

USLGA

# Newsletter



**PRINTING PURPLE**

Lear how to  
block print sachets!

**LAVENDER ESSENTIAL OIL**

The basics in choosing the  
right oil for you

## July 2019

Vol. 7 Issue 7

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#### SOCIAL MEDIA

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



#### WEB

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

Email USLGA at [info@uslavender.org](mailto:info@uslavender.org)  
Share your pictures, stories, comments and ideas.

#### USLGA NEWSLETTER

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

#### COVER IMAGE

Patchwork Farm in full bloom in Capay, California. Photo from grower member Sherri Wood.

#### 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](mailto: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!

Many of you know that I travel quite a bit for my full time job. It doesn't matter if I am in the U.S., or overseas, lavender follows me wherever I go! I seem to find lavender growing in city landscaping and parks, in restaurant window boxes and around churches, and of course in rural gardens and fields. Lavender has become such a big part of my life, and I know it is for many of you too.

I get a kick out of finding lavender on my travels and pointing it out to my

colleagues, who by now think I am a little lavender obsessed.

This month I had a chance to see the lavender at our nation's capital in the U.S. Botanic Garden in Washington D.C. It was great to see our favorite herb on display as well as many other beautiful plants and specimens.

As the lavender season is halfway over, we are seeing a lot of harvesting and distilling photos from our members on social media. This season went by a little too fast in my opinion!



Remember to send in photos to [pr@uslavender.org](mailto:pr@uslavender.org). We want to hear from you! Send us the cool places that you see lavender on your travels!

-AIMEE

## News from the Board

### BOARD MEMBERS

Dennis Hamilton (President)  
Jim Morford (Vice President)  
Wynne Wright (Secretary)  
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Aimee Crane  
Ann Davidson  
Ginna Gimmell  
Patricia Uptain  
Sherri Wood  
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### 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

### YAMMER TRAINING AVAILABLE

Several Board members, committee Chairs, and committee members recently had training regarding Yammer, the private social network that is used to conduct USLGA's internal business. Organized by the Internet Committee, the training was a way to provide up-to-date procedures to all who are using this valuable communication tool. For all Board members, committee Chairs, and committee members who missed this training, a recording was made, and is available for listening. To listen, contact Sally Miller, USLGA's Administrative Support at [adminsupport@uslavender.org](mailto:adminsupport@uslavender.org).

### EDUCATION AND RESEARCH COMMITTEE

The Education and Research Committee has been like many of us ... busy with our own farms. We continue to work hard as we wait patiently for news of the completion of the "Growing Lavender: a Curriculum for Growers", which we expect any day. We are looking at new webinars for the Fall, and we have welcomed new members, which now includes both Canadian and US growers.

# Printing Purple

If you have the time and want to do something a little different, or need a fun craft to do with kids, block printing sachet bags is it. At Bee Loved Lavender we are asked frequently how we make our fun sachet bags. A lot of our product packaging and labels are handmade and one of a kind which adds to our brand's charm and fun. There are many printing techniques to achieve this look. We are sharing one simple method we use with lavender lovers below. Enjoy!



## MATERIALS NEEDED:

1. Rubber stamps of your choice
2. Sachet bags  
(these are muslin drawstring bags from Michaels craft stores)
3. Hard rubber block printing brayer  
(this is a Speedball one from Dick Blick)
4. Speedball fabric block printing ink in color of your choice. This one is violet.
5. Glass plate. I use glass from a picture frame. Optional: tape the corners and sides with masking or painters tape to avoid sharp edges.



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**PRINTING STEPS:**

6. Place a glob of fabric paint on your glass plate.

7. Use your brayer to roll the ink on the glass plate. Make sure you have enough ink so that when rolling it sounds “tacky” or “sticky.” If you don’t have enough ink you will get a light, faded weak print. This takes practice to know how much to use!

