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WELCOME TO THE UNITED STATES LAVENDER CONFERENCE

Dear Conference Attendee,

I'm very pleased to welcome you to our USLC 2023 Conference in Portland, Oregon. In-person and virtual attendees will enjoy numerous opportunities to learn about lavender, learn how to grow their own network of farmers, visitors, and experts, and, of course, learn how to refine business practices for increased success.

If this is your first conference, hang on tight! You'll find loads of practical information and tips. If you're a Conference veteran, we're excited to see you again! Your advice, encouragement, and thoughtful questions helped shape our offerings and make our Conferences both informative and fun.

With this amazing group of committed growers, we can't help but LEARN, GROW, AND REFINE!

**Sherri Lewis Wood, President
U.S.L.G.A.**

People to Know

Board of Directors

Sherri Wood, President

Capay Valley Lavender Capay, CA
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Julie Haushalter, Vice President

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Sarah Richards, Treasurer

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Trish Uptain, Secretary

Blackthorn Estates Nursery Harrisonburg, VA

Mike Neustrom, Prairie Lavender Farm
Bennington, KS

Joseph Downs, Lavender Boutique
East Wenatchee, WA

Marilyn Kosel, Wayward Winds Lavender
Newberg, OR

Rebecca Ralston, Lavender Hill Farms of Jeffriesburg, LLC Union, MO

Sally J Miller, Willow Springs Lavender
Bedford, PA

People to Know

Event Committee

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Joseph Downs, Event Chair

[Lavender Boutique](#) Quincy, WA

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Michele Hyson, Executive Director USLGA

Nancy Baggett

[Nancy's Lavender Place](#)

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[Lookout Lavender Farm](#) Rising Fawn, GA

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Joanne Voelcker

[Mt. Airy Lavender](#) Coatesville, PA

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Amy Saha

[Mt. Airy Lavender](#) Coatesville, PA

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People to Know

Event Committee (cont.)

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Deborah Weinstein
Thunder Moon Farms Grassy Creek, NC
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Marilyn Kosel
Wayward Winds Lavender Newberg, OR
marilyn@waywardwindslavender.com

Speakers & Sessions

Optional Morning Activity Friday & Saturday at 6:30 AM

USLGA Conference 23 is delighted to offer you a restorative early morning Lavender Tea Mindful Aromatic Tea Meditation activity to start your conference days. New member Penelope Woodhouse, a nationally certified yoga instructor, chef and owner of the Botanical Tea Room in Augusta, MO, as well as a lavender grower, has generously volunteered to lead attendees through a relaxing introductory overview; tea making; and aromatic mindfulness practice and tea sipping. This event might be one you can introduce at your own lavender farm.

Friday and Saturday morning from 6:30 AM - 7:00 AM in Columbia 4. Please bring \$7 cash for each day you wish to participate, as well as a yoga mat or towel. Chairs will also be available.

Penelope Woodhouse is a Botanical Chef, growing lavender, culinary herbs, edible flowers, and native ingredients in Augusta, MO. Penelope is a Nationally Certified Yoga Teacher (Professional Level) specializing in Restorative and Yin Yoga. She operates a culinary herb farm, yoga studio, and Botanical Kitchen (Restaurant).

Penelope is the owner and founder of the Augusta Homestead, a two-acre site nestled within the rolling hills of the Historic Town of Augusta, Missouri. Augusta was the first Federally Registered Wine Region in the USA and is located on the Katy Trail. The Augusta Homestead is home to several businesses concepts including the Botanical Yoga Leadership Project, Tea Room Society, Botanical Tea Room, Viticulture Cafe, and Botanical Garden-to-Plate culinary herb farm.

Keynote Session: Lavender Biology: How Understanding Your Plants Can Help Your Lavender Farm Succeed

In this fast-paced, information-packed keynote address, Clive Larkman, owner of Larkman Nurseries, Lilydale, Victoria, Australia, will delve into the biology of the genus *Lavandula*. Using a Powerpoint format he will discuss various species, their basic genetics, and their geographical distribution and climate demands and limitations. He will also talk about the origins of commercial varieties and their distribution, including some new introductions and current breeding projects.

Throughout, his emphasis will be on how to take advantage of the basic biological properties of lavender to optimize planning and opportunities. For example, because farmers outside of southern France know that a lack of calcium (and not the pH) is the key growth-limiting factor for lavender, they can take steps to balance their soil profiles. Furthermore, since these growers are aware that calcium moves in water and not through osmosis they understand why lavender suffers in high humidity and can apply calcium at the best time. Clive points out that, historically, most farmers grew up on their land and had a natural "feel" for it and what they raised. They didn't study science, they just "knew" what to do. Today, however, most lavender growers are newcomers to farming and are growing unfamiliar plants that are often outside their natural distribution area. Instead of struggling for perhaps several decades to acquire the expertise needed, Clive suggests that modern-day growers can make up for their missing know-how with science. Understanding the biology of lavender, he says, is the real path to lavender growing success.

Speakers & Sessions

Keynote Speaker: Clive Larkman



Clive Larkman has been working in the nursery industry since 1989 after the death of his father, Barry Larkman. At that time, he was living and working in the UK and had little knowledge of horticulture and the nursery industry, but had an understanding of botany, basic business principles and customer service and so he took over the family nursery, which was only five years old.

Clive and his family have taken Larkman Nurseries from a medium sized propagation nursery producing 400,000 plants a year in 1989 to one of the top specialist propagation nurseries in Australia, propagating over 2 million plants annually. He has done this by continual development of the company, its range and its customer base. In 2006 Clive and Di purchased the Victorian agency of Renaissance Herbs and now supply herbs and perennials to the retail garden centres. With sons Simon and Martin running the day-to-day sales of Larkman Nurseries (Simon) and Romantic Nursery (Martin) the family has an integrated business model that is constantly innovating their product range.

