

TALGA NEWSLETTER

MARCH 2023



TALGA Conference 2023

Date: 17, 18 & 19 May 2023

Location: Blue Mountains

Theme: "Growing Momentum – building your best lavender business"

Check out the follow conference updates:

- New! Pre-conference session with Clive Larkman (Larkman Nurseries)
- Agritourism panel discussion
- Blue Mountains Lavender Farm (Friday visit) Workshops
- Essential oil and hydrosol distillation workshop

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- Tisserand Institute: new lecture series



TALGA News Editor
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- Would you like to share an **update on your farm on the TALGA newsletter**? Send me an email by the 10th of the month, and we'll include your farm update that month. Include your farm name and location.
- Would you like your farm to be **featured on the TALGA Facebook page**? Send me a brief overview and a nice clear photo!



WORKSHOP PROGRAMME WILL REFRESH AND REFOCUS

Have you booked your seat yet? Take a look at our fabulous line up of workshops and practical information sessions to inspire and motivate...

NEW! PRE-CONFERENCE SESSION WITH CLIVE LARKMAN, LARKMAN NURSERIES:

Wednesday 17th May at 1pm.



This is a complimentary pre-conference informal session for anyone who would like to hear Clive talk about lavender varieties and basic growing information. This is your opportunity to learn from Australia's lavender specialist nurseryman who has developed new lavender varieties specifically for Australian growing conditions and recently gave the Keynote address at the USLGA's Conference.

Please let me know if you intend to attend this early session, we will finish in time to go into TALGA AGM at 3pm, send your email rsvp to talgaevent00@gmail.com



'VISIBILITY' – NIKKI BARKER, Monroe Marketing + Design

How do we reach our customers and get our brand noticed when there are so many messages bombarding us every day? Nikki will arm us with tools to audit our marketing efforts and inspire a more focused and effective digital marketing plan for the future.

After over 20 years of working in advertising, marketing and communications for small to medium organisations, Nikki is aware that marketing is often made overly complicated and expensive coupled with an understanding that many businesses don't have the budget or time for a dedicated marketing department, nor the understanding to know how to effectively promote their services or product - and one size definitely does not fit all! Nikki is skilled at educating small businesses in simple, effective marketing techniques that are affordable and most importantly, achievable.

AGRITOURISM – THE CHALLENGES, PITFALLS AND PAYOFFS OF OPENING YOUR FARM TO THE PUBLIC

At this panel discussion session you will hear direct from three different owners of thriving lavender businesses how they include agritourism as part of their business plan and why they do it!

Agritourism encompasses a wide variety of on farm activities and experiences and are being increasingly sought after as consumers desire to better understand where their food and flowers come from, learn how it is produced and experience the enjoyment of visiting where it is produced.

This dynamic session will be a Q&A facilitated discussion so you can get involved and ask your questions – this type of session is always popular and enjoyable!



BLUE MOUNTAINS LAVENDER FARM FRIDAY VISIT WORKSHOPS:

- Fiona Glover, Creative Dried Flowers and TALGA Life Member will present her **'Best Practise for Storing essential oil and drying lavender'** - a fundamental educational session for all lavender growers and distillers conducted by a dried flower specialist.
- **'Train your Nose to Assess and Evaluate Lavender EO'** – this will be a very instructive 'sniffing' session demonstrating the range of fragrance qualities of lavender essential oil conducted by Fiona Glover and Matthew Oxenford, both of whom are on the judging panel for TALGA Olafactory Oil Competition 2023. TALGA wish to raise the level of TALGA member expertise in this important skill of evaluating the properties of EO.
- **'Compliance Protocols around Product Development and Labelling'** Kaye Kelly, retired owner of Tower Hill Lavender and will speak on what happens after you have grown, dried and/or distilled your lavender and you have enough product to market. This will include discussing the various regulations surrounding value adding and the different options that you may consider to market your product.

SOON TO BE ANNOUNCED

ADDITIONAL FULL DAY 'ESSENTIAL OIL AND HYDROSOL DISTILLATION WORKSHOP' – presented by Jill Mulvaney, Director of Alembics NZ ON SATURDAY 20 MAY at Blue Mountains Lavender Farm

WATCH THIS SPACE FOR MORE DETAILS AND BOOKING INFORMATION!

