

USLGA

Newsletter

June 2021
Vol. 10 Issue 3

USLGA NEEDS YOU!
Volunteer with our organization!



IN THIS ISSUE:

Recipe and Book Review

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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

"Victorian Amethyst and Helinium"

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

My apologies for the tardiness of the newsletter this month. A family emergency effected my ability to produce it in a timely manner. Luckily that is resolved now and I can get back to the busy season at hand.

There is a bright outlook regarding the loosening of restrictions around COVID-19. Welcome news for all of us. The willingness of people to get vaccinated is making a tremendous difference. Illness and death rates are down and expected to continue downward. This is translating into the public's willingness to venture forth. We should see excellent attendance numbers as our seasons progress.

There is a focus on the recent USLC in this issue. I hope you find it informative and interesting. If you have specific subjects you would like to see covered, or articles to submit, please let us know.

- Marilyn



News from the Board

From the President:



This edition should find most of our members either already in busy mode or steep into planning for your summer events and farming activities. I know my farm has experienced more damage this year, so we are spending time trimming damaged plants or removing them before we can put new plants into the ground. The shift in climate for us has meant we have to plan our activities not by the calendar, but by our new mean temperatures. We are still weeks away from any harvest, so like many others, I have other 'farming' to do.

We had a major problem with our platform provider for our virtual conference. The conference itself went off fairly smoothly, but not without a lot of work by the Event Committee and our Event Coordinator. What did fall apart was the contractor's ability to come through, as promised, to provide a smooth transition for our content sessions to be viewed by attendees and others to purchase afterward. It has been a whirlwind of searching for a new platform to house our content so we can provide indefinitely to our members. This is still in the works, but the Board has decided to move forward in building our own "library" or education center with easy access to our members through a single sign-on. This will contain our other videos, such as the "Front Porch" series.

It will mean we will try out a new management tool which is an addition to our website and member management software. All videos from the conference have been downloaded from the old contractor and uploaded to our own storage. We will have it up and running as soon as they can manage it. It was to be seamless in planning. But like most plans they work until they don't. We have been improvising at a dead run.

My thanks to Sherri Wood, Kera Wasserbach, the Internet Committee, and Mary Bergstrom, our Webmaster, for all their hard work. Please stay tuned!

Finally, I wish you all a successful season and hoping you can open up fully now that the CDC has removed their guidance on masks for those already vaccinated!

Mike Neustrom, USLGA President

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Help Us Help You!

The USLGA PR Committee can help you promote your business if you'll do the following:

Submit an event

Click [HERE](#) to submit your lavender event, which will be viewable by members as well as the public. Simply fill out the details on the form in order to have your lavender event (festival, class, holiday event, u-pick) posted online.

Update your Member Profile

This will allow your farm/business to be accessible on the "Find a Farm", "Find a Supplier" and the "Map of Farms & Businesses" on the public and members' USLGA websites. Click [HERE](#) to update your profile now!

Send us any local/national publicity on your farm such as a TV clip, newspaper article, etc. Please send in PDF or video format to pr@uslavender.org.

Share your farm's recipes, interesting lavender uses, backyard gardening tips, and more! Your farm will be credited on the "coming soon" public website feature and in FB posts. Email to pr@uslavender.org

PR will promote your business on the public Facebook page, newsletter, or wherever appropriate.

Free promotion! How can you pass this up?

Remember: USLGA has a public Facebook page, which is separate from the members-only Facebook page. (If you've been viewing the members-only Facebook, you might have forgotten the public Facebook page exists!) PR is initiating a list of activities to make the public Facebook page more attractive, increase activity, and direct the public to visit members' farms, while enlightening them about lavender-related topics.



