



# Front Porch Event

**Lavender Personal  
Products**

**with Sarah Richards  
Lavender Wind Farm**

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June 22, 2023

Choosing wisely

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# Products in your shop

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SARAH RICHARDS JUNE 2023



- Started small in 2001 first going to farmers markets



- Then on-farm shop

# Lavender Wind Shop



- Then bought a building in downtown Coupeville and grew to this shop that also has a great commercial kitchen 22 years later

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# Planning - Where

- **Where is your shop?**

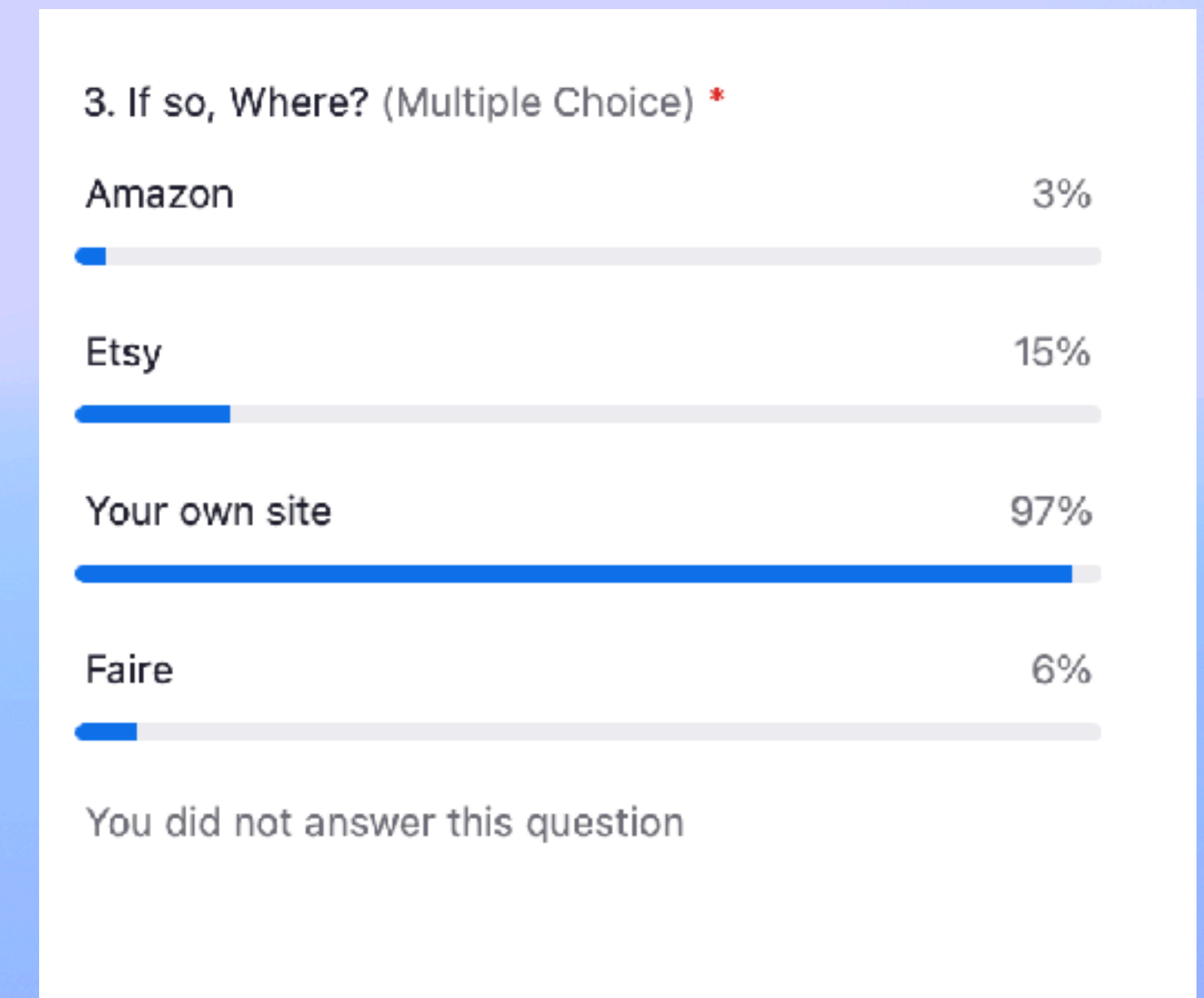
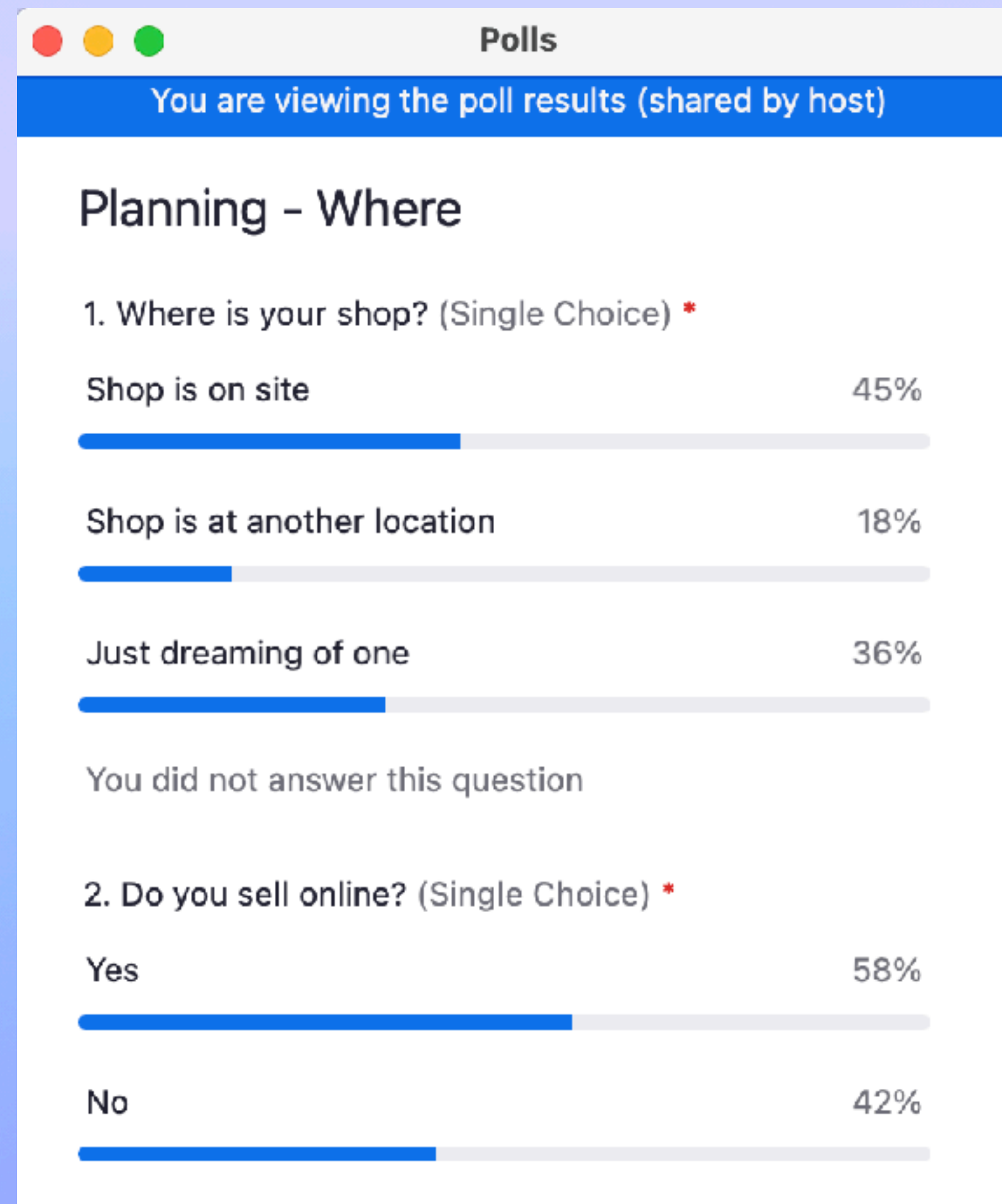
- Shop on-site
- At another location
- Just dreaming of one

- **Do you sell online?**

- If so, Where?
- Amazon, Etsy, Your own site, Faire, Other

# Planning - Where

## • Poll Results:



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# Planning - Goal

- **What is your Goal?**

- Stay small so I don't need anyone else
- Grow into destination agritourism site
- Augment our already busy farm
- Create regionally or even nationally known business (ok, we can dream)
- Other?

