

USLGA

Newsletter



COMMITTEE CHAIRS

We need you to grow our USLGA committees!

FESTIVAL SCHEDULE

Getting ready for lavender festival season.

May 2019

Vol. 7 Issue 5

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Region 6 meeting success



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

Beautiful lavender fields at Country Lavender Farm. Photo submitted by member Mim Klawonn, Hampton, NE.

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!

Are your plants greening up? Mine have just started to. Here in Northeast, Ohio we have so much rain! Things are slow going however across the country, lavender growers are extremely busy getting prepared for summer festivals and opening their shops for the season.

We have a packed newsletter for you this month. A lot of great content from our membership!

USLGA thanks all of the wonderful mentors within the group that are fielding emails and questions from new growers as we all start inspecting our lavender and planting new crops this May and June.

We are looking forward to purple watch 2019 to celebrate with you all. It has been great to see farms already experiencing spikes and blooms so early this year! Keep the pictures coming!

Happy planting!



**SEND US YOUR FESTIVAL DATES!
WE WANT TO PROMOTE YOUR FARM
ONLINE AND IN THE NEWSLETTER!
-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 – OPEN
Newsletter – Aimee Crane
PR & Communications – Aimee Crane
Internet – Sarah Richards
Finance – Julie Haushalter
Event – Sherri Wood
Education & Research – Ginna Gimmell
Advocacy & Publication – OPEN

LOOKING FOR 2 COMMITTEE CHAIRS

Are you interested in embracing a leadership role within USLGA? Do you have a desire to help form the future of our profession?

USLGA is seeking candidates for Chairs of two committees: Membership and Advocacy. As a Chair, you will meet with your committee members on a regular basis, take part in advancing your committee's goals, and meeting monthly with the USLGA Board.

Membership Committee is responsible for: membership development; recruiting new members; working with the PR

Committee on member campaigns; member relations, including processing members in conjunction with the Treasurer, answering membership questions; member retention; coordinating Regional Coordinators; and, developing new membership benefit offerings.

Advocacy Committee supports the members and mission of the USLGA through monitoring national issues; advising the board on how to strategically approach issues; and, facilitating board approved public policy issues.

USLGA needs you! If you would like to fill one of these positions, please contact Jim Morford at 785-531-1050 or jrm0614@gmail.com.



A Day in the Life of a French Lavender Farm

“What’s a Lavender Farm Without a Few Weeds?”

Bonjour! Welcome to France! In this column, H el ene and Wynne are going to share with you the daily workings on a French lavender farm. They are probably not too different from the day to day tasks that take place on your lavender farm, but our objective is to showcase how we cultivate, harvest, distill, and market this amazing plant we all admire. In large part, we’re are going to follow the calendar and report on the day-to-day tasks we are experiencing in real time. This is probably an area where we depart from a good part of the U.S. since we are in a warmer climate in southwest France than many of you; the sun wakes the lavender from its long winter sleep sooner and we get to work earlier in the spring.

Our farm is located just outside the village of Touffailles in the Tarn and Garonne region in southwest France. The farm is about 57 hectares (ha.) (141 acres) total with 7 ha. (17 acres) devoted to lavender. H el ene and her husband Xavier took over H el ene’s family farm in 2005 which has been in the family for over a 100 years. The land was purchased by the grand-parents of Helene’s paternal grandmother around 1900.

Why Lavender ... Like many farmers in the U.S., H el ene and Xavier worked other jobs after college before they settled on the farm – she worked as an accountant and he was a director of an environmental non-profit. However, the call to farm was strong so in 2005 - when H el ene’s parents retired - they made the decision to go