New book available: Lavender, 50 Self-Care Recipes and Projects for Natural Wellness
By Bonnie Louise Gillis

In this book you'll find recipes for the home, body, and mind that harness lavender's calming and healing properties. Full of beautiful photos and useful information for enthusiasts and pros alike. If you would like to carry this book in your retail shop contact Molly Woolbright for wholesale purchasing information.
mwoolbright@sasquatchbooks.com

INTRODUCING: Ellen & Gregg Reynolds Beagle Ridge Herb Farm Wytheville, VA

by Lisa Anthony, USLGA Public Relations/Communications Committee



Ellen and Gregg Reynolds began their lavender journey as weekend warriors making the commute every Friday from Winston, NC to Wytheville, VA. They managed their farm this way for ten years before permanently moving onto the property in 2010. This summer Beagle Ridge Herb Farm celebrates its 20th anniversary with thousands of lavender plants, herbs, butterflies, and incredible memories.

The herb farm is part of what used to be a hunting preserve where quail and partridge were raised. Today, Beagle Ridge is recognized as a Certified Habitat Garden with the National Wildlife Federation, a Sustainable Monarch Reserve, and a Pesticide Free Zone, a Monarch Watch Site, and a Bee Friendly Site. Beagle Ridge is home to 1,000 lavender plants, 30 butterfly species, and many Virginia wildlife natives including deer, grouse and black bears.

The rocky terrain has proven challenging (you can only dig with a pick), but it has also pushed Gregg and Ellen to be creative. In Zone 5A and on solid rock, Ellen and Gregg plant their lavender in "dirty rock;" a byproduct from a local limestone quarry. Fifteen lavender varieties can be found at Beagle Ridge include Sensational, Grosso, Royal Velvet, and Gros Bleu. Ellen is excited to add Betty's Blue and Mailette to the display garden in 2021.

Beagle Ridge offers an incredible variety of opportunities to experience lavender. You can visit the gardens, pick your own lavender, attend a craft class, purchase lavender plants, shop for lavender-based products (wholesale or retail), or register for the Lavender Academy. Beyond lavender, you can hike the nature trails, walk down to the pond, snap a photo with the Virginia "LOVE" sign on Gregg's bus, or attend a formal tea. Beagle Ridge regularly hosts tour bus groups, garden clubs, school field trips, and off-site corporate retreats.

Beagle Ridge is a thriving environmental and educational center, as well as an agritourism destination. Ellen said: "When we began, we never imagined this." Ellen and Gregg encourage new growers to start small and to know what you like and want to do before you get in over your head. They also encourage veteran growers to look around themselves and utilize what is on hand to enhance your business: use your view; create a space for photo opportunities; develop and market the story of your property history ("even if it seems mundane to you, folks love stories and every property has a story").

Ellen is a recognized speaker at lavender and herb events up and down the East Coast, and a long-time member of USLGA. Her seminar at the 2021 Virtual Conference gave even experienced growers many ideas on how to expand a lavender farm business, including planting/promoting/selling "second crop" alternative-season plantings (pumpkins, Christmas trees, flowers), and networking with local organizations to solicit groups to visit your farm, e.g., PTAs, book clubs, teas, field trips.



Lavender-Peach-Berry Smoothie

- 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.



I recently created this simple, but truly tempting recipe to go in my upcoming lavender mini-cook-book, "Let's Cook with Lavender." If you like smoothies, I urge you to try it for breakfast, lunch or as a satisfying snack. The fruit and berry flavor blend is particularly irresistible if you have the pomegranate juice on hand to use. To keep preparations fuss-free, I always have a bag of frozen peach slices handy in the freezer and a bottle of lavender syrup in the refrigerator. (The syrup shown in the photo and used in the recipe is my Gourmet Lavender Fruit Syrup made with blackberries, but a plain lavender syrup will do just fine.)

- 1 cup peeled, fresh or frozen (partially thawed) peach slices
- 1 5.3 ounce carton full-fat or low-fat Greek-style strawberry or seedless raspberry yogurt
- 1/3 cup pomegranate juice (if unavailable, substitute cranberry juice)
- 2 to 3 tablespoons lavender syrup or Gourmet Lavender Fruit Syrup, to taste

Combine the peaches, yogurt, pomegranate juice and lavender syrup in a food processor or blender. Process or blend for several minutes, stopping and scraping down the sides several times until the peaches are smoothly pureed. Pour into a glass and serve. Makes a 1 1/2 cup serving.