Time is running out to book your seat at TALGA Conference 2023, registrations close on Wednesday 3 May but we have to cap our attendees so we may reach our limit before this so don't wait!

You can see the full details of the Conference in the Brochure attached to this ENews

Or click on this link to book online now:
<https://www.trybooking.com/CDKUY>



As always, if you have any questions about the Conference, please contact Louise Bickerton via email talgaevent00@gmail.com or mobile 0409717899.

All the best for now, Louise B

Louise Bickerton, TALGA Vice President

TALGA is pleased to announce Larkman Nurseries will be our Major Sponsor for 2023, thank you to Clive, DI and Simon for your generous support. Thank you also to other sponsors for 2023 including **Soilcharge, Creative Dried Flowers, Leven K Lavender, Weed Gunnel, Port Arthur Lavender, Omya, Blue Mountains Lavender, Holmwood Produce and Lavender.** If your business would like to become a Conference Sponsor, please contact me with your offer.

THANKS TO OUR 2023 SPONSORS



Leven K Lavender



**BLUE MOUNTAINS
LAVENDER**



CONFERENCE – BUY SWAP & SELL TABLE

At the TALGA Conference in May, there will be a table run by a TALGA member to Buy, Swap & Sell items on your behalf. Items to Buy, Swap & Sell must be NEW and UNUSED. These might include: packaging, bottles, glassware, fabric, wrapping supplies; leftover or end of run items that you might have left in your storeroom that might be useful to someone else etc. Items must be packed/boxed or bagged with your NAME, FARM, PHONE NUMBER, PRICE OR SWAP INFORMATION.

Kindly send an email (link below) to let us know if you will be taking advantage of THE BUY, SWAP & SELL TABLE and what your items are so we have some idea for space. Members adding items to the Buy, Swap & Sell Table will be responsible to collect their items if not traded by end of Thursday's conference activities. For more information, contact Kellie Oxenford | TALGA Secretary secretary@talga.com.au



PACKAGING FOR SALE

Opportunity for cost saving to purchase unused TALGA packaging with no minimum quantity. Members only.

- 181 units 100ml blue plastic bottles with white spray atomizer \$2 per unit, plus postage
- 100 units 250ml tall blue plastic bottles with white spray atomizer \$2.30 per unit, plus postage
- 146 units 125ml white plastic bottles \$1 per unit + postage

Please send all inquiries to: Christine Hitchin (McLaren Vale Lavender); m: 0401 125 705;

e: mclarenvale.lavender@bigpond.com

NEWS FROM MEMBER FARMS

➤ Warratina Lavender Farm | Annemarie Manders, VIC

Autumn at Warratina is cut-back time. We are busy pruning the lavenders with hedge shears, this then being followed with a weeding program. After heat waves & zero rain we have just had a substantial fall giving some refreshing life to the gardens. Visitors continue to enjoy the tranquility of the farm experiencing lavender scones, teas & walks through the lavender rows & plantings. Our March, Easter & May events are included in this newsletter for your information. Happy Autumn to you all.



WARRATINA lavender farm

Easter Egg Hunt

Saturday April 8
Sunday April 9

Two sessions each day
9:00 till 11:30am
12:00 till 2:30pm

Join us at our Annual Easter Egg Hunt
BOOKINGS ESSENTIAL - LIMITED EGGS AVAILABLE

ENTRY:
\$10 per family/group PLUS
\$10 per participating child (3-12 years old)

find out more at
warratinalavender.com.au

WARRATINA LAVENDER FARM
105 Quayle Road, Wandin Yallock - 03 5964 4650



WARRATINA lavender farm

WARRATINA'S DOG DAY

Sunday 26th March 9:00am - 5:00pm

Get ready for a day all about dogs at our upcoming Dog Day. Expect a wide range of dog demonstrations including agility, tricks, dancing and fly ball.

We will have lots of fun competitions for your fur baby to enter such as Best in Show and Best Dressed.

Treat your pooch to something paw-fect from our doggy market with over 20 specialised dog stalls. If you want to pamper your pup further, there will be a groomer on site offering mini grooming sessions!