Clive has a degree in Botany and Zoology and a Post Graduate Diploma in Humanities – Philosophy of Science. He is also a Certificated Nurseryman and is a Certified Nursery Professional (Specialist) under the Nursery and Garden Industry of Australia's professional development program. He is semi fluent in Indonesian and French. He has a strong belief in the integral role of small business to the Australian economy and community and is strongly committed to the development of the horticultural industry in Australia. He has a belief that Australian nurseries are a major part of the modern business community. As such he has been a long serving member in several key horticultural associations.

Clive believes that there are overriding principles that govern business development regardless of the industry or era. The key one is customer service and a focus on product development. The second one is that the owners of the business should always be working on their business and should be aiming to make themselves redundant. For a company to truly succeed there should be no member that is irreplaceable, including the owners. Over the years he has worked in a variety of industries, restaurant manager, taxi driver, petrol station manager and home handyman. All of these have added to the development of the family enterprises. Finally, Clive believes that we are here to experience life. Our businesses should add to that enjoyment and help us look after our families. He writes for several trade journals, is a regular on Melbourne's 3AW gardening program and was a weekly presenter on The Garden Gurus TV gardening show. His passion is for food and plants and collects old books but really finds value in most aspects of life.

Speakers & Sessions

Lavender Teas: Blending, Packaging, and Labeling Ideas

A 2019 survey of USLGA members revealed that teas are among the top sellers in lavender growers' shops. In this informative, Powerpoint and demo presentation, Angela McDonald, owner of Oregon Tea Traders, will cover creating pleasing lavender tea blends and provide a lavender tea for attendees to sample. She will also include a show-and-tell on effective, customer-friendly, durable packaging and labeling, with practical tips and dos and don'ts based on her many years as a wholesale and retail tea seller. The session will close with a Q & A, plus attendees will take away a complimentary tea sample and resources sheet.

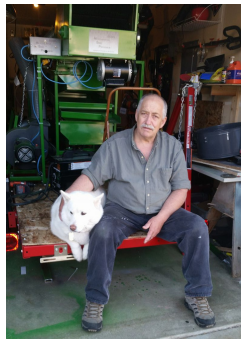
Speaker: Angela McDonald

Tea is a way of life for Oregon Tea Traders owner Angela McDonald and her family. "Promoting tea is my way of promoting a better world" Her passion does not stop at simply drinking tea, she also explores and teaches about the world of tea through science, cultural traditions, health, and history. Her love of local agriculture has led to growing tea in her home of Oregon as well as working to encourage the domestically grown tea industry. She has proudly developed Oregon Tea Traders into a business that shares her love of community, health, and sustainability.



Equipment Panel & Demo

Hear from expert panelists as they showcase & present their farm equipment. Then, ask your questions during an interactive Q&A session.



Panelists:

Jason Pelak, A.T. Ferrell Company, Ricardo Besel, Besel Lavender Processor, Bill Jabs, Starr Harvesting

Jason has been in industrial and manufacturing sales for 20 years working across multiple industries. He was promoted to Clipper Sales Manager in November of 2022. He will introduce Clipper Seed Cleaners, show the benefit of a Clipper Seed Cleaner when cleaning lavender versus hand cleaning and give a hands on demonstration of the machine.

Ricardo was born and raised in a German colony in Argentina. He grew up surrounded by farm equipment and infinite fields of different crops. His grandfather was an import agent and a tractor/farm equipment dealer, and Ricardo worked at his shop. At the age of 20, he met a Scottish engineer who was one of the first Lavender growers in La Cumbre. After Ricardo moved to the United States he opened his own company in Florida, then later moved to Coeur D' Alene, Idaho, where he designs and manufactures lavender processing machines.

Bill is a retired civil engineer, who always wanted to be a farmer. In 2014, he started Eagle Creek Lavender, which now has 22,000 plants on 12 acres. Bill searched worldwide for a single row, self-propelled lavender harvester, and finding none, decided to design and build one. The prototype machine worked so well, he decided to build them for others, and in 2018, formed Starr Manufacturing, LLC.

Speakers & Sessions

How to Find the Workers Your Farm Needs

Everybody's facing the tight labor market these days. But the panelists in this session have come up with a wide array of practical, creative and successful approaches to finding both paid and volunteer workers for their farms. They'll share on topics including: Arranging internships for students; budget-wise ways to use temp agencies, plus the Indeed website and certain free employment apps; and finding and taking advantage of programs such as WWOOF. The panelists will also cover nitty-gritty issues such as training and managing inexperienced and volunteer workers, and identifying and motivating those needing extra attention.



Panelists: Alice Marrin, Julie Haushalter, Kristen Sandoz Moderator: Joanne Voelcker

On nights when she couldn't sleep, Alice Marrin would spend her early morning hours scouring the internet for a happy place to spend her retirement years. For Marrin, this was a 55-acre plot on the Lookout Mountain Plateau that would eventually become home to her business, Lookout Lavender Farm. The Marrins attended the United States Lavender Growers Association conference in the winter of 2017 and began planting that spring.

Julie is the founder and CEO of White Oak Lavender and The Purple WOLF Vineyard & Brews. This popular Virginia destination venue opened in 2008 and has grown to a four season tourist attraction and education center. The farm employs over 20 people in the summer and about half of that year round. Julie comes from a school administration background and is an ordained United Methodist Pastor. Having served in campus ministry for a number of years, she continues to attract students and others as employees. She feels like excellent training, good communication and constructive feedback helps to recruit and retain employees that develop helpful job skills.

