

USLGA

Newsletter

April 2021
Vol. 10 Issue 2

USLGA NEEDS YOU!
Volunteer with our organization!



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SOCIAL MEDIA

USLGA is on Facebook, Pinterest and Instagram. Follow us!



WEB

www.uslavender.org

If you would like to contribute stories, comments, or other content please email editor@uslavender.org

USLGA NEWSLETTER

Past and current newsletters are accessible on www.uslavender.org

COVER IMAGE

"Bubbles"

Marilyn Kosel

Location: Wayward Winds Lavender
Newberg, OR

WE WANT YOUR PHOTOS:

Please submit your lavender and farm photos to be considered in future newsletters and USLGA's social media at: editor@uslavender.org

Submission deadline is the 15th of the month prior to publication. The newsletter is distributed bi-monthly.

MISSION OF USLGA

To support and promote the United States lavender industry through research, education, networking and marketing.

VISION OF USLGA

As a collective voice for members, the United States Lavender Growers Association will advocate for, promote, and support and United States lavender industry. The USLGA will offer opportunities for members to participate in and benefit from networking, education and research. It will seek marketing opportunities to raise awareness of the lavender industry, connect buyers to sellers, and enhance member farms and businesses. The USLGA will support growers in producing a quality sustainable lavender crop and end products to satisfy U.S. demand and will be a partner in the global lavender community.



Letter from the Editor

Spring is here and so the work begins. As I get older, the work doesn't get any easier. As much as I may still enjoy it, I'm not such a fan of the aches and pains that accompany the spring time. Luckily my body still adjusts to the work, but it takes longer every year.

If you missed the conference - it's not too late. The quality and value of the content is incredible. You'll find information about the speakers and the vendors in this newsletter. It's well worth the cost of registration. The event committee, led by Sherri Wood, did an incredible job, especially considering they had no experience in virtual conferences going into this process. Congratulations on a great job.

You'll find several announcements and requests from your Public Relations and Communications committee in this edition. Please read these to get the most out of your USLGA membership.

- Marilyn



News from the Board

From the President:

Wow! What an amazing two months! We just finished the first USLC Virtual Conference March 19-20. Kudos to Sherri Wood and the whole Event Committee for all their tireless work. They made this happen in just 3 ½ months! When Sherri presented the idea to the Board last November and said they wanted to have a conference the end of March, I was pretty sure the pandemic had affected their brains. I seriously doubted they could pull it off in the short time span they had chosen. I am extremely happy they proved me wrong!

They hoped to have at least 150 members sign up. At the time of the conference, we had just a tad over 400 attendees, speakers and vendors! So, well done! We had a plethora of seminars on three different tracks to address differing levels of experience. They were also recorded, so we can go back and watch again and again for those of us who soak up things slowly. By the time this is published, the sign up for those who did not get the chance to attend in person should be active. Sherri has already started a long list of members who didn't get signed up in time or decided to sign up after they heard the glowing comments from their fellow members about the information attendees garnered.

One of the nice things our conferences generates, besides excitement to try new stuff, is the slew of new members we pick up who decided to join to get the member discount. We are now up to 687 members as of the end of March! We may well top out over 700 by USLGA's anniversary on April 27th when we celebrate nine years and counting.

I just returned from the Region 6 meeting at Mary & Tim Hamer's farm, Loess Hills Lavender Farm, outside of Missouri Valley, IA. This is the third gathering they have hosted over the years. Even considering the pandemic, we had (I think) over 30 souls! Great fellowship and networking opportunity to share information, learn new skills, and just get to be with "our" people! We are all trying to get ready for the new season, which should be in various stages of bloom by the next edition of the newsletter. Here's to hoping you have prepared as well as you thought!

Mike Neustrom, USLGA President



BOARD MEMBERS

President - Mike Neustrom
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GROW YOUR BUSINESS!

US LAVENDER CONFERENCE 2021

POST-CONFERENCE RECORDINGS

NOW AVAILABLE FOR PURCHASE!

Did you miss the conference?

Not to worry -- you can register now and view all recordings through June 15!

Learn from expert growers and business leaders in the industry and access a wealth of resources for your business.

Your conference registration also includes access to recordings of "Discover Lavender" segments on the joys of lavender in cooking, cocktails/mocktails, crafts, and more.