back to the farm. H el ene’s parents had farmed cereals and raised sheep for meat, on the land before them. Her grandparents had raised cereals, sheep, grapes, plum trees and lavender on the same land. H el ene and Xavier wanted to diversify production and develop direct sales in order to have more autonomy in their work and to protect the environment. They began by analyzing the strengths and weaknesses of the farm: it had a well-preserved environment, there was a huge diversity of crops around the area, a lot of buffer strips and fencerows had been maintained, but there was no possibility for irrigation, and the land was far from local urban centers. They also benefitted from knowledge transfer from H el ene’s parents. They knew what worked well on the land in the past, but they were also concerned about the contemporary challenges facing society such as antibiotic resistance, pesticide contamination, and climate change. They also really liked this plant – they could easily direct sell it at local markets and on the farm, allowing them to share their knowledge with customers. Lastly, it provided enough income (with the sheep) to support their family, a deciding factor for most farmers. Thus, they choose to cultivate lavender as it allowed them to work within the constraints they faced and not reproduce negative threats. They’re also growing cereals that are used to feed 300 sheep. There’s a long history of coupling lavender farming with sheep rearing, but that’s a story for another day.

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Weeding Time ... Its mid-April as we write this, and we're heavily involved in weeding. We suspect that we all might agree that this is one of the more unpleasant tasks that take place on a lavender farm whether it is France or the U.S., but it must be done. Ecologists are often a bit more romantic about weeds arguing that they get a bad rap - that our definition of weeds is a social construct, not inherent in nature. Ralph Waldo Emerson, once said that a weed is simply a plant whose virtues we haven't yet discovered. We might agree that some weeds can be beautiful, but when they interfere with our lavender, something must be done!

On our farm, we do not use a weed barrier cloth or mulch so fighting the weeds is a constant battle that starts in the early spring. We are also certified as an organic lavender farm, so we don't use herbicides for weed control. Once the plants are established, Xavier mechanically cultivates the crop which controls the primary weeds in between the rows. This means the spacing of the rows must align with the spacing of the cultivator. After Xavier has cultivated all the rows, we then use human labor to walk the ground hoeing and hand weeding anything growing in between the plants within a row. We try to do the hoeing when the weeds are very small. This means we can pretty easily do shallow hoeing which kills the weeds and doesn't bring new seeds to the soil surface. It's also easier on the back! We are not weeding all 7 ha, however. When the lavender is bigger - after about year 3 - the size of the plant throws enough shade that it tends to prevent too much weed growth.

The strategy for weed control on those mature fields is cultivation. Like any organic production, there is a lot of 'tractor time' spent cultivating. Xavier typically cultivates those fields at least three times in the spring and twice in autumn depending on the weather. For those younger fields that have yet to reach maturity, we patrol those long rows with a vigilant hoe and hand weeding the first sight of misplaced green. Yes, we still hand hoe and sometimes that means getting on all fours pulling weeds; nothing can do a better job. Its dirty work, but it also gives us a chance to watch the birds fly over, to hear the church bells ring in the village, and listen to the gentle rustle of rapeseed in the neighbor's fields. This is work usually done by H el ene and Xavier, and their full-time employee. The kids used to help a lot in this chore, but they have flown the coup to college! From time to time we try to hire 1 or 2 other employees on a seasonal basis to help with weeding.

Some of our fields are getting quite mature - over 10 years old - so we are in the process of replacing a lot of our plants. Our plan is to do this little by little. This year we added 2 ha. (5 ac.) to the farm to compensate for declining productivity of some of the original plants. The process of planting may be similar to some of your farms. We do this with a mechanical transplanter. This machine allows up to two people to sit on the back while they position a lavender plant (we start with plugs) in a rotating finger that grasps the plant and injects it into the soil. The machine adjusts the plant spacing on the row by gears. These are commonly used in France and the U.S. for vegetable and tobacco production as well. Most of our planting was done in March and early April. We added 1 1/2 ha. of Maillette and 1/2 ha. of Super in March of this year by planting bare root stock.

Lastly, we all know that weed control can be affected adversely by excess moisture. Too much rain means more back breaking days of weeding. Does anything grow faster than a weed? This year we have had the opposite problem. Too little rainfall, especially for the new plantings. Spring is often mild and sunny in the Tarn and Garonne region with morning temperatures averaging 50-53° F and reaching 62-71° F in the afternoons. Those warm days without rain can be rough on new plantings. Things appear to be doing fine for now, but our region tends to get too little rain rather than too much. We don't have any water on the farm for irrigating, so for now we are hoping for another shower or two.

