



Lavender Life Cycle

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About Mt Airy Lavender

- Family Farm in Coatesville, Pa (46 acres)
- Started in 2012 with 500 plants
- Approx. 2,000 lavender plants
- 13+ different varieties
- Grow, harvest and distill our lavender
- Offer self-care, wellness and culinary lavender products
- Sell Retail and Wholesale
- Member and Board Member of the US Lavender Growers Association (USLGA)
- Consults on Starting & Growing Your Business

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Why Lavender?


Benefits of Lavender

Calms	Cools
Promotes Relaxation	Tones all Skin Types
Facilitates Sleep	Improves Acne
Reduces Stress & Anxiety	Treats Skin Irritations
Relieves Headaches	Heals Minor Burns & Wounds
Soothes Aches & Pains	Soothes Sunburns
Relaxes Sore Muscles	Stops Insect Bites Itching
Enhances Blood Circulation	Battles Respiratory Infections
Antioxidant Protection	Antiseptic
Anti-inflammatory	Anti-bacterial

- The Main Chemical Composition is Linalool and Linalyl Acetate
- Lavender is considered the Swiss Army Knife of Essential Oils


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History

- Lavender used for bathing in Egyptian & Roman Times
- Uses for medicinal purposes – AD 77
- Queen Elizabeth I (drank lavender tea for migraines (1558-1603)
- Chemist René-Maurice Gattefosse discovered its healing capabilities



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It's Important to Start with the The End in Mind

- Agritourism, Festivals, U-pick
- Workshops / Tours/ Education
- Parties / Weddings
- Farm Store
- Retail Products – Make or Buy
- Wholesale Products
- Farmers Markets
- Online Store

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Benefits of On-Site Events Farm Experience Sells Products




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Lot's of Potential Products



- Bath Bombs, Salt
- Aromatherapy – Essential Oils
- Dried Buds and Bunches
- Lotions, Butters
- Sprays
- Scrubs

- Culinary Mixes, Syrup
- Teas
- Eye Pillows, Neck Rolls
- Candles
- Soaps



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The End Game is Important

- Need to have a long-term vision and business plan before you start
- Customers? Products? Services? Sales Outlets?
- Estimate your Revenue
- Know your direct and indirect Costs
- Allow plenty of time and resources for Marketing

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Few Words of Caution

- Need to be flexible and start SLOWLY
- Manage Costs, Resources and Time
- Avoid diversifying into too many sub-businesses to soon to ensure sustainability and maintain focus and energy
- Get really good at producing and selling one signature product or service at a PROFIT first – before expanding

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Lavender Species & Varietals

- *Lavandula angustifolia*
 - Buena Vista
 - Super Blue
 - Big Time Blue
 - Hidcote
 - Munstead
 - Royal Velvet
- *Lavandula x intermedia*
 - Grosso
 - Phenomenal
 - Sensational
 - Provence
- *Lavandula stoechas*
- *Lavandula dentata*



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Lavandula angustifolia – English Lavender

- *L. angustifolia*
 - Common name: English lavender
 - Shorter stem
 - More compact plant – 10-12"
 - Concentrated flower heads on a single stalk
 - Keeps color well when dried
 - Culinary - Delicate flavor from blossoms makes delicious addition to ice cream, and baked desserts
 - Can be grown from seeds



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Lavandula x intermedia

- *L. x. intermedia*– Lavandin
- Hybrid of English lavender-*L. angustifolia* and spike lavender-*L. latifolia*
 - Common name: Lavandin or "French Lavender"
 - Some varieties grow to 48" high. Has long three-pronged stem. Great for hedging
 - Uses: Essential oil. Crafting.
 - Produce highest yields of flowers and highest concentrations of essential oil per acre.
 - Cannot be grown from seed



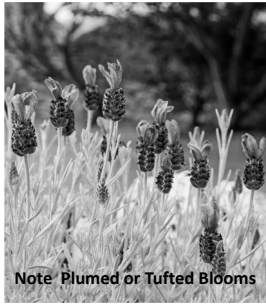
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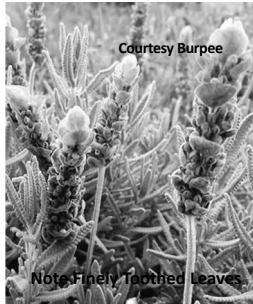
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Lavandula stoechas (left) and Lavandula dentata are NOT EDIBLE



Note: Plumed or Tufted Blooms

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Courtesy Burpee

Note: Finely Toothed Leaves

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How to Select a Varietal

- Hardiness Zone
 - We are Zone 6B (min avg of -5 to 0 degrees F)
 - I choose plants that are rated for Zone 5 or Zone 6
 - Angustifolia – Hidcote, Munstead, Super Blue, Big Time Blue, Royal Velvet
 - Intermedia – Phenomenal, Grosso, Provence, Sensational
 - Last frost – April 1 to April 15
 - First Frost – October 15 to 30
- Size of the Plant
 - Angustifolia – more compact
 - Intermedia – tallest varieties
- Purpose
 - Culinary – Angustifolia – Royal Velvet
 - Oil / Fragrance – Intermedia – Grosso
 - Color – Angustifolia – Hidcote
- Blooming Season
 - Angustifolia bloom first – June
 - Intermedia bloom late June – early July
 - Many Angustifolia will bloom all summer long



