



JULY 2021

NEW MEMBERS

TALGA President Gary Young welcomes Karen Rushworth, Douglas Park near Camden NSW to TALGA we trust you will enjoy the benefits that we can offer from networking, conferences, workshops, industry knowledge etc.

TALGA POST-CONFERENCE DELEGATE SURVEY SUMMARY

26 June 2021

TALGA Conference 2021 was successfully held in Hahndorf SA on 5-7 May with total delegate numbers being a very satisfying 67 people. Of this number there were 5 Life Members, 3 Honorary Members, 20 Full Members, 13 Affiliates, 4 Associates and 22 Non Members in attendance.

The committee wanted to find out how attendees felt about the organisation of the conference and its' content so we sent out a survey to 52 delegates and received 32 responses in total. Of these 32 respondents 4 are Life Members, 14 Members, 5 Affiliates, 2 Associates and 6 Non members (1 skipped answering this question). These respondents were located in QLD, NSW, VIC and SA.

These are the key results:

- 100% of respondents rated the Conference **Good, Very Good or Extremely Good**;
- The aspects of the Conference rated the MOST USEFUL were '*Networking opportunity with lavender industry peers*', '*Visit to Hahndorf Lavender Estate with Q&A by Peter Mahar*', '*Research Project Information*' and '*Speaker Programme*'. All of these aspects had over 73% of respondents rate them either **Very Useful or Extremely Useful**.
- The aspects of the Conference ranked MOST IMPORTANT were the '*Educational content from speakers and workshop sessions*' and '*One-on-one time with experienced lavender growers*' while the LEAST IMPORTANT aspect was '*Access to trade suppliers' information*'.
- The topics rated the MOST IMPORTANT to see at future conferences were '*Distillation of essential oil*', '*Industry statistics and market information*', '*Value-adding with*

products’ and *‘Soil amendments and plant nutrition’*. All these topics had over 77% of respondents rate them **Important, Very important and Extremely important**.

- Other topics suggested for future conferences include *‘Finding our markets – domestic/international’*, *‘Biomedical research’*, *‘Harvest timing’*, *‘Promotion of TALGA and member farms’*, *‘Value of lavender products’*.
- 96% of respondents would consider attending a technical field day held during the year when we don’t have a major TALGA Conference.

We also asked respondents how we could improve conferences in the future and received many constructive comments which will help us to deliver more focused and valuable TALGA events in the future. Here are some examples...

“Allow opportunity for ALR’s present to get together with their area delegates at Meet & Greet – whether non members or members.”

“Speakers take home notes provided to delegates. Trade sponsors to give short presentations of their products.”

“More technical and hands on sessions.”

“Look at some tailored speakers/sessions to cater for new entrants to lavender farming and those who are more advanced wanting highly technical information.”

“More time to view trade stalls and speak to traders. New members and non members have a distinct marker on their lanyard or use colour name card.”

“More Question & Answer time after each day session..”

TALGA Committee would like to thank all survey respondents for their thoughtful suggestions and constructive feedback, your responses will help us gain a better understanding of your expectations and will help us improve our service to you by adding value to your membership and fulfilling the aims of this Association.

Louise Bickerton

TALGA Conference Survey Coordinator & TALGA Committee Member



Sonia & Stuart Whiteman

CHIN CHIN FARM

From an article recently published Midland Express, Vic. 1/6/21 edition.

When the Whiteman family moved from inner city Melbourne to rural Chin Chin in the Macedon Ranges in 2018, they had no plans to become leaders in the lavender oil industry. With a desire to create a sustainable, mixed farming enterprise, Stuart and Sonia set about planting 12,000 plus lavender plants at Chin Chin Farm with the intention to not only provide a food source for their seven beehives, and to complement the growing herd of Aussie White sheep, but to produce food-grade lavender oil as a supplementary source of income. Fast forward only two years and the Whitemans attended their first Lavender Growers Association Conference held recently in Hahndorf, South Australia. To their delight and surprise their lavender oil took out the prestigious Rosemary Holmes Award for their Lavender angustifolia Essential Oil. "To be recognised so early in our journey is truly humbling, and to be awarded this honour named after one of the stalwarts of the industry is inspiring us to keep going," Sonia said after receiving the award. "It's unusual to produce oil of this quality with such young plants, but we believe that it's in the way we grow them." Rosemary Holmes is legendary in the lavender industry as an early adopter of commercial lavender growing and was a founding member of The Australian Lavender Growers Association. What's next for the Whitemans?

"Our climate is perfect for Australian native bush foods, so we are working on a program to plant and harvest a variety of plants for both their oil and their leaves. Everything that we do on the farm is designed to complement. The sheep fertilise the soils and keep the grass down, the bees pollinate the plants and the plantings regenerate the soil structures."



