

Lavender Link

Quarterly newsletter for Association members

Issue 56

Spring 2013

Trans-Tasman Lavender Conference 2013

A big thank you to the organisers, speakers, sponsors, and participants for making the Trans-Tasman Lavender Conference 2013 a great success. A good turnout of people, including fellow growers from Australia, brought lively discussion and a broad perspective to proceedings, as well as great networking opportunities.

For more on the conference check out pages 7-15.

Below: Conference attendees outside the venue at Coatesville Lavender Hill



Chairman's Chatter



TO RESEARCH, DEVELOP
AND PROMOTE LAVENDER
ESSENTIAL OIL AND
ASSOCIATED PRODUCTS
OF THE HIGHEST QUALITY



Hearty congratulations to the Northern team who put our Conference together and ran it for us. There was an amazing selection of content in it right up to the last minute. There was much to add to our knowledge especially from Robert Ravens and Clive Larkman.

A good selection of the fabric is available still and new ranges are now available plus plenty of diffuser bottles with rattan canes.

Jenny Holmes and Pauline Livesey, who have both served us well, have been replaced by Roby Dummigan as secretary and membership secretary, and Peter Jemmett. Exec will be meeting in a conference telephone meeting before Christmas, and when we have a sufficient agenda to work on. There are some interesting items that will be up for discussion and decision.

Dr Romain Monge is an urban geographer, and more recently a PhD in entrepreneurship, innovation, and territorial enhancement with emphasis on sustainable development and sustainable resources. He has paid particular attention to networks and partnerships between France, Spain, Italy, Morocco and Tunisia – essential oil production and perfumery. He is leaning towards employment in the perfume industry and may possibly be interested in the purchase of some NZ oils. He has offered to assist us in any way that he can, and visited NZ in 2003.

Dr Christine Carson, of the University of Western Australia School of Laboratory and Pathological Medicine, is inviting us to participate in a research opportunity. She has a long standing interest in essential oils especially with regard to their antimicrobial, anti-inflammatory and biological properties. We are all aware of the 2007 New England Journal of Medicine article suggesting that lavender and tea tree oils are estrogenic – able to mimic the human hormone estrogen. If this is the case, these oils could disrupt critical hormone systems in humans, especially children. They could have the potential to disrupt human reproductive functions and even cause or promote hormone dependent cancers. Tests in the past have been done in plastic trays that could have had estrogenic material in them capable of being dissolved by the oils being tested. If this were the case the results published in 2007 could be false. At one time we were looking at this question for a research project of our own. Potentially there is a problem here that could severely affect us as lavender growers if research done outside the industry proves against us. Christine is looking for us to partner her financially for \$A1,000-5,000 over two years. She plans to use the Rural Industries Research and Development Corporation funding up to 50% of the \$A118,500 budget for the research. We are consulting with some members past and present, TALGA and Dr Noel Porter. Would this be of benefit to our members, is the guiding question, and another question is, will the research attract appropriate peer review to give support and authentication to the conclusions of the study?

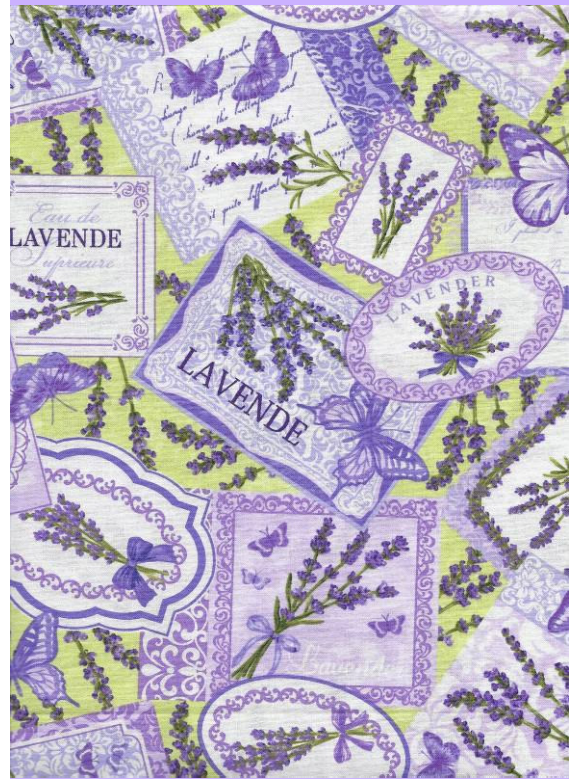
avalanture.com is the address of a new organization promoting matches with suitable volunteers with potential for use on our lavender farms. Have a look if you are interested. The way they work is a little different to HelpX and could enable you to attract suitable staff for work over an extended period.

