

## September 2021 Newsletter

### Lavender Northwest Invites You To Enjoy Lavender All Year Round!



Lavender Wreath from Down By The River  
Lavender, Wenatchee, WA

#### September 2021

Lavender season goes by so fast! But there is still plenty that our farmers are doing. Our work shifts to pruning and shaping our plants, and we continue distilling and processing our harvest to use throughout the year in our products.

Many farms and shops across the Northwest have freshly dried lavender bundles and buds, and hand crafted lavender products to sell. Some farms are open to visitors, while other lavender farmers are participating in their local farmer's markets or Fall events, and though it's hard to believe, we are also busy making lavender products for the holidays.

Because there are so many lavender farms and products to choose from, the easiest way to see what is available is to visit our website, [Lavender-nw.org](#). Browse through the [Destinations](#) page and the [Driving Guides](#). Check out [Lavender Now](#) to find farms and businesses, and check the [Event Calendar](#) for events this fall.

#### Announcements

##### Lavender Northwest Fall Quarter Member Meetings

**Change of Plans!**  
Fall Member Meetings are now scheduled via Zoom due to Covid concerns.

**Save these Two Dates:**

**Saturday, October 2 & Saturday, October 23 4:00 PM**

Watch your LNW emails for the Zoom links and more details as we get closer to the meeting dates.

##### USLGA 2021 Conference Videos Are Now Available

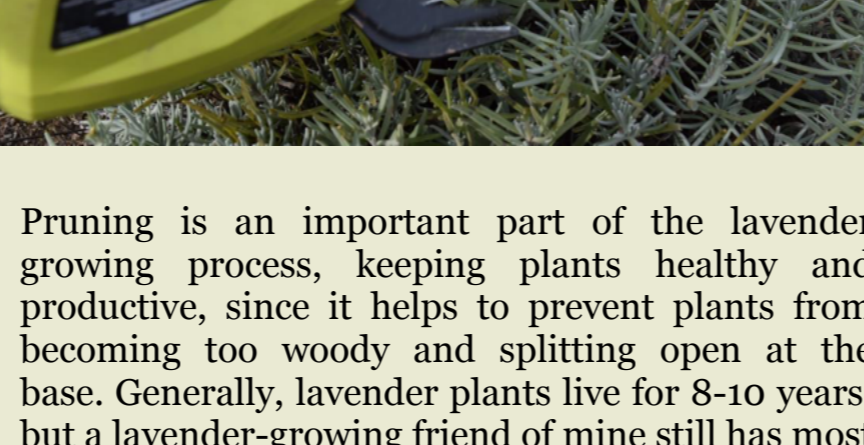
If you paid for the Virtual Conference in March, you have unlimited access to the videos on the USLGA Learning Center. You should have received a code in your email.

For those who purchased access to the Virtual Conference in March and are a USLGA member, go to the purchase form, log into the USLGA website using your member account, complete the purchase form using your discount code (in a separate email) and you can access the videos.

For those who purchased access to the Virtual Conference in March and are NOT a USLGA member, you will have to create a new non-member account on the USLGA website. Go to the purchase form, create a non-member account (email, password, first and last name), complete the purchase form using your discount code (in a separate email) and you can access the videos.