Nancy Baggett is the author of numerous popular cookbooks, including "The Art of Cooking with Lavender", which is rated 5 stars on Amazon and available wholesale at www.nancyslavenderplace.com. Her new 20-page full-color booklet, "Let's Cook with Lavender," will also be available for sale on her website around June 1, 2021.

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



Did you miss the conference?

Not to worry -- you can register now and view all recordings on our new platform. More information coming soon!

Learn from expert growers and business leaders in the industry and access a wealth of resources for your business. Recaps of each recording are presented below to help you prioritize your viewing schedule. Access includes "Discover Lavender", which includes segments on the joys of lavender in cooking, cocktails/mocktails, crafts, and more.

US LAVENDER CONFERENCE 2021

POST-CONFERENCE RECORDINGS

NOW AVAILABLE FOR PURCHASE!

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

Grow Your Business with Email: Charlotte Smith, 3Cow Marketing www.3CowMarketing.com

Charlotte explains the concept of relationship selling: "Help them, don't sell them, and trust will follow."

She holds a firm belief that the home base to your business is a website and email-marketing. Social media can enhance your business, but a website and email campaigns are your foundation.

Included in the seminar are key facts such as:

- Despite rumors to the contrary, everyone does have an email address!
- Only 5% OF FB/IG followers ever see your posts; emails will reach your customers.
- Define your "dream customer" and focus your marketing on the dream customer.
- Ideas to grow your list of email subscribers.
- Consistent email communications are critical, and foster trust with your customers.

Distill your Lavender for Hydrosol & Essential Oil: Sandra Shuff, PA Wholesale www.PA-Wholesale.com

This distillation session focuses on distilling for hydrosols versus essential oils, and explains the difference between copper stills vs stainless steel. Sandra discusses key points on distillation: terminology, techniques, costs, ROI, and timing, plus answers the following key questions:

- What does it cost to create a distillery, equipment, supplies, and botanicals?
- How much time is required for distillation?
- How much lavender essential oil and hydrosol do you get and what does it sell for?
- Where can you purchase stills and where can you get hands-on training?
- Options to outsource distillation.

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

In this two-part series covering six topics, Nicole and Dan explore how to choose your lavender, major aspects of planting, the vision of what your farm will look like, and choosing products or types of events for your lavender farm. Information includes different types of businesses to consider: wholesale, retail, events, and agritourism. Lastly, they talk about money, sales, and marketing your business for success in the industry. Included in their presentation are helpful hints such as:

- Issues like farm drainage, signage, teaching customers how to "U-pick" (need a field "teacher").
- Classes to offer to increase farm traffic: yoga, crafting, painting.
- Top Google-searched lavender products in the US: lavender oil, dried lavender, lavender tea, lavender spray (pillow spray, linen spray, room spray), lavender syrup, lavender lemonade.
- Size of a bundle is the "AOK" symbol made with thumb and first finger.
- Expect roughly six bouquets per plant.
- You are officially a "lavender farm" when you have 100 plants.

2021 Market Trends Every Farmer Should Know: James Maiocco, Barn2Door Marketing www.barn2door.com

Key concepts covered by James include discussion on:

- Online is the new norm. Every farm should be online.
- Subscription sales equate to seasonality, availability, and cash flow.
- Delivery is the expectation, and restaurants set the stage for home delivery. Buyers expect to pay for convenience.
- Bundles are big. Encourage people to buy more. Bundles for 1, 2 and 4-person households. Be creative!
- Farm brands go mainstream: invest in your brand and distinguish yourself from "big name" brands.

Targeted Growing for the Success of your Lavender Farm: Joseph Downs, Lavender Man www.thelavenderboutique.net

Discover how "targeted growing" is vital to the success of your lavender business.

Topics discussed: best varieties to grow for landscaping, fresh & dried bundles, culinary and essential oil. Joseph explains many key points for a grower, including:

- How the right lavenders are critical to your success.
- How to extend "bloom time".
- Use septic drain fields to your farm's advantage.
- Options for fresh and dry bundles (and options to consider).

Greener Life Essentials: Derek Hodges, Greener Life www.greenerlifeclub.com

Derek explains the concepts of Greener Life Essentials, and their cooperation with Essential Depot.