See the June Newsletter and the website for more details on the Virtual Conference, including USLGA member responses to the conference activities.

Presenting Conference Sponsors

Greener Life Club / Derek Hodges - www.greenerlifeclub.com

Positively Aromatic / Sandra Shuff - www.PA-Wholesale.com

Wayward Winds Lavender / Marilyn Kosel - www.waywardwindslavender.com

Barn2Door / James Maiocco - www.barn2door.co

On The Edge Events / Kara Wasserbach - www.ontheedgeevents.com

Here is a list of presentations now available online through June 30, 2021.

SIGN UP TODAY! Post Conference Registration \$150

Grow Your Business with Email: Charlotte Smith, 3Cow Marketing

Distill your Lavender for Hydrosol & Essential Oil: Sandra Shuff, PA Wholesale

How to Start a Lavender Farm, parts I & II: Nicole and Dan Callen, Norwood Lavender

2021 Market Trends Every Farmer Should Know: James Maiocco, Barn2Door Marketing

Targeted Growing for the Success of your Lavender Farm: Joseph Downs, Lavender Man

Greener Life Essentials: Derek Hodges, Greener Life

Labels 101: Allison Vought, Alimar Labs

How to Build an Effective Website: Chorlotte Smith, 3Cow Marketing

Producing Value Added Products: Marilyn Kosel, Wayward Winds Lavender

Lavender Primer - History, Gardening Basics, Varieties, and Joys: Joanne Voelker, Mt. Airy Lavender

GC Analysis of Essential Oils: Kevin Dunn, Hampden-Sydney College

Why Should Lavender Farms Care About Honeybees: Ted Maciejewski, University of Montana

Latest News on Phytophthora: Dr. Steve Jeffers, Clemson University

Utilizing the USDA Value-Added Producer Grant: Allison Horseman & Mary May, Woodstock Lavender Farm

Keep Followers Engaged on Instagram: Shellie Watkins Ritzman, My Garden Blooms

Opening Your Farm for a Year-Round Revenue Stream: Ellen Reynolds, Beagle Ridge Lavender

Discover Lavender for Health & Beauty: Janice Cox, Natural Beauty at Home

Culinary Lavender Cook Along, From Field to Kitchen Table: Nancy Baggett, Nancy's Lavender Place

Lavender Festival: Planning for a Successful Event: Tina & David Duffy, Red Oak Lavender

Introduction to Soap Making: Kevin Dunn, Essential Depot

Culinary Lavender Workshop - Tasting, Smelling, & Comparing Lavender: Joseph Downs, Lavender Boutique

For more information: <https://www.uslavender.org/uslc-2021>



2021 Virtual Conference EXHIBITOR HALL

Support our Vendors



Barn2Door powers farmers who sell direct --helping them increase sales, access customers, save time. We help Farmers meet Buyers' expectations through easy ordering software, services, and resources. Contact: www.barn2door.com



Beagle Ridge Herb Farm is celebrating our 20th year in the lavender business. We manufacture a full line of lavender based items. Retail, wholesale, private label. Contact: Beagleridge@gmail.com



Belle Terre Ceramics creates lavender-embossed hand-sculpted art pieces, produced in limited quantity batches and sold exclusively through independent lavender farms. Contact: laurenjower62@gmail.com



Besel Lavender Processor is not a common lavender machine - but the most efficient processor on the market. Debuds you dry lavender in an extraordinarily short time. Contact: ricardofbeselinc@hotmail.com



Blue Spring Run Farm is a home business offering handcrafted bath and body products, honey, herbal teas, and more to local boutiques and wholesale vendors nationwide. Contact: bluespringrunfarm@gmail.com



Eagle Creek Lavender / Starr Manufacturing builds and sells the only purpose-built single row harvester manufactured in the U.S. Self-propelled, ideal for up to 100 acre farms. Contact: wjabs@cascadeaccess.com



Essential Depot stocks essential product ingredients, supplies, and equipment. Prices on their essential oils are hard to beat. Developed by Kevin Dunn, Elliott Professor of Chemistry at Hampden-Sydney College. Contact: essentialdepot.com



Farmers Lavender Co. crafts quality ingredients, lavender essential oil and dried flower buds to create lavender coffee, lavender tea, flavor-infused honey and lavender personal and aromatherapy products. Contact: info@farmerslavenderco.com