We hope you have 'just enough' rain for your spring crop. Happy planting!

Wynne Wright
Sixteen Sprigs
Lavender Farm
Lansing, Michigan

H el ene Lafon
Lavande du Quercy
Touffailles, France



Culinary Lavender: Lavender Granola



INGREDIENTS

6 cups rolled oats
1 cup coconut flakes
2 5 oz. packages sliced almonds
2/3 cup brown sugar
1 tsp kosher salt
2/3 cup coconut milk
1 tsp vanilla extract
3 tbs culinary lavender buds

INSTRUCTIONS

1. Turn on oven to 300 degrees
2. Mix all ingredients together thoroughly and then divide onto two foil lined cookie sheets.
3. Bake for 45 minutes stirring every 15 minutes. Allow to cool completely.

Author: Janene Rawlinson,
Shades of Lavender Farm
Recipe type: baking
Makes: (3) 12oz bags of granola

Farm Name Fun



HOPE HILL LAVENDER FARM

My husband and I became fast friends over a rescue horse in 2003 which led to marriage in 2005. Note the horseshoe in our logo. A logo my husband created when we started the journey of becoming lavender farmers in 2010. We won Best Lavender Business Logo at the 2015 USLGA conference. Our farm was originally bought to bring two rescue horses home and it later became a lavender farm. The name Hope Hill Lavender Farm came from the fact that our farm is on a hillside and in 2010 I (Wendy) was diagnosed with a brain tumor that when waiting for surgery gifts came with the word HOPE and I hoped it would be benign and I would be ok after surgery. It was also about this time we were naming the farm, hence HOPE HILL LAVENDER FARM.

Wendy & Troy Jochems



LUVIN LAVENDER FARMS LLC

In the early 70's was a show called Laugh In. It was good harmless comedy. Comedians like Rowan and Martin, Ruth Buzzie, and Goldie Hawn just to name a few. It was also the era of love ins a carry over from the late 60's. You could laugh until you cried on some of the comedy skits. When we started selling bundles and sachets at markets and shows people would come up and say they luv lavender. We put it together Luvin Lavender (when people come to the farm they have a love in of lavender). That is our story how we picked our farm name.

Mike & Laurie Hejduk



Region 6 USLGA Meeting

April 12-13th, 2019

We actually had three sessions: two on Friday afternoon and one day-long session on Saturday.

We started with seminars Friday afternoon for two hours each held at the same time at different farms. Mike Neustrom held a session on distillation at Prairie Lavender Farm outside of Bennington, KS; Jim Morford held a session on beginning propagation at his greenhouses at Morford Lavender Farm outside of Kanopolis, KS. Folks had to choose which they wanted to attend, which meant couples decided to split up and each attend one or the other. We set up a car pool so that we could shuttle people to each event they wanted to attend.

Mike invited regional members to bring their lavender who didn't have a distillation system so we could demonstrate just how distillation works. Betsy Reichard of The Lavender Patch in Ft. Scott, KS took up the offer and got to leave with a bottle of lavender essential oil and about 6 gallons of hydrosol distilled from her lavender!

Both Mike and Jim's session had about 16 in attendance. On Friday night we all gathered at Martinelli's Italian Restaurant for a grand time visiting, getting to know new members and telling our funny and horror stories.

Saturday we all met up at the Kanopolis Methodist Church as we ended up having 43 attend the day-long event. There were 13 others who had to cancel at the last moment due to sick kids or blizzards! The church provided the space for \$35, so it added a dollar to our lunch costs of \$4/person for a whopping \$5 for lunch and our meeting space! We had so many new and old members attend we used name tags which helped people get acquainted quicker.

We were fortunate to have Dennis & Cathy Hamilton, our current President to attend. Dennis gave a short presentation updating our members of what the Board and organization had been doing, talking about our next conference in 2021, and discussed some of the committee work being accomplished.