Greener Life Essentials is dedicated to producing products and services that promote greener living. They strive to provide shoppers reliable information about the health, social, animal welfare and environmental attributes of a product at the point of purchase. Further, they promote good manufacturing and/or re-packaging practices in the production and/or packaging of the products they sell.

Labels 101: Allison Vought, Alimar Labs

www.alimarlabs.com

Allison presents an amazing amount of labeling information, all of which is absolutely essential to any business that is considering labeling anything!

- Overview of labeling requirements.
- Summary of regulatory requirements (FDA, FTC, EPA).
- Basic cosmetic labeling guidelines for placement/labels for inner and outer containers.
- Labeling regulations for cosmetics.
- FDA terminology.
- Private label requirements

Allison recommends this reference book: "Simple Labeling and Regulations" by Debbie May, and can be purchased on Amazon.

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

www.3CowMarketing.com

Charlotte's opening questions get right to the heart of the matter: Do you have a website? Does it drive enough sales to make your farm profitable? Or do you have "website shame?"

Your website is the foundation of your business, coupled with email marketing. These two key elements support social media, not the other way around.

Charlotte details the "must haves" for each necessary part of your website's five pages:

- 1) Home: your first impression, use professional photos. Make it clear what you sell. It's about your customers, not you.
- 2) About Us: relate to your customers ... how you will help them. (Initially, customers don't care about you!)
- 3) Blog: use this to show more ways to use your products. Great for off-season communications to share other ideas.
- 4) Products: keep to one page if possible. Keep it simple. Think: customer's struggle; your product as their solution.
- 5) Contact Us: contact info, FAQs, buying process.

Just a few of her other great suggestions:

- Don't use free platforms. They minimize your Google searches.
- Build your website in the beginning, before you have product, so it's ready to go when your business is.
- DIY or hire a website designer? You can do it yourself.
- No flashy popups. Don't link to other websites. No excessive links to social media.
- Put an email sign-up on every page at the top (offer an informational freebie for signing up).

Producing Value Added Products: Marilyn Kosel, Wayward Winds Lavender

www.waywardwindslavender.com

Offering value-added products can be a valuable part of your business strategy. Learn what it takes to make products yourself, as well as other options for extending your product line. Marilyn discusses private label, ready-to-label, and bulk lavender products. Also covered: cost determination, facilities and equipment, pricing your products to make a profit, and identifying your customers.

Amazing perks: Marilyn offers her eight-page handbook on the wholesale private-labeling process, plus hand-outs identifying most sellable products in lavender-based culinary products, premium teas, cosmetics, and home products. Watch this before you expand your product line!

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

Joanne's workshop introduces you to all things lavender including: the history of lavender, distilling lavender for essential oil, uses & benefits of lavender, types of lavender, how to select a varietal, how to grow and care for lavender, and using lavender in cooking. She speaks from experience as a lavender grower and distiller (she has 2000 plants), and along the way, she shares thoughts on how to make your farm more profitable as well as lessons learned, e.g., she has replanted some sections of her farm 3 times already.

Beautifully illustrated, her session includes many excellent exhibits on varieties, uses, recipes, menus, and more.

GC Analysis of Essential Oils: Kevin Dunn, Hampden-Sydney College www.essentialdepot.com

GC Analysis of Essential Oils by Kevin Dunn of Hampden-Sydney College - www.essentialdepot.com
This session outlines the procedure Kevin uses to determine which compounds are present in a given sample of an essential oil. This analysis allows the quality of an oil to be judged, and any adulteration to be flagged.

Kevin explains this technical process, illustrated with documents of actual testing analyses. Kevin's lab at Hampden-Sydney College provides non-certified technical analyses, by ingredient. His ongoing research continues to uncover fascinating details of the behavior of fats, oils, soaps, and synthetic detergents.

Why Should Lavender Farms Care About Honeybees: Ted Maciejewski, University of Montana www.thesavefarm.org

Honeybees love lavender, but most lavender farmers do not love honeybees, but they should!
Ted Maciejewski is a certified master beekeeper and explains why honeybees are vital to lavender farms and what lavender farmers need to do to promote a healthy, cohesive "friendship" between lavender farmers and honeybees.