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Growing Lavender

- Healthy Plants Need:
 - Blazing sunlight for 6-8 hours a day—minimum!
 - Well drained soil (More lavender dies from wet roots than any other cause.)
 - Recommended Alkaline Soil - PH between 6.7 and 7.3
 - Only apply lime if you want to raise the PH to 6.5
 - Fertilizer requirements are moderate to low
- Small pebbles, grit can help break up heavy, clay soil
- New plants / first year plants need regular watering
- Often planted on a hill or slope
- Plant in Spring after danger of frost or in the Fall 4-6 weeks before frost
- Good News! Deer don't like lavender!

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Soil



- Lavender needs good drainage
 - Dig a hole 2 feet deep & 1 foot diameter
 - Fill with water
 - Allow water to drop 6 inches
 - Good – water drops between ¾ and 2 inches an hour
- Take soil samples and have them analyzed for PH nutrients and organic matter
- USLGA recommends Ward Lab - www.wardlab.com

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Spacing & Weed Management

- Plant species & cultivar dependent:
 - Min. 3-4 foot spacing between plants for Lav. X. intermedia
 - Min. 2-3 foot spacing between plants for Lav. X. angustifolia
- Recommended min. for plant centers 5 feet
 - Consider equipment needs – Tractors, Harvesters, etc.
 - Agritourism - Upick - Walkways
- Improper spacing will impact your yields and the health of your plants
- Weed Management
 - Weed Cloth
 - Gravel/Grit/Oyster Shells
 - Cover Crop

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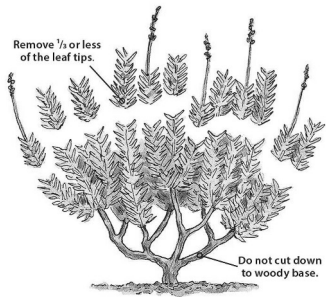
Watering

- Water requirements depend on soil, location, weather
- Can vary year to year
- Generally lavender is drought resistant – however – first year plants must be watered regularly
- Too much water can cause root rot and other diseases
- Irrigation – depends on need, cost, labor, water conservation
- Drip Lines – are common, most prefer laying on top of weed cloth

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Pruning is Important



Remove 1/3 or less of the leaf tips.

Do not cut down to woody base.

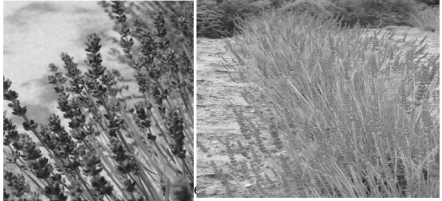
Prune – early spring or late summer - before Labor Day

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When to Harvest

- Lavender buds do not all open at the same time.
- For drying on the stem, cut the stems when the first buds start to open.
- For dried buds to use in potpourri, sachets or culinary uses, harvest when 25%-50% of the buds are blooming
- For distillation, cut when 75% or more have developed



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Drying Techniques

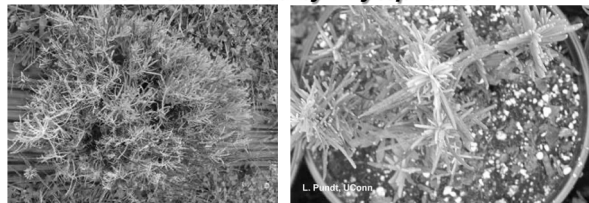
- Bundle and hang upside down as soon as possible to maintain straight stems and good color.
- Keep in a well-ventilated place with plenty of space around each bunch to prevent mold.
- If weather is humid, de-humidifiers are highly recommended.
- Drying quickly helps retain color and quality
- Should be dry within a few days to a week if conditions are right.

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Lavender Disease Root Rots Caused by *Phytophthora*



- Root Rots generally promoted by overly wet soils
- Roots become infected, begin darkening and dying
- Aboveground plant parts wilt and die
- Phytophthora - problem for Lavender Farmers
- Primarily affects nurseries and new growers
- Can "permanently"-infect your field

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Some Best Practices for Avoiding Disease

- Clean and sanitize all surfaces and tools often
- Inspect any purchased plants carefully immediately after receiving.
- Quarantine any new plants, away from existing stock.
- Do not store planted pots or flats on the ground.
- Inspect plants every few days for emerging insect and disease problems.
- Treat any problems promptly.
- If in doubt - Send samples of new plant stock to a diagnostic lab.
- Find your lab at npdn.org – National Plant Diagnostics Network

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Thank You - Q&A!

Let's stay in touch – Joanne@mtairylavender.com

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