##### Pruning Lavender

by Pam Baker, Little Lavender Farm

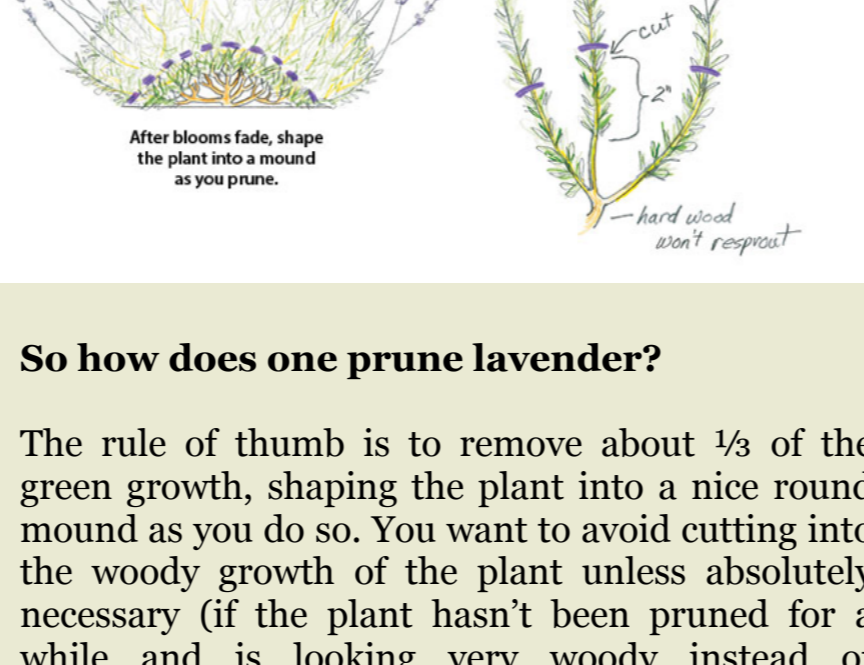


Pruning is an important part of the lavender growing process, keeping plants healthy and productive, since it helps to prevent plants from becoming too woody and splitting open at the base. Generally, lavender plants live for 8-10 years, but a lavender-growing friend of mine still has most of her original plants from 16 years ago, and she swears it's because she diligently prunes her plants back every year.

##### When to prune your lavender is your first consideration.

The end of Summer or Spring are the two times to prune lavender. To decide which will work for you, it helps to think about the goal of pruning. In the late Summer, pruning shapes the plant and removes any dead lavender. Doing so weakens the plant during the winter. Just don't prune after the end of Summer since pruning stimulates new growth and any cold snap would kill the new growth and weaken the plant, making it more difficult for the plant to survive the winter. Pruning in the Spring after danger of any hard frosts is your other option, again removing any dead branches but also stimulating new growth so your plants get a jump start on the season.

Which do I prefer? I find that as I harvest in summer, I am also doing a light pruning. I harvest the full length of the stem, often with a few leaves attached, and my dryer harvest helps to keep the plants' shape and stimulate growth so that I will often get another bloom later in the Summer or Fall. So I've started waiting until Spring to do my deeper pruning to wake my plants up and get them growing again.



**So how does one prune lavender?**  
The rule of thumb is to remove about 1/2 of the green growth, shaping the plant into a nice round mound as you do so. You want to avoid cutting into the woody growth of the plant unless absolutely necessary (if the plant hasn't been pruned for a while and is looking very woody instead of bushy). For a deeper pruning, find the woody area and two inches above that. If you are going to cut into the woody area, do so only during the Spring when the plant has time to recover in milder weather.

As for pruning tools, if you have just a few plants, then clippers work just fine, but when you're pruning more than just a few plants, I have found that a cordless hedge trimmer works really well.

And Hey! An added benefit of pruning is that it provides lots of material for plant propagation! Because who doesn't want free plants?

##### In the News: "Soil, Land, and Climate Change"

In their September newsletter, our friends at Earthfort included an article about the effects of climate change on soil titled "Soil, Land, and Climate Change," - which we thought might be interesting to our farming and gardening readers. The study is based on data from Europe, but the same principles would apply anywhere on earth. Below is a brief description of the focus of the article:

"Climate change has a major impact on soil, and changes in land use and soil can either accelerate or slow down climate change. Without healthier soils and a sustainable land and soil management, we cannot tackle the climate crisis, produce enough food, and adapt to a changing climate. The answer might lie in preserving and restoring key ecosystems and letting nature capture carbon from the atmosphere."

A pdf of the full article by the European Environment Agency (EEA) can be read [here](#)

Earthfort also linked an article titled "Put the Life Back Into Your Soil" found on the [Fine Gardening](#) website about how to create a healthier ecosystem.

As the study notes at the end, "A lot remains unknown, but the better we understand the dynamics between soil, land and the climate, the better are our chances of designing and implementing sustainable solutions."

##### Summer Member Meeting Summary

This summer's quarterly meeting took place on August 24 via Zoom. The meeting was once again very educational and informative, even if it was held remotely. Below are just a few highlights:

**Marketing:** Dan Cullen shared some of the most common key word and key phrase searches around lavender. The top key words are lavender oil, lavender flowers, lavender essential oil, lavender tea, and dried lavender.

**Elections:** Bruce McCloskey shared information about LNW's first ever Board of Director's election.

**Meetings:** Joseph Downs shared a new format for our quarterly meetings with half of the meetings taking place via Zoom and half being held in person.

