

Meet Our Educational Sponsor



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Diversifying your Revenue Stream: Turn your 6-week bloom time into year-round income

Front Porch Events

Panelist: Ellen Reynolds

Beagle Ridge Herb and
Lavender Farm, Wytheville, VA

April 11, 2024

Ellen Reynolds, Beagle Ridge Herb and Lavender Farm

Ellen Reynolds opened Beagle Ridge in 2001 and has been specializing in lavender for over 20 years. She is a recognized speaker at lavender and herb events up and down the East Coast and is a Charter member of the USLGA serving on various committees over the years.

Beagle Ridge is a thriving Herb and Lavender Farm and agritourism destination in Wytheville, Virginia. She has welcomed visitors from all 50 states and 29 foreign countries. Ellen's passion for teaching other growers has created a thriving workshop series known as Lavender Academy. The Academy teaches novice and expert growers how to grow Lavender and grow their lavender business. Since the beginning of the Lavender Academy in 2019, students from 32 states have come to take these weekend-long workshops.

By diversifying her business with other offerings, Ellen's husband retired early to help with the business. Although only open to the public 6 months out of the year, 5 years ago she hired a full-time year-round employee to help in the business.

Contact Ellen at: Ellen Reynolds, Beagle Ridge Herb Farm
Phone: 276-621-4511, Beagleridge@gmail.com or visit: Beagleridge.org



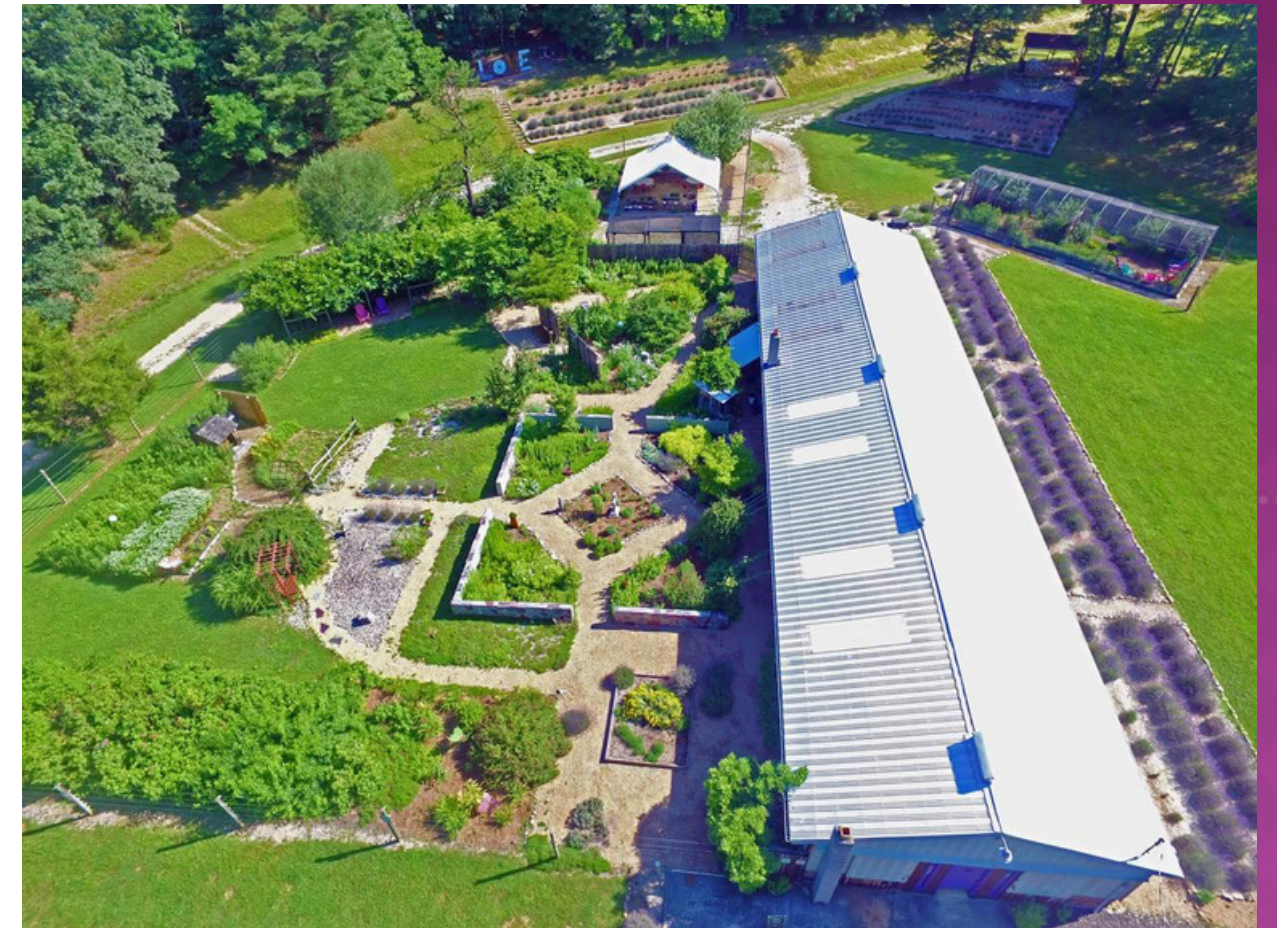
Beagle Ridge-Who we are Who are you?

