



## Front Porch Series – Fast Facts

**Title:** **Better Data, Better Decisions: Standards of Excellence for Operational Data**

**Event Date:** Thursday, May 10, 2024, Supporting slides and Fast Facts Summary can be found below.

**Featured Presenters:** **Sherri Wood, Marilyn Kosel, Barbara Cesiro, & Mary Pilotte**

**Facilitators:** **USLGA Education & Research Committee, Barbara Cesiro & Mary Pilotte**

**Tech Support:** **Exec. Director Michele Hyson**

**Event Goal:** The USLGA strives to be the industry leader in knowing and sharing data relevant to the lavender industry. Each year, a survey (previously known as the Harvest Survey) is launched requesting operational and harvest related data making this goal possible. This front porch event discusses the why's and how's for key data requested in the annual survey. Best practices are shared by a variety of farm and business representatives within the USLGA membership. Extensive supplemental forms are shared to simplify and routinize data collection associated with your operation.

### Terms used during the event:

- **Many** terms were used throughout this presentation that carry special importance for data that is requested in the annual USLGA survey. Please review the entire Front Porch Event slide deck for full and complete details.

### Key Points Summary:

This event was designed as a foundational information event that is impossible to distill into a few fast facts. All members (experienced and novice) are strongly encouraged to view this event in its entirety and review all event attachments to help launch your operational data collection season. With that in mind, a few summative points of the event follow:

- **The annual harvest survey is important for all members of the USLGA to participate in.** Sharing your operation and harvest related data helps the entire USLGA organization stay informed of trends, correlations, and opportunities.
- **Data collection is an important element of planning, understanding your operation's profitability, opportunity, and more.**

- **Even if you don't harvest lavender (yet, or ever!), you have information/data to collect and share with USLGA.** Operation related data is as important to USLGA as harvest related data. Operation related data includes topics such as how you sell/market your product, what types of product offerings you sell/make, if you are engaged in agritourism, etc.
- **\*Pro Tip\*- Data considered "demographic" in nature includes sharing your USDA hardiness zone, plant budding dates, acreage in plants, and plants per acre.** Rules of thumb for planting density were shared, along with ideas for what plant spacing might serve your purpose, and how to use Google Earth for quick plot calculations of your farm.
- **\*Pro Tip\*- Make data collection a routinized part of your process, by using easy to complete forms.** The panelists offered many worksheets, tally sheets and best practice tips as part of this presentation. No need to reinvent the wheel, learn from the experts with forms shared as part of this presentation.

**Other Session Notes:** Attendees – 28