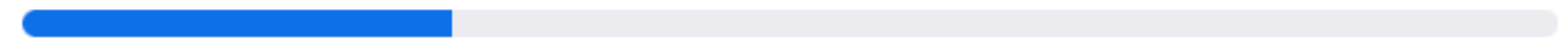
# Planning - Goal

- **Poll Results:**

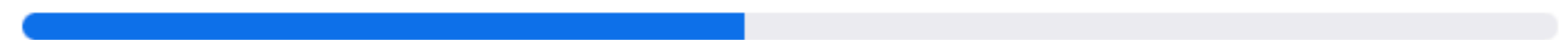
## Planning - Goal

1. What is your Goal? (Multiple Choice) \*

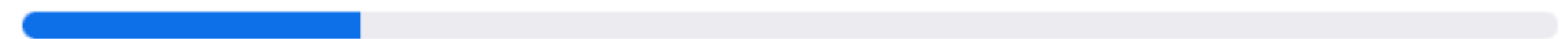
Stay small so I don't need anyone else. 28%



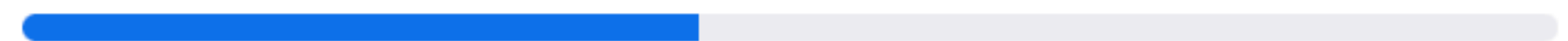
Grow into destination agritourism site. 47%



Augment our already busy farm. 22%



