

USLGA

# Newsletter

August 2021  
Vol. 10 Issue 4

**USLGA NEEDS YOU!**  
Volunteer with our organization!



## IN THIS ISSUE:

Recipe and Book Review

A Hybrid Event Success Story

New USLGA Regions

Member Spotlight

Committee News



## SOCIAL MEDIA

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



## WEB

[www.uslavender.org](http://www.uslavender.org)

If you would like to contribute stories, comments, or other content please email [editor@uslavender.org](mailto:editor@uslavender.org)

## USLGA NEWSLETTER

Past and current newsletters are accessible on [www.uslavender.org](http://www.uslavender.org)

## COVER IMAGE

Lavender Sunset

Brian Ross

Location: Lavender Fields at Tantivy Farm, Fairfield, VA

## 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](mailto: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

It's been a long, hot summer for most of us. Some of our northern members continue to harvest and distill their later blooming fields. We would love to hear about your successes and lessons learned. Sharing experience will help our industry thrive.

In this issue, David Hasbury-Snogles of Solstice Farm / Little Shed Lavender shares his success hosting a hybrid event. It's nice to see our members getting creative and finding ideas that work for them. Ann and Rob Karns also share some nice tips in our feature farm article this month.

All of your USLGA Committees have been hard at work making the USLGA work at its best for you. If you are interested in becoming a bigger part of USLGA by serving on a committee or on the Board, please contact us.

I hope you all had a great season!

- Marilyn



## News from the Board

From the President:

This should land in your inbox when most everyone is done harvesting. As busy as everyone has been, your fellow member volunteers on various committees have been ultra-busy accomplishing tasks to enhance your membership.

Our Webmaster is finalizing the conference content and ensuring everything works. We want to ensure everyone who has been waiting there are NO glitches in accessing the videos for those who had attended or paid for the conference. For those who wish to purchase the 40-plus seminars, there will be a way for you to do so that should be painless.

I don't want to over-promise, but I believe this will be a boon to USLGA in the long run, as we will be able to house all of our content developed over the years in one place. This will include the popular Front Porch series to seminars on the latest on *Phytophthora nicosiana*.

Elsewhere in this issue, you will see that Joseph Downs, Chair of the Membership Committee, and his members have developed a new region map approved by the Board of Directors. This will reduce 15 regions down to 6! There will be a social media blitz about this in the coming days to let you know how this affects you and your membership, how to access the region groups on Facebook, and all you need to know. My thanks go out to those committee members who worked on this along with the new Region Leaders (formerly known as Regional Coordinators) who stepped up to assist in making the regions a viable and valuable part of every member's benefits.

Finally, I hope that you had a great harvest! For those who still are active with agri-tourism, I hope the pandemic has not impacted your operations adversely.

### BOARD MEMBERS

President - Mike Neustrom  
Vice President - Sherri Wood  
Secretary - Patricia Uptain  
Treasurer - Sarah Richards  
Julie Haushalter  
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Event - Sherri Wood  
Finance - Sarah Richards  
Internet - Jessica Mortvedt  
Membership - Joseph Downs  
Newsletter - Marilyn Kosel  
Nominating - Jim Morford  
PR & Communications - Mary Althoff

# 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](mailto: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](mailto: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: Let's Cook With Lavender - A recipe sampler.  
By Nancy Baggett

In this handy condensed book you'll find 27 of Nancy's most popular recipes. The book also contains general tips on cooking with lavender. If you would like to carry this book in your retail shop go to [www.nancyslavenderplace.com](http://www.nancyslavenderplace.com) for wholesale purchasing information.



# INTRODUCING: Ann and Rob Karns Doe-Re-Mi Lavender Farm Moore, TX



by Lisa Anthony, USLGA Public Relations/Communications Committee

Introducing the Doe-Re-Mi Lavender Farm in Moore, TX. The musical farm name is fitting for the owners, retired military musicians Ann and Rob Karns, as well as referencing the prolific deer population and goats. They bought their farm in 2009 to move their family to the country and “do something” with the land. Seven years later upon retirement, “do something,” became growing lavender after Ann read an article about the White Oak Lavender Farm in Virginia (another member farm). They credit Jim and Wanda Morford of Morford Lavender Farm in Kansas and Ellen and Greg Reynolds of Beagle Ridge Herb Farm in Virginia for much of their early success. Since 2017 they have attended the USLGA conferences and keep learning and growing.

