

USLGA

Newsletter



2021 USLC

Location decided!
Details inside.

**LAVENDER SNOWBALL
COOKIES**

A tasty treat this
holiday season!

December 2019

Vol. 7 Issue 12

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SOCIAL MEDIA

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



WEB

www.uslavender.org

Email USLGA at info@uslavender.org
Share your pictures, stories, comments and ideas.

USLGA NEWSLETTER

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

COVER IMAGE

Holiday shopping with lavender products from Sixteen Sprigs Lavender Farm. Photo from grower member Wynne Wright.

WE WANT YOUR PHOTOS:

Please submit your lavender and farm photos to be considered in future 2019 newsletters and USLGA's social media at: pr@uslavender.org

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

Hello USLGA Membership!

What a year! I have been thinking a lot about our USLC 2019 conference that kicked off 2019 for USLGA this past January and how we are already planning for 2021! Charleston will be tough to beat! In this issue we share the Board Approved location and venue for USLC 2021. So exciting!

By now, your nominations were due for 2020 Board Openings. Keep an eye out for the Board Election that takes place in early January 2020. There is

a lot happening in 2020, and we need your voice!

Enjoy our last issue of 2019. Stay warm and think lavender thoughts for Spring!

**HAVE A MERRY CHRISTMAS AND
HAPPY NEW YEAR!**

-Aimee



News from the Board

BOARD MEMBERS

Dennis Hamilton (President)
Jim Morford (Vice President)
Wynne Wright (Secretary)
Lee Kleinman (Treasurer)
Aimee Crane
Ann Davidson
Ginna Gimmell
Patricia Uptain
Sherri Wood
Marilyn Kosel

COMMITTEE CHAIRS

Nominating – Mike Neustrom
Membership – Mary Hamer
Newsletter – Aimee Crane
PR & Communications – Aimee Crane
Internet – Sarah Richards
Finance – Lee Kleinman
Event – Sherri Wood
Education & Research – Ginna Gimmell
Advocacy – OPEN

USLGA VICE PRESIDENT'S CORNER

Greetings lavender friends! I write this as I shuffle between New Jersey, Pennsylvania, spending part of one day at home, and now in North Carolina with my son, babysitting my 36 yr old son and his two great Danes following heart surgery! I have been on several conference calls and committee meetings during that time, so I have been thinking lavender much of the trips!

There are always challenges we face in growing lavender, selling products, AND worrying about this crazy weather so many have faced. I just heard that some growers are facing -40 degree weather tonight as I write just a few days before Christmas! That's insane!

Let me switch gears and focus on our USLGA closed Facebook pages for

Regions. Do you know what region you are in? Have you ever written a post on your Region Fb page? Let me encourage you TODAY to post a holiday greeting to others in your region! Let's use that great page to communicate with others in our regions to let them know we are alive and well, and to ask questions of one another.

Our Regions are one of the main 'engines' that make USLGA an invaluable tool for encouragement, support, questions, and just keeping in touch! That's my words for today and so I will sign off by wishing each of you a blessed Christmas! ... or as I have often been heard to say: HO, HO, HO ... Meeery Christmas!!

**Jim Morford,
USLGA Vice President**

Culinary Lavender:

Lavender Snowball Cookies



EVERYONE HAS A FAVORITE CHRISTMAS COOKIE! I HAVE TO SAY THAT ONE OF MY FAVORITES IS SNOWBALL COOKIES, OR YOU MAY KNOW THEM AS RUSSIAN TEA CAKES, OR EVEN AS MEXICAN WEDDING CAKES. SO OF COURSE WE HAD TO WORK SOME MAGIC AND ADD CULINARY LAVENDER... CAUSE YES, EVERYTHING TASTES BETTER WITH LAVENDER!

Author: Nicole Callen,
Norwood Lavender Farm

Recipe type: baking

Find online: <https://www.norwoodlavenderfarm.com/blog/lavender-snowball-cookies>

NORWOOD

FARM



Make sure to use culinary lavender...not all lavender is the same when you're cooking. You want a English Lavender. When you bake the cookies I find that you just barely want a tinge of tan on them so that they taste buttery rich. If they overbake they lose a little bit of their richness.

INGREDIENTS

- 1 cup butter, softened
- 1/4 cup sugar
- 1 tsp vanilla
- 2 cups flour
- 2 cups pecans, chopped
- 2 tsp culinary lavender

INSTRUCTIONS

Heat oven to 325°

In a medium sized mixing bowl add butter, sugar and vanilla. Cream together with a mixer on medium speed.

Add to your creamed butter mixture, flour, pecans, 2 tsp culinary lavender. Mix on low speed until combined.

Shape dough into 1" balls, place 1" apart on ungreased cookie sheet. Bake 16-18 minutes or until just barely light brown. Cool for 5 minutes and then roll cookies in powdered sugar. Before serving roll once again in powdered sugar.