**Call for member involvement:** A request was made for members to get involved on any of the following committees: membership, marketing, event planning, group-buy orders, social media, public newsletter website.

**Summer 2021 recap:** Because so many larger festivals were cancelled or modified, several members shared about their individual festivals, events and farm experiences, with most reporting an increase in traffic and sales for the summer.

For a more detailed description of any of these, please read the Member Meeting Minutes.

And we hope to see you at the October meetings!

#### Featured Lavender



PC: Peace Tree Farms

##### "Sensational" (Lavandula x intermedia)

**Flower Color:** Blue-Violet  
**Plant Height:** 24-30 inches  
**Plant Spread:** 10-20 inches  
**Hardiness:** Zones 6-9  
**Origin:** New patented lavender from Peace Tree Farms, Kittinnerville, PA.

"Sensational" Lavender was discovered by Lloyd Traven and Richard Grazzini and introduced by Peace Tree Farms.

This lavender is described as the "next generation of Lavender Phenomenal." "Sensational" boasts "monstrously large, thick flowers on sturdy stems and has a long bloom period starting in mid summer through early fall." The plant produces a "sweet lavender floral aroma with low camphor." The broad silver foliage is "thick, tough and cupped". The plant is fast growing, with a dense growth habit and has "incredible branching stems."

When compared with "Phenomenal", it is a slightly shorter plant and does not open up or flop when in bloom. "Sensational" is similar to "Phenomenal" with the same hardy attributes that include heat tolerance, humidity tolerance, and cold tolerance. Both of these lavandins are suitable to grow in the landscape as a hedge or border.

"Sensational Lavender" was one of 14 plant selections presented in the *New Plant Varieties Showcase* at the August 2021 *Farwest Show* in Portland, OR. It was selected as *Best in Show* by the show's judges. The *Farwest Show* is sponsored by the Oregon Association of Nurseries.

**Note:**  
I attended Lloyd Traven's presentation at the Farwest Show last month. He encouraged local nurseries to offer and grow some of the new, hardy lavender cultivars since "lavender" has become the largest selling perennial, world-wide!" He promised growing *Lavandula x intermedia* "Phenomenal" and "Sensational", as well as a few other new cultivars like: *Big Time Blue*, *Blue Jewel*, *Elegance*, and *Super Blue*.

Expect to see more of these new lavender cultivars being offered at some of the large Oregon and Washington nurseries and big box stores this fall and next year.  
*Chris Mulder, Barn Owl Nursery*

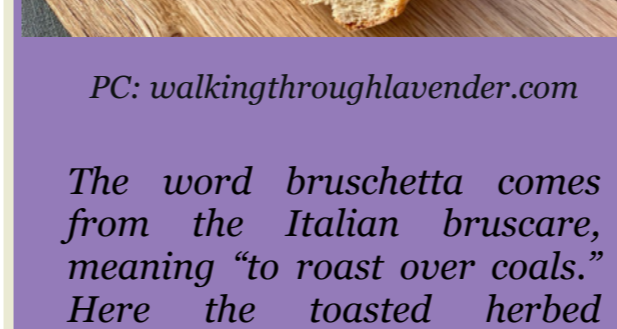
#### Organic Certification Cost Share Program

The United States Department of Agriculture (USDA) allocated more than \$6 million for the National Organic Certification Cost Share Program (OCCSP) nationwide. Oregon was awarded \$109,250 for the 2021 funding year. The purpose of the OCCSP is to reimburse organic operations for specific organic certification costs.

Completed applications and all necessary documents with proof of payment between October 1, 2020 - September 30, 2021, must be submitted by **November 1, 2021**. Reimbursements will be made via first-come, first-served basis until all available funds have been disbursed. To find out more, visit the Oregon Department of Agriculture's program website.

#### Lavender Tomato Bruschetta

Recipe by Kathy Gehrt, *Discover Cooking with Lavender*



PC: walkingthroughlavender.com

The word bruschetta comes from the Italian *bruscare*, meaning "to roast over coals." Here, the toasted herbal lavender brings out the sweetness of the tomatoes.