We went around the room for introductions so all members could put a face to those names we see on the USLGA's Members Facebook page. We also had each person submit a question they needed to get answered before they left the meeting. Many were similar, but we checked to ensure that were the case and then spent time collectively answering all questions. After lunch we took a break and drove out to Jim & Wanda Morford's Lavender Farm for a tour. Many had taken the opportunity to pick up their plant orders while there as Jim & Wanda are primarily our Midwest lavender propagator of choice. Some who had great distances chose to leave early to start heading home. The rest of us returned to our meeting venue to finish up the few remaining questions and any additional questions that had arisen during the day.

At the conclusion of our main session many of those staying over (and some members who didn't have a long drive in front of them) retired to Pretty Boy Floyd's steakhouse for dinner and to continue many conversations while we had each other to commiserate over the Winter we all endured. We ended up having to limit attendance to members after the list started getting to large to accommodate at Morford's farm. We had some early sign-ups of prospective members who were allowed to attend, but then we informed the region that bringing guests would be closed for this event. Typically, we allow members to bring one guest; one time only. After that the 'guest' needs to become a member to attend future events. As we've grown it has challenged us to keep these events relatively small and personal as our regional membership has been swelling. This was our eighth event, so we will continue to grow and learn. During our closing Mark Hemming, Mystic Meadows Lavender Farm became our new Region 6 Coordinator. We want to thank Pam Seck for her years serving as our Regional Coordinator, and look forward to Mark taking this on!



Susan L. Harrington, Chief Education Officer, and her husband Jack, aka The Assistant Lavender Wrangler, have been growing lavender in the rain-shadow of the Olympic Mountains in Washington State since 2002.



Would You Buy from a Shop Like This?

Recently I noticed a sign along the highway indicating a lavender shop and decided to explore. I had a list for upcoming special gifts and, since I don't make value-added products, this was a chance for me to support a fellow lavender grower. On arrival, I worked my way down a dark hallway, up a flight of stairs and through several doors before finding the point of purchase. Shelves were disorganized and many simply had signs with just the name of the item and the price. Many of the products I did find had descriptions or visible labels with no ingredients listed and often without weights. Would you linger in the shop I just described? I didn't, since there was another lavender shop just down the highway...the Internet superhighway!

Moral of the story: A brick and mortar shop would not survive if it mimicked that online store.

Springtime compels me to find a way to freshen up my online business presence. I took the opportunity to explore fellow USLGA member websites for inspiration. After reviewing 50+ websites I've gathered some interesting statistics:

- According to a search of the USLGA Member Services and Products Directory (<https://www.uslavender.org/members-products-services-directory>) 137 farms have a farm stand or gift shop
- More than 75% have not updated their photo in the USLGA directory where the consumer might search for lavender products in their region. (Take advantage of a valuable benefit of your association membership. Update your profile!)
- Top shopping carts used: Shopify with 20%, Squarespace and WooCommerce at 14% each, and GoDaddy at 12%.

Farms featured a broad range of products from bubble bath to linen spray. Of the top 20 products most commonly offered, 100% of the farms sold some form of lavender mist whether it was hydrosol or mix of distilled water and essential oil.

%	Product Offered
100	Lavender Mist
96	Sachet
92	Lotion
88	Bar Soap
74	Essential Oil 10ml bottle
72	Lip Balm
70	Candle Tin

Is it time for a “Spring Cleaning” of your website? Ask a friend to be a “Secret Shopper” to alert you to issues. I learned from my stint in the publishing industry that one never proofreads one's own work. Be sure to have them explore all links and check for up-to-date information on farm events.

A few concerns I found: 26% of the sites I visited were missing size, weight, or

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ingredients. One website offered absolutely no weights or sizes for any of their products. I skipped that one, as well as the website that misspelled “lavendar” on their home page!

Missing or poor-quality product photos do not sell your harvest. In an on-farm shop I’m able to smell, touch, and see the products. The more you can do to present your catalog from many angles, the more successful you will be with an online shop.

According to Local Search Association (LSA) a not-for-profit industry association of media companies, agencies and technology providers:

“Consumers rely on a variety of resources, including multiple digital channels, to inform purchase decisions today. They bounce from social to search to websites to review apps, and so on. These apps, tools and platforms profoundly impact the way consumers find, interact with and purchase local goods and services.”

