

USLGA

# Newsletter



**FARM NAME FUN**

How did your farm get that name?

**PRESIDENT'S GOALS**

Check out Board News for 2019 goals for USLGA!

## March 2019

Vol. 7 Issue 3

### IN THIS ISSUE:

March is National Kidney Month

Why Lavender?

DIY Lavender Doughnuts!





## **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**

Amazing drone shot of Beagle Ridge Herb Farm and Environmental Education Center. Photo submitted by member Ellen Reynolds.

## **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!

March winds and April showers bring forth May flowers. Is anyone else getting antsy like me for spring? I, like many of you are most likely making all sorts of plans and budgets and looking forward to purple watch 2019. We have a ways to go, but something about the month of March gives me so much hope and motivation.

Now I don't particularly enjoy chasing frost cloth all over the yard and repinning it down for the millionth time with all our high winds but I have

been sneaking outside on a few of our warm days and hanging out in my greenhouse dreaming. I have enjoyed so many of our members sharing photos and stories on social media of starting lavender seeds or progress photos of their lavender cuttings. Regions are also actively meeting and getting prepped for the new season. It is exciting to see products being made and stores stocking up for lavender season customers.

Enjoy the down time while we still have a little left!



**I CAN'T STOP HUMMING  
"LAVENDER BLUE, DILLY-DILLY,  
LAVENDER GREEN." NOW YOU WILL  
TOO. SPRING IS HERE THIS MONTH!  
-AIMEE**

## News from the Board

### BOARD MEMBERS

Dennis Hamilton  
Aimee Crane  
Ann Davidson  
Ginna Gimmell  
Patricia Uptain  
Wynne Wright  
Lee Kleinman  
Sherri Wood  
Marilyn Kosel  
Jim Morford

### COMMITTEE CHAIRS

Nominating – Mike Neustrom  
Membership – Derek Garrett  
Newsletter – Aimee Crane  
PR & Communications – Aimee Crane  
Internet – Sarah Richards  
Finance – Julie Haushalter  
Event – Sherri Wood  
Education & Research – Ginna Gimmell  
Advocacy & Publication – Sarah Richards

### PRESIDENT'S GOALS

During the President's Report at our Annual Business Meeting during USLGA's conference, Dennis Hamilton outlined some of his goals for this year. During some of the upcoming newsletter editions, we will feature goals from some of USLGA's committees.

- Examine whether USLGA should reestablish its "store," where USLGA-related items could be made available for sale to our membership.
  - Finalize creation of a National Lavender Day.
  - Find ways to target potential international members to join USLGA.
  - Using the power of our growing membership, examine benefits for our members (for instance, discounts from UPS or FedEx).
  - Continue to emphasize programs and information for new and potential lavender farmers.
  - Because many of our members are beginning to think about retiring from lavender growing, establish workshops and educational materials on topics such as how to implement exit strategies, and how to either properly transfer one's farm to family members or sell it to new owners.
- A review of USLGA's Bylaws and its Policies and Procedures. An ad-hoc committee will be formed to look at these documents. No major revisions are expected.
  - Establish a method for new Committee Chairs to move more easily into their new roles. In the past, sometimes these transitions have proved harder than they should.
  - Take a look at USLGA's website and social media to determine where we need to improve in these arenas.
  - Continue to aggressively search for grants that might be available for our organization to use for research and education.



# Farm Name Fun

Have you ever wondered about the origins of some of our farm names? Send us yours for future issues!



## GIRL ON THE HILL

Our lavender farm is high atop Mt Vaca in Solano County, CA at almost 3,000'. My husband was working in SF on the 35th floor of a high rise and called me and said "how is my girl on the hill"? This is how it all began, it has been a very fun name which is easy for people to remember and also pronounce.

*Denise Revel*



## LAVENDER WIND

Our farm is situated on the edge of Whidbey Island that points to the west right up the Strait of Juan de Fuca. The Strait goes between the Olympic Peninsula and Vancouver Island dividing the U.S. from Canada. The winds barrel down the Strait and hit our farm so that a wind of 20 mph can be considered a gentle breeze. Why not imagine that wind carrying the scent of lavender forth?

*Sarah Richards*

## AUXARC BOTANICALS

My farm is named AuxArc Botanicals. Although my business is only beginning, I reserved the name 14 years ago because I knew this day would come. Aux Arc was the French term for this area when this part of America belonged to France and the explorers Marquette and Joliet mapped the region. The term roughly means to the arc or bow in the Arkansas River, and may also refer to the rounded tops of many of our hills. It is pronounced Ozark, hence, our current mountain range name. So there you have it! A little history, a little geography and, ooh la la, a little French!