Kristen Sandoz is the Assistant to the Creative Director at Wayward Winds Lavender in Newberg, Oregon. One of her many jobs in the summer is helping to find, hire, and train 12-15 summer staff employees (typically high school and college students) to run the farm store and bring in the harvest. She is a budding herbalist and is passionate about the healing potential of plants. She is also the host of The Lavender Podcast where she talks all about lavender with others who ardently admire this amazing plant. Kristen has been married to her husband Joel for 23 years and they have three boys Justice (18), Gracen (16), and Manny (11). They live on a 13 acre antiquated apple farm with their Rhodesian Ridgeback, Gromit, and their Bengal Cat, Artemis.

Joanne Voelcker owns and operates Mt Airy Lavender with her sister, Amy Saha.

Mt Airy Lavender is in Coatesville, Pa with over 1,500 Lavender Plants. Their lavender is organically grown and distilled on the farm to make Lavender Essential Oil and handcrafted products. Joanne joined the USLGA in 2012, has attended all USLGA conferences and credits much of her knowledge about Lavender to the organization and the open sharing and advice of its members. In addition to their retail business, Mt Airy Lavender offers wholesale and consulting services. Learn more at www.MtAiryLavender.com

Speakers & Sessions

How to Photograph Your Lavender Recipes, Products and Farm

Nancy Baggett, author of *The Art of Cooking with Lavender*, and Michael Shay, one of Portland's premiere photographers and owner of Polara Studio, team up to provide a wealth of practical tips, demonstrations and insights into how to take the compelling photos attendees need for their websites, promotional efforts, and social media posts. Nancy will show a short Powerpoint of her lavender recipe "beauty shots," while explaining the steps involved in propping and styling food photographs. She will also hand out a list of tips on readying food for the camera. Then, Michael will share his knowledge gained over 40 years on all aspects of photography, including lighting, equipment, techniques, aesthetics, dos and don'ts and much more. Attendees will come away with numerous tips and a greatly enhanced ability to take pleasing photographs of their recipes, products, gift shops and farms.

Speakers: Nancy Baggett & Michael Shay



Nancy Baggett is an award-winning author of numerous cookbooks, most recently *The Art of Cooking with Lavender*, which won a "Books for Better Living" award from Independent Publisher. Her book has been a popular seller in numerous lavender growers' shops around the country. Both her photos and recipes are routinely rated 5 stars for their appeal by growers and their customers.

Several decades ago Nancy became interested in food photography while assisting the professional food photographers and stylists working on her cookbooks. After honing her skills and taking styling and photography workshops for a number of years, she propped, styled and shot all the photography for *The Art of Cooking with Lavender*. Today, she styles, props and photographs her own food beauty shots for her free newsletter, "Nancy's Lavender Newsletter" and for her websites www.kitchenlane.com and www.nancyslavenderplace.com. She has also teamed with videographers to create a number of lavender and other culinary videos for her YouTube channel <https://www.youtube.com/user/nancybaggettvideos/videos>.

The first thing you should know about Polara Studio co-founder Michael is that he's a published poet. What does this have to do with taking pictures, you ask? Everything. Imagine Walt Whitman with a Nikon in his hands. An image-maker, not an image-taker, it's estimated Michael has taken over a million photographs and can make a glob of Crunchy Jif on a Saltine look like something Thomas Keller would overcharge for at The French Laundry.

His work can be found on grocery store shelves and in advertising for many national brands including Reser's Fine Foods, Pacific Foods, and Papa Murphy's. He is active in the local creative community and chair of the National Board for the American Society of Media Photographers (ASMP). When not shooting, Michael practices traditional Japanese karate, rides motorcycles, writes poetry, and brews his own beer, not necessarily in that order.

<https://polarastudio.com/>

Speakers & Sessions

Is Fertilizer In Your Lavender Farm's Future?

For decades the conventional wisdom has been that lavender doesn't require fertilizing. But is this widely-held view correct? In this fact-filled Powerpoint session, Clive Larkman, consultant to the Australian lavender industry and owner of huge Larkman Nurseries (which propagates 2 million plants annually), will discuss the recent studies and emerging information on what the "correct agronomy" for lavender should be. He will discuss how growers can optimize lavender production using fertilizer products while managing costs and land health. He will cover the basics of plant nutrient absorption, then talk about the key nutrients lavender requires and when to and when not to apply them. He will also talk about the balance of nutrients to be added relative to what crops are being grown. Attendees will take away enough understanding of basic plant biology to decide what, where, when and how to fertilize their lavender crops. The session will include some discussion of the issues involved in organic lavender farming.

Speaker: Clive Larkman

Lavender: For Health, Wellness, and Aromatherapy

Join Professor Amanda Lattin, Dean of Aromatherapy at the American College of Healthcare Sciences in Portland, OR, for a highly informative session on the health, wellness and aromatherapy properties of lavender. Using a Powerpoint presentation she will discuss key scientific and medical studies that have demonstrated lavender's calming, anxiety-reducing, mood elevating and anti-microbial benefits. She will also discuss therapeutic actions and ways to put these benefits to use, such as aromatherapy. The session will close with a Q&A.

Speaker: Professor Amanda Lattin

Amanda is the Dean of Aromatherapy at the American College of Healthcare Sciences. She is a Registered Aromatherapist and Clinical Herbalist and has been running her herbal and aromatherapy practice, Terracina Aromatics and Herbals, for 15 years in Portland, Oregon. She has designed her own line of aromatherapy products to accompany her practice and has consulted with other healthcare providers on incorporating them into their practices. Amanda has taught aromatherapy, herbal medicine, and essential oil chemistry at several colleges and universities including the Traditional Roots Institute at the National University of Natural Medicine. She is on the Board of Directors for the International Alliance of Aromatherapists, actively working to support the profession of aromatherapy in the US and internationally.