We are having a look at using some of our marketing funds to promote our products to Chinese tourists for the good of all members.

Hope you all have a bumper season for production and sales. The Bridestowe lavenders are in the ground at Hook Bush lavender but need a good deal more sun to get them cracking.

Best wishes to you all,
Russell.
31st October, 2013.

Below, and to the left are samples of fabrics from the US. They are available at a 10% discount if ordered in a 15 yard bolt in November only.



From the Editor

Hello again,

For those of you who were at the conference, it was nice to meet you. I had an interesting time, and learnt much more than I had expected. It was fascinating to consider all aspects of production from growing, distillation, product design, marketing, distribution, and tourism. I enjoyed the chance to hear from a variety of people, all with different experience. I was delighted by the immediacy of the distilling demonstration, and surprised by the sniff workshop. Coming from a position of almost zero experience sniffing different oils, I was interested to find just how great the variety and range could be.

I hope you have all had a chance to enjoy the warmer weather as we head towards summer. Here in Wellington we have had a tempestuous start, with wild northerlies and bouts of heavy rain. The past week or so however, has (mostly) been glorious, and has induced in my flatmates and I, a manic flurry of gardening. We pulled out and cut back huge masses of ivy and other weeds, and have planted a range of summer vegetables. The garden has been overgrown and neglected for a long time, and we have had moments of fascination and incredulity as we've pulled whole bricks, pieces of broken crockery, and plastic flowers from the tangles. The yard is now looking great, and ready for summer bbqs.

Cindy Jemmett

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Wellington 6021

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Secretary's Snippets



Welcome from your new Secretary for the NZLGA. My name is Roby Dummigan and alongside my husband Phil, started planting lavender in January 2013. Our business is known as “The Bees Nees” and we are based in Kaiwaka, Northland.

My email address is: robymum@clear.net.nz

This year has been very busy for our Northern Region as we hosted the Trans Tasman Lavender Conference 2013 which was held at Coatesville Lavender Hill. Many thanks to Tricia Henderson, for her generous hospitality at Coatesville Lavender Hill. Without her premises it would have been extremely difficult to have hosted such a successful conference.

Also well done to all the Northern Region Conference Committee who put their heart and soul to ensure it all came together on time.

A fantastic time was had at the conference this year with speakers from across the Tasman as well as from home. A wonderful friendship and sharing of information took part between everyone. Incredible! Our Aussie neighbours were very impressed with the organisation and smoothness of the conference and have said they will come again.

Not forgetting the Oil Awards of which you will see the list of winners and their categories in the newsletter. Well done to all the winners.

And now to some secretarial work and reminder to all.

Membership fees are due no later than 30th November
2013

for the year 1st July 2013 – 30th June 2014.

Please ensure you send your completed membership forms to me, your new secretary, at the following address:

**Roby Dummigan
Countermail Kaiwaka Postcentre,
1931 State Highway 1,
Kaiwaka 0542, Northland.**

Cheers Everyone

The new executive committee as elected at the AGM on the 24th August 2013

Chairperson **Russell Rofe**

(Russell will continue for one more year, during which time Peter Jemmett as a Committee Member will work alongside Russell, with the option of taking the role of Chairperson from August 2014)

Treasurer: **Jan Abernethy**

**Secretary and
Membership Secretary:** **Roby Dummigan**

Committee members: **Peter Jemmett**

Fran Proffit

Helen Wilson

Blake Foster

Website Co-ordinator: **Margaret Hamilton**

**Librarian and
Plant Database
Co-ordinator:** **Pauline Livesey**



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Snapped at the Conference





Conference 2013 - From the perspective of a member of the Organizing Committee

By Pauline Livesey

It now seems such a long time since the planning, organizing and moments of panic. The post-conference exhaustion has passed and I can now look back with a more balanced perspective on events.