*Karen Fancher*



## SIXTEEN SPRIGS LAVENDER FARM

Lavender lore...Did you know that young boys used to sell sprigs of lavender to women on the streets of London to scent their bathwater? Sixteen sprigs a penny. Our name is taken from this old poem.

*Wynne Wright*

## SADDLE CREEK LAVENDER FARM

We have named our farm: Saddle Creek Lavender Farm. It includes the horses, the lavender and the creek that meanders through our 24 acres in Ranger, Georgia!

*Lisa Pollock*

# BEE·LOVED



## BEE LOVED LAVENDER

Ohio is a long ways away from France, however our name gives a nod to the country known for its breathtaking images of purple fields. In French, the meaning of the name Aimee is: dearly loved; beloved. This comes from the Old French Amee, which derives from the Latin amatus meaning loved. It is fitting that I, as well as our friendly bees, adore this herb. Their humming harmony is music to my ears each summer evening. This year we plan on getting bee hives which will be even more fitting with our name!

*Aimee Crane*

# NORWOOD

FARM 

## NORWOOD FARM

Our farm name is Norwood Farm... simply because we live on Norwood Road.

*Nicole Callen*

## LOCO LAVENDER

My farm is named LoCo Lavender. The name originated from the county I live in which is Loudon County, TN. At first I thought the name was kind of an oxymoron because lavender is known for being calming and relaxing, not LoCo!! But the more I thought of it, the more I like the spunkiness of it. I decided to keep the name - thus LoCo Lavender has stuck!!

*Rose Echols*

## Culinary Lavender: DIY Lavender Doughnuts



**DONUTS!!! WE ARE OBSESSED WITH DONUTS, BUT I HAVE NEVER MADE THEM BEFORE AND FELT THAT IT WOULD BE A FUN, WINTER, AFTERNOON PROJECT. HOW HARD CAN IT BE?! YES AND EVEN BETTER, MAKE THEM LAVENDER FROSTED!**

**Author:** Nicole Callen,  
Norwood Lavender Farm

**Recipe type:** baking

**Serves:** 1 dozen doughnuts

**Find online:** <https://www.norwoodlavenderfarm.com/recipes/archives/02-2019>

This recipe for the donut batter is based from a King Arthur donut recipe.

### INGREDIENTS

1/4 cup (4 tablespoons) butter  
1/4 cup vegetable oil  
1/2 cup granulated sugar  
1/3 cup brown sugar  
2 large eggs  
1 1/2 teaspoons baking powder  
1/4 teaspoon baking soda  
1/2 to 1 teaspoon ground nutmeg, to taste (opt out)  
3/4 teaspoon salt  
1/4 tsp vanilla extract  
1/2 tsp Norwood Farm lavender extract  
1 tsp Norwood Farm culinary lavender  
2 2/3 cups King Arthur Unbleached All-Purpose Flour  
1 cup milk

### INSTRUCTIONS

1. Preheat the oven to 425°F. Lightly grease two standard doughnut pans.
2. In a medium-sized mixing bowl, beat together the butter, vegetable oil, and sugars until smooth.
3. Add the eggs, beating to combine.
4. Stir in the baking powder, baking soda, nutmeg, salt, and vanilla and lavender extract.
5. Stir the flour into the butter mixture alternately with the milk, beginning and ending with the flour and making sure everything is thoroughly combined. The batter will be fairly thick; when you draw your spatula through the batter, it will leave a furrow.
6. Spoon the batter into the lightly greased doughnut pans, filling the wells to about 1/4" shy of the rim.
7. Bake the doughnuts for 10 minutes. Remove them from the oven, and wait 5 to 7 minutes before turning them out of the pans onto a rack.
8. Recipe makes about a dozen donuts.

### LAVENDER FROSTING

1 1/4 cups confectioners' sugar  
1 tablespoon light corn syrup  
1 tablespoon melted butter  
1 to 2 tablespoons milk  
1/4 teaspoon Norwood Farm lavender extract

Stir the sugar, corn syrup, butter, Norwood Farm lavender extract and 1 Tbsp of milk together, adding extra reserved milk or confectioners' sugar to adjust the consistency as needed. Dip each doughnut in glaze until tops are coated.

# March is National Kidney Month

Did you know that World Kidney Day is March 14? March is National Kidney Month and one of our USLGA members has a special message to our membership.