How to Connect and Collaborate to Grow Your Bottom Line

Marilyn Kosel of Wayward Winds Lavender will share a variety of inspiring ways attendees can grow their bottom line through networking and collaborating with other farms, businesses, and community groups. She will discuss how to build relationships which benefit all parties involved, as well as how to identify, evaluate, and get involved in existing local and regional networks and groups. Enhanced with a Powerpoint presentation, the session will include many concrete and dramatic examples of collaborations that have had a synergistic effect and boosted the bottom line of all participants. It will also include special tips on connecting for those in isolated areas, as well as handouts including brochures created for various notable collaborations, including the Newberg Lavender Trail, the Willamette Valley Lavender Festival, and the Oregon Farm Loops.

Speakers & Sessions

Speaker: Marilyn Kosel

Marilyn Kosel has been farming lavender for over twenty years. She is a founding member of USLGA and Lavender Northwest, and started the Willamette Valley Lavender Festival in 2005. Marilyn is a believer in the power of community, team building, and collaboration. She has integrated this philosophy in all parts of her business. Her farm, Wayward Winds Lavender, is an agritourism destination. Wayward Winds Lavender also manufactures an extensive line of lavender foods and personal care products. These products are sold wholesale as private label, ready to label, or bulk products to lavender farms across the US.

Financial Assistance Programs Available through the USDA Natural Resources Conservation Service

Find out how the USDA Natural Resources Conservation Service (NRCS) can help you obtain free hoop houses, composting equipment, and much more. Alice Marrin, of Lookout Lavender will talk about how the NRCS has helped her farm, and why she feels it's important for all small lavender farmers to connect with their local NRCS representative. Then, Claire Tochella, will discuss the application process, eligibility requirements and what financial assistance and equipment opportunities are available. She will also have how-to handouts, useful web links and application forms available. The session will close with a Q & A.

Speakers: Alice Marrin & Claire Tachella (National Resources Conservation Service)

Scents & Sensibility--Pacific Northwest and Other Recent Lavender Cultivars, Plus Trends in the Lavender Trade

In this session two well-respected, long-time lavender growers, Andy Van Hevelingen, owner of Van Hevelingen Herb Nursery, and Chris Mulder, owner of Barn Owl Nursery, share their more than 50 years of experience and knowledge of lavender cultivars. They step back to make sense of all the recently introduced lavenders in today's marketplace--highlighting Pacific Northwest introductions and other new lavenders in order to evaluate the best cultivars for various uses. Attendees will gain a valuable, unique perspective of a wholesale grower and a retail nursery owner and learn about the trends they are both seeing in the business. The session will include evaluations of lavender cultivars and their attributes for the best application, as well as the possible challenges (such as hardiness, humidity, rainfall, etc.) of growing these cultivars nationwide. As an added special bonus, attendees will get to see carefully collected samples of an impressive array of the cultivars discussed during the presentation.

Speakers: Andrew Van Hevelingen & Christine Mulder

From Andy:

I started growing lavender almost fifty years ago. (Yes, I am that old!) My wife, Melissa, and I started a small wholesale herb nursery in 1983. We developed and introduced the following cultivars: *L. angustifolia* cvs. 'Royal Velvet', 'Melissa', 'Opal Rain', 'Cedar Pink', and 'New Zealand Blue'; *L. stoechas* cvs 'Portuguese Giant', 'Ivory Crown', and 'Cottage Pink', and *L. x chaytorae* cvs. 'Silver Frost', 'Ana Luisa' and 'Jennifer'. Presently, our personal collection exceeds 175 lavender cultivars and species.

Over the years, I have written several articles for various magazines: Sunset Magazine, Fine Gardening, and the Herb Companion. I have been fortunate to speak at the Herb Society of America (HSA), International Herb Association (IHA), the United States Lavender Growers Association (USLGA) and at the Oregon Lavender and Sequim Conferences.



Speakers & Sessions



About Christine:

Chris has been growing lavender since she started her part-time retail business, Barn Owl Nursery - Herb & Lavender Farm in 1982. For 40 years she has been growing & selling lavender plants, along with culinary & ornamental herbs from her 5 acre farm. Chris & her husband Ed, built a barn-like gift shop with an herb drying room next to their house. They began landscaping their property with four *L. angustifolia* cultivars they acquired from her father's wholesale nursery. She propagated & planted those first lavender plants, along with other ornamental herbs, to create a demonstration garden. As many different lavender plants became available from local growers in Oregon, they planted a small field with different lavender cultivars. They hosted their first annual Lavender Days event in June 1996 to showcase the lavender in bloom on their farm. After Chris joined the Oregon Lavender Association (OLA) in 2008, they began hosting a 2nd annual lavender event in July, as part of the OLA state-wide festival & farm tour. Over the past 30 years, Chris has grown over 100 different *Lavandula* plants on her farm, including *L. angustifolia*, *L. x intermedia*, *L. chaytorae*, & *L. stoechas* cultivars. Her main interest is in the culinary uses of lavender. She has her own line of lavender teas & other culinary products she sells from her gift shop.