The Organising Committee may have been small in number but we co-opted family members and ‘worked our socks off’ to make things happen. During the last two weeks leading up to the conference we had to overcome numerous adversities – sickness, finding an alternative opening speaker and unseasonal Auckland weather, to name but a few. Everyone played their part and strong relationships were established that will probably last a lifetime.

For me personally some of the highlights were:

Having the opportunity to catch up with people only seen at conferences and AGMs.

Meeting our Australian guests and delegates for the first time. During the week following the conference a number of them visited us here at Leafy Hollow

The outstanding quality of all the speakers. To single one speaker out would do a disservice to the others. There was so much expertise, experience and knowledge shared throughout the weekend. I went home with tourism and product-making ideas buzzing around my head.

The results of the hard work put in by the Oil Awards Committee

The downside was that although we had tried to prepare for rain or shine by hiring a marquee, the week prior to the conference had been so wet that the ground beneath the marquee became a quagmire. The weather during the weekend was so cold that the marquee could not be used effectively. We had to get very cosy in the Barn just to keep warm. Unfortunately this meant that some of the trade stands were short on space if displays were likely to be damaged by rain.

Feedback from other delegates has been positive:

They enjoyed the fellowship and informality

There was something to suit everyone, both practical and technical

It was a low cost, high quality event.



Lavender Conference Impressions

By Charlotte Brown

This was the first time Keith and I had attended a conference in the North Island, so having saved and booked the flights early in the year and the accommodation costs which we shared with another couple we arrived in our rental car at our quirky B&B in nearby Browns Bay. I don't travel well and was still coping with motion sickness, but once we got to Coatesville and got re-acquainted with many friends and new members that was soon forgotten.

The hall on our first night was very welcoming, and the cup of coffee or tea that greeted us was just the ticket. The food was divine and as we were to discover, just a taste of what was to come. I am gluten intolerant and I usually go to functions with some trepidation with regard to sustenance, but this time the committee had outdone all my expectations and there was a variety of gourmet quality cocktail food on offer for all to enjoy.

The committee had allowed plenty of time for networking, and just as well as there was quite a large contingent of Australian growers including our key note speakers, Robert and Jennifer Ravens from Bridestowe Lavender Farm in Tasmania. I really enjoyed getting to know this group and they were all very open and free with their experiences and pitfalls of growing lavender in a warmer climate.

We all took our seats eventually and listened to a very thought provoking talk on Agri-tourism, and learnt that we are really in the tourism sector and should all be providing a unique 'experience' that people can enjoy when they visit our farms and retail outlets. Each of us is unique and we all do things differently and each of us has something new to offer the industry with our different skill sets.

The next two days our venue was at Tricia Henderson's place nearby at Coatesville Hill Lavender, where we were to be spoilt rotten. The catering was being undertaken by the local catering school which runs its own restaurant and the food was exceptional. The workshops all ran to time and again there was plenty of time to network, take photos, peruse the Association library and enjoy the surroundings. This venue was just perfect and I wish to thank Tricia for lending us her home and B&B complex for such a successful and friendly conference.

It was well worth coping with the motion sickness for, and I will definitely be attending another North Island conference in the future. The conference committee have done a wonderful job of what is one of the friendliest conferences I have attended.

I believe the next conference is planned for Queenstown, so time to start saving our pennies again as I would not miss it, as the networking is invaluable.



Above: Keith Brown with one of the lovely Bridestowe Bears

Conference 2013 - Oil Diffuser Workshop

By Pauline Livesey

This was an informative, practical hands-on workshop led by Russell Rofe. He took us through the relative merits of different products on the market designed to deliver fragrance, emphasising the superiority of those using essential oils.

A suitable carrier fluid is necessary for the production of the oil diffusers. Russell gave us four possible options to try, outlined on a helpful handout. At the workshop we used a carrier base from Jim Staples at Industry Services Ltd. I also ordered some from Jim and managed to purchase his last litre. He does not intend to hold further stock and as his recipe is 'top secret' will have to look elsewhere for future purchases. I intend to try the Dipropylene Glycol from www.gonative.co.nz

Russell has a supply of the squat diffuser bottles and reeds available at \$3 each which would be a cost effective option for those living in the south. I purchased 40 from CTC Pac in Pukekohe @ \$3.50 each, picking them up from their distribution depot. If you live around the Auckland area this is a good option.