Dave & Diane Allen of Lavenlair Farm in upstate NY are passionate about lavender farming and living responsibly. They take recycling very personally: both are regular blood donors and six years ago, Diane became a non-directed (also known as Good Samaritan) living kidney donor. This means that the recipient of Diane's kidney is unknown but it started a chain of donations that lead to five kidney transplants! Many people who need a kidney transplant have someone willing to donate but that person isn't a match. All that's needed for a chain to start is someone like you who is willing to bless one forward to someone who has a friend or family member willing to bless one forward and so on. Diane spent one night in the hospital and hasn't missed the kidney since and you all know how physically demanding lavender farming is.

Learn more about becoming a living kidney donor from the National Kidney Registry: <http://kidneyregistry.org>

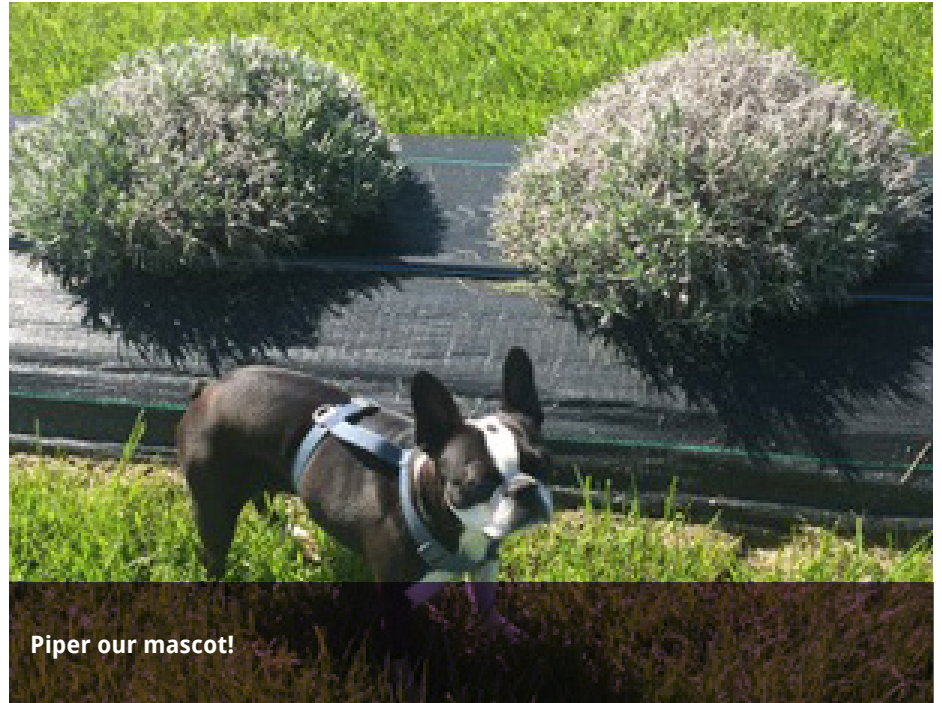




## Why Lavender?



**Trish Dennis**  
Indigo Lavender Farms



**Piper our mascot!**

Why would you not grow lavender?! For me and my husband Greg, it was a no brainer. It is gorgeous, it is relatively hardy - even through grueling Michigan winters - and it smells heavenly. From the day we started planting in 2015, people have stopped to stare and ask us about our lavender. We have 23 acres of rolling hillside in Imlay City, MI, known as the Gateway to the Thumb (it's a Michigan thing). We are approximately 60 miles north of Detroit between Port Huron and Flint on I-69.

We planted about 3,500 plants in 2015 including Munstead, Rosea, Hidcote, Melissa, Provence, Edelweiss, Royal Velvet, Grosso and Phenomenal. In

2016, we planted 5,000 Grosso and Phenomenal, and in 2017 we added 1,500 Big Time Blue and 5,100 more Phenomenal. My dad and I maintain the farm with help from my kids (10 & 12 yrs old this year - "work" is a loose term for them!) plus we hire local high school and college kids throughout the Spring, Summer and early Fall. Greg and I also maintain about two dozen honey bee hives on the Farm and offer delicious light yellow honey made from the lavender pollen.

We love learning about the bees and the lavender and teaching our kids about farming. It is truly a family farm! In 2017 we applied for and were granted Michigan Agricultural Environmental Assurance Program

certification for our lavender cropping system and proudly post the sign on the farm.