Create regionally or even nationally known business (ok, we can dream). 44%



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# Planning - Customer

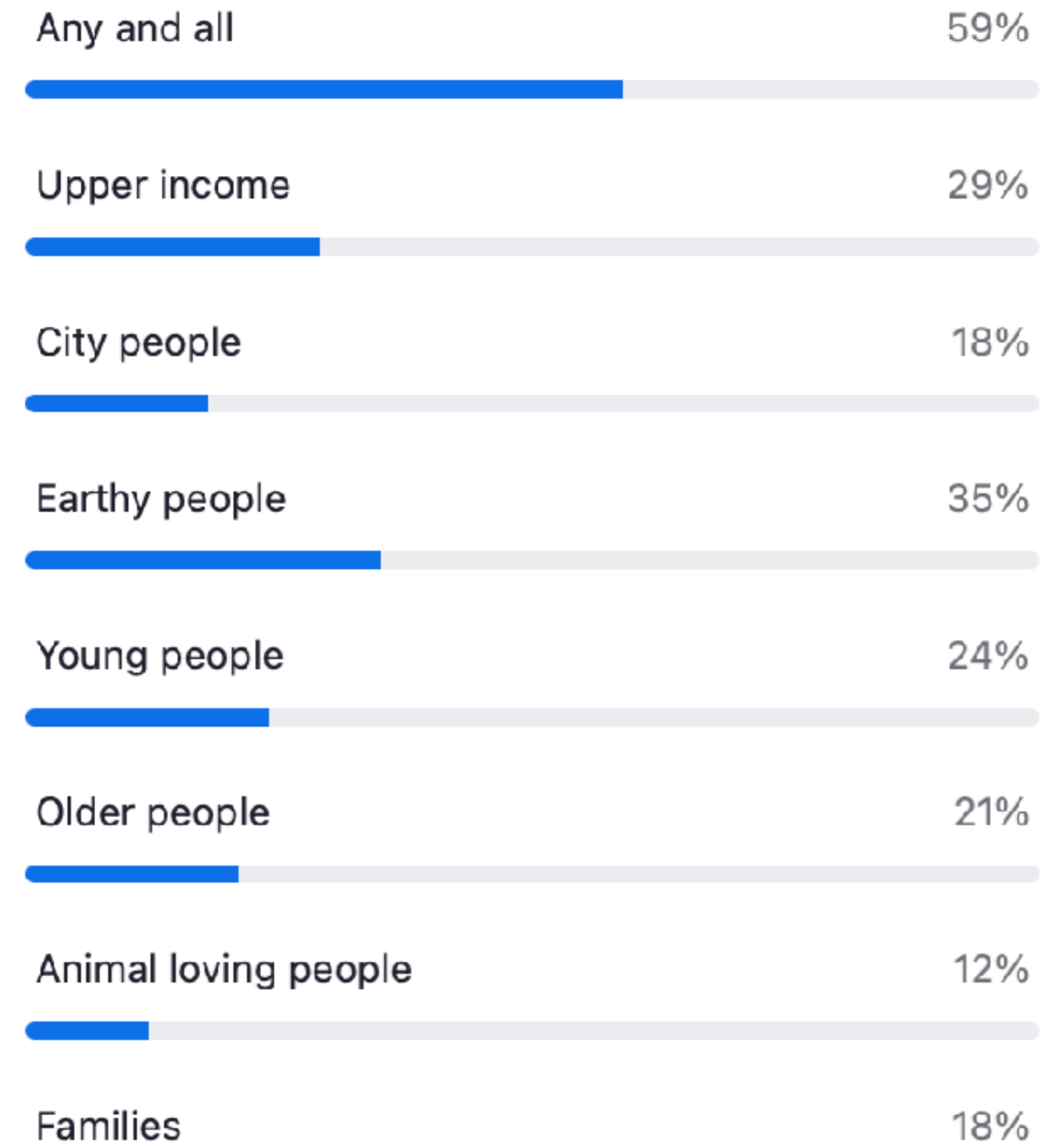
- **What kind of customer do you want?**
  - Any and all
  - Upper income
  - City people
  - Earthy people
  - Young people
  - Older people.
  - Animal loving people
  - Families

