



## Lavender Snippets June 2023

Hard to believe we are halfway through the year and it's only six months to Christmas (stop it you say!) It's raining again in Auckland so a perfect night to collate some interesting articles and lovely photos. Happy reading.

### TALGA Conference 2023 Report

The 28<sup>th</sup> TALGA Conference was held at the Carrington Hotel in the Blue Mountains, Sydney  
Attendees – 58 Australians, 2 New Zealanders.

The theme of the Conference was Vision-Singularity-Value-Visibility-Personality

Vision – the speaker was Dee Ann Seccombe-Prather from Down Under Enterprises. She talked about why she started and how she developed her business selling Tea Tree Oil worldwide.

Singularity – the speaker was Clare Dean from Port Arthur Lavender Tasmania. She talked about the Unique Selling Proposition (USP) of her business.

Value – the speaker was Phillip Prather. He talked about Quality Assurance for essential oil – specifically Tea Tree Oil in Australia.

Visibility – the speaker was Nikki Barker from Monroe Marketing who covered off all things relating to digital marketing, including social media.

Personality – speakers were Shane and Tessa McLaughlin from Hillbilly Cider who discussed their business.

Agritourism panel consisted of Helen Griffin from Amandine Lavender House and Stuart Abernethy from Lavender Abbey. They both discussed their specific set ups, how they started and where they are now to date.

At the three course Gala dinner, the Oil Award presentations were held.

The following day the farm visit was to the Blue Mountains Lavender Farm where Louise and Bruce Bickerton took us on a tour around their farm. They spoke of how they started, what lavenders they grow, the weather in the BM and seasonal issues since they began.

Fiona Glover from Creative Dried Flowers discussed the best practice for storing essential oils and drying lavender.

Fiona Glover and Matthew Oxenford are both oil judges for the Oil Olfactory competition, they spoke about training your nose to assess and evaluate lavender essential oil.

Kaye Kelly from Tower Hill Lavender Farm discussed Compliance Protocols around product development and labelling.

On the following day Jill Mulvaney from Alembics NZ did two practical workshops for distilling.

The conference was well run and very organised. I highly recommend more NZ growers attend the TALGA conference in future if the opportunity arises for you.

Regards Stuart Abernethy  
NZLGA Chair













During our trip to Australia for the TALGA conference, we stayed at Wine Country Lavender in the Hunter Valley on the way up country. Their lavender farm is in its infancy. They battle with poor soil so are placing hay around their lavender to get some nutrients into the plants and try to protect them from rabbits and kangaroos. They have planted approx. 10,000 lavender plants at this stage. They have a lovely little B&B attached to their home if you're ever over that way.

See [www.facebook.com/winecountrylavender](https://www.facebook.com/winecountrylavender) to see what they get up to on their lavender farm.



## **TALGA Conference 2023 a Forum for Open Discussion**

TALGA's biennial conference was held recently in the beautiful Blue Mountains located just west of Sydney and attracted 65 delegates from all over Australia plus special guests from NZLGA Jan and Stuart Abernethy.

This conference was conceived as a discussion about the changing nature of a modern lavender business, the forces shaping our growing environment as many things, such as plant choices, customer communication are all greatly different from even a decade ago, not to mention unpredictable weather events and world calamities like a pandemic to make us think hard about how we do business!

So, our theme 'Growing Momentum – Building your Best Lavender Business' enabled us to focus on elements of business that bring new ideas to the table and our Q&A forum's encouraged delegates to be curious, ask questions and in turn share experiences to the benefit of all.

My key takeaways from our amazing speakers centred around discovering distinction, communicating value and individual vision:

1. Clarity of Vision is fundamental to shaping the path ahead.
2. You can't be everything to everyone so just be yourself.
3. What role can collective best practice play in raising the value of our product in the marketplace and will this effort be worth it?
4. There are multiple achievable options for agritourism to be part of our business offering (without going insane in the process).
5. My customers want me to share my lavender story and I really could do a much better job of communicating with them!

It is always one of the pleasures of conducting face to face events to provide the opportunity for networking and connections between delegates and if one measure of success is the amount of chatter and discussion I observed (and participated in) during the breaks then our event exceeded expectations!

As we did for the 2022 Field Day session videos, TALGA will be releasing conference session video recordings on a pay-per-view basis, so you will have the opportunity to view the five main sessions conducted at The Carrington conference venue, more details of this to come next month.

So now the Conference is a wrap, TALGA will look to new ventures, we are investigating conducting webinars which we would make available to NZLGA members too. It was such a pleasure to have Jan and Stuart participating in the Agritourism panel session and generously sharing their experience and knowledge with other growers and lavender business owners, I hope TALGA can reciprocate soon.

All the best, cheerio

Louise Bickerton | TALGA President  
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**Reminder: NZLGA Seminar Day – Saturday 26 August 2023 – Christchurch**

See NZLGA website for details.

## NZLGA Supreme Oil Awards

A reminder to get your entries in before 21 July 2023.

The Entry Form can be found on the NZLGA website.

Results will be announced at the Seminar Day in August.

## General information

**Website** [www.lavender.org.nz](http://www.lavender.org.nz) (Please report any issues to [webmaster@lavender.org.nz](mailto:webmaster@lavender.org.nz))

If you are not on the Lavender Trail but wish to be please email the Webmaster to be activated. Remember if you are not on, you can't be seen.

### Website tips.

1. You can edit your own profile by logging into the member's section. Scroll to the bottom "Profile Description." Don't forget to save your changes. You also have a photo gallery but for security reasons photos must be emailed to the webmaster for inclusion.
2. Did you know you can now pay your subscription by credit card? (PayPal) Login to the Members Area and select "My Membership" from the left-hand menu. There is a 5% surcharge for all credit card transactions.

## Lavender in New Zealand (our group Facebook page, 64 members – 3 TALGA )



This group is for members of the NZ Lavender Growers Association and affiliates, to share lavender information, pictures, recipes, what you are up to in your lavender patch, items for sale or any other lavender related topics. Only members can see who's in the group and what they post. Talga members are welcome to join. Click on the following link to join.  
<https://www.facebook.com/groups/387329029014654>

If you would like to contribute to next month's newsletter, please email your articles and photos by 21<sup>st</sup> July to Trish – [info@lavenderhill.co.nz](mailto:info@lavenderhill.co.nz). We are always interested in hearing about what you are up to on your farm and would love to hear from new members about what inspired them to start growing Lavender.

## Next publication late July

Nga mihi nui (Kind Regards)  
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