2023.

9. Revenues

Thank you

If you have any questions about the US Lavender Growers Survey, please contact Education@uslavender.org

For more details on the 2023 USLGA Harvest Survey, please visit our website at USLavender.org.