Greener Life Club stocks products made of natural occurring, organic ingredients that are healthy for you and the planet. They partner with Essential Depot, who stocks essential product ingredients, supplies, and equipment. Contact: www.greenerlifeclub.com



Golden Prairie Honey Farms, a non-profit charitable and education foundation, sells honey and bee-keeping supplies and equipment -- produced and shipped by veterans. Contact: www.thesavefarm.org



Indie Business provides entrepreneurial training services, promotional and networking opportunities, and product liability insurance to makers and creative entrepreneurs. Contact: indiebusinessnetwork.com



Mesa Lavender Farms manufactures lavender/CBD wellness products. Lavender and CBD include anti-inflammatory calming benefits unmatched by lavender or CBD alone. Founder Curtis Swift Ph.D. Contact: Curtis@mesalavenderfarms.com



Mierco Fine European Linens designs and sells quality jacquard tea towels made in all corners of Europe. Find lavender designs on tea towels, totes, shawls, sachets, and Provence tabletop. Retail and wholesale. Contact: info@mierco.com



Mt Airy Lavender offers handmade beauty, wellness, and culinary products made from lavender that is organically grown and distilled on their family farm in Coatesville, PA. Contact: joanne@mtairylavender.com



Nancy Baggett is an award-winning cookbook author. *The Art of Cooking with Lavender* is her latest work -- a high-quality glossy paperback with 80 recipes, 75 color photos. Wholesale available. Contact: nancykitchenlane@aol.com



Natural Living cookbooks and workbooks feature recipes and treatments for body, bath and hair. Look and feel terrific, save money and have fun creating your own all natural body care products. Contact: www.naturalbeautyathome.com

2021 Virtual Conference EXHIBITOR HALL (continued)



Norwood Lavender Farm is a wholesale and retail farm specializing in culinary lavender mixes, including lavender lemonade, scone mix, shortbread cookie mix, brownies. Retail and wholesale.
Contact: norwoodlavenderfarm@gmail.com



Ohio Valley Lavender is a Veteran and woman-owned business that grows lavender and sells harvesting equipment. We represent Bizon-LTD, Harvester Concepts, Spapperi, and Madara Agro.
Contact: contact@ohiovalleylavender.com



On the Edge Events would love to help you build your business using Virtual Events!
We are happy to meet you where YOU are at in your business.
Contact: alice@ontheedgeevent.com



PA-Wholesale is a Certified Organic artisan distillery of high quality hydrosols and essential oils. Health and wellness on every level for our clients is the "why" of what we do.
Contact: sandra@positivelyaromatic.com



Serene Lavender Farm is an eco-friendly, sustainable lavender farm. We produce and sell unique lavender decor, culinary, and body products.
Contact: serenelavenderfarm@comcast.net



SKS Bottle & Packaging is a supplier of glass, plastic and metal containers, as well as closures, to small businesses and Fortune 500 companies alike, for a wide variety of end uses.
Contact: marcyr@sksbottle.com



Sorva Syrups are all-natural infused drink syrups in a variety of flavors - including lavender! Use in cocktails, mocktails, tea, coffee, lemonade, or seltzer.
Contact: courtney@sorvasyrups.com



Takao Nursery is a 3rd generation, family-owned and operated greenhouse in California, shipping throughout the US. Our focus is on propagation, specializing in lavender and California natives.
Contact: itakao@takaonursery.com



Wayward Winds Lavender is a provider of wholesale private label, ready-to-label, and bulk lavender products. Proven sellers, low minimums, premium products you'll be proud to call your own.
Contact: marilyn@waywardwindslavender.com



Woodstock Lavender Co. carefully crafts a broad offering of lavender products for the home, bath and body, and much more. Farm sales, online retail, wholesale sales, and private labeling of our products for you.
Contact: info@kylavender.com

Free Farm Publicity

Want to promote a lavender farm or business event for free? Your USLGA dues allow you to post your events on our website's calendar of "Upcoming Events" – on both the public and members' websites. We'll also post on the public and member's USLGA Facebook Page.

Here are some ideas on what you can post:

- Farm event
- Open house
- Holiday event

Fill out your event form here:

https://uslga.memberclicks.net/index.php?option=com_mcfm&view=ngforms&id=19500#/

(If the link doesn't take you directly to the form, simply copy and paste the link into your browser.)