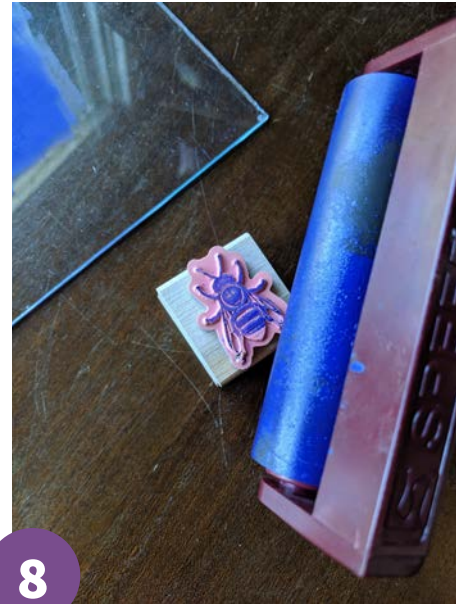
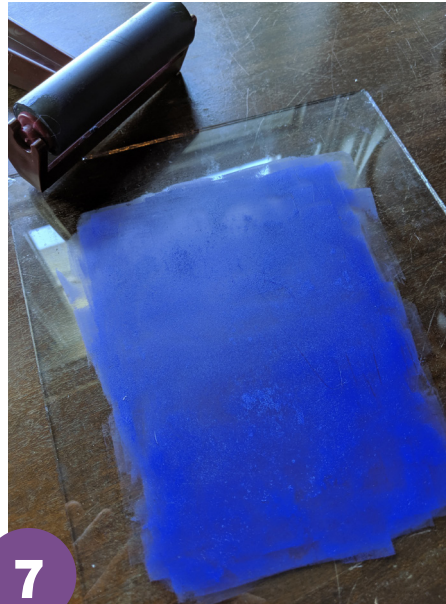
8. Roll the ink onto your stamp. Make sure there is even coverage. Avoid rolling back and forth more than a couple times. Sometimes the brayer will pull the ink off the stamp if you roll repeatedly. This also takes practice to get even coverage.

9. Place stamp on sachet bag and press firmly.

10. Inspect your print!

11. Try with a variety of stamps, colors, and materials. Usually takes 5-7 days to completely dry. Once dried, fill with sachet filling of your choice, or have customers fill their own with dried lavender buds.

**Aimee Crane**  
**Bee Loved Lavender**  
**Aurora, Ohio**





# A Day in the Life of a French Lavender Farm

“Distilling the French Way”



Lavender growers often report that distillation is their favorite stage in the annual production process. What smells more lovely than the sweet fragrance of lavender wafting through the farm? It sure beats the smell of animal stalls. When the breeze catches the aroma and swirls it all around you it's as if you're being rewarded for a year's worth of back-breaking work. Most lavender farmers will tell you distillation is more art than science and growers in the Quercy are no different. But there is a recipe or a set of standards, we try to follow at Ferme de Lacontal to get the best quality essential oil possible.



The Quercy region of southwest France is known for exceptional quality lavender producing up to 10% of all lavender essential oil in France from 1950 to the 1970s. I know we all think of Provence as "Lavenderland" but historically lavender has been grown in many places in southern France. In the 1950s-1960s both regions were incredibly important to the essential oil industry whether it be for the perfume industry or the cleaning supply market. A decline in the lavender market in southwest France began in the 1970s when, like many other crops, competition from the introduction of synthetic Lavender oils curtailed production. More recently, a growing number of artisan producers are reviving this culture practiced by their grandparents. H el ene and Xavier were the first to go down this path, but several are following in their footsteps. There are about 13 distilleries in the area today.



Last month we left Ferme de Lacontal as they were beginning the harvest season. Once lavender is cut it is left in windrows a couple of days to dry. When it is time for distilling, we use a tractor equipped with a front-end loader to scoop up a large quantity and dump it into the still. It takes about five loads to fill our still before the compaction begins. Step two is the compaction of the lavender biomass in the still. We use a tractor tire filled with concrete that weighs about one ton hanging on the front-end loader by chains to press the lavender firmly into the still so one more load can be put in before we close the latch. Once we have added the final load, one of the kids, farm interns, or employees climbs in and tries to mash the lavender even further. If this sounds a bit like stomping grapes for winemaking you've got the right mental image, but we are not stomping to express oil. The purpose of trampling the stems down is to make sure the steam cannot simply avoid the lavender by creeping along the walls of the still. After the stomping helps to firmly compact all the lavender in the still, the lid is closed, and the steam is released.