Book your tickets by visiting www.warratinalavender.com.au or at our gift shop on the day of your visit.

Adults: \$10.00 | Children: Free | Dogs: Free

105 Quayle Rd, Wandin North
03 5964 4650 or 0417 589 231
www.warratinalavender.com.au



Quilts for Orphans in association with **WARRATINA**

Patchwork & Craft Expo

13 May - 28 May

10am to 4pm
Wednesday to Sunday

Exhibition of crafts, patchwork & embroidery by locals.
Many items for sale.

Entry: Adults - \$5, Concession - \$3.50, Children under 12 - Free
Supporting "Quilts for Orphans"

find out more at
warratinalavender.com.au

105 Quayle Road, Wandin Yallock
03 5964 4650

➤ 49 Bunches | Ray & Laura, TASMANIA

After some weather and fencing delays, here's a photo of our first lavender finally in the ground. Lesson learned, don't under-estimate the prep required and order plants way too early... We hit bedrock so had to drill and concrete a lot of the fence posts on the top half of the paddock which took a while. I mean I knew it would happen but didn't quite appreciate how time consuming that is when we were ordering.

Anyway we're excited to see it in and I've just prepped to sow some green manure for the next rain. Hopefully we can build the soil structure a bit for the next lot.

A special thanks to Fiona for all the advice and encouragement!



➤ **Bridestowe** | Lavender Estate, TASMANIA

Now that the rush has subsided, it's a good time to take a moment to reflect on what a wonderful summer season it was at Bridestowe Estate. It was gratifying to welcome back visitors from overseas and to see a steady stream of support from our interstate and local visitors. Warm sunshine, vibrant blooms and lush greenery made a beautiful backdrop for the many thousands of visitors who came through our gates, from early morning to sunset !

For our staff and visitors alike it was heartening to see people enjoying themselves in the fields or just relaxing on the lawns whilst sampling a Lavender Ice Cream (or two) and listening to our visiting artists perform throughout our "Festival of Flowers". The overall mood was positive and the feedback was generous. Even the aromatic fragrance of our iconic fields seemed more intense this year.

Our team worked tirelessly to ensure that every visitor had a memorable experience, and they are to be congratulated for their professionalism and dedication. Now that the Harvest is in and as we move to the cooler months, we wanted to express our gratitude for all those who visited Bridestowe Estate this summer and helped make it such a special time. Read more [here](#)



Tisserand Institute: Constituent Spotlight – new lecture series

"There is an important, ongoing debate in the aromatherapy world. How much can we tell about a whole essential oil from what we know about its constituents? And if we have good research on a particular constituent, does it mean each oil that contains it reflects those properties?"

Dr Joy Bowles presents this unique series of eight monthly lectures where she explores this relationship in detail. Great for anyone interested in essential oils, and session 3 would be particularly relevant to lavender oil users / producers. Read more [here](#).



High Tea, Show Gardens, New Workshops and more!

The Melbourne International Flower and Garden Show, presented by Scotts Osmocote, is a must-do event with all-new flower-filled experiences and an internationally renowned talent line up! Check out some of our show highlights below:

Bigger and better than ever, the Festival's 2023 outdoor program will boast more than **40 enchanting garden** displays across an array of competitions, including Dublin's Peter Donegan who will make his Show debut and returning champion Christian Jenkins.

Inside the Royal Exhibition Building, **Brush & Bubbles** offers booze-sipping wannabe Picassos a creative escape all whilst enjoying a drink of your choice as you learn the steps involved to create your very own display worthy masterpiece! Simply purchase a workshop with your show entry ticket to make the most of your show day experience.

High Tea is Now On Sale! Retire to an exclusive lounge area among the blooms for refreshment and a touch of luxury. Each day, our talented team of chefs will create a beautifully crafted menu, to be paired with a pot of tea, cup of freshly ground coffee or a glass of sparkling wine as you absorb the beauty of the Royal Exhibition Building, Carlton Gardens and exhibits of the Melbourne International Flower and Garden Show.

Early Bird tickets will be closing soon, so don't miss out on our best priced tickets and purchase yours today!

[PURCHASE YOUR EARLY BIRD TICKETS HERE](#)