

USLGA

Newsletter

LAVENDER CURRICULUM

Have you signed up yet?
A hit with USLGA members.

USLGA NEEDS YOU!

Volunteer with our organization!



November 2019

Vol. 7 Issue 11

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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

Beautiful blooms at Prarie Lavender Farm in Bennington, Kansas. Photo from founding member Mike Neustrom.

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!

Keeping it short and sweet this month. It is a few days before Thanksgiving and I am ready to cover up my lavender. I am so very thankful for a productive year.

Stay warm this holiday season and enjoy traveling around the world with us this issue as we visit lavender from around the world. Enjoy!

HAVE A HAPPY THANKSGIVING!
-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

In the past week, my weather station says our temp has varied from .1 to 71.8 degrees, a 70 degree spread, and that .1 degree made me yearn for Spring!! A month and a half ago we had a lot of rain ... now we are in a moderate drought, and I have had to drip irrigate my lavender twice! I feel like a real farmer now ... never satisfied! I'm so glad lavender is 'drought tolerant', and the varieties I grow will not be affected by zero degree weather ... and I believe everything I read on the internet about lavender, and how rich this crop will make me in just a couple of years!! So much for a little humor from a delusional lavender guy!!

OK, let me get your ear for some "family things". USLGA is a great family, and having been a member from the very first day membership was opened for the general public, I have met so many great folks, and developed some lasting relationships. We did NOT get into lavender to get rich... simply to supply a source of pollen and nectar for my honey bees, which I've been raising for over 30 years.

As a family, I have learned so much from so many of you. Thanks to my buddy, Mike Neustrom, I got involved because of my education background,

pretty early on. I'm in my second stint as a Board member, and have been working with the Education and Research Committee since the second year of our organization. Somehow I stumbled into my present position as your Vice President, and with that, I have taken on some significant tasks of trying to build parts of our organization up so they can be as effective as we intend and need them to be.

Here's my point. Right now we need folks on several significant committees to carry on the work of USLGA. We desperately need folks with skills in the area of internet, advocacy and finance. I know that there are some folks who will read this that have this kind of background, and we need you today to carry on the work of these committees for the sake of our organization. We need folks who can work together for the common good, and can spend at least an hour a month for a committee meeting. If you feel you might have the background for any of these areas, as well as the interest, please contact me this week. I would love to hear from you!

In the meantime, may you have a blessed Thanksgiving and Christmas season. It is a most wonderful time of the year!

Jim Morford, USLGA Vice President

Culinary Lavender:

Grandma's Lavender Potato Rolls



I'VE ADDED LAVENDER TO MY GRANDMOTHER'S WONDERFUL RECIPE FOR POTATO DINNER ROLLS. SERVE WARM, EXPECT RAVES!

Author: Sharon Shipley

Recipe type: Baking

Serves: Makes about 24 rolls

Find: The Lavender Cookbook:

Appetizers, Side Dishes, Meat and

Seafood, Breads, Desserts, and More!

INGREDIENTS

- 1 large russet potato, peeled and cubed
- 1/4 cup of warm water (about 110° to 115°F)
- 1 package of active dried yeast
- 1 cup of milk, heated to 180°F and cooled to lukewarm
- 4 tablespoons of unsalted butter, at room temperature
- 1 large egg
- 1/2 teaspoon of sea salt
- 1 cup of finely diced or sharp white Cheddar cheese
- 1/4 cup of minced green onion
- 1 tablespoon of finely chopped fresh lemon thyme or thyme
- 1 tablespoon of dried culinary lavender 'Provence' lavender buds
- 4 cups of all-purpose flour
- 1 large egg, slightly beaten (glaze)

INSTRUCTIONS

Place the potato in a medium saucepan and cover generously with cold water. Bring to a boil over medium-high heat, then reduce the heat and simmer until tender, about 10 minutes. Drain and cool. Mash and measure out 1/2 cup for the rolls; reserve any remainder for another use.

Place the warm water in a large bowl and sprinkle with the yeast. Let stand for 5 minutes, or until foamy. Stir in the potatoes, milk, butter, salt and 1 egg. Then stir in the cheese, green onion, and thyme.

Place the lavender and 1 teaspoon of the flour in a spice grinder. Pulse until finely ground. Add to the bowl. Stir in 2 cups of the flour. Stir in enough of the remaining flour to make a soft dough. Turn out onto a lightly floured surface and knead for 6 to 8 minutes, or until smooth and elastic.

Oil a large bowl, add the dough, and turn to coat the top. Cover and let rise in a warm place until doubled in size, about 1 hour. Punch down and shape into a ball. Cover and let rise for 10 minutes.

Grease 2 baking sheets. Pinch off small amounts of dough (about the size of a lime) and shape into rolls. Place on the baking sheets with at least 1/2 inch space between them. Let rise until almost doubled in size, about 1 hour.

Preheat the oven to 400°F. Glaze the rolls by brushing the surface with slightly beaten egg. Bake for 10 to 12 minutes, or until golden brown.

Around the world with lavender

Grab your passport and join us for a world tour of lavender from around the globe with photos from some of our grower members.