Throughout 2017 and 2018, we went to a whole bunch of farmer's markets, bridal expos, craft fairs, and antiques festivals getting the word out and talking to folks about the farm. We also entered several retail establishments in the surrounding area that have been great partners and marketing superstars for us. On Father's Day 2018 we opened the farm for U-Pick and were amazed at the interest and enthusiasm we received. We had visitors from France (they live in Detroit now and had never visited a lavender farm in France!), the UK, South Africa, China and many other Asian countries.

*continued on page 8*



## Why Lavender?



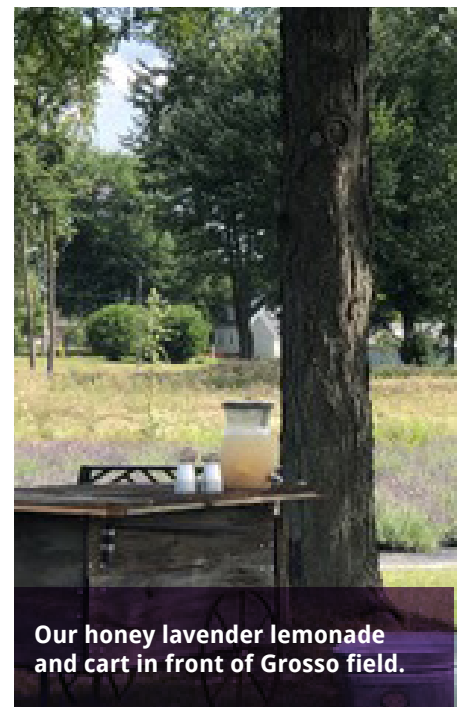
**Beekeeping is a family affair with my husband, two kids and my dad.**

Not to leave out all our friends and neighbors in Imlay City, surrounding towns and tons of Michiganders that came out to cheer our efforts and to relax in the fields. We also gave a lot of farm tours and lavender presentations to Master Gardner's clubs, Red Hat groups, Herb Guilds, and other groups that share a love and interest in lavender and my mom and dad and I have enjoyed every one of those talks.

We sell our Lavender Honey, lip balms and lip glosses, body scrubs, linen sprays, talc-free body powder, soaps, lotions, Herbs de Provence, and Chamomile Lavender teas, wreaths and home decor items from our tiny garden shed store May - December and at our retail partners and on Etsy. I make all of our products by hand (with a lot of help from my mom!) and use as much as possible organic or naturally grown

ingredients to add to our lavender, honey and beeswax. In early 2019 we applied for and were granted Certified Naturally Grown certification for our lavender (transitional status) and our apiaries (honey).

For the 2019 season, we are purchasing another 3 acres with a building suitable for a retail store (with power and a/c - yay!) with room for production and shipping areas plus an office for me. We are super busy getting ready for the new season. We are planning to repeat our successful season kick-off event called "A Midsommer Nights Dreame" on June 21st with a live band and food trucks and, if some of our early bloomers are ready, U-Pick. Then we will officially open the Farm July 5th through the 27th for the U-Pick season. We will have Thursday night Twilight Upick sessions, and a "July



**Our honey lavender lemonade and cart in front of Grosso field.**

*continued on page 9*





## Why Lavender?



2018 Melissa, Hidcote and Phenomenal in background.

Saturday Night” concert series - all with local bands and food trucks. We will again offer Yoga on the Farm with a local yoga instructor throughout June, July and August. We are also busy booking photo sessions with local photographers and photography classes. We look forward to more farm tours and presentations, too.

Finally, and most exciting of all, we will be joining the Michigan Lavender Festival in their 17th year on July 11-13. It will be hosted at the nearby Eastern Michigan Fairgrounds with shuttle service to the Farm. We are way excited and a whole lot overwhelmed to welcome so many people to see our farm! I will be giving a presentation at the Festival on Friday and Saturday and we will also be offering lavender wands and wreath craft booths and a culinary table for people to make and

take and sample right at the farm. And I can’t forget we offer fresh made honey lavender lemonade to sample every day we are open.

We love our new lives on the farm and we love sharing all of it through tours, presentations, events, our products, and our store. We could not be happier with the support we have received not only from our friends and neighbors, but throughout the lavender and beekeeping communities. We attended the Great Lakes Lavender Growers Conference last March 2018 and the USLGA Conference this past January and went back to the 2019 GLGG Conference and saw quite a few familiar faces. We are so fortunate to have the opportunity to be lavender growers and to share our experiences with others that love lavender.



613 N. Cedar St. \* Imlay City, MI 48444

**Trish Dennis**  
**Indigo Lavender Farms**  
**Imlay City, MI**