24%, 23% and 8% of consumers use Company Website, Search Engines, Ratings & Reviews respectively. source: (LSA’s) 2018 Local Media Tracking Study (<https://www.thelsa.org/lisa/digital-consumer-report-2018.aspx>)

Many USLGA member websites I visited provided inspiration to explore further. In no particular order, here are just a few of the highlights of my visits stepping into lavender growers’ shops across the Internet superhighway. Also included are additional tips (in quotes) provided by their owners.



Tasha Brieger Corradini, Hill Country Lavender,
(<http://www.hillcountrylavender.com/shop>) Blanco, TX

“Spend the money and set it up right to begin with. Then set calendar reminders to do monthly or quarterly updates. Otherwise it can get lost in the day to day.”

When I saw the product photos I was struck by their crisp simplicity! I was also impressed at Tasha’s thoroughness when it came to providing ingredient lists and weights.

Denise Salafia, Lavender Pond Farm,
(<https://www.lavenderpondfarm.com/collections/best-sellers>) Killingworth, CT



“As far as best practices, I think that’s really unique to each farm and would actually be my best practice tip. Find what is unique and important to you and own that message. Sincerity always shows through.”

Denise has a very active customer review community who rave about her products. I especially appreciated the visibility of her free shipping with a low minimum purchase of \$25.



Jan Schneider, Temecula Lavender Co./Solidago Farms Inc.,
(<https://temeculalavenderco.com/products/?sort=bestselling>) Temecula, CA

I especially loved the continuity of the branding on Jan’s site. Look at the product photos and labelling!

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LOS POBLANOS
FARM SHOP



Scott Sonoc, Island Lavender LLC,
(<https://www.islandlavender.com/>) Ephraim, WI

Once again, the product photos are inviting. Roll over the photo in the catalog and you instantly have a mini description, including the weight!

Erin Mansfield, Lavender Hill Farm,
(<https://lavenderhillfarm.com/product-category/all/?orderby=popularity>)
Boyne City, MI

“Put a note on your calendar to regularly review your own website- don’t overlook basic fundamentals. View your own website as a visitor would. In other words, can I find hours of operation, products, location of farm?”

Erin uses a small number of products to create multiple gift packs with few products sold as single units.

Karen Converse, Los Poblanos Historic Inn & Organic Farm,
(<https://farmshop.lospoblanos.com/collections/shop-lavender>)
Los Ranchos, NM

Here’s a tip from Ramona Chesley, the Farm Shop Assistant Manager: “The most important best practice for us is to try and have a second and third pair of eyes consistently looking at our website for brand continuity, broken links, grammatical errors and product pictures that need updating because of poor quality or not correctly representing the product. This can be difficult for a new or small business where one person is usually doing everything. My suggestion would be for a small business owner to have friends or trusted colleagues be those extra pair of eyes you always need.”

I was delighted by a couple of short, behind-the-scenes videos describing products and expanding on the story of Los Poblanos.

Before your season begins, take a mini vacation and visit some of your fellow member sites. You’ll find inspiration for your own spring cleaning.

May the sun shine on your fragrant fields and your harvest be bountiful!

Cheers,

Susan L. Harrington
CEO (Chief Education Officer)
Labyrinth Hill Lavender
<https://www.labyrinthhill.com>
Founding Member USLGA

P.S. I welcome your feedback and invite you to send comments to Susan@LabyrinthHill.com.



Why Lavender?



Anita and Paul Barry
Lavender & Lace

Interview by Sally Miller
USLGA Admin

Who are you?

We are Anita and Paul Barry of Lavender & Lace at The Bothy Farm in Amissville, VA.

When and why did you start your farm?

We have owned the farm since 1999 and have been farming it since 2015, after Paul retired. It just seemed like a good fit for us: Lavender farms are so beautiful. The amazing fragrance of lavender. We could farm in the summer and keep autumn and spring for travel. Perfect!