The diffuser I made at the workshop sits in our bathroom effortlessly filling the room with a glorious fragrance. I found this workshop helped me clarify my thoughts about what would go into Leafy Hollow diffusers and how I could best present them for marketing.

In the last month we have sold four diffusers at \$25 each so haven't yet covered layout costs. However, customer feedback is positive, so I am hopeful that more will go in the lead up to Christmas.



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Copper Alembics Workshop Musings

By Charlotte Brown

I was really looking forward to taking part in this workshop, and it didn't disappoint me. Even though we are commercial distillers and probably know quite a bit about distilling by now, there was still more to learn about how these alembic stills have a place in our lavender enterprise. They are very easy to use, fairly mobile and look amazing!

They would be perfect to take along to a market stall, going or not, just to draw the customers in. They are really quite 'sexy looking' and I will certainly be investing in one in the future. I make my own soap, and I would use mine to distil small quantities of different essential oils to include in my lavender soap, such as rosemary or rose, lemon verbena or other herbs that I grow here.

It would also be useful for small batch processing of 'new' lavender varieties to see if they are commercially viable and for making hydrosols for cosmetic use. Also as an added bonus, you can make alcohol in them!

However, there is some debate about the fact that they are copper, and for commercial use I would personally still be using stainless steel. There has been some impromptu research done into the quality of product produced from these stills versus the stainless steel ones and that is discussed more fully in the Oil Awards Report later on in this newsletter. This research will be refined and ongoing and we will let you know the conclusions after the next distilling season.

I have taken a wee video of this workshop and will be putting it on YouTube shortly, when I figure out how to do it! New technology - we should embrace it, but it helps to have a 'techy' daughter in the family to show you the ropes.

A well run, and a very well informed presenter open to discussion and learning made for a very informative workshop which I thoroughly enjoyed.



Above: Lemon Myrtle, used in the distilling demonstration

Lavender oil awards 2013

By Keith Brown

On the weekend of the 10th & 11th of August the oil awards judging was held in the Balcairn Hall. This was a great relief to those of us on the organising committee, as three weeks earlier we were still looking for a venue.

We all met on the afternoon of the 9th at the hall to setup, and for the judges to warm up their noses with some sample oils that Noel had for them.

Judging commenced in earnest Saturday morning. There were fewer entries than last year but still enough to keep us busy.

Noel had been doing some trials with alembic copper stills compared to stainless steel stills and had given me four oil samples. We had organised them to be put through judging process to see how they stood up to a blind nose test. So these oils were placed within the group of oils being judged and at this stage mostly unknown to the judges.

There was surprise among the group when the subject of the samples came up in the conversation during one of the breaks and I revealed that they had already been judged earlier in the day.

At the end of this process there was somewhat of a depressed feeling amongst the team at the apparent lack of award winning oils and it wasn't until after we had packed up and headed for home that I discovered a calculation error within the spreadsheet that is used to tabulate the results. With the corrected calculation the number of award winning oils increased dramatically. 62 % of the oils entered achieved an award winning standard.

On the subject of award winning oils, the samples that were put in for a blind comparison between stainless steel and copper alembic stills were supplied by Pauline Liversey. Two of the samples achieved award standard, one of them gold. But because they were put in as an experiment by Noel they could not be considered for an award as they were not officially entered by their owner.

I however, decided that this presented an opportunity to make a point, and at the award presentation dinner after the official awards were presented I presented an unofficial award to Pauline for the "best oil not entered" into the competition. Something I think we all should think about as you can't win an award if you do not enter your oil. As a distiller I make oil for some 20 or so other lavender growers and it is so disappointing to find that only one or two enter their oils.

To conclude I think the competition this year was a successful event and I hope you all consider entering oils next year.