- We are an Herb/Lavender Farm
- A Butterfly Farm- Flying Flowers
- An Wedding/Event Center-Serendipity
- An Education Center
- A guided ride operation-Lick Mountain Excursions

We are open Thursday- Sunday May 1st-Oct 15th
and weekends through Christmas

However... We do groups by appointment and events
year round, wholesale products nationwide and teach
classes and consult all over the eastern seaboard.

A birds eye view



Who are you?

- What makes up your revenue stream?
- Inventory your assets!
- Possibilities!
- What are your interests?
- What is lacking to make things work?
- Using what you already have
- Dreams versus reality
- Be careful what you ask for.

Use what you have!

- Gardens- plant for more color in the spring and fall
- Buildings- classes, events, bridge groups, meeting space, heated and cooled?
- Property- can you build upon a view, do you have trails, does your neighbor have something you can build upon.
- Your interests, knowledge base, capabilities
- Outside spaces, artwork murals, quilt squares, Love Signs etc.
- History of the property.

Adding to the Revenue Stream

- Determine where your revenue comes from- all
- What parts do you enjoy
- What are the possibilities- your capabilities
- What are your restrictions/limitations
- Adding Value added Products

Value Added Products

- Culinary
- Bath and body
- Aromatherapy
- Fabric pieces Lavender filled items
- Dried buds and bunches
- Fresh bunches- u pick
- Oils-distilling
- Wholesale
- Private label

Products-Make or buy?

Do you even want a shop? On site- or online.

Do you have the desire to learn to make products?

Would you rather make or buy them?

Store or farm stand?

Off site- consignment or wholesale only?

Private label or your label?

Lavender accessories

Let your visitors fill their own lavender sachet



...or sell them sachets in a variety of sizes and styles, they love the experience of “playing” in the Lavender

Retail /Wholesale/ Private label

Retail- you control the whole process.
Manufacturing, pricing, selling etc. Full price of item,
if you have no orders, or no store hours no revenue
stream

Wholesale-once it is sold you lose all control of the
final cost- you receive 50% of retail, however you
have more opportunities for sales in the future.

Private label- sell your product and the buyer places
their label on the product. Since your name is not on
it, no additional sell through.

Shop

Store on site– open limited times or regular hours, year round, festival time, u pick, by appointment.

Off site- your store or products on shelves in someone else's store means year round sales.

Discounts- do you have your cost factored in?

