



# LAVENDER NORTHWEST

## 2025 SPRING QUARTER MEETING ATTENDEE INFORMATION FOR THE 11 APRIL RECEPTION

### **CULINARY DELIGHTS - Taste Testing**

Do you have a fabulous recipe featuring NW-grown lavender that you are eager to share? Perhaps a favorite cookie, scone, lavender-lemon bar, chocolate brownie, lavender lemonade, salted caramel lavender chocolate, etc, etc. We need your help to identify lavender-rich goodies that people will enjoy, so that we can get reliable recipes published and push our NW-lavender brand. We invite you to bring a sampling of your creations to the Friday April 11th reception to share with other attendees. We suggest ready-to-eat bite-size samples along with some information about the cultivar and product form (buds, syrup, extract, EO, etc) of lavender you used, and why you like it. Let's explore the many ways lavender can be used in culinary delights. We will not have access to a refrigerator or warming trays, so you will need to keep that in mind when preparing your samples. Also, plan to bring any service items that you will need. To help us plan table space, please send an email to [info@lavender-nw.org](mailto:info@lavender-nw.org) describing what you will be bringing. Thanks!

### **FARMER & LAVENDER LOVER HIGHLIGHTS - Display Table**

Each year, farmers and lavender lovers bring a sample item from their stock to donate for the gift basket raffle at the end of the conference. This is a great opportunity to highlight a product from your farm or business, which will be displayed with your business card during the conference. Just bring your donation item to the conference center during the Friday reception or early the next morning, and place it on the display table along with your business card. At the end of the conference on Saturday, all of the items will be distributed into gift baskets. All attendees may have the opportunity to enter their names once for the gift basket drawing.

### **TIPS & TRICKS - Demonstration Tables**

Given sufficient notice, we can offer space and time for farmers to demonstrate some of their best tips and tricks. If you would like to share a useful skill or method during the Friday April 11th reception, please send an email to [info@lavender-nw.org](mailto:info@lavender-nw.org) so we can coordinate our planning with your needs. The sort of things folks have suggested as worthy of demonstration include unique bundle wrapping, lavender bud

cleaning, reliable lotion mixing, perfect bath bomb creation...the list goes on. Focus on things that can easily be demonstrated in a small area.

### **WHOLESALE FEATURES - Display Tables**

LNW members who offer wholesale products to other members can display one of their best sellers and a list of their overall wholesale items. Space at shared tables will be available if requested before the meeting registration deadline. Just send an email request identifying what you intend to show: [info@lavender-nw.org](mailto:info@lavender-nw.org). Those of you looking for lavender items that you simply don't produce on your own farm, or that you'd like to have in your shops and businesses, check out the wholesale offerings from some of your fellow LNW members.

### **OTHER OFFERINGS during the reception**

#### **Northwest Lavender Branding Promotion - Demonstration Table**

*Lavender Northwest* is promoting lavender products and derivatives created by LNW members that use lavender grown in the Pacific Northwest. Stop by this table to learn about the new Northwest Lavender branding approach and the tools that you can use to tap into the overall branding efforts. Learn how you can participate in (and benefit from) the promotion of lavender grown specifically in the Northwest. We're looking for attention across the US and around the world. We want people to recognize the NW as a premier source of lavender, and to believe they can obtain high-quality lavender products from our farms and businesses.

#### **LNW Bulk Buy Program - Demonstration & Sampling Table**

One of the benefits of being an LNW member is the opportunity to leverage the organization's group buying power. With the *Northwest Lavender* branding program in its infancy, LNW is working hard to develop great NW-lavender products that you can buy at a wholesale price, and then sell through your farm, business, or markets. Some of these products are available only at specific times of the year (like NOW!), so you don't want to miss out on pre-order opportunities. At the *LNW Bulk Buy* table, we will offer samples of new products. Pre-orders are placed through the *LNW Store* with the members-only section of our website (you will need to be logged in). Also, **if you have pre-purchased items**, you can pick-up your products at this table during the Friday night reception, on Saturday during registration and break times, or on Sunday by appointment with Chris Mulder for pick-up at her business location.

#### **Cultivar Education - Display Table**

Ever wonder about the availability of, or the differences between, lavender cultivars? What do they look like when dried? How do they smell? What are their relative sizes? Take advantage of this excellent opportunity to touch and smell the dried flowers and buds of a huge assortment of cultivars. Thinking about adding to your field? Stop by this table and see which cultivars will stand out and complement your existing plantings. Chris Mulder and colleagues will be available to guide you through this educational display and to take your questions.