- Ingredients**
- 2 tablespoons extra-virgin olive oil, in all
  - 3 cups vine-ripe tomatoes (2-3 medium tomatoes), chopped
  - 1/4 cup basil, chopped
  - 1 tablespoon Tuscan Seasoning (see below)
  - 2 tablespoons red onion, minced
  - 1 1/2 teaspoons garlic, minced
  - 1/4 teaspoon kosher salt
  - 1 loaf rustic artisan bread or a baguette
  - Black pepper, freshly ground

**Directions**  
1. Preheat the barbecue grill or oven broiler to medium-high heat.

2. In a medium bowl, toss together 2 tablespoons olive oil, tomatoes, basil, onion, garlic, and salt set aside.

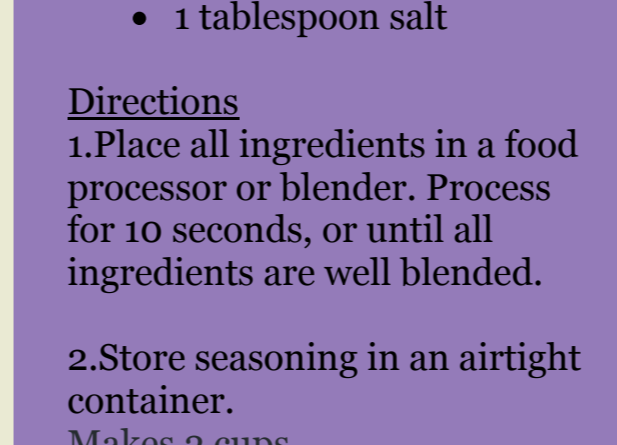
3. For a baguette-style loaf, use a serrated knife to cut it into 12 (1/2 inch) slices. For a wide loaf, cut it into 8 slices, then slice each piece in half to make 12 pieces in all.

4. Brush both sides of the bread with the remaining tablespoon of oil, then grill on each side until lightly marked or toasted.

5. Place toasted bread on a platter and immediately top with the reserved tomato mixture and sprinkle with black pepper.

#### Tuscan Seasoning

From *Discover Cooking with Lavender*, by Kathy Gehrt



PC: thepracticalcountry.com

Mix this seasoning with butter or olive oil and spread on a fresh baguette for a delicious lavender garlic bread.

- Ingredients**
- 1/2 cup dry roasted lavender (see below)
  - 1/4 cup dried onion flakes
  - 1/4 cup dried minced garlic
  - 1 tablespoon salt

**Directions**  
1. Place all ingredients in a food processor or blender. Process for 10 seconds, or until all ingredients are well blended.

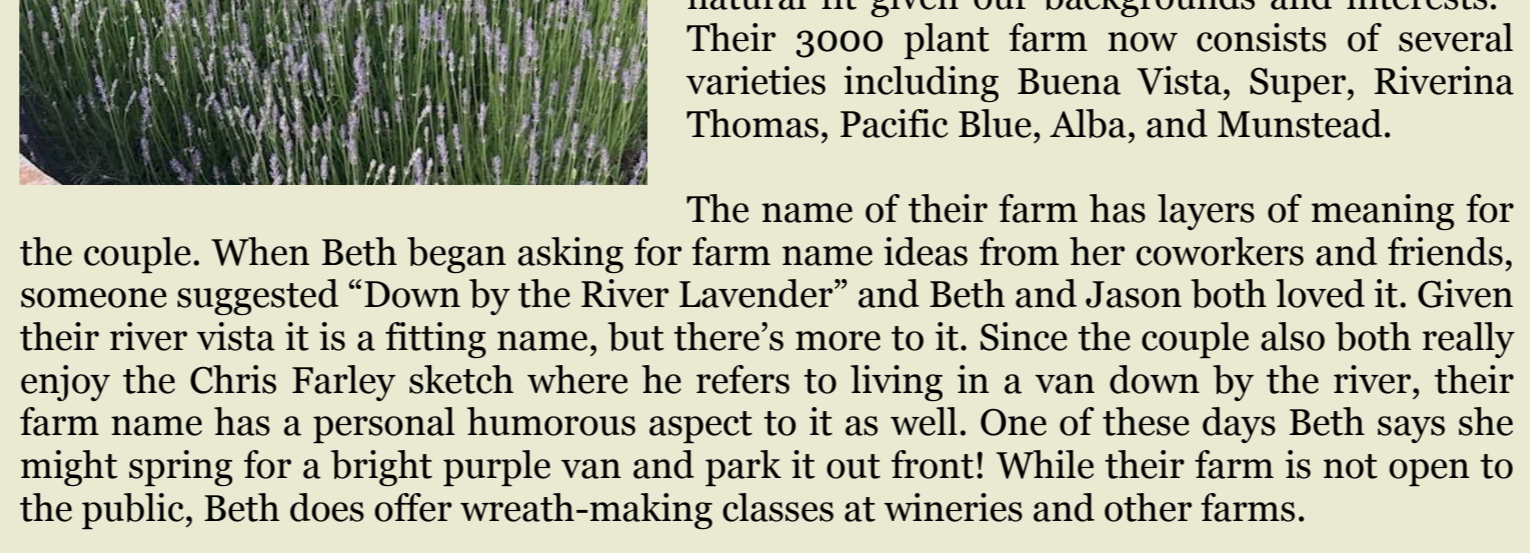
2. Store seasoning in an airtight container.  
Makes 2 cups