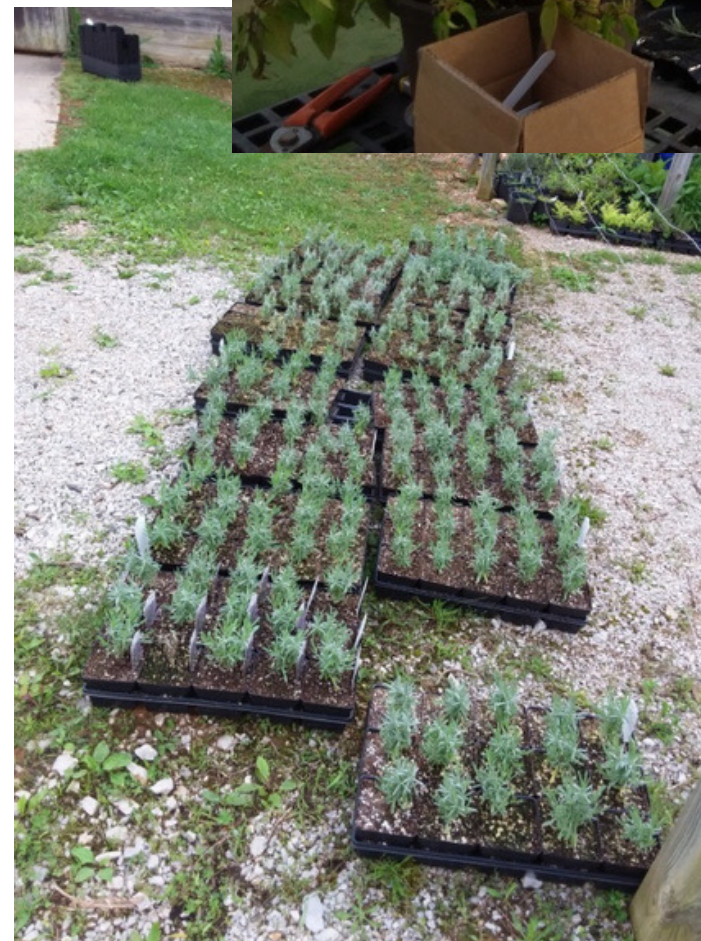
Consignment versus Wholesale- pluses and minuses.

More Possibilities

- Possibilities are endless for extending your season and having a year round revenue stream.
- It depends on:
 - your capabilities
 - your desire
 - your interests
 - your capital
 - your time restraints
 - your limitations
 - YOU

Plants

- No Greenhouse, no problem
- Work with a local High School Ag program.



What Do you want to do?

- Festivals
- Shop
- Gardens
- U-pick
- Field trips

U-pick

- Registrations for specific times
- During open times- any time preharvest
- Make an event out of it with a festival
- Tie it to classes- we do it along with our wreath classes over 3 weeks

U-pick for our wreath class



Ideas - think outside the box

Festivals not just Lavender – Garlic, Pumpkins, Sunflowers, others...

Weddings

Photographers

Birthday parties, retirement,

Bridal/ baby showers and bridge groups/ garden clubs

Classes/ Speaking engagements on and off site

Special Events- rent out the property

Farm to Table (Farm to Fork) dinners

Movie night- work with other groups to bring folks in

Fund Raisers- allow non profits to use your venue

Barn dances

Retreats- corporate or personal

Farmers Markets weekly, year round and full time set ups

High Teas under a tent/in the garden

Yoga or Tai Chee

The list is endless.... Use your imagination



After hours or down time ideas

- Thirsty Thursday- cocktails from 7-9
- Tasty Tuesday- cooking classes/ mocktails
- Pizza Ovens on Sundays 1-3
- Dark Sky events
- Photography sessions

Weddings and Events



Do you have a building?

Do you want a building?

Can you build onto your property?

Will your insurance , zoning etc. allow it?

Do you want the drama?