Using her experiences & former training as a teacher, Chris teaches classes on growing & using herbs & lavender & speaks to local garden clubs. The nursery has a loyal customer base that returns to the nursery to shop, learn, & share the experience. Chris is inspired by seeing generations of families return to the nursery & meeting new people that are interested in growing lavender & herbs. She enjoys sharing information & consulting with her customers about choosing & growing different lavenders & seeing more people get excited about growing lavender in their garden & starting a lavender farm in the Pacific NW. She has her nursery & gift shop open by appointment in the spring, summer, & fall. Chris is a charter member of USLGA. She has served on several OLA committees & on the OLA Board of Directors as Vice President for 3 years and President for 4 years. Chris retired 8 years ago from her other part-time job as coordinator of a cancer program that she started at a local hospital. She is a founding member of Lavender Northwest & she is currently serving as LNW President.

Speakers & Sessions

Best in Class--A Proven Formula for Teaching Lavender Wreath-Making and Other How-To Classes on Your Farm

Veteran teacher and expert wreath-maker Beth Hammerberg of Down by the River Lavender Farm, will quickly show attendees, step-by-step, how to make a lavender wreath. She will then provide all the details involved in holding successful wreath-making classes: These include determining costs and class pricing; time and space requirements; and all the materials required. Finally, she will share a formula for planning any successful how-to class, whether it be wreath-making or blending oils for lotion making, or even pouring candles. With this formula, attendees will be able to offer classes that keep people coming back year after year.

Speaker: Beth Hammerberg

Beth started her small lavender farm in Wenatchee in 2016. Having been an agricultural educator for the last 20 years, she loves the idea of putting much of what she teaches into practice. She has found the work and learning involved in building a small business fascinating and rewarding. Beth has a heart for helping and teaching others and loves to share all about lavender farming and the agricultural industry in general.



Let's Talk Terpenes: Knowing and Utilizing the Powerful Plant Chemicals Behind the Flavor, Aroma and Calming Properties of Lavender

In this lively Powerpoint presentation, chemist Dr. Concetta DiRusso, PH. D, founder and CEO of Kennebec Analytical Services, will explain what terpenes are and delve into how these plant chemicals give lavenders their distinctive aromas, flavors and calming properties.

The session will also include comparisons of angustifolia and X intermedia lavender terpene profiles so attendees can understand how they differ and how to put each type to best use. Additionally, Dr. DiRusso will explain how knowing cultivar profile testing results can be put to great practical use: For example, attendees can select varieties with particular terpene levels to build in desired characteristics such as pleasing citrus and lemony notes in recipes and soothing, calming properties in personal care and aromatherapy products. Further, Dr. DiRusso will discuss how the hard evidence from chemical analysis can provide not only terpene profiles but verify for both growers and their customers that their lavender is free of pesticides, mycotoxins and heavy metals. This session will also provide attendees with a unique and rare sensory opportunity to smell some of the most notable terpenes in lavender.

Speaker: Dr. Concetta DiRusso

Concetta DiRusso, Ph.D. is the President and CEO of Kennebec Analytical Services, LLC (KAS). Located in Lincoln, Nebraska, it is a commercial laboratory dedicated to providing a range of testing services for the lavender industries. Dr. DiRusso is also the Emerita George Holmes University Professor of Biochemistry at the University of Nebraska, Lincoln, a fellow of the American Association for the Advancement of Science, and a Jefferson Science Fellow of the National Academy of Sciences.



She has published over 100 scientific research articles and holds 5 patents. In 2020 Dr. DiRusso started Kennebec Analytical Services to support the burgeoning essential oil and hemp industries, working directly with farmers and product producers to assess the chemical composition of their plant flowers and products for compounds ranging from the valuable terpenes to contaminants such as pesticides and mycotoxins. Such testing is essential to demonstrate quality, purity and safety of the products, particularly those used for human or pet consumption.

Speakers & Sessions

Lavender Distillation - Taking It To The Next Level

Geared for attendees with prior lavender distilling experience, this lecture-demonstration session will address selected biological, chemical, and physical factors that affect the lavender distillation process and outcomes for essential oil and hydrolat. Taught by Dr. Michael Lemmers, MD, proprietor of RavenCroft Lavender, the session will give attendees deeper insight into the properties of essential oils and apply that knowledge to the distillation of a lavender biomass. Attendees will also learn to recognize and exploit opportunities for manipulating the distillation process to achieve specific goals, such as selective fractionation or improved yields or quality. They will also participate in exercises demonstrating important aspects of distillation, as well as some olfactory assessments of lavender oils and hydrolats.

Speaker: Dr. Michael Lemmers

Proprietor of RavenCroft in Northwestern Oregon, Dr. Lemmers is a charter member of the U.S. Lavender Growers Association and current treasurer of Lavender Northwest. After obtaining a chemistry degree in Colorado, and an MPhil in biochemistry at Cambridge, England, he earned his MD at Stanford, and then trained in surgery, urology, and kidney transplantation at OHSU in Portland. Following a 10-year professorship in surgery, he established a private practice, and subsequently diversified into lavender farming. The focus of his special interests in lavender relate to the complex chemical nature of lavender essential oils, and how its components influence the quality and applicability of lavender-derived products.



Lavender Diseases- The Experts Are In

Join two distinguished plant disease experts, Dr. Steven Jeffers, Professor and Extension Specialist Department of Plant & Environmental Sciences at Clemson University, and Melodie Putnam, Director of the Oregon State University Plant Clinic, OSU College of Agricultural Sciences, as they bring you up to speed on what you need to know on diagnosing and managing the diseases affecting lavender.

Dr. Jeffers will focus on Phytophthora root and crown rot, the most serious disease affecting lavender production in the United States. He will review what he and his team have learned over the past 8 years about the species of Phytophthora causing this disease, the lavenders affected, pathogen detection, and possible management options.