Oil Award Winners 2013

Dennis Matthews Memorial Trophy Best Lavendula Angustifolia
Lavender Magic (Pauline Harwood) Avice Hill 2013

Eoin Johnson Memorial Trophy Best Lavendula x Intermedia
Lavendyl Farm (Yan & Corry Zeestraten) Super 2013

Ken Wilson Memorial Trophy Best Grosso
Purple Haze Lavender (Sally Engi) Grosso 2013

Angustifolia Awards

Lavender Magic (Pauline Harwood)	Avice Hill 2013	Gold Trophy
	Avice Hill 2012	Gold
	Violet Intrigue 2012	Gold
	Violet Intrigue 2011	Silver
Penmar Lavender (Leone & Trevor Rouse)	Avice Hill 2013	Gold
Lavender Boutique (Jenny Holmes)	Avice Hill 2013	Silver

Lavendula x Intermedia Awards

Penmar Lavender (Leone & Trevor Rouse)	Grosso 2012	Silver
Purple Haze Lavender (Sally Engi)	Grosso 2012	Silver
	Grosso 2013	Silver Trophy
Simpatico (Cate Bacon)	Grosso 2013	Silver
Lavendyl Farm (Yan & Corry Zeestraten)	Super 2013	Silver Trophy

Lavendula x Intermedia Other Awards

Danseys Pass Lavender (Barry & Jo Todd)	Bogong 2013	Silver
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Blends Awards

Simpatico (Cate Bacon)	Avice Hill & Violet Intrigue 2013	Gold
Coatesville Lavender (Tricia Henderson)	Pacific Blue + Super + Grosso + Yuulong 2012	Silver



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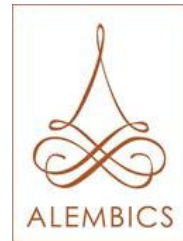
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Coatesville Lavender Hill



Our Patch Lavender



Great Barrier Lavender



Lavendyl Farm Kaikoura

The busy season starts again in Kaikoura. After a lot of cleaning and chopping wood from some big storms, the garden looks beautiful.

I always get inspired after a conference, with some new ideas. I wanted to make the diffusers, from the workshop with Russell. I bought the glass bottles from Russell, and wanted to order the dipropylene glycol from Jim Staples. But he does not have or make it anymore. So after some research work on the computer, Lotus oil sells it per liter (\$26.50) 5 liters you get discount and free delivery over \$100. I still have to get the labels, and maybe I will order special boxes for nice packaging. I have seen this on the website: natural candle supply. It is a company in Australia but they will open a warehouse in Auckland at the end of October.

I ordered round tins for lavender tea and candles as well. Made 80 travel tins with soy wax and lavender oil. (wedding order) Natural candle supply has everything you need for candle and soap making. And the prices are good! Does anybody know a not too expensive site or business that makes labels (not rolls from 250 or more, but sheets)???

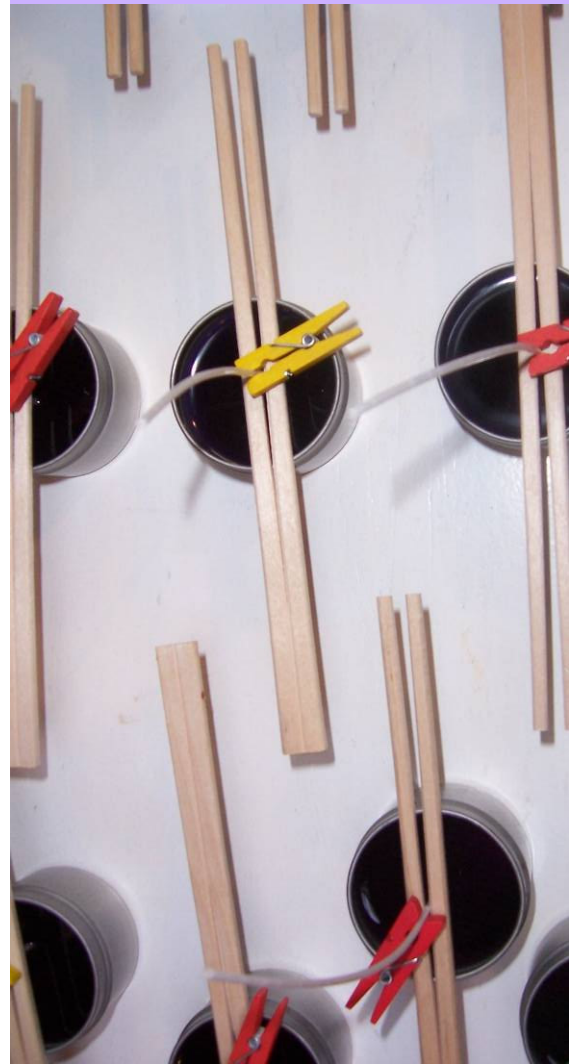
I also made a lot of different Lavender sachets, I love to play with fabrics, shapes, and patterns. See the photo of a few that I made. They are selling well. Teabags with stamps on it, printed lavender out of old dictionary. Hearts, needle felted and decorated. I also use old woolen jumpers. I washed them very hot (felted) and added some buttons and lace or ribbons. Purple knitted hearts. It is fun to make, not hundred the same, people have a choice, and they do not mind to pay well when it is something special or one of a kind.

