

USLGA

Newsletter



LAVENDER CURRICULUM

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

USLGA NEEDS YOU!

Volunteer with our organization!

October 2019

Vol. 7 Issue 10

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Apple Lavender Martini

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

Why Lavender?



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

Getting ready for Fall at Bee Loved Lavender in Aurora, Ohio. Photo from grower member Aimee Crane.

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!

Holiday time! Seems like when we get to the last three months of the year it's rapid fire holiday season. Many of our members are busy with farm work as well as starting the holiday show season.

Is your farm shop still open? Do you have an event you would like our members to know about? Please let us know or send us a calendar posting for the website. So many customers are starting their Christmas shopping early. Lavender gifts make the best gifts. We want to help your farm or

shop get the word out to shop local and work with you. We love promoting our members, especially around holiday time.

Pruning is underway in my region as we shape our plants for winter. We won't start covering the lavender until late November, early December as they go dormant. Our hard frosts have been right on time, arriving about mid-October. I am not ready! It has been exciting seeing members getting their Fall cuttings done in anticipation for Spring plants next year. Still so much to do!



WE HOPE YOU HAVE A HAPPY HALLOWEEN AND SHARE SOME LAVENDER TREATS!

-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

NO UPDATES THIS MONTH

HAPPY HALLOWEEN!



Culinary Lavender:

Apple Lavender Martini



FALL REQUIRES ITS OWN CELEBRATION OF APPLES AND LAVENDER AND THE BEAUTIFUL COMBINATION OF FLAVORS THAT THEY LEND TO ONE ANOTHER. A BIT OF SWEET AND BIT OF TANG, BLENDING TOGETHER TO MAKE THIS EXCITING COCKTAIL.

Author: Nicole Callen,
Norwood Lavender Farm
Recipe type: cocktail drinks
Find online: <https://www.norwoodlavenderfarm.com/recipes/apple-lavender-martini>

NORWOOD

FARM



I love Fall with all the leaves of the trees turning colors, the shorter days and cooler nights, the chance to snuggle up on the couch. It is the time to enjoy a good book, a great tv series or think up some amazing recipes to try. This is how this one came to fruition..a need for a little relaxation on a Friday night mixed with a little vodka and some apple cider. The inspiration of Fall, the harvest of apples, and our enduring love of Lavender Simple Syrup made this cocktail complete.

The recipe takes just moment to make. We say try one, the second one modify the recipe to add more or less of the ingredients. This is the ratios we liked. Cheers!

INGREDIENTS

- 1 oz apple cider
- 1 oz Vodka
- .5 oz lemon juice
- .5 oz lavender simple syrup

INSTRUCTIONS

In a cocktail shaker add a cup of ice and then your apple cider, vodka, lemon juice and lavender simple syrup. Give it a few good shakes and pour into martini glasses garnished with Lavender Cocktail Picks and sliced apple.



Have you Heard? Lavender Curriculum Enrollment Growing

Do you want to enhance your production skills, learn more about marketing, improve your business model? You are not alone – many lavender growers have the same desire and increasingly they are turning to the new on-line lavender curriculum for such training and skill development. As a matter of fact, 120 growers from Iowa to Italy have already enrolled in the curriculum which is giving them new techniques and confidence.

The “Growing Lavender: A Curriculum for Growers” Initiative was launched in August 2019. It was developed under the leadership of Michigan State University, Kansas State University and the U.S. Lavender Growers Association and is housed at Michigan State University. This curriculum was made possible by a grant from the North Center Regional Center for Rural Development. It is an interactive, online program designed to provide a comprehensive and accessible learning experience for beginning and established growers, but is has the commercial grower in mind. While gardeners and lavender enthusiasts will find much informative content, a number of the modules have a commercial orientation. We have also worked hard to be sensitive to regional diversity, so you will find case studies from growers from the east to west coasts and in between.

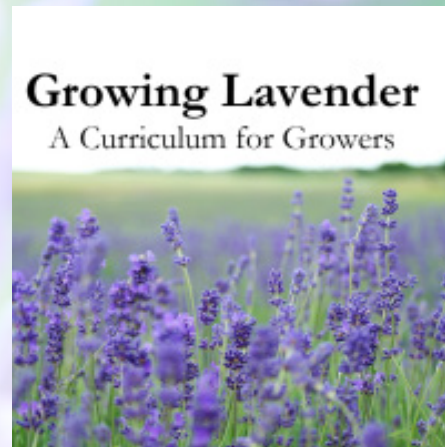
The curriculum is designed to be self-paced, allow users to move at their own speed. Each module will take between 1-2 hours for the average student. You can easily take one module at a time and return when your schedule allows. The course utilizes videos, audio, web resources and interactive content. Once you have completed all the modules, the course also offers a completion certificate. The curriculum is composed of seven modules:

- **Why and How to Grow Lavender**
- **Establishing Lavender**
- **Selecting Lavender Varieties**
- **Managing your Lavender Crop**
- **Harvesting and Caring for your Harvested Lavender**
- **Developing your Lavender Farm’s Business Plan**
- **Marketing your Lavender and Farm**

The content was developed with the expertise of lavender growers, a wide-range of scientists, and is supported by a technical support team at MSU working 24/7. It is recommended that all users have access to a relatively up-to-date computer equipped with speakers.