Initially, they had a hard time getting plants, but now have 1,500 in twenty varieties on the farm. Varieties include Super Blue, Provence, Hidcote, Ana Luisa and Goodwin Creek Grey. While varieties Grosso and Phenomenal can be grown on the South Texas farm, they do not bloom, possibly because it never gets cold enough for the vernalization process. Ann and Rob have an ongoing test garden with 10-12 varieties: “if they are too much work to keep alive, they won’t go into the field.”

Ann claims they are “still newbies in a building stage,” but shared valuable lessons learned on their journey in Texas’ hot Zone 9:

- Uncovered landscape fabric is too hot
- Decomposed granite mulch works well as a fabric cover, but will smother the plants if placed too close to the crown
- Limestone works well next to the plants
- Each plant receives its own irrigation emitter (don’t water the lavender every time it’s hot because overwatering kills lavender)
- Planting the lavender in mounds is not recommended as the soil dries out too quickly in the South Texas heat

The gardening season begins as early as February for Ann and Rob. Their lavender season runs March through December, closing for the month of August because it is simply too hot. It is not uncommon for a second bloom in October or November, which is harvested and used for distilling. Last year they were harvesting on Christmas day! During their open season visitors can enjoy lavender U-Picks, wander through the wildflower, vegetable and herb gardens, shop in the farm store, feed chickens and goats, and of course feed “Donkers,” the miniature donkey.

Doe-Re-Mi is a convergence point for migratory birds and presents a diverse wildlife community: deer, armadillos, wild hogs, jackrabbits, and occasionally a coyote or bobcat. The 30-acre farm is also an event venue for small gatherings and a photography destination. Custom artwork created by William; Ann and Rob’s son, is on display, and the farm provides several beautiful settings for amateur or professional photographers. Whether it’s the soothing sound of windchimes, bees buzzing, birdsong, or a Happy Birthday serenade from Rob and William on the sax and double-bass, there is always a music element present in a visit to the Karns’ lavender farm.

Doe-Re-Mi Lavender Farm continued to grow with the addition of an apiary in May 2019, as “bees and lavender go hand in hand.” Future plans include adding public restrooms in place of portable facilities, a small commercial kitchen, and a bed & breakfast. Ann and Rob are excited to continue building their business and are assured “God meant for this to be a lavender farm.”



# Lavender-Berry Granita Sundaes

## - 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](http://www.nancyslavenderplace.com) She also writes a free, quarterly Culinary Lavender Newsletter; sign up on her website.



I was inspired to create this sundae recipe after sampling an extra-fancy lavender snowball from a food truck at a lavender festival several weekends ago. Tucked underneath the expected mound of purple "snow," was a scoop of rich vanilla ice cream. The interplay of the cold, creamy-smoothness and intensely flavored iciness was delightfully addictive, so I worked to create the same contrasting cooling textures and tastes here. Did I mention that these sundaes are guaranteed to lower your temperature at least a few degrees?

Lavender and blackberries are a truly seductive combo, but blueberries will deliver excellent results as well. In either case, lemon peel and juice boost the berry taste and zing. (For best lemon flavor, take care to remove only the yellow part of the peel from the lemons and avoid the white pith. A vegetable peeler is the best tool to use.)

Combine the berries, sugar, lavender buds and strips of zest in a non-reactive medium saucepan. Using a wooden spoon mash the berries, sugar, lavender, and lemon peel strips together until the berries are broken up. Thoroughly stir in 1 2/3 cups water and the honey. Bring to a boil over medium-high heat, stirring, then adjust the heat so the mixture boils gently. Cook for 5 minutes, then set aside and let steep for 10 minutes. (Don't steep longer as the mixture may become bitter.) Stir in the lemon juice. Taste and stir in up to 1 tablespoon more lemon juice or honey for a tarter or sweeter granita, if desired.

Stir the mixture through a fine sieve into a 9-inch glass pie plate or similar-sized flat dish. Freeze, covered with plastic wrap, for at least 1 1/2 hours or until the granita has a slushy consistency when stirred with a fork. If the granita has completely frozen, stir with a fork to break it up, then let it thaw until slightly slushy before using. Place ice cream scoops in sundae bowls, goblets or parfait glasses. Immediately generously spoon granita over the ice cream. Garnish servings with berries, if desired. Serve immediately. The granita can be kept, tightly covered with plastic wrap, in the freezer for up to 3 weeks. Break it up with a fork until slushy before using. Makes enough granita for 8 or 9 servings.