How did we come up with name?

We named it after the bothies (small huts or cottages) found along the uninhabited trails of the Scottish

Highlands. Paul was stationed in England in the military. He loved the land and the lore. Anita's passion is lace ("tattooing"). Hence, the name Lavender & Lace at The Bothy Farm was born. Our slogan is, "Lavender is simply serene and lace is seldom seen." They have found their niche, combining their unique personalities into one beautiful and interesting concept.

Any noteworthy trials or tribulations?

Before we began farming, we visited three lavender farms. We said to ourselves, "we have room on our farm to do this!" We bought 6 plants. Planted them in a sunny spot. Started to nurture them. Fed them fertilizer. Talked to them. Gave them sun.

Checked soil regularly. Dry? Gave them more water! Well ... we actually killed them with care! As quoted from the movie Good Morning Vietnam, "This is NOT gonna look good on a resume!" Not what they need in Virginia! Now we know - just plop them in the ground. That IS ALL they need.

We continued on and planted 450 more plants in May 2016, and that first winter we only lost 4 plants out of 450!? And two of those were actually zone 7 plants (not zone 5) – they don't tolerate cold. However, the last couple of summers we got way too much rain and we lost 350 plants out of 1200. So now we will plant 350 more baby plants from cuttings. We've realized that once you start planting, you are going to

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Why Lavender?

plant every year. We were not expecting to have to plant every year, but we are learning which varieties fair well on our property. We are learning what works and what doesn't.

We keep meticulous records! We have nine lavender beds. Each bed has a name. Anita, Kristin (niece), daughters-in-law, sons, and so forth. Every plant on the farm has a specific identity. In the Anita bed, there are 7 rows. Each row and plant has a number assigned to it. For example, A-1-1 is the Anita bed, 1st row, 1st plant. A-2-22 is the Anita bed, 2nd row, 22nd plant. This way, we can track if the plant is an original plant or had to be replaced. According to our record keeping, so far, – 3rd season – not a single True Grosso has died! Each farm is different due to the altitude and amount of rain. So, what works well for us won't work well for someone else. True Grosso has been a workhorse for us. Provence, not so much. We lost 60% last year from the winter and rain. Hidcote has been problematic for us as well.



Plans for the future?

Lavender & Lace at The Bothy Farm has partnered with the local Lavender CSA (Community Supported Agriculture). The CSA is a "subscription-based" partnership with a farm wherein a consumer purchases shares that grant them the total harvest from the plant. It's an alternative model of agriculture that allows the farmer and consumer to share the risks of farming. CSA provides the farmer with a fixed income, and allows the farm to share in its successes, as well as its failures. Each CSA shareholder of The Bothy Farm will be able to purchase



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Why Lavender?

the harvest of 5 plants/share (about 25+ bundles) for a significant discount. Our lavender is Certified Naturally Grown (CNG) and can be used for culinary, crafts, and health and beauty purposes. Each CSA share comes with a seasonal family pass to visit the farm to enjoy our lavender beds, invitations to lavender harvest, pruning, and farm tours. Guests are welcome to visit our farm, take a tour, touch the lavender, smell the differences between varieties, and buy soaps, lotions, and lace crafts. <http://www.bothyfarm.com/>. Email us for more information regarding CSA charter information at: LandL. bothyfarm@comcast.net.

Which leads us to another current venture of ours: the locavore map project. We all know what a carnivore is, right? (Meat-eaters). And herbivores? (Plant-eaters). Well a Locavore is someone who eats locally grown foods when available. So imagine you are out in the country, on the Northern Virginia wine trail, visiting The Bothy Farm. You have worked up quite an appetite strolling through the fields on the farm and purchasing goods to take home with you. Now you wonder, “where can we go eat?” And equally as important, “where can we continue the adventure??” You can simply walk over to locavore map on the wall of our gift shop, where you will see different colored tacks and business cards representing Paul and Anita’s personal recommendations of the best local restaurants, wineries, shops, historic sites, businesses, etc. throughout Culpepper County. What better way to plan your adventure than to follow the personal recommendations of a longtime resident and local business owner? Brilliant! Check out their

Facebook page for more info on the locavore map: <https://www.facebook.com/LnLbuds/photos/a.1214221121934587/2441250989231588/?type=3&theater>

To sum it up:

The Barry’s are loving their life of lavender and lace, continuing to learn and grow with each season, keeping a fantastic sense of humor about it all, and maintaining enthusiasm and excitement about what’s around the corner. We wish you the very best, Anita and Paul!