I would like to thank the organisation from Auckland's Lavender Conference. I know from last time how much work it is! The food...was divine !

Our lavender farm goes on the market next month, and we will be moving down south to Wanaka to give the boys a hand with the big new Wanaka lavender farm (open October 2014) Then I would like to help with the 2015 Lavender Conference or festival.

Everybody have a great busy Summertime.

Corry Zeestraten



A spring update from Great Barrier Lavender

After a winter away from our lavender farm we returned to Great Barrier Island for a short visit mid October. Everything was so overgrown with grass and weeds we could barely see the Supers we planted last November. We mowed and cut back the weeds to reveal lavender in excellent condition. Unfortunately the scrub cutter was broken with a faulty starter cord. I am having a run of bad luck with this scrub cutter having previously blown a piston, which required a new engine, then the starter cord wind-back broke and now more recently the petrol tank has cracked and to cap it all the ignition is intermittent. All this with a machine less than 12 months old. I think there is a lesson to be learnt here from buying an unknown brand.



We are back again now for a week for more tidying up, mowing lawns, manual weeding, (scrub cutter still broken). The lavender is looking good (planted last November) and just starting to shoot up the flower stalks. It has been very dry over winter so it looks like we might have to do some watering, although as I am writing it is raining quite heavily but is forecast to clear in a few hours. Rabbits have been a big problem for us as they have taken a liking to new lavender plants, eating the plants at the end of the rows. Looks like a gun and rabbit stew will be our best control means. The electric fence seen in the photo is to keep ferule cattle out. Joys of life on the Barrier.

Our new gardening tool (small excavator) has been hard at work with Margaret at the controls shifting dirt to tidy up our back lawn and to further conceal the top of the worm farm sewerage system. We are also planning to use the excavator to cut a track up to our back lavender patch to make it easier for some of the boys' tools to make it up there. I am still trying to figure out how to attach a cultivator to the excavator to prepare new Lavender rows.



About 12 months ago we made a decision to stock our lavender products at our local Museum and Art Gallery. Sales have been much better than expected and we are now busy making our products for the Christmas rush. We have also received our first export order for our Lavender Roll-On as a result of our product display at this year's Trans-Tasman Lavender Conference.

Cheers,
Peter & Margaret Jemmett

NZLGA Library News



This is just to remind everyone that the NZLGA Library collection is now housed at Leafy Hollow in Waiuku. Russell has done a wonderful job as Librarian for many years - purchasing, cataloguing and organising loans to members. He wears so many 'hats' that he was happy to be relieved of this role once I retired as Secretary.

There is a full catalogue of the books, research papers, lavender related articles, DVDs and videos in the members' section of the website (www.lavender.org.nz), together with Amazon descriptions of the books available.

To hire resources contact me at leafyhollow@yahoo.co.nz and I will send them out to you with an invoice.

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As a general rule loans will be for a 2 month period. I will send an email reminder when the items are due for return. If you wish to renew the item that is fine unless someone else is waiting for it.