Weddings

- Pros

- Great money
- Great publicity
- Repeat business
- Special days
- Opportunity to shine
- Sell through-
- Flowers
- Favors
- catering

- Cons

Drama

They think they own you

Potential weather issues

Alcohol issues

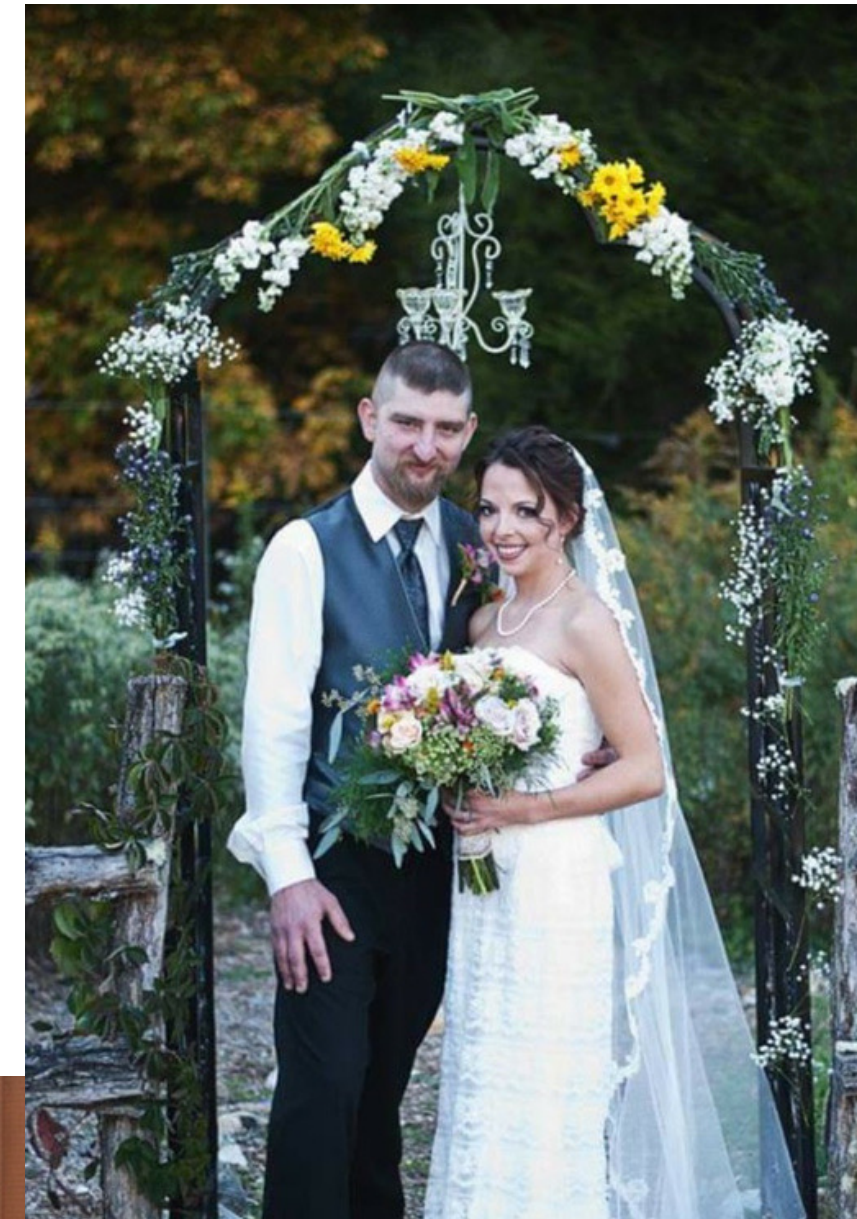
No Building, no problem



Fall weddings

No Lavender no problem

Fall is even more popular