# Planning - Customer

## • Poll Results:

### Planning - Customer

1. What kind of customer do you want? (Multiple Choice) \*



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# Planning - Location

- **What are the characteristics of your location?**
  - City
  - Country
  - Neighborhood
  - What is special about your outside setting
  - Inside design of your shop, who do you think it attracts?
  - Product display options

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# Planning - What

- **What do you make**

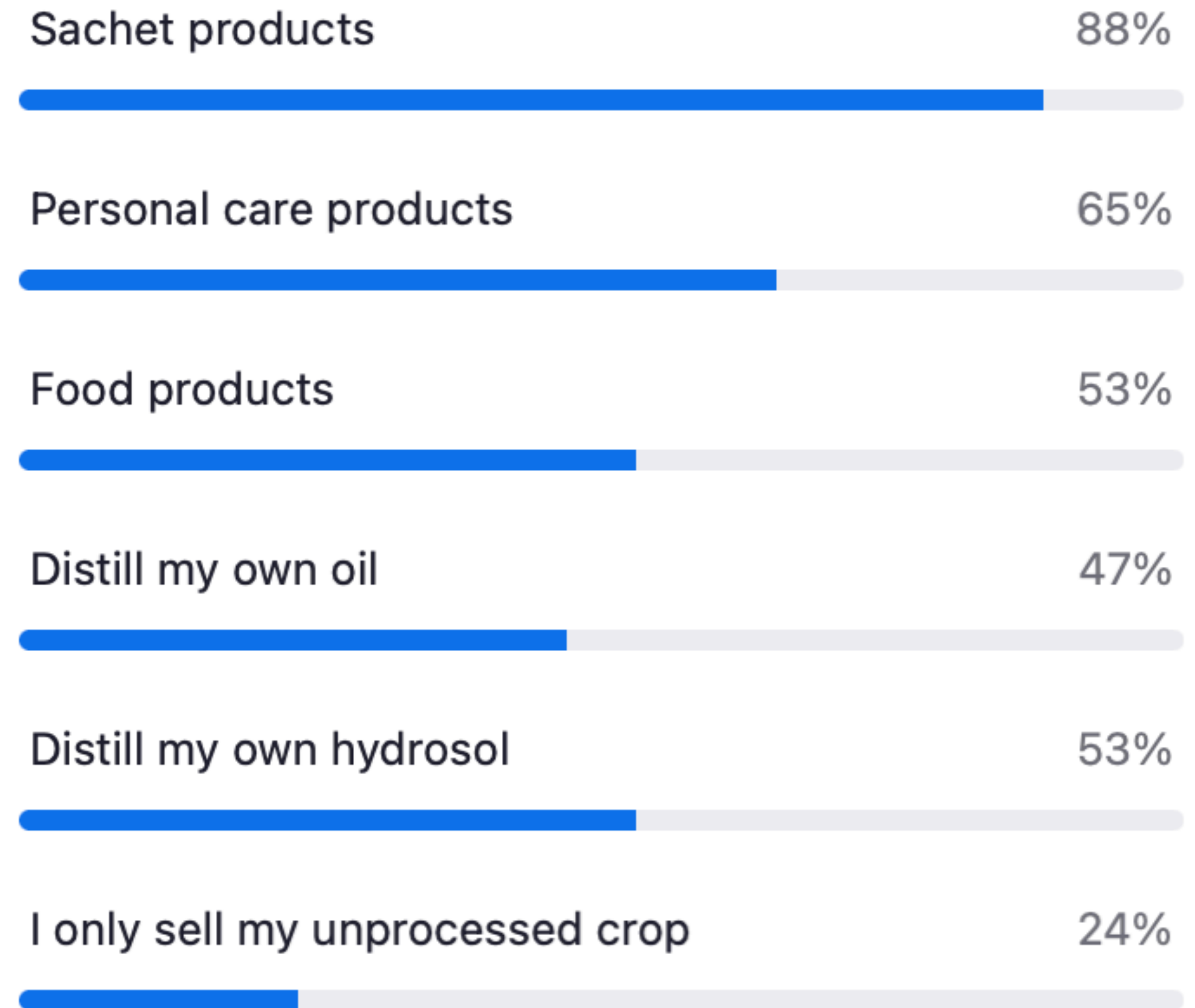
- Sachet products
- Personal care products
- Food products,
- Distill my own oil
- Distill my own hydrosol
- I only sell my unprocessed crop

# Planning - What

## • Poll Results

### Planning - What

1. What do you make? (Multiple Choice) \*



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# Planning - What

- **What do you make or will you be needing to buy in?**
  - You have or will have a farm
    - Your crop in various forms
  - Your own products
    - What are you already making?
    - What do plan to make?
  - Buy in products - Much more on this!

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# Markup! or Don't put yourself out of business

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# Anything you buy in will need to be sold at a higher price

- **Grocery markup**
  - **33-40%**
- **Gift shop markup**
  - **100%**
- **Example Inventory Sheet**