And while you're at it – Update your Member Profile. Make sure your information is updated and accurate. By March, your Profile will connect you to lists including: "Find a Farm" and "Find a Supplier."

<https://uslga.memberclicks.net/member-profile>

Meet Our Region 1 Coordinator Sandra Shuff



Region 1: Washington, Oregon, Idaho, British Columbia

Contact information: email sandra@eveninglightlavender.com
509-724-1618
USLGA member since 2013

Some things to know about me: Sandra Shuff is a trained distiller, aromatherapist and educator. She uses a holistic approach incorporating essential oils into health and well-being. She distills 52 different botanicals with lavender being her primary focus. Her 100% Certified Organic farm has a current lavender population of 24,000 plants and her business includes wholesale distillation. She believes and encourages members to be involved with lavender organizations, believing in "learning together" as a community and helping each other. Feel free to reach out to her!

PLEASE CONTRIBUTE

The Public Relations/Communications Committee is on a mission to have fresh content for the updated website, for other growers, and lavender enthusiasts. One key area we would like to focus is "Lavender Recipes and Uses." We would love to feature your favorite recipes and uses for lavender on the website, in newsletters, and on Facebook. The end result will be a clean updated online library. Here is how you can help:

1. Recipes: Send us your favorite lavender recipes. And please include a photo of the finished goods. Here are the categories for recipes:

beverages	appetizers	salads
vegetable dishes	main dishes	bread
desserts	holiday	entertaining

2. Uses for and benefits of lavender: Send us your favorite write-ups and information about the benefits and uses of lavender.

3. Growing lavender in your backyard: We all get the same starter questions. Provide your input on what it takes to get lavender growing.

Send your contributions to pr@uslavender.org. Be sure to include your zone, farm name, city, and state. And send photos whenever possible. Thanks!

Help make USLGA better. Please consider joining a committee.
Most committees are short members, or have no members at all.



Lavender Shortbread Cookies

Mt. Airy Lavender Farm

Ingredients

- 1 cup butter, softened
- 1/2 cup sugar
- 3 tablespoons honey
- 1 teaspoon vanilla extract
- 2 cups flour
- 2 teaspoons dried, finely ground culinary lavender
- pinch of salt
- purple colored sugar (optional)

Total Time: 30 minutes + chill time

Prep Time: 15 minutes

Chill Time: 2+ hours

Bake Time: 18 minutes

Directions

1. In the bowl of a mixer or food processor, combine butter, sugar, honey, and vanilla.
2. Cream together until light and fluffy.
3. In a separate bowl, mix the flour, finely ground lavender, and salt until combined.
4. Then fold into the mixture above until just combined, being careful not to over mix.
5. Divide the dough in half and place each half between two sheets of plastic wrap. Shape each half into a log approximately 1¼ inches in diameter.
6. If desired, roll the logs in colored sugar.
7. Wrap each log tightly in plastic wrap and refrigerate for at least 2 hours.
8. After the dough is chilled, preheat an oven to 325 degrees.
9. Line two baking sheets with parchment paper or a non-stick silicone mat.
10. Slice each dough log into 1/3-inch thick slices and place on prepared baking sheets about 1 inch apart.
11. Bake for 18 minutes or until just starting to brown on the edges. Remove and let cool on a wire rack.
12. Store in an airtight container for up to a week.

INTRODUCING: Wendy and Troy Jochems Hope Hill Lavender Farm Pottsville, PA

by Lisa Anthony, USLGA Public Relations/Communications Committee



Wendy and Troy Jochems purchased a Christmas tree farm in 2004 and transformed it into a Pennsylvania Certified Pollinator Friendly Garden. Following their dream to grow a sustainable crop, Hope Hill Lavender began on Memorial Day 2011 when 1,500 lavender plants were put in the ground. That takes a lot of time on hands and knees.

Of the original four cultivars planted - Provence, Munstead, Grosso and Hidcote, only Grosso and Hidcote remain. Other cultivars added since include Caty Blanc, Super, Purple Bouquet, Buena Vista, Royal Velvet, Melissa Lilac, and Melissa. The gently sloping property in Pennsylvania (Zone 6B) is close to 3,000 plants today.

