

USLGA

# Newsletter

February 2022  
Vol. 11 Issue 1

USLGA NEEDS YOU!  
Volunteer with our organization!



## IN THIS ISSUE:

- Social Media Hints
- Meet a Regional Coordinator
- Member Spotlight
- Vendor Spotlights
- Show us Your Farm
- Committee News
- Vendor Directory Update

Find a recipe for  
Lavender Cheese Croquettes  
with garlic aioli, pg 7

## 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

Croquettes

Nicole Callen

Location: Norwood Lavender Farm  
Tualatin, Oregon

## 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

We missed many of you at the USLGA annual meeting held in January. We have a fantastic organization and membership continues to grow. At the same time we are seeing a decline in member participation. More member involvement on committees, on the Board, and in other aspects of our group will keep vitality and life in our organization. Do you have something to offer? Please consider getting more involved in USLGA.

Watch for the newly developed Wholesale Member Vendor Directory in your inbox. Our supplier members have for the most part been overlooked among our membership for many years. Thanks to the PR and Communications committee for pulling this together.

I hope you find this edition both entertaining and educational. If you have ideas for articles or wish to submit articles, photos, and other content to be considered for the newsletter please do so.

- Marilyn



## News from the Board

### From the President:

Today we find ourselves in February 2022! Time has flown by even by brutal winter standards.

On January 26 we held our annual meeting online. We had 63 members join in. The meeting included Board and Committee Chair reports on what has been accomplished and what their plans are for 2022. We also heard the results of the election held on January 12 through 15. Congratulations to Sherri Wood and Marilyn Kosel on being re-elected, and to Rebecca (Becky) Ralston for becoming our newest Board Member. We truly appreciate the commitment you each have made to USLGA! Becky will take the chair being vacated by Jim Morford. This has been Jim's second term on the Board, and we truly appreciate his efforts (including serving as Vice President) on committees and throughout the whole organization! Thank you, Jim!

As I stated in my last letter, we were planning to convert two contracted staff to employees at the beginning of the year, and we did. Our first two employees are Sally A. Miller, Administrative Assistant, and Mary Bergstrom, Webmaster. The first employees for USLGA. On January 13 we hired our third employee, an Executive Director. Her name is Michele Hyson. You will be learning more about her as she settles in.

The newly elected Board Members take office at the start of the February Board meeting. That meeting is also when we elect officers for the Executive Committee from our current Board. The executive committee includes President, Vice President, Secretary, and Treasurer. All those positions come from within the Board members and are two-year terms. We don't know yet who will be our new Executive Committee. I do know I will be stepping down as President. I still have a year left on my term on the Board and I will have plenty to keep me busy. But it is time for someone else to lead our organization. I will be completing my third term and I have truly been honored to serve this community. Thank you for your support!

Mike Neustrom  
USLGA President

### BOARD MEMBERS

President - Mike Neustrom  
Vice President - Sherri Wood  
Secretary - Patricia Uptain  
Treasurer - Sarah Richards  
Julie Haushalter  
Joseph Downs  
Sally J Miller  
Marilyn Kosel  
Rebecca Ralston

### COMMITTEE CHAIRS

Advocacy - OPEN  
Education & Research - Mike Sullivan  
Event - Sherri Wood  
Finance - Sarah Richards  
Internet - Jessica Mortvedt  
Membership - Joseph Downs  
Newsletter - Marilyn Kosel  
Nominating - Jim Morford  
PR & Communications - Mary Althoff  
Publications - Mike Neustrom

Admin Support - Sally Miller  
Webmaster - Mary Bergstrom  
Executive Director - Michele Hyson

# 5 Ways Social Media Can Help Your Business Grow in 2022!

By Nicole Callen - Norwood Lavender, Tualatin, Oregon

Those dreaded words “social media” are here to stay, so use them to your advantage and grow your business in 2022. Facebook can become an essential way to reach your customers, gain valuable insights, and grow your brand and business this coming year.