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In the early 1900s when lavender was just beginning to be cultivated and distilled in France, the typical distillation technique was to use a traditional open flame still. Often these were located right in the field near the crop. We have two stills at Ferme de Lacontal that we purchased in 2007, a year after we started growing lavender. They were purchased from a grower in Provence. They hold 4 cubic meters of plant material each and are powered by a steam generator. A typical day begins at 9 am and finishes at 10 pm and this goes on for about 2-3 weeks, if the weather cooperates. We typically employ one person who helps us distill and when all is said and done, we produce about 150 kilos of lavender oil each year. When finished distilling, we typically store the oil in aluminum containers for about two months before attempting to market it. We also use the spent lavender straw for bedding for our sheep.

In addition, we offer our stills for custom distillation for other growers in the region without such equipment. The grower usually comes along with their lavender, rosemary, or whatever they want distilled and helps with the process.

Closing down the stills and the steam powered generator for the season requires that we drain both the coils and the boiler and that we remove all the tools that might not fare well in the cold of winter. Then we wait again for the next distillation season to start the process over. We hope your distillation process is smooth and fragrant this year.

**Wynne Wright**  
**Sixteen Sprigs**  
**Lavender Farm**  
**Lansing, Michigan**

**Hélène Lafon**  
**Lavande du Quercy**  
**Touffailles, France**



**Lavande du Quercy**  
  
**Ferme de Lacontal**





## The Basics in Choosing the Right Oil For You

Lavender essential oil is a lot more complicated than its name implies.

by **Georgie Smith & Sarah Richards**

More than just a pretty purple plant with a pleasing scent, the ‘essence’ of lavender – the oil distilled from lavender’s aromatic flowers – is increasingly becoming the first choice for problems as wide-ranging as menstrual cramps, respiratory ailments, burn treatment and even used to repel insects.

And the more times therapists, scientists and even laypersons put the ‘power’ of the oil to the test, the more evidence documents not only the wide variety of uses for lavender essential oil but how different species and even different varieties of lavender offer very distinct benefits. Knowing the right choice of lavender essential oil has become increasingly more important in finding the right solution for a specific scent, ailment, or issue.

### **The Lavender Basics – Family, Genus and Species**

To understand the complexities of lavender essential oil, let’s start off by going back to high school science class and talk a little bit about biological classification. We’re going to skip down toward the bottom of the

inverted ‘taxonomic rank’ triangle and start with “family.”

Lavender is a member of the “Lamiaceae” family. Aka – the ‘mints.’ Lavender’s great-great-great-great (and many more) ancestors were a bunch of smelly mint plants! Both mints and lavender produce large quantities of various constituents including ‘linalool’ and a bunch of other (for chemistry geeks these include perillyl alcohol, linalyl acetate, camphor, limonene, tannins, triterpenes, coumarins, cineole, and flavonoids and about 100 more.) Along with having delightful names, these constituents do all sorts of cool things like fight off bacteria, block and relax chemical receptors in the brain linked with pain, epileptic symptoms and a lot more!

And while the mints marched off in their own direction, sticking with a more culinary theme – chocolate, orange, pineapple and more – lavender decided it had a good thing going with that gently smoothing aroma packing a powerhouse of therapeutic use. And so those plant we all associate as uniquely being ‘lavender’ evolved. Eventually, scientists arrived on the scene, decided they were all enough similar to have their very own “genus” and hence “Lavandula” was named, characterized, categorized and subsequently cataloged. Go science!

But...because evolution is amazing, that ONE genus of Lavandula, branched off in many different directions creating 47-known ‘species’ within the genus. Each with unique differences in growing habits, scent, oil production, flower appearance and most importantly

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Sarah Richards of Lavender Wind Farm in Washington is a founding USLGA member and is seen here gathering lavender.

when we consider essential oil – having distinct chemical properties in their oil useful for varied applications.

### **Lavender Species Used in Oil Production**

In essential oil production, there are four main *Lavandula* species that are traditionally used in oil production. They all naturally produce varying amounts of different chemical compounds which, in turn, create differences in scent and even more interestingly, differences in application. These chemical properties can be measured via a GC/MS (Gas/Chromatography/Mass Spectrum) report which can help determine the best therapeutic properties of different *Lavandula* species and varieties.

### **Lavandula Latifolia**

*L. latifolia* is a grass-like lavender plant of Mediterranean origins sometimes called “Spike” lavender.

The oil from this lavender species has a sharper aroma than many other lavenders, with a higher concentration

1,8 cineole (the dominant compound in eucalyptus) and of ‘camphor’ (a compound typically distilled from the camphor tree and commonly used in products like Vick’s VapoRub to treat respiratory and skin issues). With these more stimulating compounds in its make-up, *L. latifolia* has traditionally been used as a therapy for circulatory, muscular and respiratory issues, useful when strong anti-bacterial action is needed and particularly useful in healing burns.