## Inventory Listing EXAMPLE

System ID	UPC	EAN	Manufact. SKU	Item	Category	Remaining	Total Cost	Avg. Cost	Sale Price	Margin
210000000609	9781604692211		689221	Book, Lavender Lover's Handbook, by Sarah Berringer Bader	Books	6	\$76.60	\$12.77	\$27.95	54.32%
210000001389	9780998183619			Book, The Art of Cooking with Lavender by Nancy Baggett	Books / Cookbooks	2	\$20.00	\$10.00	\$19.00	47.37%
210000003332				Gift Box: Three Jams and a Jelly - ASSEMBLY - DO NOT USE	Builds	4	\$52.72	\$13.18	\$29.95	55.99%
210000000700				Pottery Sconce, small	Decor	2	\$15.00	\$7.50	\$15.95	52.98%
210000003196				Art Mugs Pink & Purple Lavender Mug 11oz	Dishes	2	\$14.60	\$7.30	\$14.95	51.17%
210000000553	818325011218			Grosso Essential Oil 10 ml	Essential Oils	198	\$841.50	\$4.25	\$13.75	69.09%
210000000629	818325014646			Maple Lavender Granola	Food	12	\$138.84	\$11.57	\$19.95	42.01%
210000000516	818325010181			Whole Culinary Lavender Blend 1 oz.	Food / Culinary	52	\$114.40	\$2.20	\$6.50	66.15%
210000003168	818325010167			Whole Culinary Lavender Blend 4 oz.	Food / Culinary	46	\$101.20	\$2.20	\$16.00	86.25%
210000001214	818325010747			Blueberry Lavender Jam 2 oz.	Food / Preserves	65	\$71.50	\$1.10	\$4.95	77.78%
210000003261	818325010808			Blueberry Lavender Jam - 11 oz.	Food / Preserves	177	\$601.80	\$3.40	\$11.75	71.06%
210000003293	818325012987			Lavender Jelly	Food / Preserves	12	\$52.80	\$4.40	\$11.75	62.55%
210000003321	818325017999			Lavender Jelly 2 oz.	Food / Preserves	5	\$11.00	\$2.20	\$4.95	55.56%
210000000353	818325010839			Lavender Spirit Tea	Food / Teas	34	\$112.20	\$3.30	\$10.75	69.3%
210000002761				Gift Certificates 25.00	Gift Certificate	4	\$0.00	\$0.00	\$25.00	100%
210000000847				Gift Bag: Three Favorites	Gift Sets	3	\$18.27	\$6.09	\$23.50	74.09%
210000000380	818325010518			Muslin Lavender Dryer Bag	Household	55	\$68.75	\$1.25	\$5.50	77.27%
210000002675	818325017753			Lavender Hydrosol 2 oz. sprayer	Household	136	\$129.20	\$0.95	\$4.25	77.65%
210000000150	818325010013			Votive Candle Lavender	Household / Candles	71	\$78.10	\$1.10	\$3.75	70.67%
210000000136	818325010044			Bulk Lavender Buds - 2022 - 1 oz.	Lavender	45	\$49.50	\$1.10	\$5.95	81.51%
210000000718	81832501			Card @ \$5.00	Paper / Card	39	\$97.50	\$2.50	\$5.00	50%
210000003179				Gourmet Recipe Guide Beverages	Paper / Other	79	\$77.56	\$0.98	\$3.95	75.15%
210000000550	818325014950			Lip Balm Lavender Vanilla	Personal Care / Balms and Salves	91	\$141.96	\$1.56	\$4.50	65.33%
210000003037	855806007353			Men's Aftershave Lotion	Personal Care / Balms and Salves	5	\$33.17	\$6.63	\$23.95	72.3%
210000000345	818325010402			Lavender Hand & Body Lotion - Medium 4oz	Personal Care / Lotion	24	\$79.20	\$3.30	\$9.75	66.15%
210000000044	818325010004			Lavender Sconce, small	Decor	2	\$15.00	\$7.50	\$15.95	52.98%



# Supply your Shop

How much do you need?

- **Stuff your shop FULL or have it be minimal or something in-between?**



# Supply your Shop

- **Personal Care**
- **Household**
- **Food**
- **Sachet**
- **Nursery**
- **Crop**



**What makes your shop special?**

**Shops are as  
unique as finger  
prints.**

**Be proud of who  
you are.**



## What makes your shop special?

- **What's unique to your area?**
- **A legend in your area such as Garlic is in Gilroy, CA**
- **Local artist(s)**
- **Indigenous art**
- **Who's known**
- **Local craft(s)**
- **Local food products**
- **Fruit production**
- **Special wineries**
- **What else?**

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**BUT!**

**WAIT!**

**What's INSIDE?**



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# It's all about ingredients

## A Primer

**Why do I need this if I'm just going to buy products from other companies?**



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# It's all about ingredients

**If you are going to make your own you will need for each ingredient:**

- **Material Safety Data Sheet**
- **Certificate of Analysis**
- **Get these from your suppliers**
- **Keeping track? Try AirTable, more on that later.**



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# It's all about ingredients

## •Oils

- Soaping vs everything else
- Stable
- Moisturizing quality
- Penetration
- Ecologically and culturally good harvesting practices?
- Vitamins
- Antioxidants
- Other skin benefits
- Vegan?
- Is it an oil or?