Lavender at Hope Hill is exclusively hand harvested by Wendy and Troy. They provide fresh cut bouquets, and they distill their own essential oil. They also create many of their own handcrafted products. Hope Hill Lavender's 2012 farm cart was replaced with an on-site farm store in 2016. The farm store is stocked with farm distilled essential oil, in-house handcrafted lavender products, select items created by local artists, and their homegrown raw honey when available. All farm store items are available in their online shop (except live plants).

Wendy conducts Saturday farm tours and invites guests to learn about their farm, their lavender, their bees, and also their animals. Rumor has it the main attraction at Hope Hill Lavender Farm is the last stop on the farm tour: meeting the miniature Mediterranean donkeys! Visitors will also learn about the farms rescue horses, pony, and hens who call Hope Hill home.

As Hope Hill Lavender Farm has grown, Wendy and Troy sometimes find it challenging to keep everything "as good or better than" without overwhelming themselves or their resources. Staffing the farm store with conscientious seasonal workers is another challenge. But the creative challenge to engage visitors and perpetuate the mystique of lavender makes it all worthwhile.

As it is for most growers, there are always challenges but the rewards are priceless. Hope Hill Lavender Farm will be celebrating their 10th anniversary in 2021. Wendy and Troy consider their greatest success to be growing their farm and business through hosting new and returning customers.





USLGA REGION 6 GET-TOGETHER

Region 6 held an in-person get-together on March 27 at Tim and Mary Hamer's Loess Hills Lavender Farm in Missouri Valley, Iowa. The group convened Friday evening for dinner, and had a packed agenda for Saturday, which included:

- Mary and Tim Hamer presentation about their farm, followed by a farm tour.
- Demonstration of lavender cleaning and de-budding machines presented by Ted Maciejewski and Mike Neustrom.
- Hands-on propagation workshop presented by Cathy Callaghan.
- Discussion on "How to Collaborate with Others?"

Update Your Member Profile and Member Map to get on USLGA public lists of farms & suppliers! Here's how:

The USLGA Website has been redesigned so the public can find your farm or business. You need to update your Member Profile to be found.

- Find A Farm A list of farms open to the public -- searchable by city or by state or by farm name
- Find A Supplier A list of USLGA members who supply plants, gifts, services to lavender growers
Where we can, we should support our own!

Work started on this last spring, and the "new lists" are up and running!

FOR THIS TO WORK -- you must update your member profile!

1. Growers who want their farm listed in the public search option to "Find a Farm" must update their Member Profile -- which involves entering the address you want shown to the public in the "Find A Farm" searches. A little duplication: 1st address is your mailing address; 2nd is your (viewed by the) public address.
2. Growers who are also Suppliers must also update their profile to provide the Supplier List information category, contact details, link to your website).
3. Affiliates who are Suppliers need to update their profile, to provide Supplier List info, including link to your website.
4. The "Map of Farms" is in transition, but updating your profile will ensure you will soon show up on the map, too.
5. With the new Member Profile, we encourage everyone to update their profile. This is an excellent time to re-visit the list of USLGA Volunteer Opportunities.
6. Note: you can update your Member Profile at any time!

STEPS are simple:

Link: <https://www.uslavender.org/>

Upper Right: MEMBER LOGIN bar

Fifth Bar: MEMBERS AREA; then choose MEMBER PROFILE drop-down

On the right sight: EDIT bar

When you finish: SAVE bar

If you use suppliers who are not USLGA members, encourage them to join USLGA to get listed on our Suppliers List which is viewed by about 400+ growers and shops.

Microwave Lavender-Apple Chai Tea

- a recipe from Nancy Baggett

Nancy Baggett is the author of the award-winning book, "The Art of Cooking with Lavender," which is on sale wholesale at www.nancyslavenderplace.com She also writes a free, quarterly Culinary Lavender Newsletter; sign up on her website.



Lavender-apple chai tea is a simple, truly delightful way to answer the question, "I have some culinary lavender buds, what can I do with them?" If you prefer to avoid caffeinated tea, you can choose among several brands of decaffeinated chai tea bags, such as Twinings, Bigelow, Celestial Seasonings, and Stash.

This easy, three-ingredient recipe (plus water) also offers insight into some of the many ways lavender can enhance your cooking: It's a surprisingly versatile herb and mingles beautifully with all the so-called "gingerbread" or "pumpkin pie" spices. So, you can add it, finely chopped or ground, to enrich the taste of spiced fruit pies, cakes or cookies.