Photographers on site

Think outside the box - We do more during NON - lavender season

Pageant pictures



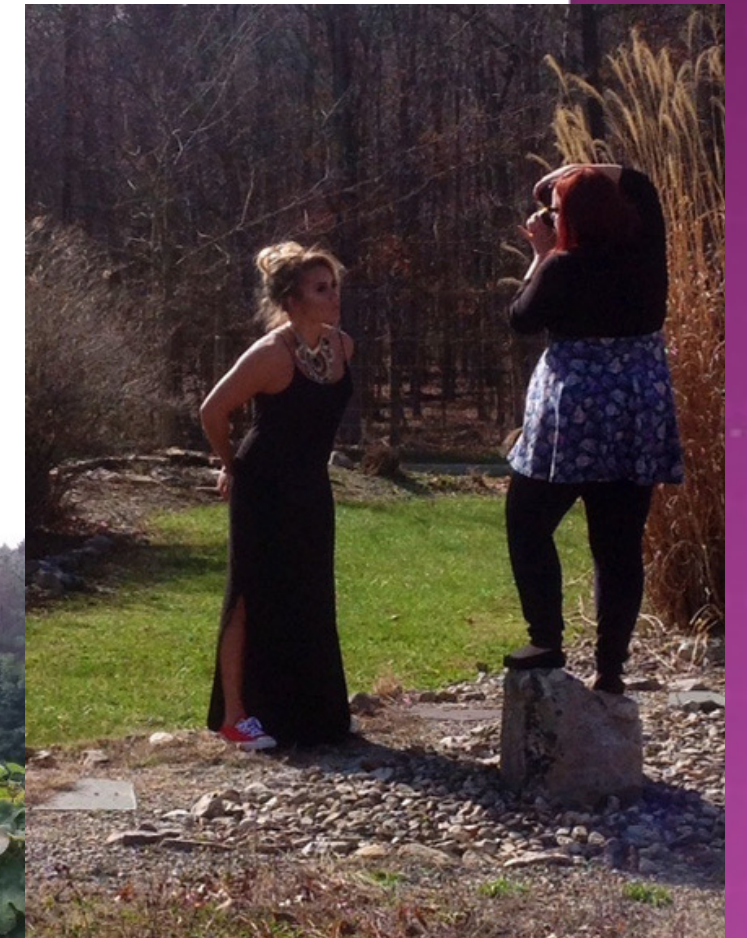
Engagement pictures



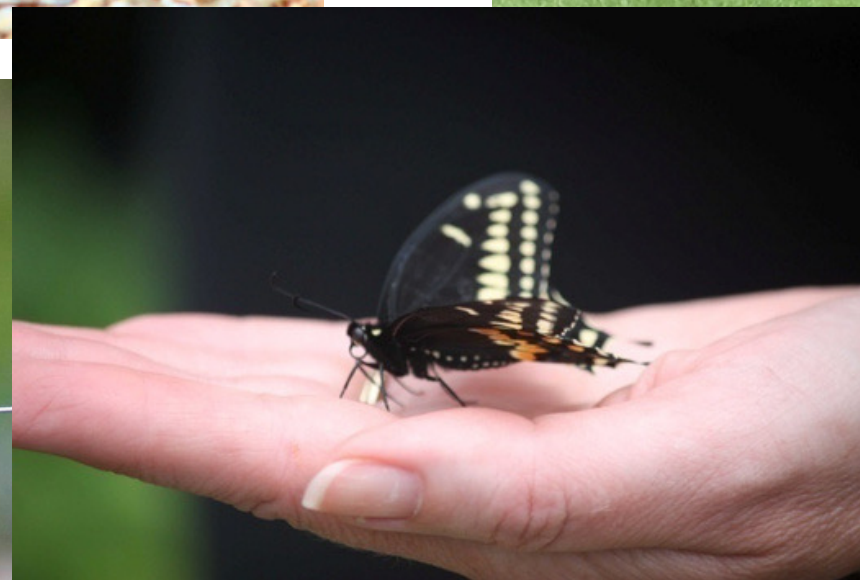
Senior pictures



Modeling



Wildlife Photography



- Olivia Jo for album covers and Publicity shoots -again Off Season



Winter shots- christmas!