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## It's all about ingredients

- **Waxes & Butters**
- **Jojoba looks like an oil, but it's a wax**
- **Hard Waxes**
- **Emulsifying Waxes**  
(Combining oil & water)
- **Emolient Butters**  
(softening/soothing)



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# It's all about ingredients

## • Preservatives

- Got water in the product? Needs preservative. Full stop.
- European Union standards
  - This is constantly changing, so check with folks who know
  - For instance, in the EU Parabens are not permitted
- USA standards
  - See above: Constantly changing, check with USDA



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# It's all about ingredients

- **Waters**
  - Hydrosol is water.
  - Bacteria, viruses, and fungus can all grow in water



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# It's all about ingredients

## ● Essential Oils

- Powerful
- Some are poisonous
- Amounts used is critical
- Not legally necessary to list the ones used
- Aromatherapy - important to understand and get good info.
- Everyone's nose is different



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# It's all about ingredients

- Oils
  - Waxes & Butters
  - Preservatives
  - Waters
  - Essential Oils
- 



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# Personal Care - Beyond your own

- **Skin care lines**

- Many producers/manufacturers in our own group. Find them in the Vendors List that goes out each month

- **Household Products**

- Spritzers
- Cleaning products
- Diffusers

- **Essential oils**

- Your own - if you distill
- Buying others
  - Quality - need nose training

- International market vs US Farm based

- By Variety?

- **Private label**

- Buy someone's product but have your name on it
- Legal issues around labeling

- **Evaluation**

- Check to see what ingredients they use
- You'll need to educate yourself about ingredients
- At the least find out if they use real lavender essential oil, ask where they get it.



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# Food & Drink

- **Baked goods**

- Buy in
- Shelf stability
- bake yourself
- Is this really your passion? It takes a lot in terms of permitting and licensing

- **Other food products**

- Verify ingredients
- Check expiration dates/shelf stability

- **Drinks**

- **Alcohol**

- Huge draw
- Expensive in terms of infrastructure and licensing

- **Non-alcohol**

- Teas
- Lemonade
- Bottled lavender beverages
- Creative drinks - like our FauxNatté

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# Workers

- **You and your family**

- Sort of free
- Make sure you pay yourselves
- Make sure you get time off

- **Staffing**

- Employees are key for growth
- Find your way to hire legally and ethically
- Keep them happy and they'll keep you happy

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# Sources

- **Our Wholesale Providers**
- **Indie Beauty Network**
- **Look around at handmade sites like Etsy, if you find something you like, ask if they wholesale**
  - **Be prepared for naive wholesalers OR too slick ones**
- **Visit other shops and see what they have**
- **Working with neighboring businesses to be sure you aren't duplicating their inventory, they'll like you better**
- **Raw Ingredients**
  - **Wholesale Supplies Plus - about oils**
  - **LotionCrafter - great information resource as well as ingredients**

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# Useful Tools

- **Airtable**

- A super useful cross between spreadsheet and data management
- [Purchasing and low stock template](#)
- [Harvest Results Template](#)
  - This is a little extra, not quite on topic but super useful if you have a farm

- **Indie Business Network**

- Makers network and much more. One of the best resources for personal care product information
- [10 best things about artisan made products](#)
- **LATE BREAKING UPDATE**
  - [New FDA Rules](#)
- **Other esoteric stuff**
  - [Cosmetics and Toiletries](#)



And this is just the beginning, there is so much more!!  
You are going to have fun, be safe.

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# Questions?

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**Thank you for attending!**

[uslavender.org/front-porch](https://uslavender.org/front-porch)

USLGA's Education and Research Committee hosts Front Porch webinars to share with and educate lavender lovers everywhere.

[education@uslavender.org](mailto:education@uslavender.org)



*Next Session:*

## **Lavender Marketing Plan**

Thursday, August 10, 2023

5 pm PT/8 pm ET

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Panelists: Trish Dennis, Owner and Danielle Lee, Marketing/Event Coordinator, Indigo Lavender Farms

*A well-planned and consistent Marketing Plan is vital.*