3/4 cup fresh blackberries (or substitute blueberries), plus a few for garnish (optional)

1/3 cup plus 1 tablespoon granulated sugar

1 tablespoon dried culinary lavender buds

Strips of zest (yellow part of the peel) from 2 medium lemons

1/4 cup clover honey or other mild honey, plus more if desired

1/4 cup fresh lemon juice (from about 2 medium lemons), plus more if desired

Scoops of vanilla ice cream for serving

Lavender-berry whipped cream, (optional)

# Summer Solstice and Lavender in Bloom

## Little Shed Lavender finds success with a multi-focused event.

by David Hasbury-Snogles



We had finally gone from concept to actual lavender growers, but we were still not quite ready to open our farm to the public; at least we didn't feel we were. But we wanted to do something to mark the occasion, so we came up with the idea of celebrating the summer solstice. We'd just have a kind of open-air party and invite friends, family and acquaintances to drop by. Nothing too fancy, just a case of come and enjoy the fresh air, the scenery, and the music (our son's father-in-law lead a small band and offered to play some cool tunes for us). We would supply a few nibbles and some refreshing lavender lemonade, while the guests would provide their own wine, chairs, and a blanket if needed. The climax of the event would be to gather and watch the sun set over the mountains and wave goodbye to the summer solstice, then as it began to get dark, we'd all head down to the lake and launch the floating lanterns!

It definitely wasn't going to be an "open to the public" commercial type venture, but more a social gathering at which we hoped we would see 25-30 friends, neighbors, and acquaintances turn up throughout the evening. We also prayed fervently that the rain would hold off, as the forecast wasn't looking good for that weekend, but up until then it had been hot and sunny. So much so, that we had to get the irrigation going on the rows of lavender.

There was a lot of hard work put in that week before the event, particularly getting the outside spaces ready, creating a little makeshift "shop" in our garage, and practicing with our 40-liter still to produce some initial hydrosol and essential oil to show off to our guests. As the pressure went up, and the stress of getting ready for the Sunday evening increased, we kept telling ourselves it was just a low-key party, and things did not need to be perfect, they really didn't!

To cut a long story short, the evening went better than expected, the rain held off, the attendance was closer to 100 people than 25, and the prearranged 'events' of the band, the lavender tour, the wand making, the sunset watch, and the lanterns on the lake all went very well. What turned out to be a really big hit (possibly aided by it being a very warm evening) was the lavender lemonade. That went down so well, that we ran out of supplies halfway through the evening.

By all accounts, the whole event was a huge success, everybody who attended really enjoyed themselves, and about the only complaint we heard is "why aren't you making this a regular event?" I can tell you one good reason ... we'd all live a lot longer if we only have to do this once or twice a year!

But here's the thing, we learnt a valuable lesson from this exercise; that not many people in the general populace are aware of lavender and its benefits these days, and there really is quite an untapped market out there. The trick is in being able to dive into that great ocean of unawareness and develop a loyal following who will voraciously consume all we can produce each season. This was evidenced by the fact that we actually sold a few essential oils and hydrosols on the day, even though we weren't pushing the products in any way.

So, the celebration of the Summer Solstice which was also the official birth of "Little Shed Lavender" (how that name came about is another story altogether!) also brought us to some conclusions on the way forward for Solstice Farm. We really had just been lavender farmers up until this point; doing it all as a kind of experiment and seeing where the effort took us. Now that 'phase one' of the exercise had proven successful, we needed to move into the next phase, the production of essential oil and hydrosol. I am happy to report we have seen an equal level of success here, and if you will forgive the pun, we've distilled the process into something quite efficient. Trial and error being the main recipe to success there!

So, the final phase of this whole process is to look at marketing, and how we can reach more of the public, not just with our products, but also with information about the wonders of lavender and the other benefits it can bring, not just to us humans, but to the environment. Just ask the profuse number of bees and butterflies we have around the property now

# Regional Leaders: New Concept, New Map, Dedicated Leadership

by Lisa Anthony, Pr Committee & Joseph Downs, USLGA Board Member & Membership Chair

There are exciting things in the works for our organization! The following interview with Joseph Downs, USLGA Board Member & Membership Committee Chair, shares regional changes in the works and what you can do to get involved. PR will continue to interview Regional Leaders each newsletter to help connect members within their area.

What is your role with USLGA? I was elected to the USLGA Board at the last election. Recently, I was asked to be the Chair of the Membership Committee, and I also work with the Regional Leaders in order to rejuvenate the structure of regions within the USLGA organization. How long have you been a USLGA member? Going on my fourth year. I wish I would have joined earlier! Why are the regions changing? "It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change." Charles Darwin

For the last several years, the majority of the 15 regions had no Regional Leaders to help provide support and services to those regions. At the same time, there were several regions that were very active in holding regional events to provide support to regional members. Something needed to be done to support all USLGA members at the regional level. It was decided that reducing the number of regions would make it easier to find the required number of Regional Leaders to lead each region. We also feel that geographic region labels will be more self-evident than our current region numbering system, which often gets confused with agricultural zones. What are the benefits of these changes? Opportunity for more members to become involved with regional leadership roles. All members can feel connected to their region via their Regional Leader. Create a standard of support for all members of USLGA, across all regions.