Pauline Livesey

Leafy Hollow

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The Importance of Public Indemnity Insurance

By Elsie Hall

Last year I was the invited guest to one of the old folks homes to share “yesteryear” of lavender with them. Most residents only have the memories of their gardens of the past. The residents able, had been up for muffins and a garden ramble two weeks prior. A friend, Sally was my helper as there are about 60 residents, thought it a good idea as with all the handouts I would have been really stretched. We spoke, showed picture etc. In the Dementia wing 1st, it all went very well. Next the main group around 40 yin and yan. We had heaps of laughs and heaps of fun. There were lots of wily comments and questions from the floor. We even sung “lavender blues”. We distributed small bunches of lavender, and lavender sachets, and a small piece of soap which was cut into small squares. I left lavender honey for breakfast for the next morning, gave the staff a lavender plant, Patleigh, for the gardens, said our goodbyes and went our ways.

I always try and do everything on a town day and usually have a long list of jobs and appointments. It was 7:30 that evening when I arrived home, the talk had been at 1:30. Suppose by now you can guess what happened? One of the ladies (not from the dementia wing) thought the soap was coconut ice. She had had a reaction to most likely one of the three essential oils in the soap. She ate it in her room on her own. It stuck to her false teeth, her mouth clamped and she had trouble breathing. By the time one of the staff found her she looked like she had had Botox and it was all on. They rang me and only could get the answer phone. Then they rang the poison line, but without the ingredients they could not help. By the time the resident doctor arrived they had managed to prise her mouth open and get her teeth and soap out, but with much ado she had suffered an anaphylactic shock which is fatal if not treated in time. You could imagine how I felt and the panic at what had occurred. When visiting the manager the next morning she said because I was invited and meant no harm or intentions it could never be an issue.

But, it got me wondering as to the outcome if her family had any issues or heaven forbid she had passed over? Think that anyone doing nice wee things for the olds in the future should stick to only flowers handouts and the likes of similar product, *definitely* nothing that can be misinterpreted.

I do freebies for my tour groups and even in my garden studio. To clients lavender chocolate or fudge is such a simple give away for memories of ones place. I wonder about this season though! I have had public liability (thinking it would most likely be from a bee sting reaction) and have never had to use it thank goodness! I only have one million dollars but will be increasing it this season. The cost is approx. \$385.00 (includes broker services).

As for the wheat bag thing, a lot of people do not follow instructions, even if you have documentation, one still has to grapple with the emotional result. (even if you have a disclaimer)

I know a lot of lavender growers use rosemary oil and sell it in quantity. I do hope they have done their research on this issue. Rosemary essential oil is a stimulant, a very dangerous oil to be using. One needs to know their products, a disclaimer should be included with the product upon purchase.

Hope you all enjoy the next lot of scrummy coconut ice that you eat!

Regards, Elsie



Info from 14 years experience in the field - By Elsie Hall.

P.V.R-ing can be a daunting process but if you feel you have a new variety that is of value in the market place it does pay off if handled correctly. It gives you a commercial protection for all of your efforts as a breeder.

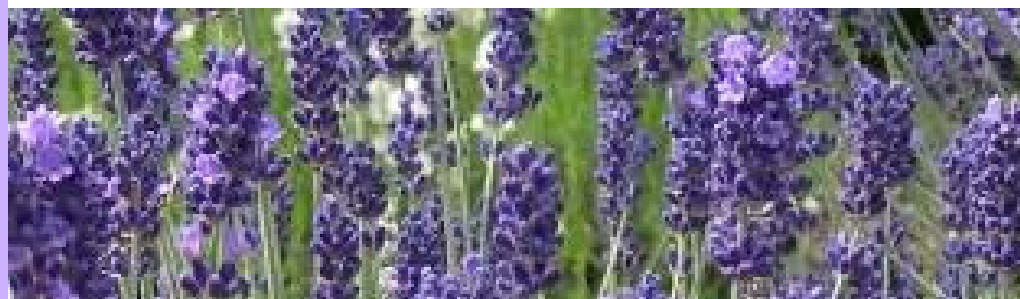
Intellectual Property Defined.

Intellectual property is a term which refers to intangible things such as ideas, technology, products, processes, trade secrets, design, plant varieties, goodwill and trade marks. Although intangible, the law recognises intellectual property as a form of property which can be sold, licensed, damaged and trespassed upon. It is important that the scope and ownership of intellectual property is clearly defined and enable the legal rights of the owner to be enforced. This is made possible with patents, design registration, trade mark registration, plant variety rights and copyright protection.