What does social media do for you? Social media extends your business reach and keeps you top of mind with your customers. A strong social media presence can be as strong as having a website. Social media helps to build awareness and to keep an active relationship with your customers. They are more likely to remember you when you are engaging with them on a regular basis.

## 1. Be Social

How to communicate with your customers? Commenting and replying on your own Facebook posts are a great way to build a more active connection with your customers. This will also strengthen your presence on Facebook. Replying to comments on your Facebook post encourages a more personal feeling relationships with your customers. It helps build trust in your business as well as extend your reach within the algorithm of the platform. The algorithm will favor more of your material when it sees there is meaningful content and maintained social interaction. Participating in socializing within Facebook and Facebook groups helps to increase your visibility, gets attention from new people, showcases your expertise, and can drive traffic to your website and products.

## 2. Facebook Shop

Does your business sell products? Did you know you can have a shop set up on your Facebook page? It is a great way to direct your customers to your product offerings. Facebook allows you to set up a shop within the Facebook Manager. You simply upload your inventory manually, connect your Facebook pixel, or link to your eCommerce platform. By setting up your Facebook shop, it also allows you to share your products within Instagram; a great advantage.

## 3. Events

Facebook event listings are a great way to advertise your lavender events and gain local awareness. The best part is its free! This also gives you an opportunity to gauge how many may plan on attending.

## 4. Paid Advertising

You can use paid advertising within Facebook to extend your reach to people you wouldn't necessarily reach. This helps to gain new followers and visibility.

## 5. Content planning

Facebook has a business suite area that allows you to create a post and schedule it to publish on your Page in the future. This allows you to create posts in advance of your lavender season. It allows you to create posts up to 75 days in advance. I hope that this has helped encourage you to let facebook help you grow this coming year!

## Three Ways You Can Help USLGA Facebook's Social Media and How it Can Help You!

Being active on the USLGA Facebook page has multiple benefits:

1. Learn from one another: You'll see all sorts of discussions pertaining to lavender. This is a great way to gain new knowledge and inspiration which can be helpful to your business. Being active also allows for joining in the communication, adding to the conversation, liking posts, and being “social”. We all learn when we share.
2. Get important updates: Aside from learning new information from other group members, you will also get to learn important updates and information about USLGA such as deadlines, activities, and events.
3. You can join your regional USLGA Facebook group to stay connected within your region. This allows for more localized support, learning about regional variations in growing conditions and other aspects, development of supportive peer relationships, sharing of experiences and options related to your specific region. These are smaller USLGA Facebook groups that give you a chance to collaborate and learn from others in your region.

# INTRODUCING: Christine & Mike Teeple Red Rock Lavender Concho, AZ



by Lisa Anthony, USLGA Public Relations/Communications Committee

In 2022, a new lavender grower has certain advantages over growers that started in 1998. Today, a quick internet search for "lavender" draws about 330,000,000 responses including images and a variety of topics including how to grow lavender, how to craft with lavender, and how to shop for plants and products. When Christine and Mike Teeple opened their lavender field in 1998, there was not any quick-click access to resources or research, nor were there opportunities to network in the lavender industry to guide them along the way.

Red Rock Lavender was the first commercial lavender grower in Arizona. They experienced many of the growing pains new farmers experience: finding the best varieties for their Zone 6b and 7a property, determining the optimal uses for their lavender varieties, and deciding which products were best for them to create. They had to figure out how to source materials, and how to develop profitable markets for their lavender.

The first 200 lavender plants at Red Rock went in the ground in 1996 after being inspired by a lavender landscape viewed on a visit to Provence in France. A unique Arizona combination of sun, soil, and an altitude of 6,100 feet produced an amazing essence that wowed the Teeples and encouraged their plans to further develop their property for growing lavender. Field expansions began in 1998 and they now boast 35,000 to 40,000 plants. Varieties such as Grosso, Provence, Royal Velvet, Maillette, Alba, and Royal Purple are among the fourteen selections in the fields. Royal Velvet is a favorite for culinary, u-cut, wreaths, and its display of color. Maillette is the house favorite for oil and is used in Red Rock Lavender products.