The cost of the curriculum is \$30 per person. We have worked hard to keep fees to a minimum, just charging enough to cover technical supervision required by the host institution. We do not anticipate making a profit on this curriculum as our purpose is to advance professional development within the lavender industry. We have also made accommodations for growers to receive a discount if they have multiple users take the curriculum from the same farm. We suggest that taking the curriculum is a great teaching tool for farm employees. If you have more than one member from the same farm enroll in the curriculum, the second and successive enrollees are entitled to a registration fee of \$15 per person after the initial user has paid \$30.

Please spread the word and join those who have already taken the first step to enhance their lavender education. To access the curriculum, go to the following link and let the lavender learning begin: <https://www.canr.msu.edu/growinglavender>.





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

How many of you join an organization just for the benefits? As a member of the USLGA how many of you really know what your benefits are? I am a Charter member of this organization and even though theoretically I know what membership entails, I needed to be reminded of all those perks we have as a member. For a complete list of what you are entitled to as a member, check out the website, you may be surprised.

Most of you joined to learn about growing lavender, network with other growers or find the resources you need to fulfill your dream of being a lavender farmer. We all have our reasons to join but as a member do you take advantage of those benefits? I doubt it!

How can I say this? Well, looking at the calendar of events on the website gives me that indication. We have several hundred members, yet over the next few months there are only a couple of Christmas Open houses listed in the whole country? One of them is mine, I just posted it last week... Even though I knew about the event calendar I had totally neglected to list my event. I had classes all summer, forgot to list them too! This calendar is published so the public can see it. How could I forget to do so? Easy, out of site out of mind.

The calendar is just one of a myriad of benefits we should all be taking advantage of. When I travel I do check the members map to see if there are members I can visit on my travels. Yes, I love to visit other farms. I bet you do too. Well the public can use this same map while they travel. We had a bus tour come through to our farm this summer because the tour director saw an Instagram post about lavender festivals on the public USLGA page. Did she make our festival, no, however she looked us up since she saw we were less than an hour out of the way for her group tour. Did I have to do anything to get her business, No, the website did the work for me.

That brings me to social media. Most of you have Facebook pages, or Instagram pages, so does the

USLGA. Wouldn't you like extra exposure for your farm, products or events? If you submit items to the calendar, it can then be shared on the public Facebook or Instagram pages. We have a large following on Facebook, Instagram and even Pinterest. Our members page is a closed page and the information shared between members is worth the price of membership alone. I have never belonged to an organization where members shared as much as the USLGA. No clue if it's the nature of our product or just that lavender growers are an amazing breed, ask and someone will answer.

We have had some confusion concerning the closed members Facebook page. Lets see if I can clear things up a bit. Every member joins as an individual, not as a farm. As such, the Facebook group is available only to that member, not spouses or employees. In my case, my manager was not able to access the page until I bought her a membership. At the cost of \$25.00, it allows her access to the members area of the website, as well as the closed Facebook page. Need to have your spouse, partner or employees have access? Go ahead and invest in a \$25.00 additional membership, it is well worth it.

Several years ago we came up with regions for the USLGA. Are you involved with your region? Do you know who your Regional Coordinator is? If not, check out the regions page on the website. By breaking the country up into regions, members can get together for meetings, events, educational workshops, networking, etc on a more timely basis than at our annual conference. Less travel, less expense and more frequent get togethers are a huge benefit.

These are just a few of the myriad of benefits we have as members of the USLGA. As in any organization we receive from it what we put into it!

Do you have a passion or special skill that you would be willing to share? We have committees which cover a wide variety of interests. Those committees are always looking for more members to get involved so jump in, participate and take advantage of all it means to be a member of the USLGA.

Ellen Reynolds
Beagle Ridge Herb Farm,
Wytheville, VA



Why Lavender?



K & S Farm is a Veteran owned and operated business located in scenic Byrdstown, Tennessee. My husband and I retired to Tennessee 3 years ago after 26 years in the military and 14 years in the private sector. We own and operate a horse drawn carriage business and after purchasing our lead horse Kaleb 15 years ago, we realized that he had public anxiety when at shows. A friend recommended we try using lavender oil in his nostrils as a calming agent. Pleasantly to our surprise it worked wonderfully. I

started using lavender for massage therapy on the horses with great results. I got to thinking if lavender has this kind of effect on two thousand-pound Clydesdales it must work wonders on people. As a Combat Casualty Nurse, I was always looking for alternative therapies for my veterans. Retiring in December of 2018 I decided to pursue my dream on growing and producing lavender products that could help in the healing process. I put my first 25 plants in the ground in March of this year and was blessed with a wonderful

harvest. I dabbled in making products sending them to my veterans and their caregivers for feedback. Our goal is to put 50 more plants in the ground next year and within two years to open the farm for agritourism.

Karl & Sue Lado
K & S Farm
Byrdstown, Tennessee