Professor Putnam will focus her presentation on Fusarium root and stem disease, Rhizoctonia, Botrytis, and a bacterial leaf disease caused by Xanthomonas. She will cover how to examine and diagnose symptoms and provide helpful resources on disease management. They will follow up their Powerpoint presentations with a Q&A.

Speakers & Sessions



Speakers: Dr. Steven Jeffers & Professor Melodie Putnam

From Dr. Jeffers:

I am a Professor of Plant Pathology and an Extension Specialist with statewide responsibilities for diseases of ornamental crops in nurseries, greenhouses, and landscapes, and I also work on diseases of trees in both urban and natural ecosystems. Currently, my research focuses on diseases caused by species of *Phytophthora*. I am interested in the biology and ecology of *Phytophthora* species, pathogen detection, identifying sources of inoculum, and integrated disease management. I also teach Principles of Plant Pathology in fall semester each year.

I have been investigating *Phytophthora* root and crown rot (PRCR) on lavender since June 2015. This research started with one grower in South Carolina and has expanded into a nationwide project by working with lavender growers around the country and collaborating with USLGA. Along with students and staff, we have identified the species of *Phytophthora* causing PRCR and the species of lavender affected by this disease. We also have investigated management options and methods to improve pathogen detection in plants and soil.

From Melodie:

I am interested in why plants fail, which fits nicely with my position in the OSU Plant Clinic where we diagnose diseases/disorders of plants and identify arthropods. We are in the early stages of integrating whole genome sequencing in our lab, with the goal of providing to our clients the power of this method for unlocking the secrets of pathogens. This knowledge can be used to make better management recommendations.

Farming the Transition: Are You Jumping In or Bailing Out?

Out with the old, in with the new!

Whether you've been farming for years, or just looking to start, our panel of 5 is here to help you transition in or out of a lavender farm. Unlike a home, there is so much more riding on the succession of a lavender farm. It is a home, a business, a passion, a livelihood, an adventure, a labor of love and so much more.

Come learn from the folks who have done it and ask them all your questions.

Our five panelists (who represent both old and new farmers) will be talking about all the questions that we didn't have when we started.

Including: Lessons learned of what worked and what didn't and reveal the secrets that you don't know to ask. We'll talk about succession planning, what could happen to your farm and retiring to buy a farm! Finally, we'll talk about selling- selling your equipment, the marketplace for farms and any other items you'd like to cover. The speakers will be candid and bring differing perspectives. We all will face these issues someday! Join us and get a head start!

Speakers & Sessions



Panelists: Bruce McCloskey, Mike Neustrom, Kristi Hilliker, Tyler Saltonstall and Sarah Richards

Bruce's family has owned and operated their 12 acre B&B Family Lavender Farm in Sequim, Washington for 9 years. They specialize in free educational tours, fresh and dried bunches, bud, oil and their own line of products. They do both retail and wholesale. The second generation is in the process of "taking the reins" so Bonnie and Bruce can retire (again).

Mike and his wife, Dianne, started their lavender farm in May 2002 with one hundred plants and have expanded to their current 4600 plants of 15 different varieties. They have just a shade less than two acres planted with no plans to expand. Mike and Dianne are co-owners of the farm with Mike involved full time since 2005. Dianne has joined the staff upon her career retirement in May 2017. After retiring from two careers, (Twenty-one years in the U.S. Navy and as director of a rehabilitation facility for people with developmental disabilities), Mike started farming lavender. Mike was one of several original members who started the organizing committee in March 2011 leading to the formation of the United States Lavender Growers Association. He served as the Treasurer from November 2011 through January 2014 and briefly stepped down from the Board of Directors in April 2014 only to be elected back to the board at the annual meeting in January 2015 for a three year term. He was elected President in March 2015 for a two-year term, and was just reelected again in 2017 and again in 2020. Mike along with Paul Krumm (Gyld Wynd, then Valor Machines) co-developed a bud stripping and cleaning combination of machines which are all hand fabricated and built to order. The combination machines are the only ones currently on the market for lavender growers that can be used separately. It was totally self-interest in finding a way for him to not have to strip and clean buds by hand. In six years they have built dozens of the machines now in states coast-to-coast and overseas. Mike and Dianne closed the farm to business on August 1st, 2022. He is maintaining the plants with the intention of allowing other member growers to harvest should they not have mature plants yet. Beyond that, he has no plans other than to enjoy retirement and travel since the stake in his foot has been removed.

Tyler is the co-owner of Western Sun Lavender with Jenny Saltonstall.

Sarah founded Lavender Wind Farm in 2000, starting the first season with 400 plants. Now, 22 years later, the farm has about 6 acres in cultivation, growing 17 different varieties of lavender. In the autumn of 2021 she sold the farm part of the operation to Tyler & Jenny Saltonstall, who will continue growing lavender. She is a founding board member of the United States Lavender Growers Association, and currently serves on the Board of Directors as Treasurer.

In addition to starting and running the farm, Sarah created a manufacturing and retail facility in a charming 1916 bungalow located in the historic waterfront district of Coupeville on Whidbey Island. It has been remodeled to suit several purposes – manufacturing, retail, bakery, and nursery sales. She has formulated her body, household, and food products which are now manufactured in this facility. After 22 years of growing lavender and welcoming customers to her farm, the retail portion of her business is now focused in this charming shop, which is a draw for locals and tourists alike. These days, when not working, she is reawakening her passion in photography and art.

Speakers & Sessions

Product Idea Panel

If you are always looking for ways to use your lavender in interesting and well-received products, a panel of USLGA members has some great ideas to share. Beth Hammerberg, of Down by the River Lavender; Janice Cox, author of Beautiful Lavender; and Steven Biedinger of Fairwinds Lavender will show-and-tell their products ranging from culinary to home enhancement to body care items. They will talk about how they came up with their ideas and also discuss successful marketing approaches. Where appropriate they will provide recipes or how-to instructions so attendees can produce these products for their own farms or clientele.