SCENTIMENTAL COLLECTION

***Scentimental Collection* Products can now be purchased unlabelled.**

A sample TALGA label will be provided for the retailers information to show the name, suggested use, ingredients etc of each particular product. A great incentive to incorporate quality Australian lavender products under your brand and benefit from membership of TALGA. If you prefer you can buy the Scentimental Collection products already labelled and ready to go!



Please contact the treasurer to place an order: treasurer@talga.com.au

BUY, SWAP & SELL



SCENTIMENTAL COLLECTION MAUVE SOAP SALE!

\$26.80 for 10 minimum Plus GST & Postage. (NORMALLY Members Price \$35.20 for 10 min Inc GST Plus Postage.) Contact Neville Sargeant treasurer@talga.com.au

FROM CLIVE LARKMAN

As most people know the Dandenongs (east of Melbourne) were one of the areas hit hard by the storms at the start of June. The centre of the damage was in the Kalorama area where the storm sat for 5 hours with 100-150kmh winds. The damage was extensive with many harrowing tales of survival. We feel it was a miracle that no-one was killed although many spent a night or two in hospital. The winds extended down into the Yarra Valley but without the severity. The winds came after a day of rain so the soil was extremely wet. We lost one tree which took out the power lines but no damage to either Nursery. We did spend ten days without power which is always a bit of a struggle as we try to keep all our plants warm. This year for the first time in many we have good stocks of several varieties of *Lavandula angustifolia* on the ground at Wandin so we were a little worried about the wind and rain. It is winter when they don't suffer so much from being a bit wet and it looks like they have all come through well. Some recent sunny days have even teased a little new growth.

LAVENDER ABBEY – NEW ZEALAND



Hello from New Zealand on a very wet cold winters' day. Thank you for allowing me to join your group. Here's a little bit about us and our lavender farm. My husband Stuart and I have been growing lavender for 13 years. We are based in Carterton, Wairarapa, an hour's drive from the capital city, Wellington. The two varieties we grow in this image are Grosso on the left and Violet Intrigue on the right. This is our French Briard dog, Remy, he always seems to photo bomb my lavender pictures. We also grow Pacific Blue and have recently planted four new rows - a variety of English lavenders. I make all of our products myself and enjoy making and creating. I am the creative and the dreamer of Lavender Abbey, Stu is the muscle. We open the field annually for PYO lavender events, which we've been doing for the past 10 years. We've loved our lavender escapades and are very passionate about lavender.

We were stoked to win first prize at the TALGA awards this year with our *L.angustifolia* 'Violet Intrigue'. Thank you.

Thanks for reading 😊

www.lavenderabbey.co.nz

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TALGA (International) 2021 Winners - *Lavandula angustifolia* 'Violet Intrigue' 2019

A POEM BY MEG BILNEY

Jack says he's nimble
Let's give him a push
Watch him jump over the lavender bush.
He's landed in the middle of fragrant blooms
Where busy bees buzz their happy tunes.
We thought he'd be angry, as mad as could be
But Jack smiles as lies in his 'perfumed sea'
He gasps as we treat him for scratches and cuts
He endures pain quietly with almost no fuss.
So now we know it's absolutely correct
Lavender *DOES* have a calming effect!

WARRATINA NEWS

Winter at Warratina is not being lazy. Not only are we giving people a reason to visit but we are also looking after our precious lavender plants.

Happenings at Warratina over the last few weeks:

- A major Expo in the Drying Shed selling craft work. Patchwork quilts, knitted shawls & socks to name a few. All proceeds from this Show-case are being donated to the "SleepBus" a specifically designed bus to securely house women & families in homeless & domestic violent situations.
- Hand weeding & under pruning lavenders ready for a gentle herbicide application to deter weeds. Fertilising & adding trace elements to the soil after a comprehensive analysis of the soil.
- General farm & garden maintenance Eg: rose pruning, lawn cutting, cutting salvias, etc
- Introduction of wood-fired pizzas on Friday late afternoon & evening, Saturday & Sunday lunches.
- Next Expo: September: Wood Working Expo: 4th – 19th Sept, 2021

Annemarie Manders





Supporting, Promoting, Educating, Researching, Marketing & Networking!

USLGA Newsletter

Volume 10, Issue 3

Welcome to the summer, everyone! Hope you are staying cool and enjoying the long days.

We are really excited about the latest issue of the USLGA members-only newsletter ... it's jam-packed with good information!

Don't forget, if you would like to submit content to be considered for future newsletters, please forward to: editor@uslavender.org.

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