#### Dry Roasted Lavender

To roast lavender, you will need 2 cups of dried culinary lavender buds and a 12-inch skillet. Put lavender buds in the skillet and cook over high heat, stirring occasionally for 1 to 2 minutes. Remove skillet from heat. Set aside to cool.

#### Featured Farmer: Down by the River Lavender

by Susan Fahlgren



Beth Hammerberg's husband, Jason, had been growing and selling lavender at his school's plant sale when the couple, both Agriculture teachers, started planting lavender in their yard in 2014. They chose lavender "because it is fire wise and drought tolerant," says Beth. In 2016, when they started to realize how much lavender they were putting in the ground just to fill their front yard, they decided to try lavender farming. Beth reflects, "lavender farming seemed like a fun and natural fit given our backgrounds and interests." Their 3000 plant farm now consists of several varieties including Buena Vista, Super, Riviera Thomas, Pacific Blue, Alba, and Munstead.

The name of their farm has layers of meaning for the couple. When Beth began asking for farm name ideas from her coworkers and friends, someone suggested "Down by the River Lavender" and Beth and Jason both loved it. Given the river vista it is a fitting name, but there's more to it. Since the couple also both really enjoy the Chris Farley sketch where he refers to living in a van down by the river, their farm name has a personal humorous aspect to it as well. One of these days Beth says she might spring for a bright purple van and park it out front! While their farm is not open to the public, Beth does offer wreath-making classes at weddings and other occasions.

The farm, which is 95% farmed by Beth, has expanded into a business offering hand-crafted products she makes using her fresh lavender and farm-distilled lavender essential products, and in 2020, she decided to run with it while she's mostly stays in the background and is supportive of most of my crazy ideas" muses Beth. Traveling to markets May-October, selling via consignment in a few local stores, and wholesaling add to her on-line market presence. Wholesale items include fresh and dried lavender, soaps, lotions, bath bombs, hydrosol, and "Super" (lavandin) essential oil. While her favorite product to make is fresh wreaths, Beth says her favorite use for lavender is to apply the essential oil directly to insect bites. She reports there is a spider that lives in her lavender that has a whopper of a bite for which the lavender EO helps reduce swelling. (It works well on harness stings as well).

Asked for her best lavender tip, she states that their big lifesaver was to buy an inexpensive sizer that fits on a cordless drill to speed up planting preparation. Beth also suggest getting kids/grandkids to help you plant, although she cautions you have to have the varieties you're not ready to plant so the rows don't get trampled! On the topic of varieties, the most lavender farmers who grow more than a handful of varieties, Beth expresses a difficulty when asked to choose a favorite. After some thought she settles on *L. x intermedia* "Kiviana Thomas" which she refers to as "Tommy Boy," adding that "in a sense of humor in another nod to Chris Farley (title of a 1995 film in which Farley starred), Beth, be sure to let us know when you park that purple van out front!"

Down By The River Lavender  
Wenatchee, WA, 98801  
<https://www.downbytheriverlavender.com>

#### Beth will be running for the Lavender Northwest Board of Directors, Executive Position of Secretary in the upcoming October elections.