Panelists: Janice Cox, Steve Biedinger & Beth Hammerberg
Moderator: Joseph Downs

Janice Cox is an expert on the topic of Natural Beauty and Making your own cosmetic products with simple kitchen and garden ingredients. She is the author of six best selling books on the topic: Natural Beauty at Home, Natural Beauty for All Seasons, Natural Beauty from the Garden, Beautiful Luffa, Beautiful Lavender, and Beautiful Flowers. She was the beauty editor for Herb Quarterly Magazine for over twenty years. Mrs. Cox is a featured speaker at the Mother Earth News Magazine Fairs, Botanical Gardens and Lifestyle events. She is a Regional Director for Garden Communicators International and the Education Chair for The Herb Society of America. She is a member of The United States Lavender Growers Associations, Northwest Lavender Association and The National Garden Bureau. She lives in Southern Oregon.

Steve Biedinger is a retired Navy veteran. He and his wife established their home in Tennessee back in 2013. By 2016, they began to till their property to grow lavender. Upon researching, they found out that their soil is the worst to use for lavender. However, they didn't let this stop them from achieving their goals. They used local resources, worked on the soil, and used the extension office to analyze soil samples. After experimenting with different leaves, mulch, crush and run, river rock, and sand, it finally happened. It took three years, but they went from having 3 to 4 inches of cuttings to 36-inch rounds of lavender blooms. Steve and Susan moved from the west coast of Florida after their kids left the nest to start their own lives. They have 5 children in their 20s and 30s that have begun to add grandchildren to the family.

See Beth's Bio by referencing her Wreath Making session!

Joseph, the Lavender Man, has been traveling the Pacific Northwest to bring the most amazing culinary, health and beauty lavender products to his customers for the past decade.

Speakers & Sessions

To Bee or Not to Bee--Are Honey Bee Hives a Good Fit for Your Farm?

Carolyn Breece, Senior Research Assistant at Oregon State's Honey Bee Lab, will present a Powerpoint while covering all the basics of beekeeping, including relevant honey bee biology. Attendees will learn the steps involved in caring for hives and keeping the bees healthy, as well as the time, money and equipment needed. They will also gain insights into whether renting hives or raising their own bees is a better option, and about utilizing native bees and enhancing their farm habitat.

Speaker: Carolyn Breece, Honey Bee Lab, OR State U.

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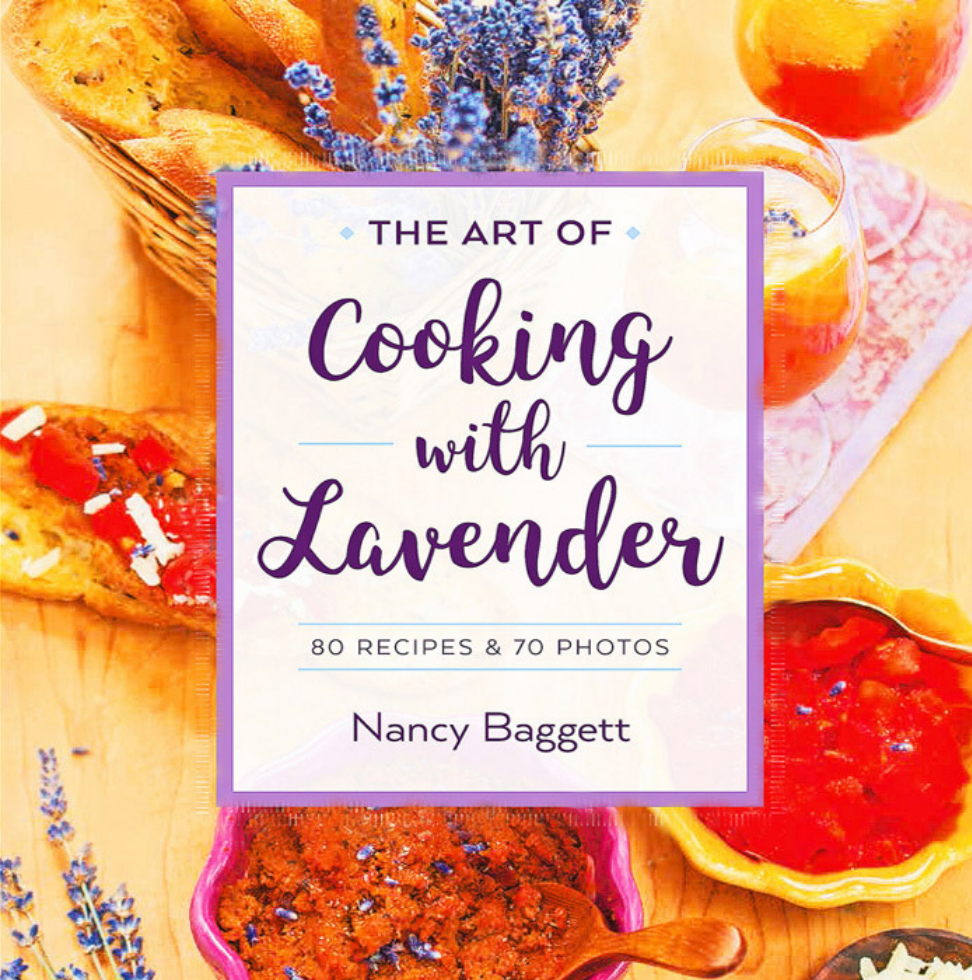
Optional Evening Session: Lavender in Southern France— A Heartwarming Historical Chat

Wind down your day with Jean-Paul Grimaud, of Blue Mountain Lavender Farm in the Wala Walla Valley, Washington, as he chats about how lavender has impacted the lives of both the rich and the poor in his native country, France. He'll share people-centered stories and snippets about lavender cultivation, distillation, usage and myths in Provence, and explain how lavender farming in the U.S. is connected to the history of lavender harvesting and cultivation in Southern France. In this relaxing, conversational session, attendees will also come away understanding that, historically, lavender is no ordinary commodity; it has often been highly prized for its beauty, fragrance, and medicinal and calming properties.