### **Lavandula stoechas**

*L. stoechas* is a beautiful compact hedge plant with butterfly-like bracts on the top of the flower head. It is often called both French or Spanish lavender. Chemically speaking this species has a much different profile than other lavenders with a lower concentration of linalools and by far, the highest concentration of camphor and 1,8 cineole. It is excellent for anti-microbial and respiratory uses but is powerful enough that if used for therapeutic reasons, it is best done so under the direction of a trained practitioner.

*continued online*

## To read more from this article:

Click on: <https://www.lavenderwind.com/2019/lavender-essential-oils/>

## Culinary Lavender: Boneless Roasted Lavender Duck

**Author:** Lee Kleinman,  
SOL Botanik  
**Recipe type:** cooking



### INSTRUCTIONS

1. Debone a duck, skin on. Save bones for stock.
2. Sauté onion, celery, mushrooms, dried cherries.
3. Layout duck and filet thick areas to make even thickness.
4. Add Salt, pepper, aromatic rice, lemon zest and lavender (in this picture I used a bit too much lavender and probably should have ground it some).
5. Put a layer of stuffing on the duck.
6. Roll and tie.
7. Put on the rotisserie on 140 for medium or 165 for well done.
8. Would be good with a red wine or port sauce, which could be infused with lavender.

**Photos of the instructions shown below and continued on page 12.**



*continued on page 12*

# Culinary Lavender: Boneless Roasted Lavender Duck

**Author:** Lee Kleinman,  
SOL Botanik  
**Recipe type:** cooking





## Why Lavender?



**Steve and Melinda Webb**  
White Diamond Lavender Farms

Our story is a little different. Our facility was built originally as an attempt at indoor salt water shrimp farming in a pole barn in Indiana in 2009. Although we were pioneers and finally figured it out, it was too much work and not enough money to satisfy the farm loan agency. They wanted their money.

Around the same time, our daughter got engaged and wanted a barn wedding. This is when the idea of a wedding barn/venue came to be. We already had 10 acres of land zoned agricultural. We wanted to use the barn for the venue purposes and petitioned for our use variance. We wanted another way to draw people to us. My husband Steve had the idea of growing lavender as that was something we don't see a lot of in Indiana and would go well with weddings. We knew nothing about lavender farming but found Mike and Doreen King through Facebook. They were happy to help us and we were connected to USLGA to gain an even greater knowledge base. In this process my sister and her husband Kara and Daniel Fields partnered with us and we have a joint venture.

We planted our first plot of 100 plants in the summer of 2016. Planted 350 additional in 2017 and had our first festival 2018. We added more lavender this year and planned our 2019 festival for a second festival. We were blown

away. While weddings inside the barn take more of our time but also pay most of the bills we nurture this opportunity but see a future with growing the lavender to promote agritourism and a place that becomes a destination.

In regard to the festival, because we are small we wanted to make sure there were other activities for people to enjoy. We added vendors both years and this year had live music through the day and offered outdoor games for people to play along with several places to sit and enjoy conversation with others, and enjoy their cold beverages, food and sweets.

We all work full time jobs but we divide and conquer. We are testing different items to sell and not trying to bite off more than we can chew. We are building our business and want to create a firm foundation that will allow a couple of us to retire to work the farm business more regularly. We aspire to do more and excited to see how we can propel this further.

Thanks for your interest in us. We learn from everyone else so maybe someone will see something in us to spark an interest.

**Melinda Webb**  
White Diamond Lavender Farms  
Columbus, IN



**Daniel and Kara Fields**  
White Diamond Lavender Farms

**Check out photos from White Diamond Lavender Farm's Lavender DAZE Second Annual Lavender Festival! (page 14)**

*continued on page 14*



# Why Lavender?

## FESTIVAL SUCCESS:

We hosted our second lavender fest June 29. We had 1400 people show. We sold out of almost everything. 400 plants, 72 sleeves of cookies, 350 lavender wine slushees, and our lavender lemonade slushees were a big hit. 28 vendors inside and out with live music on the patio. Pure Barre did a pop up class on the lawn with the Chick-fil-A cow. Chick-fil-A was one of our food vendors.