On-site events proved to be most successful for the remote farm in Concho, AZ, even before the addition of their vineyard in 2015. Red Rock Lavender originally hosted invitation-only groups and tours. They held their first festival in 2004. Now their complex includes the fields, the lavender farm shop, a tasting room, and vineyard. All are open May to November. Their festival is held in two blocks of time between Father's Day and the 4th of July. Online lavender sales are available year round.

As with many growers, the quieter winter season allows time for propagation, product development, reflection, and planning for the next lavender harvest. Red Rock Lavender is considering some changes to their annual lavender festival schedule and introducing entry fees. One challenge they are hopeful to overcome is limited accessibility to consistent and quality internet. This issue has prevented Red Rock Lavender from moving to a bar code and digital system on-site.

Christine and Mike have found that a balanced division of labor has played a role in their success at Red Rock Lavender. Playing to their personal strengths, Mike is in charge of the growing and maintenance side of the farm while Christine is responsible for product development and event planning. Christine says their greatest success has been learning something new and different from their previous careers and the opportunity to create a place where others can have a new experience and blossom.

Christine has played a significant role in the establishment of our USLGA organization. She actively participated on the USLGA planning committee, is a founding member, was a member of the first Board of Directors, was an early Membership Committee Chair, and has served on the membership committee. She has since been a valuable repeat USLGA Conference guest speaker sharing both her experiences from a corporate career and her passion for growing lavender. Her conference speaking topics include product development, managing events, starting a lavender farm, and two seminars on the profitability aspect of farming. Christine is willing to help any members with questions on any of these topics, so give her a call!

Red Rock Lavender

Concho, AZ

[christine@redrockfarms.com](mailto:christine@redrockfarms.com)

[www.redrockfarms.com](http://www.redrockfarms.com)



# Want to learn about ways to improve your business? Considering value-added products?

Watch educational sessions from the 2021 US Lavender (Virtual) Conference that was held on March 19 and 20, 2021. Sessions from the conference and the Discover Lavender series of workshops are available for viewing at your convenience on the USLGA website in the US Lavender Learning Center.

<https://uslga.mclms.net/en/>

If you attended the conference, you can watch the videos at no additional cost. For those who did not attend, you can have unlimited access to the videos at the registration cost of \$150.00.

## Meet the Regional Leaders: Christine Eschen Jolie Lavender Farm LLC Grass Valley, California

by Claudia Tsas, USLGA Public Relations/Communications Committee

**Q:** What brought you into the lavender industry?

**A:** I've always loved the smell of lavender! When I first thought about having a lavender farm ... I thought about how great it would be to distill my own lavender essential oil and to have all these beautiful flowers! Both my parents grew up on farms in Minnesota and the idea of "farm life" was always something that appealed to me! So here I am living my dream!

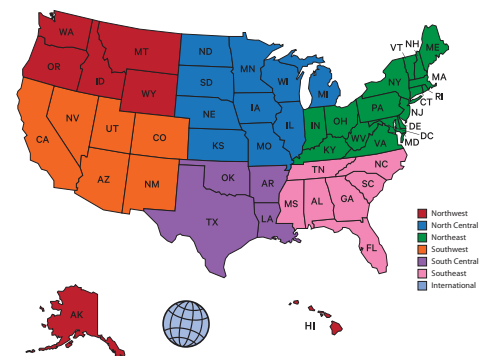
**Q:** Tell us a little bit about your farm and business?

**A:** We have what I call a "boutique" farm. We started with 700 plants and now have about 1000. My husband Dave and I are focused mainly on distilling oil and making value added products as well as selling fresh lavender. We do farmer's market in the summer and open up the farm to the public during bloom season for U-Cut and farm tours.