When will these changes become effective? Currently, I'm meeting monthly with the RLs to rewrite the job description for the role of the RLs, to take into account the changes to the region size, and I am also planning for each RL to have a team of 3-5 individuals to help provide vital support to members in their respective regions.

Do you need more volunteers? As mentioned, we are wanting to form teams of 3-5 individuals for each of the six regions. This is an excellent way to work with other people from your region to help deliver much needed support to members at the regional level. All regions are in need of volunteers at this time. What can members expect from Regional Leaders? The job description for the RLs is being updated and adjusted to take into account the increased size of each region, and to also allow for teams of 3-5 people per region to help provide support and services to our members. Once the job description has been finalized, support and services will be clearly outlined in that document and they will be distributed to members.

What does active participation in a region look like? Robust and vibrant regions will be the cornerstone for a strong national organization. Leadership skills honed at the regional level will provide great and effective leaders for USLGA.

First step in active participation is for members to volunteer to be part of their regional team and help reshape the support and services that are offered in your region. More authentic communication and networking within regions and to address concerns that are unique to each region.

The USLGA Board approved the new regional map for use at the June monthly meeting. Individually, each member can view the new map and see which of the six regions they are located within. Region names are based on geography, following state boundaries.

(continued)



USLGA Board Member and Membership Chair Joseph Downs

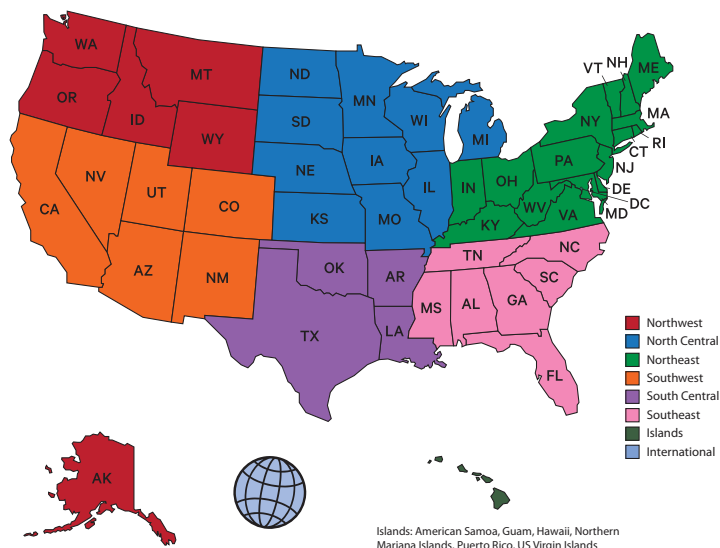


(Regional Coordination continued)

The USLGA Board approved the new regional map for use at the June monthly meeting. Individually, each member can view the new map and see which of the six regions they are located within. Region names are based on geography, following state boundaries.

The new region names are:  
Northeast, Southeast, North Central, South Central, Northwest, Southwest, Islands, and International.

The new regional alignment WILL NOT impede members from other regions working together or co-hosting dual-region events together. In terms of structural updates, the Admin, Internet, and I are exploring the best way to move our current 689 members from 15 regions to six regions. As you can imagine, it will be a mammoth undertaking. No defined timetable for official changes to be completed has been established at this time, but we have identified the importance for a smooth transition as an essential benefit for all members.



Who are the current regional coordinators?

- Northeast - Sally J Miller & Stacy Sater
- Southeast - Tina Duffy & Susan Lamb
- North Central - Rebecca Ralston
- South Central – Beth Patterson
- Northwest - TBD
- Southwest - Christine Eschen
- Islands & International - Joseph Downs

Thank you to Joseph, the Membership Committee, and all who are involved in this great endeavor. We are looking forward to this new structure and its benefits to our members. Consider being a volunteer for your region's team!

Three varieties  
to consider for  
long and  
elegant spikes.



# 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](mailto: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:** The next "Front Porch Gathering", the second of three planned for 2021, will cover plant propagation and will be in August.

**Finance Committee:** Financials are in good shape. 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 has named the regions. State boundaries were used to define regions and six regions were created. Also held a productive Town Hall Meeting for new members.

**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:** Multiple announcements have reached members to encourage them to utilize the updated map feature on our website, to submit photos, recipes, and otherwise take full advantage of all the benefits thier membership allows.

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