In addition to amazingly detailed step-by-step instructions, Ted includes a gazillion helpful hints, like how many pounds you can expect per hive, and how this translates to the cost and profit per hive. Don't miss the discussion on swarms.

Watch this session to learn how to stop fighting the honeybees and start profiting from what they can do for your lavender instead! And remember, this is a non-profit to help veterans!

Latest News on Phytophthora: Dr. Steve Jeffers, Clemson University sjffrs@clemson.edu

Dr. Jeffers reviewed what we know about Phytophthora root and crown rot; an ongoing disease problem in the lavender industry. He discussed current and recent research projects on the potential for bio-fungicides to manage this disease and sampling lavender plugs for the pathogens. He also highlighted research findings and tells growers how they can help move projects forward. His co-worker Linus Schmitz joins him.
Interesting findings include:

- Which species are most affected by Phytophthora, including information on climates (warmer or cooler).
- Most contaminated plants come from nurseries, so it is imperative to buy plants from a respected nursery.
- New growers and nursery plants are most affected (see bullet above).
- Test lavender plants in small areas before you plant an entire field.
- Sanitation practices are critical ("think Covid").

HELP! Dr. Jeffers needs samples from several states to enhance his studies. It appears he needs samples from several Midwest states. View his presentation and toward the end, see the map detailing the states he lacks samples from.

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

Allison and Mary present many of the basic fact sheets critical to review prior to preparing a product grant. And equally important, they share many of their hard-earned suggestions to make the process more manageable, i.e.:

- Keep it simple and only use two categories of expenses: 1) processing (mfg) and 2) sales & marketing
- If you request under \$50,000, it's a much simpler application.
- What is and is not "grant eligible".
- You must produce at least 51% of the raw agricultural product for your project.
- 25% of the project's cost must be in your bank account, to prove you had the money.

Making Easy Cocktails and Mocktails: Courtney & Mike Obland, Sorva Syrups www.sorvasyrups.com

Come learn the many uses of lavender in drinks with easy recipes for home-sipping; including mocktails, cocktails, teas, coffees, and sodas. As they explain, the popularity of botanical herbal flavors (like lavender) are growing exponentially every year. Their website will provide more recipes and tips.

Some key points:

- A little lavender goes a long way. Don't overdo it.
- Lavender will complement other flavors.
- Top drink recipes: Lavender Lemon Drop, Lavender Margarita, Lavender Champagne (use dry champagne!).
- Any drink recipe: 1:1:2, which means 1 part sweet, 1 part sour, and 2 parts alcohol.

Visit this seminar to learn their theories and recipes of herbs in cocktails.

Dried Lavender Wreath Making & Bouquet Workshop: Serena Pelletier, Serene Lavender Farm www.serenelavenderfarm.com

Learn how to create a decorative wreath using dried lavender, herbs, and other natural seasonal materials.

Serena provides step-by-step instructions on basic wreath-making techniques, using a 12" wire wreath form and other readily available crafting supplies. She explains selecting appropriate varieties and complementary materials, drying techniques, plus other tips for creating your own beautiful, unique wreath (or table centerpiece) and simple bouquet.

This seminar will give you loads of new ideas for wreaths: shapes and sizes (6", 12", heart, square); and how to artfully combine different lavenders, or lavenders with wheat or dried flowers for contrast.

Serena and attendees discuss which varieties shed the most/least; and "fresh vs dried," though Serena herself only uses dried due to time constraints with running the farm! P.S. The wreaths are beautiful!

Discover Lavender for Health & Beauty: Janice Cox, Natural Beauty at Home janice@naturalbeautyathome.com

The fresh clean scent of lavender has been used in cosmetics and skin care products since ancient times. Lavender smells good, improves your circulation, and helps you sleep, just to name a few reasons the popularity of this fragrant plant has never been higher.

Janice demonstrates how to create your own DIY body care products that can be used for hair care, skin care and in the bath. She also shares many tips, recipes, and herbal craft ideas. Janice offers practical tips as well, e.g., you don't need perfect lavender for sachets, how to debud a bundle for cooking, and loads more. See the session and her wonderful handouts with three recipes! Janice is the author of five best-selling books on the topic, including her latest book, "Beautiful Lavender."