**Q:** My primary reason for wanting to be a Regional Leader is:

**A:** When I first got into the business, I received a lot of kindness and advice from other lavender farmers. I couldn't have created this farm without their encouragement and help. I believe that being a Regional Leader for the USLGA is my way of "giving back" to the community that has been so wonderful to me. I want to be here to encourage other farmers and to help them in any way I can.

Contact info: Christine Eschen, Southwest Region  
States: CA, NV, UT, AZ, CO, NM  
Tres Jolie Lavender Farm LLC  
Email Address: [cdeschen@gmail.com](mailto:cdeschen@gmail.com)



The USLGA Public Relations Committee is providing biographies of our USLGA Regional Leaders. Take this opportunity to get to know the volunteers who will bring our regional members closer together. The new regions were developed by the USLGA Membership Committee this past summer.



# Lavender Cheese Croquettes with Garlic Aioli

- a recipe from Nicole Callen



@chelseaadams photography

## FOR CROQUETTES

- 1 goat cheese log
- 2 eggs
- 1 cup bread crumbs
- 1/2 tsp culinary lavender buds
- 1/2 tsp garlic powder
- 1/2 tsp parsley
- 1/4 tsp salt
- 1/4 tsp paprika
- 2 tbsp olive oil

## FOR GARLIC AIOLI

- 1/4 cup mayonnaise
- 1 clove garlic, diced
- 1 tsp lemon juice
- lavender sprigs for garnish (optional)

Slice your cold goat cheese into 1/4 inch slices. Place rounds on a parchment lined cookie sheet. Place the sheet with the rounds in the freezer while you make your bread crumb mixture.

To make the bread crumb mixture, in a small bowl combine bread crumbs, culinary lavender buds, garlic powder, parsley, salt, and paprika. Stir to combine and set aside.

In another shallow bowl, whisk 2 eggs for a couple seconds and set aside.

Make up your garlic aioli. In a small bowl, combine your mayonnaise, garlic, and lemon juice. Stir to combine and place aioli mixture in a small serving dish.

Take your cheese from the freezer and dip each round. First into the eggs and then in your bread crumbs until they are well coated.

In a medium sized fry pan, drizzle olive oil in to cover the bottom of pan, about 2 Tbsp. Turn heat on medium high. When olive oil is hot, place the breaded cheese croquettes in the pan. Fry on each side until golden brown. Place finished croquettes on a dish and serve with the bowl of garlic aioli. For added appeal, add a dollop of garlic aioli to the top of each croquette and place a sprig of lavender on top for garnish.



photo: Nicole Callen

# USLGA Vendor Spotlight: Natural Beauty at Home Janice Cox



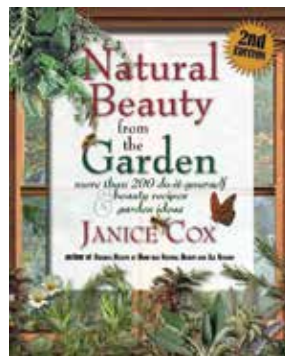
by Mary Althoff, USLGA Public Relations/Communications Committee

Looking for great lavender-related books for your gift shop? Need a professional lavender workshop presenter at your next event? Janice Cox can help you out on both accounts. She is the author of six best-selling books on herbs and gardening and is currently the beauty editor for *Herb Quarterly Magazine*. She is a frequent speaker at botanical gardens and lifestyle events across the country. She is a member of numerous herb societies and related associations and she speaks at many of their events. And Janice is a USLGA member who was a virtual presenter at the USLGA 2021 Virtual Conference.

Janice has an arsenal of presentations and workshops she can present on the topic of natural products for health and beauty. Her class on "*Lavender for Health and Beauty*" has been popular for several years. It starts with a brief overview on growing lavender but focuses primarily on using lavender for natural body care, culinary, and crafting. Watch her presentation at the March 2021 conference. You'll see how much fun and knowledge she packs into each session. Janice can tailor her workshops to best fit your expected audience size and interests. Her schedule takes her all over the country and she's more than willing to try to adjust her schedule to fit in a workshop in your area!