Tip: The recipe may be doubled, if desired.

1 cup apple juice
3/4 cups water
1 teaspoon dried culinary lavender buds
1 regular or decaffeinated Chai-flavored tea bag
Honey or other sweetener

Combine the apple juice, water, Chai tea bag and lavender buds in microwave-safe tea pot (or substitute a large glass measure). If the pot has a strainer-brewer insert, put the lavender in the insert; otherwise just stir it in. On high power, heat the tea just until it almost comes to a boil, 2 to 3 minutes depending on your microwave wattage. Immediately turn off the microwave, but to avoid any chance of a boil-over, let the tea stand in the microwave for 3 minutes to steep and cool slightly. Steep longer for stronger tea.

Remove the strainer inset and tea bags and pour the tea into a large mug or two tea cups. Or, lacking a strainer insert, remove the tea bags, then the lavender by straining the tea through a fine sieve into the mug. Stir in honey or other sweetener to taste. Enjoy!

Welcome NEW Board Members

Julie Haushalter
White Oak Lavender Farm
Harrisonville, VA

Joseph Downs
The Lavender Boutique
East Wenatchee, WA

Sally J. Miller
Willow Springs Lavender
Bedford, PA

Send Us Your Photos!

Do you have images that showcase the beauty of lavender and lavender farms?

New images are needed for the USLGA website and Facebook pages. You won't be compensated for your submission, but you will receive a photo credit.

Please submit your original full-resolution photos in jpeg format to pr@uslavender.org.

(Please send one photo at a time to avoid going over email size limits.) Thank you!



What have USLGA Committees been up to? Here is a summary of recent activities:

Advocacy Committee: Currently inactive. Are you interested? Contact us at advocacy@uslavender.org.

Event Committee: Chair Sherri Wood and her team did a great job shifting from an in-person conference to a virtual one. Our first USLGA virtual conference was held in March. Recordings of the conference speakers and other valuable content will be available through June 30, 2021.

Education & Research Committee: Conducted a "Front Porch Gathering" on February 23, 2021. It was well attended. They are planning more Front Porch Gatherings for 2021. Next is tentatively scheduled for mid May 2021 and will be on distillation equipment.

Finance Committee: Has finalized the 2021 budget which has been approved by the Board. They also created an Investment Policy for Board which was also approved.

Internet Committee: Is working with the PR Committee on new and beneficial changes to the website. The result will be more useful and user-friendly for members and the public.

Membership Committee: Membership is growing. We are approaching 700 members. The membership committee is working on ways to increase member engagement on committees and to serve as Regional Coordinators.

Newsletter Committee: The newsletter will continue to be produced bi-monthly. It will contain its regular features, plus articles that are relevant and educational for our members.

Nominating Committee: The elections for new Board members took place in January. New Board members were announced at the Annual Meeting on January 27, 2021.

Public Relations and Communications: Finalized the "update your profile" information to go out to members. The updated profiles will be used for a new website feature. This committee is assisting with the new website layout which will include a calendar of events and other valuable resources and benefits for members. Members of this committee also provided content for the newsletter and for the website.

Publications Committee: Reviewed and edited all written content created for the conference, plus new website content, and the newsletter.

Show Us Your Signs

Thank you for sharing your Farm Signs.

We hope this feature gives everyone some ideas and inspiration for signage.

Watch for next "Show Us" features: Show Us Your Purple Show Us Your Festival



Runcible Bloom
Shasta Lake CA



Battlefield Lavender
Centralia MO



Twilight Lavender
Watkinsville GA



Lavender Wind
Coupeville WA



Capay Lavender
Capay CA



Hope Hill Lavender Farm
Pottsville PA



Pumpkin Blossom Farm
Werner NJ



Lavender Lamb Farm
Cleveland GA



Red Oak Lavender Farm
Dahlonega GA



Sandy Creek Ventures
East Canton OH



Camp de Flori
Tasmania Australia

Spot-On Field and Shop Signs



Shawnee Hills Lavender
Cobden IL



Toledo Lavender
Toledo WA



Sage Hill Farm
Ontario OR



Red Oak Lavender
Dahlonega GA

Thanks, Dad, for the row