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

Opening your farm to the public can be daunting. Agritourism has long been a way to attract visitors to the farm, and diversification is the key to running a sustainable business. Ellen details many basic business concepts including retail vs wholesale vs private label and "bring in an expert if you don't know it." Most importantly, Ellen explains dozens of ways to expand your season from a one-day festival (or even a three- weekend U-Pick) to generate revenue year-round, long after the lavender season is over.

Tips include:

- Plant/promote/sell "second crop" alternative-season plantings: pumpkins, Christmas trees, and flowers.
- Solicit "groups" to visit your farm: PTAs, book clubs, teas, field trips, specific-topic workshops (weaving). They'll become return customers after their first visit.
- Consider if your venue can be used for weddings, cabins, etc. Idea: Yonder.com can rent your farm!

Keep Followers Engaged on Instagram: Shellie Watkins Ritzman, My Garden Blooms www.mygardenblooms.net

The business model of "My Garden Blooms," includes bouquet subscriptions plus collaborative events, both in the community and on the farm. Shellie will explain the benefits of using Instagram with this model. Shellie's suggestions and shortcuts for improving your Instagram are spot on, including:

- Post weekly, at a minimum. Keep your business on their radar.
- Structure and schedule your postings to make it easier to accomplish. For example, pick three themes.
- How to ENGAGE in order to improve your followings.
- Hashtags: Shelly explains a shortcut for adding hashtags (thank you!). She believes the more hashtags the better, and teaches you how to find best hashtags for your business.
- Hint: List your location in your bio.

If you're on Instagram, you need to watch and you will learn some new tricks from this presentation.

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

Join Nancy in her kitchen and discover many delectable ways to cook with lavender. Learn tips on choosing the right lavender, growing, harvesting and prepping lavender buds. Learn which specific types of lavender constitute "culinary lavender." Learn how lavender enhances any herb it's combined with, such as cinnamon, cloves, nutmeg, and cardamon.

During Nancy's "Cook Along", you will see how to make a microwave mug of lavender hot chocolate, and her Gourmet Lavender Fruit Syrup, which goes with most any fruit.

Watch to the end to see this recipe: Nuke 1 tablespoon lavender buds with water; strain it into lemonade, add ginger ale (vodka optional). Also hear about Nancy's latest book, "The Art of Cooking with Lavender".

Lavender Festival: Planning for a Successful Event: Tina & David Duffy, Red Oak Lavender www.redoaklavender.com

This session covers how to plan a successful lavender festival; including an excellent month-by-month planner with all the details that a farm might or should think about to be prepared. What are the unforeseen problems and how to avoid them? How do you control attendance? What worked and didn't work over the years of having festivals? Learn how to streamline the positives and avoid problems to create the best ever successful lavender festival.

Examples of the monthly planning points include:

- 1 year before: date, cost, map, and legal requirements.
 - 9 months before: get vendors (need contracts to ensure they show, and for liability reasons), demos, musicians, etc. Find vendors by visiting other festivals.
 - 6 months before: ticket pricing, volunteers, WIFI for vendors, photo-op designs/locations.
- If you're ever planning to do a festival, this is a must-see!

Introduction to Soap Making: Kevin Dunn, Hampden-Sydney College www.essentialdepot.com

This session demonstrates the materials and procedures used to turn oil into soap. Using an "Essential Depot" soap kit, Kevin walks you through the process to make a soap, with lots of ideas, precautions, and suggestions on both ingredients and the soap-making process. Both lavender buds and lavender oil may be incorporated into soap, thus giving growers a showcase for their crops. Given Kevin's technical background, rest assured this information is solid.

Kevin suggests two books for soap-makers:

- 1) New Soap Makers: Smart Soap Making by Ann Watson
- 2) Advanced: Scientific Soapmaking by Kevin Dunn

Culinary Lavender Workshop - Tasting, Smelling, & Comparing Lavender: Joseph Downs, The Lavender Boutique www.thelavenderboutique.net

Joseph imparts his extensive culinary knowledge in this session, from specific details to truisms about the craft. He details his preferences for culinary lavenders. You must watch it to hear this ... it's fascinating. Spoiler alert: some of his top picks include Provence, French Fields, and Pacific Blue, but he talks about many more!