Of her books, the three most suited for Lavender businesses are featured in the pictures below: *Beautiful Lavender*, *Natural Beauty from the Garden*, and *Beautiful Flowers*. Her books, especially *Beautiful Lavender* and *Natural Beauty from the Garden*, are designed to support her workshop content. The books are typically included in the package price for workshop attendees.

Contact Janice Cox  
ntlbeauty@aol.com  
541-282-3471



## USLGA Member Wholesale Vendor Directory Update

It's time to reflect, organize, and create your 2022 business plan.

- develop strategies for expansion
- identify what was most profitable for your business in the past year
- identify how to improve your business and lessons learned
- identify what you can add to keep your business fresh and thriving

For help with some of your needs, we hope you'll peruse the new USLGA Member Wholesale Vendor Directory. It lists our members who wholesale products to farms and businesses by category. It is a valuable resource to find new suppliers, new products, and support your fellow USLGA members.

The directory will be sent out via email in early February, and around the first of every month. If you regularly use suppliers who are not in this directory, encourage them to join USLGA as an Affiliate member so they can be included in our directory. Or let us know about them.

If you want to be a part of the Wholesale Vendor Directory, contact us!  
Contact: Mary Althoff – pr@uslavender.org      Joseph Downs – membership@uslavender.org



# Show Us Your Favorite Farm Picture 2021

We asked, you answered! Look at these submissions from USLGA members of their favorite farm shots of 2021.

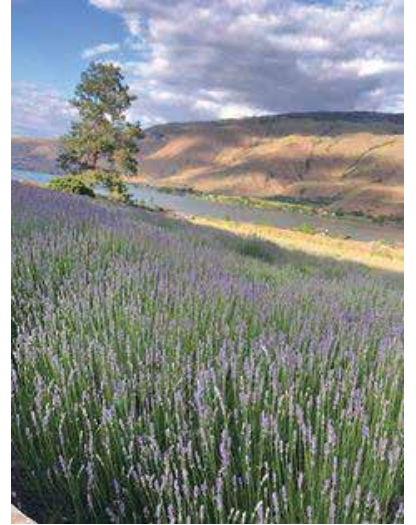
Look for surveys and submit your pictures on the USLGA members-only FB page.



Aux Arc Botanicals



Beagle Ridge Herb Farm



Down by the River Lavender



Blooming Hill Lavender



Blue Dreams Lavender



Dutch Ridge Lavender



Farm Creek Lavender LLC



Four Sisters Lavender





Hope Hill Lavender



Kharis Lavender Farm



Lake Holm Lavender



Crescent Bar Lavender Ranch



Kentucky Lavender



Prairie Lavender Farm



Thunder Moon Lavender



Muddy Creek Lavender



Red Oak Lavender





McLeod's Lavender



Pumpkin Blossom



Simply Dreaming Farm



Sweethaven Lavender



Sycamore Rame



Walnut Hills Lavender & Herb Farm



## 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:** Planning for the 2023 US Lavender Conference will begin soon. We are looking for a committee chair, and members to serve on the committee.

**Education & Research Committee:** We have a new committee chair, Mike Sullivan. Planning more Front Porch gatherings and other educational opportunities for members.

**Finance Committee:** Financials are in good shape.

**Internet Committee:** Continuing to make key updates to our website. Also working on transitioning from Yammer as our primary communication tool to Microsoft Teams.

**Membership Committee:** Has been working closely with PR and Communications on the new Wholesale Member Vendor Directory.

**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:** Has completed tasks relevant to the January 2022 Board elections.

**Public Relations and Communications:** Are developing the Wholesale Member Vendor Directory in cooperation with the membership committee. Reported some impressive stats from the new USLGA public Facebook page. The first post (a recipe) has over 3000 hits. The "find a farm" post from Thanksgiving weekend had 897 views in the first 12 hrs.

**Publications Committee:** Reviewed the "call to candidates" for the Board election, the newsletter, and the vendor directory as well as several other smaller articles. This committee reviews and edits all written content created for USLGA including the website and the newsletter.