If you try any of our recipes we would love to see your posts #norwoodlavenderfarm and if you would like to use any of our recipes just gives us a shoutout. Thanks!



Nose Training: Learn to Discern Quality Lavender Essential Oil

Does your nose know? Can you pick out high, low and still notes in your lavender essential oils? Do you know what characteristics make a great essential oil?

Lavender Association of Colorado, LAC, will be hosting a nose training conference March 7 & 8, 2020 with Mesha Munyan. Munyan is a natural perfumist who owns Mehaz Natural Perfumes. She is a renowned distiller and has won numerous awards in international essential oil contests. She also leads the Lavender Sommelier essential oil competition and has presented at the national USLGA conference at workshops she | has hosted.

Munyan will be teaching how to pick out the positive characteristics that distillers are trying to achieve in their lavender essential oils and how to recognize flaws. She will also be presenting ideas on how to improve one's distillations to increase the positive characteristics and to decrease or eliminate negative characteristics of oils. The big focus being training your nose to detect and identify.

In order for Munyan to give as much individual and hands-on instruction as she can, enrollment will

be capped at 50 attendees. Tickets are available through Eventbrite as well as [facebook.com/lavenderassociationofcolorado](https://www.facebook.com/lavenderassociationofcolorado).

<https://www.eventbrite.com/e/nose-training-learn-to-discern-quality-lavender-essential-oil-tickets-84831648745>

Any questions about the conference can be sent to Lee Ann Nielsen at treasurer@coloradolavender.org or to info@coloradolavender.org.





What does it mean to be a member of the USLGA?

PART 2: MEMBER BENEFITS

Did you know our website has a whole section specifically for members? Included in the members area are reading resources, lots of research, studies and papers which include links to the webinars as well as growers resources which even have links to the USDA as well as FDA regulations.

Have you ever used any of these resources? If not why not? Were you even aware they were available?

Have you participated in one of the webinars, on marketing, or Phytophthora? The webinars are available whenever you need them so no worries if you were unable to attend. Sometimes it is beneficial to revisit a subject. I know I often get more out of something the second time through.

Last month I mentioned the calendar and suggested submitting your holiday events for the calendar. Keep in mind if an interested consumer comes to the site they will see your event, it is up front on the home page. Does anyone really look at this calendar? Well YES. I posted our Christmas Open House and our Forever Wreath class on the calendar. We had a couple from D.C., 5 hours away come to the class, shop and stayed over 2 nights in our local Boutique hotel. Seems they have land in Maryland and are looking to plant “something”. Lavender caught their interest, they googled and found the USLGA. Saw the calendar and came to see us and are coming back in spring to take our weekend workshop. Was it worth taking the time to submit our event, again a resounding YES?

I am presently working on dates for our classes and events in 2020 and have tasked myself with submitting everything after Jan 1st. Why don't you join me and make a commitment to submitting your event, upicks, festivals and classes as soon as you can? It would be great to have our website visitors see a nice full calendar, peak their interest and have them add our farms as stops in their summer travels.

Our newsletters are archived in the members area and I know I have lost a recipe but been able to go back

and retrieve it from those archives. In addition there are some really beneficial articles which are sitting there waiting for you to peruse them once again.

As a member of the USLGA you may attend board meetings, board conference calls are monthly as are committee meetings. Want to know what your board is up to? There are links to the minutes and should you have an interest in any of the committees they would love to have your expertise.

We have international members from Australia, New Zealand, Canada and Italy, check them out on the members map. Have you looked to see what other farms may be near you? I love traveling to other farms, we are all so different even though we are growing the same crop. That is the beauty of being a Lavender grower, such a diversity of growing conditions, locations, venues and farms that duplication is impossible. Why not make the time to visit other farms in your area?

Please take advantage of our closed members Facebook page. Yet another link in the members area. Our members are all so willing to share, so if you have a question I have no doubt someone has encountered the situation and will answer you. We also have the public page of Facebook, Instagram and even Pinterest to promote the industry.

The USLGA is a very transparent association. We are all in this together whether a new grower, a seasoned grower or even as a lavender lover who is dreaming of planting those first plants in the ground. Let us know what your needs are and there is someone who will step up to help. Take advantage of what this organization provides for your membership dues. You will be glad you did.

Ellen Reynolds
Beagle Ridge Herb Farm,
Wytheville, VA

Are you excited for USLC 2021?!



The Board is pleased announce that the 2021 U.S. Lavender Conference will be held on January 28, 29 and 30 in Portland, Oregon. The Conference will be held at the Hyatt Regency, which is opening this month.

Stay tuned for more details on the pre-Conference activities and Conference content. If you would like to volunteer your time and expertise to the planning efforts, please reach out to Sherri Wood (sherri@patchworkfarm.us).