- Family shots down on the trails

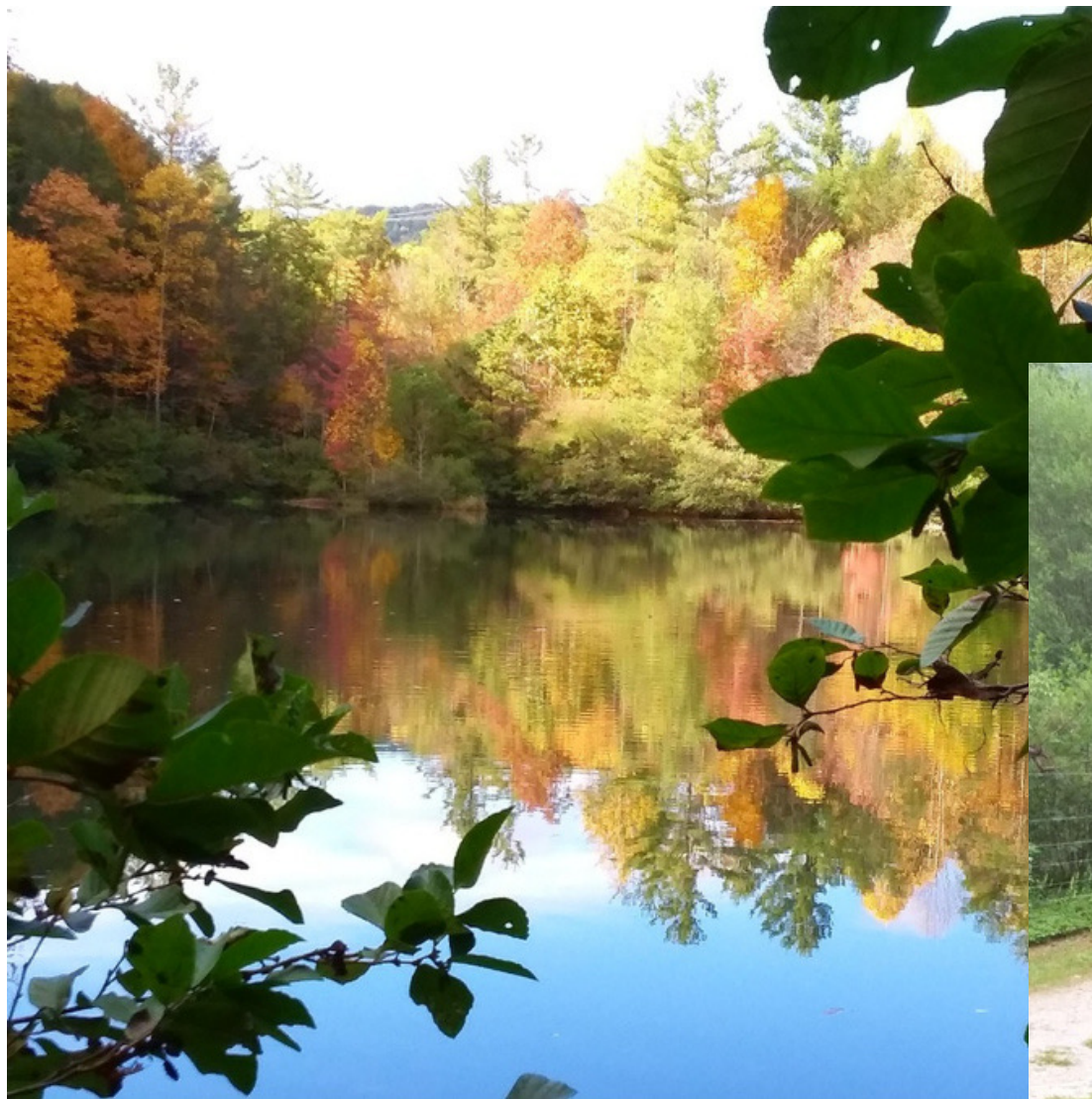


Legalities

- Contracts- do you need one
- Restrictions- what you will and will not allow
- Fees- do you charge
- Timeframe- open or closed, how long
- Selection – vetting before added to the list

Think outside the box

Extras- hiking trails, wildlife viewing, trail rides, field trips, classes



- Field trips, public, private and home schoolers, so many possibilities.