Of special note: Similar featured farm/farmer stories of the other Executive Committee nominees, all of whom were original members of the Lavender Northwest Steering Committee and are responsible for the formation of the LNW and vision statement, are available through the following links:

Chris Mulder, President: incumbent  
Carol Tannenbaum, Past President: incumbent  
Bruce McCloskey, Vice President: incumbent  
Michael Lemmers, Treasurer: incumbent

#### Lavender Northwest Farms and Shops Open in September

Visit our [Lavender Farm members' websites](#) to see which farms are open and the lavender products that are available this month. Farms call ahead before visiting any farms or shops as hours may have been changed. In the Fall, most are open only by appointment.

- B&B Family Farm - Sequim, WA
- Blue Mountain Lavender Farm - Londen, WA
- Carriage House Lavender - Sherwood, OR
- Cascade Lavender - Madras, OR
- Columbia Plateau Lavender - Moses Lake, WA
- Crockett Road Lavender Farm - Milton-Freewater, OR
- Durant at Red Ridge Farms - Dayton, OR
- Eagle Creek Lavender - Eagle Creek, OR
- Evening Light Lavender - Deer Park, WA
- Fleurish Lavender of Lost Mountain - Sequim, WA
- Flowing Water Lavender - Colville, WA
- Jardin Miracles Lavender Garden - Roseburg, OR
- Jardin du Soleil Lavender - Sequim, WA
- Knappp Family Lavender Ranch - Elk, WA
- Lavender Fields Evesence - Jacksonville, OR
- Lavender Ranch/The Lavender Boutique - East Wenatchee, WA & Crescent Bar/Quincy, WA
- Lavender Wind - Coupeville, WA
- McKenzie River Lavender - Springfield, OR
- Park Place Perennials - West Linn, OR
- Petalinda Lavender Farm - Friday Harbor, WA
- Pleasantdale Acres, Inc. - Dayton, OR
- Rainbow Mountain Lavender - Lakeside, MT
- RavenCreek - Molino, OR
- Reka's Acres Lavender Farm - Cheney, WA
- Still Waters Lavender - Redmond, OR
- Sunderland Acres Lavender Farm - Portland, OR

#### Lavender Gift Shops Open Year-round

- Durant at Red Ridge Farms, 5510 NE Breyman Orchards Rd, Dayton, OR. **Daily, 10am - 4pm**
- Evening Light Lavender, 5552 S. Wallbridge Rd, Deer Park, WA. **Tues-Fri, 11 am - 6 pm, Sat, 9 am - 2 pm**
- J Bell Cellars, 124 Purple Ln, Zillah, WA. **Tues-Sun, 11 am - 5 pm**
- Lavender Wind, 15 Coveland St. #284, Coupeville, WA. **Mon-Sat, 10 am - 5 pm, Sun, 12 - 5 pm**
- Little Lavender Shop, 108 S College St, Newberg, OR. **Hours: Wed-Sun, 11 am - 6 pm**
- Petalinda Lavender-Ashland, 30 N. Main Street, Ashland, OR. **Daily, 11 am - 5 pm**
- Petalinda Lavender-Edmonds, WA. 102 1/2 5th Ave, N, Edmonds, WA. **Mon-Sat, 11 am - 5 pm, Sun, 12-4 pm**
- Petalinda Lavender-Friday Harbor, 45 Hawthorne Ln, Friday Harbor, WA. **Daily, 9:30 am - 5 pm**

#### About Lavender Northwest

Lavender Northwest is an organization created for the purpose of showcasing and promoting lavender grown in the Pacific Northwest.

It draws upon established regional expertise in lavender cultivation, preparation of primary lavender products, and incorporation of lavender into value-added products.

Through collaborative promotional opportunities, as well as direct educational efforts, Lavender Northwest intends to serve its members by offering extended reach to potential consumers, by expanding technical and business knowledge, and by providing support for interested individuals and developing lavender businesses.

Dedicated to the interests of regional lavender growers and product-makers, the organization is structured as a non-profit corporation, and evolved through the cooperation of its progenitors, the Oregon Lavender Association (OLA) and the Washington Lavender Association (WLA).

#### Be part of the conversation!

Do you have a lavender-related recipe, growing tip, or experience that you'd like to share? Please contact Pam Baker at [pbaker@littlervenderfarm.com](mailto:pbaker@littlervenderfarm.com)

#### Stay Connected!

Check out our website for more information on lavender and its many uses. Be sure to follow us on Facebook and Instagram for more ideas!

And finally...  
"In every gardener there is a child who believes in The Seed Fairy." - Robert Brault