Ellen Reynolds
Beagle Ridge
Herb Farm,
Wytheville, VA

This is Alpine Lavender, the largest organic lavender farm in the southern hemisphere, including their shop which is a rehabbed shipping container. It was on the way to Mt. Cook, a UN National Heritage site. Talk about location...They had 195 rows, 400 yards long and were starting to plant another 20,000, ground prepped and ready.



Aimee Crane
Bee Loved
Lavender
Aurora, OH

On my first trip to Europe a few years ago I was determined to see some lavender at each destination on my trip. I wasn't disappointed! The first photo is outside a restaurant in Frankfurt, Germany. The second photo was lavender on the steps of an old church in Turin, Italy.



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

The top left photo is from Ferme de Lacontal, in southwestern France. Our members are familiar with this farm and location from previous newsletter articles on them. The top right photo is Lavender Farm Guest House in Franschhoek, South Africa. Picture taken in Aug 2019. This is where I stayed but they are not a farm and only use the lavender as a marketing strategy to beautify the property that sits about 2 miles outside of the village of Franschhoek. This was the view from my room. The rooms were decorated with lavender paintings and fresh bouquets harvested daily but that is the extent of their 'use' of the crop.

The photos below are from Canada. The bottom left photo below (with flag) is Bonnieheath Lavender and Winery in Waterford Ontario. (They are members of USLGA) and the second photo is Apple Hill Lavender (Windham Centre, Ontario) (also USLGA members).



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Dianne Reganess
The Red
Feather Ranch
Greensboro, NC

The picture with the yellow background was taken in Breisach Germany, while on a river cruise down the Rhine River this past July. The lavender was EVERYWHERE in this small village. But the contrast of the wall and the flower was just breathtaking. We were there during the hottest week of the summer and these plants held up so well! Stunning in fact!! The larger (tree) lavender was found at the Medieval Marksburg Castle, Germany (13th century) on the Rhine River. Same trip. We ended in Switzerland for an extra 3 days and also found lavender EVERYWHERE! It was on church grounds, schools, hospitals and along the streets! I was stunned and SO pleased!!! You can bet we are planning our next trip to visit Provence, France!!

We are just starting our lavender farm here in Pleasant Garden, North Carolina - we have broke ground and will plant 400 plants in the spring. We also plant and sell sunflowers and will be adding other flower varieties to our site along with beekeeping/honey! I attended this year's conference in South Carolina, where I learned SO much. So thankful I attended, made new friendships and made a well thought-out plan that we feel confident about. We can be found on Facebook at: The Red Feather Ranch (@RedFeatherRanch) so friends and family can watch our progress, we post videos and pictures . . . and I am always looking for advice and tips!! ;)



Why Lavender?



Fairlamb Lavender Farm was once a scenic dairy farm in a quiet rural area filled with family farms. When my husband and I took possession of his family's farm 20 years ago, we wanted to preserve what we could of this heritage but the farm had fallen into major disrepair. Sadly the barn had collapsed and the 100+ year old Victorian farmhouse wasn't far behind.

All of the fences, pastures & fields, orchard and pond were overgrown and neglected. The surrounding landscape was no longer just quiet family farms. Across the road from our farm Lake Wilhelm was built for flood control in the 1970's. A few family

farms still remained, but many have been replaced with campgrounds, a marina and a winery, and bike trails.

Tourism has replaced farming as the main source of income for our area. We were looking for a retirement hobby and hopefully a bit of income. It just didn't make sense for us to consider traditional farming for this tourist area, so we started researching unconventional farm crops. When I came across a story about a lavender farm a few years ago I knew right away I had something!

My love is flower gardening, my husband grew up on a farm. We worked

in manufacturing, and spent way too much time inside sitting at desks all day so lavender fields were exactly what we were looking for!

After talking to as many lavender farmers I could find and visit, and reading everything I could get my hands on, in the Spring of 2017 we planted our first 400 lavender plants. Now 2 ½ years later we have a field of around 600 plants. I had thought we would expand our lavender field more quickly, but each season continues to bring new challenges as we learn to navigate the ups and downs of lavender farming.



Why Lavender?



For the last 2 years we've been selling our lavender products at local shows. I'm working to increase our customer base by selling online; we now have a website store and an Etsy shop. This summer we opened a quaint little seasonal gift shop in our old milk house on the farm. Our shop features lavender products & plants, along with antiques, architectural salvage and unique vintage collectibles.

We have lots of plans for the future. We've been working on restoring our

farmhouse and it looks like we may actually get it finished and be able to move into it in 2020! We talk about turning the house into a B&B down the road. Building a new barn and/or a slightly larger shop are also in the works, so we host events and hold classes. We still have much landscaping that needs done, our yard, pond and old orchard have a lot of potential; I envision a lavender labyrinth and a landscaped area where we can have a lavender festival down the road. We purchased a used greenhouse that

I'd like to eventually put up and use to propagate more of our own plants once we are living on the farm. We have an empty field that I'd love to fill with lavender some day!

Judy & Mark Fairlamb
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