

18:01:43 From Michele Hyson : Here is the link for tonight's handouts:  
<https://uslga.memberclicks.net/front-porch-series---how-to-create-a-business-plan-session-1>

18:03:55 From Michele Hyson : Here is the link for tonight's handouts:  
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18:05:36 From Michele Hyson : For those who just jumped into the meeting, here is the link for tonight's handouts:  
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18:09:53 From Michele Hyson : Here is the link for tonight's handouts:  
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18:37:19 From Michele Hyson : Here is the link for tonight's handouts:  
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18:38:39 From Sherri Wood : When you begin to create your Business Plan, what places can you go to gather facts.

18:39:16 From Sherri Wood : I have read that it takes several years to become profitable –

18:39:30 From Sherri Wood : Yes, Facts on sales price,

18:41:13 From Jennifer Margison : Hi and thanks for this workshop. We're leaning towards growing and selling wholesale. Are there resources available listing buyers/retailers or exporters available to members?

18:41:28 From Sherri Wood : As you have few products, where is most of your return from? You no longer charge admission fee.

18:41:51 From Cynthia Moyer : Also, you have to work your side gigs that go along with your farm -- think bigger than just the lavender field. That will help bring in some side cash while building your name.

18:42:16 From Michele Hyson : Hi Jennifer,

18:42:30 From Michele Hyson : Hi Jennifer,

18:42:53 From Michele Hyson : Sorry, I hit enter twice and did not see.

18:43:01 From Jim Ostrander : How many plants and varieties do you have.

18:43:19 From Cynthia Moyer : Yes, I missed what your farm is? Where is it?

18:43:30 From Michele Hyson : USLGA has a wholesale vendors directory:  
<https://www.uslavender.org/wholesale-vendor>

18:44:01 From Michele Hyson : Cynthia Teeple = Red Rock Lavender in Arizona

18:44:13 From Cynthia Moyer : Thanks!

18:44:17 From Sherri Wood : I use teen workers during harvest and distillation time.

18:44:59 From vickiwissler : How do you decide prices of products? If materials, packaging, shipping etc. costs total \$7 do you have a set amount you multiply your costs by?

18:48:47 From Sherri Wood : Your fellow members are an excellent resource of information. Reach out via email to them and, if they have time to reply, I am sure they will.

18:52:14 From Michele Hyson : Just a note, because it happens: You can't discuss pricing on USLGA FB pages.

18:53:30 From Sherri Wood : Could you help us on the \$10 cost product again – how does your 30% margin factor in. How do you get to \$15 wholesale, \$30 retail.

18:56:55 From Michele Hyson : Christine mentioned Mary Altoff's company and I received a direct inquiry about that, here you go:  
<https://www.mierco.com/>

18:58:24 From Sherri Wood : Thank you Christine for an informative session. OK – time for me to create a business plan.

18:58:47 From Gaosheng Cha : Sorry I missed most of the meeting. Can I please get the recording for this?

18:59:24 From Michele Hyson : YES! This meeting is being recorded and all of the meeting documents will be posted. I will send a link to the recording early next week!

18:59:24 From USLGA : We'll be posting the video in the next few days.

18:59:56 From Gaosheng Cha : That's fantastic! Thank you!  
19:00:14 From vickiwissler : How soon can we get that worksheet for the next session? I need something like that ASAP  
19:01:21 From Gaosheng Cha : I'm so sorry I missed this meeting. I just attended a farm workshop and another farmer who knew a person who made essential oils totally shot down my lavender growing idea. I was so sad. Hopefully you all can help me out. I need to make a business plan!  
19:02:35 From Cynthia Moyer : @Gaosheng Cha -- every lavender grower has a different niche to fill. You build what works for you. \*heart\*  
19:04:29 From vickiwissler : I got that one but not the ROI one she said was forthcoming  
19:04:30 From Michelle Lowe To Michele Hyson(privately) : @Gaosheng Cha-Don't let anyone squash your dream! You have a lot of support in this group!  
19:05:42 From LavenderRays : thank you!  
19:05:46 From Lauren Jawer : This was fabulous!!!!  
19:05:47 From Gaosheng Cha : I will reach out to you Sherri. I would really like some feedback from this group.  
19:05:52 From Michele Hyson To Michelle Lowe(privately) : Here is the link for tonight's handouts:  
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19:06:09 From Michele Hyson : Here is the link for tonight's handouts:  
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19:06:23 From Penelope Woodhouse : Thank you for sharing. I have a lavender Yoga studio and restaurant... with a lavender and culinary herb business. Looking forward to the conference.  
19:06:30 From Cynthia Moyer : Thank you!!!  
19:06:32 From vickiwissler : Thank you!!