Program, hike,
lunch, feed the fish
fish, nature journaling

Events

You do not need to be the planner- work with someone local, you provide the venue and they are responsible for the event.

Fund raisers- great publicity for you
work with local schools, firefighters,
local non profits, or clubs

If you feel comfortable do your own event- it does not NEED to revolve around Lavender.

Become a meeting place

- Offer your local civic organizations a place to meet- no building, no problem.
Provide a meal, or snack option for an additional fee. Bring in, if necessary
Provide privacy – do it when you are closed to the public.
Offer a quick tour of the operation- even if lavender is not in bloom, folks are fascinated by the back end of our operations.
Make it special- make it personal, they will buy if you have a shop.

- Offer your space free if they buy a lunch, Tea, take a tour or take a class.
Groups are always looking for something new.
Book clubs etc. They will shop!



Tours during Off season



Bridal Showers - Teas

No building needed. Tables chairs and a tent.
We worked with a friend who did tea parties
She did them year round for us once we built the
building



Fund raisers

- Product that you make as a fund raiser- gain recognition of your brand or your farm
- Provide your venue to a non profit fundraiser
 - Tea for the ladies
 - Farm to fork for Farmers Market
 - Book Bags for school lunches
 - Wreath class for Alzheimers

Renting the farm

- Do you live on site?
- What do you have to offer?
- What can you add to make it attractive?
- Location- what is near you, what can you capitalize on, who can you partner with?

Lodging on the farm

- Camping - primitive, RV access or campsites
- Unique lodging - room in the barn, bus, railroad, cars, yurts, old VM bus
- Cabins- modern or rustic.
- Rent out room - B&B

Workshops/Classes



- Onsite year-round
- Onsite on or off-season
- Offsite - year-round

Bring in Teachers – use their knowledge to expand your offerings



Debrena Gordon – Blue Spring Run Farm teaches our Soap making classes
Holly Port of Lotion Bar Café Came to teach a Bath Bomb class

- Provide a location for an outing an activity or two, eat lunch and then they shop
- If kids are involved your cash register rings.



Off Site Programs

- Who would you feel comfortable with
 - local library, Ruritan, Kiwanis, Master Gardeners, local Community College, Garden clubs, PTA, Book Clubs, Parks and Rec.
Senior centers
- How far are you willing to travel?
 - set a fee for travel, time and materials, honoraria, time of year you are available

More Ideas

- Christmas Trees- a winter crop, perennial and great for adding an experience on the farm
- Pumpkins- an off seasonal attraction- family friendly great revenue generator short period
- Flowers- cut your own, florist trade, wedding work, on or off farm
- Mushrooms- do you have a woodlot?
- Ginseng- shade dependent
- Hops- need is growing due to Brew pubs

The Sky is the limit

Your possibilities are limited by your
Imagination!

Yes your finances too, but analyze what you
have, start with what is already there, expand
upon it and the sky is the limit.

Remember what you see and take for granted
every day is new, exciting and an experience
others want to be a part of.

Allow them to fulfill your dreams!

Questions?



Thank you for attending!

uslavender.org/front-porch

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

Contact us with questions or topic suggestions at education@uslavender.org

Front Porch Events quote: "If you have an hour to sit on the front porch with a cup of coffee or glass of tea, a rocking chair or swing, a few cookies or a piece of fresh-out-of-the-oven apple pie ... and a computer or smartphone ... let's get together and chat"

