

Chairperson Annual Report 2019

This year we welcomed 7 new members and said goodbye to 4 bringing our current membership to 71 which is made up of 58 full members, 10 associate members and 3 life members. We must continue our efforts to attract new members and to enhance the resource and services we provide.

A task set out this past year and ongoing is to identify Lavender Growers who are not members and encourage them to join. Growing our membership must be given a priority as this will enhance our ability to carry out the goals the founders of our association set out in our rules under "Objects" which briefly are:

- a) To promote the production of lavender oil and related products.
- b) To develop and promote quality standards in relation to lavender oil and related products.
- c) To acquire by correspondence, experiment or otherwise any knowledge that is likely to be of interest or practical service to the members.
- d) Generally, to do all such things as the Association may from time to time consider beneficial to its members.

Our main means of promotion is through our website which now is in need of updating to further meet our goals. In the past year a sub committee was formed to look into the redevelopment of our website with the aim to make it more user interactive so members can update their own profiles, utilize mailing services, advertising of services, provide general information and to create a product market place for oil and dried flowers. After consultation with website developers it was decided to carry on with EDIY who host our current website and to engage with them to redevelop the site. This will be ongoing into our new year.

Our oil awards program has been our main vehicle to develop and improve the quality of oil produced in NZ. This has been very successful with it now gaining an international recognition through overseas entries into our program. We plan to further enhance this program with the proposal to purchase a Gas Chromatography (GC) instrument to enable further research and the analysis of members Oils. It is proposed to partner with Hebe Botanicals who are located in Otaki to house and operate the GC on our behalf in return for their use of the GC. Technical and Scientific support will be provided by myself and Dr Noel Porter. The Executive is unanimous in its support for this purchase.

The executive is looking into establishing a quality standards program which would cover product manufacturing and farm activities such as tourism and public events held on your farms. The purpose is to set standards that meet current health and safety for all activities and for the quality and traceability of your products. It is envisaged that farms will be able to use this as a marketing tool to help differentiate from other nonmember farms. Having an established quality standard may also help with future possible legislation the government may introduce to cover the natural product industry.

In July we ran an Oil Awards judge training season at Susi White's Lavender Creek farm in Te Horo. Five potential judges were identified from the Oil sniffing competition we ran at last

year's Martinborough lavender conference and were invited to attend. Noel Porter expertly guided the trainees through his training program and was well supported with drinks and food from Susi. A big thank you to Susi who provided accommodation and food for the weekend.

It is pleasing to see the association in a strong financial position and I feel confident we can now start to seriously invest in our future. You will start to see this with the proposal to purchase a GC to enable research and analysis services to our members inhouse, the redevelopment of our website and the continued support of our oil awards program and the training of new judges. We will also be providing funding towards our lavender conference planned for August 2020 in Nelson.

For many years we have been endeavoring to add to our Lavender collection the lavender cultivars Elizabeth and Phillipa, that were provided by Bridestowe, imported by NZLGA and then planted at Hookbush Lavender. A thank you to the new owner of Hookbush lavender, Alistair Bennett in providing access for cuttings of these cultivars so they can be added to our collection. I thank Susi White for her ongoing work to establish NZLGA original involvement and establishing the intent of Bridestowes gifting of these cultivars.

Pauline our librarian has continued her excellent work in keeping the library refreshed with some new titles. You can view all the books and resources online in the library section once you have logged in. All our library resources are free for members and I encourage all to make use of them.

It is pleasing to see our membership growing and with this comes the challenge to engage with our membership at all levels to meet expectations and to provide services that will enhance commercial opportunities for our members. I encourage all members to voice their ideas on what they would like to see from the association so the executive can plan to meet your expectations.

I wish to thank our executive members, Susi White, Tracy Voice, Myra McLelland, Pauline Livesey, Charlotte Brown and our officers, Blake Foster and Keith Brown. I thank you all for your contribution to the discussions we had and your valued input. A big thank you to our Link Editor Helen Mason for the publication of our quarterly Lavender Link which I know is enjoyed by all our members. To all of you, thank you.

This coming term will be my sixth year as chairperson which I would like to see as my last. I think six years is long enough and will be time to make way for fresh ideas. Retirement has turned out to have been busier than I expected and it is getting harder to keep juggling all the balls and to give them all the attention they deserve.

With that thought I wish all our members well for the coming season.

Best Regards
Peter Jemmett
NZLGA Chairperson