**Anita and Paul Barry
Lavender & Lace at
The Bothy Farm
Amissville, VA.**





123 Farm Lavender Festival

Finally! Lavender festival season is nearly upon us! With so many wonderful and exciting festivals taking place across the United States this summer, I thought it would be fun and interesting to attend a variety of festivals and write about my experiences to share with you, our readers. First up, one of the largest lavender events on the calendar, the 123 Farm's 15th Annual Lavender Festival taking place in Cherry Valley, CA, about 30 miles west of Palm Springs.

Each summer, 123 Farm at Highland Springs Ranch & Inn celebrates the beginning of lavender harvest season by hosting their annual Lavender Festival. 123 Farm, the largest organic lavender farm in southern California, is owned by a non-profit organization whose mission lies in preservation efforts, and hosts the festival every year between late-May through June. Over 20 acres of organic lavender fields to wander through, including a sample garden, which holds more than 90 varieties of lavender. 123 Farm grows primarily three varieties of lavender: Provence, Vera, and Munstead. This year, the 15th Annual Lavender Festival will be held Thursdays through Sundays from May 23 through June 30. That gives everyone plenty of time to make their way out to Cherry Valley for this spectacular event.

Visitors are invited to spend time in the organic lavender fields, participate in activities such as guided tours in horse-drawn hay wagons and antique tractors, seminars on distillation, craft making, Afternoon Teas, partaking in lavender-inspired food and drink, and enjoying live music. The organic marketplace showcases specialty lavender items including essential oils, honey, balsamic vinegar, fresh bouquets, plants, and more.

Mini unique product galleries are housed in historic cottages throughout the ranch. Here you can purchase products, learn about a variety of processes, or simply sit back and enjoy a cup of coffee or tea in the beautiful surroundings.

I have had this festival on my to-do list for quite some time now, and this year is the year! I can't wait to attend and report back my findings. For more information on 123 Lavender Farm and the Lavender Festival, visit them at <https://hsresort.com/thelavenderfestival/>.