Speaker: Jean-Paul Grimaud

Jean-Paul is originally from France and has been growing lavender in the Walla Walla Valley since 2000. His micro-farm, the Blue Mountain Lavender Farm, has become a seasonal destination in the agritourism industry in the Spring. His personal journey encompasses several countries and trades including higher education in the field of Languages and Social Studies.





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Vendors

Vendor	What to Expect	Name	Contact
Wayward Winds Lavender	Private Label and bulk wholesale lavender products. Specialty lavender foods, personal care products, and goods for the home.	Marilyn Kosel	marilyn@waywardwindslavender.com www.WaywardWindsLavender.com (503) 449-3767
Besel Lavender Processor Machines	Besel lavender threshers, processors, disbuders, distilling equipment, harvesters	Ricardo F Besel LLC	ricardofbeselinc@hotmail.com www.besellavenderprocessor.com (208) 571-2776
Belle Terre Ceramics	Hand made lavender inspired functional ceramics	Lauren Jawer	laurenjawer62@gmail.com www.belleterreislandceramics.com (360) 317-4468
Takao Nursery, Inc.	Lavender starter plants	Lisa Takao-McCall	ltakao@takaonursery.com www.takaonursery.com (559) 275-3844
Mierco European Linens	Lavender-themed woven jacquard European tea towels, totes, sachets, tabletop	Mary Althoff	info@mierco.com www.miercofineeuropeanlinens.com 425-891-5670
Lavender Northwest	Lavender community support in the Pacific Northwest	Michael Lemmers	finances@lavender-nw.org lavende-nw.org (503) 407-0636
Ohio Valley Lavender	Lavender Harvesting Equipment	John Staker	contact@ohiovalleylavender.com www.ohiovalleylavender.com (513) 266-4481
Down by the River Lavender	Wholesale lavender items, farmer direct	Beth Hammerberg	downbytheriverlavender@gmail.com https://www.downbytheriverlavender.com (509) 293-2855
Terri Powell Insurance Agency	Farm, Business, Home and Auto Insurance	Terri Powell	TPowell2@amfam.com www.FarmInsuranceLady.com (503) 521-8842
Lavender Boutique	"For Everything Lavender" specializing in Bulk Orders of Essential Oil, Fresh & Dried bundles, snap dried Culinary and Craft buds	Joseph Downs	info@thelavenderboutique.net www.thelavenderboutique.net (509) 797-3904

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Vendor	What to Expect	Name	Contact
Peace Tree Farm LLC	Wholesale Starter Plants and Field-Ready Liners, Breeding and Licensing Representation	Lloyd Traven	lloyd@peacetreefarm.com www.peacetreefarm.com (610) 847-8152
U.S. Department of Agriculture in Oregon	Financial and Technical Assistance for Conservation	Lauren Bennett	lauren.bennett2@usda.gov https://www.usda.gov/ (503) 414-3220
Barn Owl Nursery Herb & Lavender Farm, Van Hevelingen Herb Nursery	Come visit the Scents & Scentsibility table dedicated to examples from Christine & Andrew's session.	Christine Mulder & Andy Van Hevelingen	barnowlnurserychris@gmail.com https://www.barnowlnursery.com (503) 638-0387 vh.herbs@gmail.com https://www.vhherbs.com/
Kitchen Lane	Welcome to KitchenLane! It's a comfortable place where I create, thoroughly test, and photograph recipes for my cookbooks and blog.	Nancy Baggett	nancy@kitchenlane.com https://kitchenlane.com/
Mt Airy Lavender	Consulting and Wholesale Lavender and Handcrafted Products	Joanne Voelcker	joanne@mtairylavender.com www.mtairylavender.com (610) 620-5621
U.S.L.G.A.	Come visit our tables and learn more about our membership, see Jenny for Tech Talk and find out about committees and resources!		info@uslavender.org https://www.uslavender.org/



Our lavender products would be a popular addition to your lavender shop. We make several fruit jams, an awesome lavender jelly, baking mixes that have been highly rated by customers for many years, lavender extract, and non-food products, too! Ask for your own label!



Enjoy the USLGA Conference!



Our Teas: 3 Herbal Blends, and 2 Black Tea Blends

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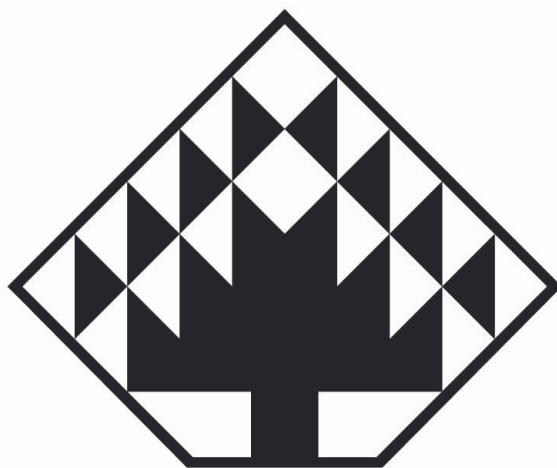


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