Some fun facts from Joseph include:

- If they don't like the scent, they won't like it in food.
- Keep lid on during simple syrup cooldown (or all lavender scent goes into the air).
- Lavender enhances the flavor of other herbs in a dressing or rub.

Kera Wasserbach, On the Edge Events www.ontheedgeevent.com

Kera is the event coordinator who facilitated this USLGA conference. If you watched the conference, you know what the company offers! They develop in-person and virtual events/conferences

from the pre-planning through post-review, while offering several small enhancements to your planning that help make your event a success.

Speaker recaps by Mary Althoff, PR Committee

Show Us Your Best-Selling Value-Added Products



Pumpkin Blossom - Warner NH



New Hope Lavender - Spencer IN



Winterton Farms - Bloomburg NY



Twilight Lavender - Watkinsville GA



Lavender Falls - Hornbeck LA



Down by the River - Wenatchee WA



Sycamore Farm - Monkton MD



Aurora Lavender Farm - Honeoye NY



Farm at SummitWynds - Holden MA



Lavender Fall - Hornbeck LA



Luling Lavender - Luling TX



Toledo Lavender - Toledo WA



Ricardo Bessel - Coeur d'Alene ID



Sweetwater Farm - Alpha FL



Belle Terre Ceramics - Friday Harbor WA



2021 Virtual Conference EXHIBITOR HALL

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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 Vetran 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@skbottle.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

Survey Says - COVID take-aways from our members:

The pandemic changed the business model and operating style for several lavender farms during 2020 and 2021. We recently polled USLGA members to ask:

What is one change you made on your farm during the pandemic that strengthened your business and you will keep using, moving forward?

Here is what our members had to say:

Anne Davidson - We enlarged our store and provided more outside seating. Both helped tremendously and were well received by our customers.

Ellen Reynolds - We set up a reservation system, expanded our outdoor eating/seating areas, provided food (charcuterie boards and dessert trays) on weekends. All of these things made a huge difference and increased our revenue in what was supposed to be a down year. We plan to continue these practices and expand our outdoor area into a tea room/cafe.

Edward Wittkofski - We started with a simple e-commerce/Farmgate pickup which was very successful. This will evolve.

Ellen Karcher - Reservations. Best decision ever! We are definitely continuing with reservations, because they gave us so much more predictability and actually freed up time for us throughout the day.

Mary Hamer - I'm so ready to get back to normal, I don't think I will keep any of the changes. Requiring masks and only allowing 8 people in the shop at a time will be gone. We made sample packets to hand out for lotion and balm. Extra cost and time ... not ready to allow people to use the samples on their own, so will give them a squirt of lotion or dab of balm. We do find that if we hand out the individual samples of lavender cookies and lemonade, they don't disappear as fast, so we may continue to do that.

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 is currently focused on putting the USLC 2021 videos onto our new platform so they can be accessed by conference attendees. This new platform will also be home to other educational videos and information.

Education & Research Committee: Conducted a "Front Porch Gathering" on May 26, 2021. The second of three planned for 2021. The next will cover plant propagation and will be in August.

Finance Committee: Finalized the Investment Policy and there will be an Investment Committee meeting in June. The Conference was profitable. The bank move to Etrade as our primary bank is well underway.

Internet Committee: Will be launching our new learning management system on the website soon. And is working on a Yammer upgrade.

Membership Committee: Held a Regional Coordinator meeting recently. Has developed a new regional map and will be naming the regions rather than numbering them. State boundaries will be used to define regions. Six regions have been created.

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: Dormant until the next election approaches.

Public Relations and Communications: Is looking how to better utilize the public Facebook page. A "blurb" was created to encourage members to utilize the updated map feature on our website, to submit photos, recipes, and otherwise take full advantage of all the benefits their membership allows.

Publications Committee: Reviews and edits all written content created for USLGA including the website, and the newsletter.