Sally Miller
USLGA Admin

Lavender Festival Schedule 2019

DATE	EVENT	FARM	CITY	STATE
May 4, 2019	21st annual Lavender Fest	Becker Vineyards	Stonewall	TX
May 23-June 30, 2019	Cherry Valley Lavender Fest	123 Farm	Cherry Valley	CA
June 7-9, 2019	Blanco Lavender Fest		Blanco	TX
June 8-9, 2019	Lavender Fest 2019	Cache Creek Lavender	Rumsey	CA
June 8, 2019	Roswell Lavender Fest		Roswell	GA
June 8, 2019	Festival in the Field 2019	The Lavender Farm at Woodstock	Somerset	KY
Jun 14-17, 2019	Sharp's Crossing 9th Annual U-Pick Lavender Festival	Sharp's Crossing Lavender Farm	Champaign	IL
June 15-16, 2019	Lav Fest at Beagle Ridge Herb Farm		Wytheville	VA
June 15-16, 2019	Herb and Lavender Festival		Santa Fe	NM
June 15-16, 2019	Maryland Lavender Fest		Thurmont	MD
June 15-16, 2019	Summer Solstice Lav Fest	Peaceful Acres Lav Farm	Martinsville	OH
June 15, 2019	Evergreen Lavender Fest		Appomattox	VA
June 15, 2019	Prairie Lavender Fest		Bennington	KS
June 15, 2019	5th Annual Lavender Fest	Red Oak Lavender Farm	Dahlonega	GA
June 15, 2019	Lavender Fest	Historic Jackson Square	Oak Ridge	TN
June 15, 2019	Smokey Cat Lavender Festival		Federalsburg	MD
June 15, 2019	Gertie's Lavender Farm Festival		Burrton	KS
June 20-23 / June 27-30	Red Rock Lavender Fest	Red Rock Ranch & Farms	Concho	AZ
June 21-23, 2019	Lavender Days		Wilsonville	OR
June 21-23, 2019	Southern OR Lavender Festival		Applegate	OR
June 21-23, 2019	Lavender Farm Fest	The Farm at SummitWynds	Holden	MA
June 21-23, 2019	Lavender Days at Barn Owl Nursery	Barn Owl Nursery	Wilsonville	OR
June 22-23, 2019	Lavender Fest 2019		Colchester, Ontario	CANADA
June 22, 2019	Lavender Festival	Peace, Love and Lavender	Johnson Lake	NE
June 23, 2019	Lavender & Honey Festival		Sparks	NV
June 25-27, 2019	U-Pick Festival	Lavender in Bloom	Georgetown	KY
June 28 - Aug 23, 2019	Lavender Festival Fridays	Lavender Hill Farm	Boyne City	MI
June 29, 2019	2019 Lavender Day	Young Living Lavender Farm	Mona	UT
June 29, 2019	Colorado Lavender Festival		Palisade	CO
June 29, 2019	2nd Annual Lavender Fest	Schooner Farms	Weston	OH
June 29, 2019	Ojai Lav Fest		Ojai	CA
June 29, 2019	Sweethaven Lavender Fest		Williamsburg	VA
June 29, 2019	Schooner Farms Lavender Festival	Schooner Farms	Weston	OH
June 29-30, 2019	13th Annual Lavender Fest		Clackamas County	OR
July 6, 2019	Kingston Lavender Fest		Kingston	WA
July 6, 2019	Central Coast Lavender Fest		Paso Robles	CA
July 6, 2019	Paradise Lavender Farm Festival	Paradise Lavender Farm	Cresco	PA
July 6, 2019	It's Bloom'n' Time at Heritage Lavender	Heritage Lavender	Berthoud	CO
July 6-7, 2019	6th Annual Lavender Festival & Art in the Garden	Luvin Lavender Farm	Madison	OH
July 6-7, 2019	Lavender Festival & Art in the Garden		Madison	OH
July 6-7, 2019	Red Chair Lavender Festival		Eagle	ID
July 6-7, 2019	Lavender Merchant Lavender Fest		Kuna	ID
July 6-7, 2019	Hood River Lavender DAZE Fest		Hood River	OR
July 6-7, 2019	Evening Light Lavender U-Pick Festival	Evening Light Lavender	Deer Park	WA
July 11-13, 2019	Michigan Lavender Fest		Eastern MI Fairgrounds	MI
July 12 - 14, 2019	Helvetia Lavender Fest		Hillsboro	OR
July 12-14, 2019	Blake's Lavender Festival		Armada	MI
July 12-14, 2019	McKenzie River Lav Fest		Springfield	OR
July 13-14, 2019	Willamette Valley Lavender Fest		Newberg	OR
July 13-14, 2019	NY Lavender Fest		Red Creek	NY
July 13-14, 2019	12th Annual Lavender Fest	Olfactory Soaps	Rochester	NY
July 13, 2019	Lavender Festival	Lavender Dream Farm	Marcellus	MI
July 19-21, 2019	Sequim Lavender Fest		Sequim	WA
July 20-21, 2019	San Juan Island Lavender Fest		Friday Harbor	WA
July 20-21, 2019	Seafoam Lavender Fest		Northumberland Shore,	CANADA
July 20-21, 2019	Lavender Fest		Nova Scotia	CANADA
July 20, 2019	Denver Botanic Gardens Lavender Festival	Denver Botanic Gardens at Chatfield	Village of Los Ranchos	NM
July 27, 2019	Lavender Fest 2019	Ananda Farm Camano Island	Littleton	CO
July 29, 2019	8th Annual Lavender Festival	Heisen House Vineyards	Camano Island	WA
			Battle Ground	WA