A P.V.R and a trademark are two different things. A trademark relates to the origin of the plants as having a connection with a particular grower. It distinguishes your product from those of another trade. Usually by letters, words, brand, shape, name, colour etc. A P.V.R gives the plant a material and the variety protection. A trademark does not provide any legal protection to the plant. In the botanical world a botanical name is the actual scientific name for that plant and cannot be a trademark.

A cultivar is sometimes also called a variety or denomination, it is a selection from a species or a hybrid. These plants may have originated accidentally or have been bred intentionally. In the world of lavender most new varieties came about from a sport or seed. A sport is a section of a particular plant that flowers differently. If it is a sport you are excited about you need to propagate from that only. If it is a chance seedling the same applies when it is mature enough to do so.

- 1) One needs to propagate and grow at least 10 or so plants.
- 2) Plant out and observe and keep records to get a very clear record of the results.
- 3) It needs to be distinguishable from any other variety.
- 4) It needs to be stable and one cannot do this under two growing seasons.
- 5) It has to be true to its description after repeated propagation and reproduction in accordance with the cycles.
- 6) You need to be definite about this as you need to describe it when applying for P.V.R in New Zealand. In the US it is lengthy and intense.



- 7) It has to be uniform and have an accepted denomination. Distinctness comes about through such things as shapes, colours, smells, resistances etc.

When you are sure you wish to proceed you apply to the P.V.R office for the paperwork.

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- 8) A good time to apply is early winter, if applying in the flowering season you will miss a year.
- 9) You will be required to report to the office or officer depending on your locality.
- 10) You will need six PB5 size plants which you leave with them.
- 11) These six plants are then sent to the trial grounds, planted out and observed over the next flowering season. If all goes to plan you may receive your P.V.R the following April or so. If weather or any issues regarding distinction or any other factors arise, you will have to wait another flowering season. This is where your descriptions must be correct. the P.V.R office contracts to a horticulturist who does the inspection and scientific data.
- 12) Anquistifolia varieties are trialed at Leighvander in Marlborough maybe stocheas as well depending on the botanical as we are so cold in winter. Pauline and Susi are the obvious for stocheas. I have put forward their properties to the P.V.R office but I do not know the result of that.

Your really need to have more than a passion about you plant choice. If you proceed it can be a costly exercise and you need to be able to pay your fees every year. The NZ Horticulture scene is a very regulated industry and is very hard to penetrate if you do not have favoured backing and a convincing variety. The public do not really have free choice in this area. They can only purchase what the industry dictates for that particular season. It is all about marketing and volume and there has to be a profit at the end of it for the "Powers That Be" who decide these things. As a breeder (which is what you become when you hold a P.V.R) you usually are sharing the privilege with three other people. (when in the public arena)

- 1) Your agent.
- 2) The propagator, who is hopefully the wholesaler.
- 3) The wholesaler.
- 4) The retailer.

With only 3.5 million people in NZ and not all of them gardeners, do not expect to become rich overnight. If you choose not to have an agent you will find it very hard to break into the industry.

I am very fortunate to have the benefits and expertise of some people in the industry. Without my agent I would not be recognized as being the mother of one of the worlds most favoured lavenders. We at Leighvander hold 6 NZ P.V.Rs . The first being Thumbelina Leigh in 1999. Way back then I had no idea about procedures and



world markets, I just went with my gut felling and was quite driven to obtain it, one just had to evaluate and search for oneself. The benefits and rewards have gone beyond any expectations. I refer to all my varieties as 'girls' and their names reflect this. Graceleigh was the second and a delightful monet type angustifolia, she produces a lovely soft herbaceous essential oil, her potential untapped really. One should never underestimate the value of ornamentals as opposed to oil production. The percentage world wide for ornamentals value is very very high.

The other four varieties are stocheas and are only P.V.Red for the market place. I definitely favour angustifolias. We have another six in the wings observing ourselves in two areas in NZ. One of those in a very exciting angustifolia with nine flowering laterals. Watch this space!

We have had the hype of the Chelsea Flower Show, London, and the gardening gurus and have indeed been blessed with our humble lavender patch. We are very definitely in the world market place and it is a plus for NZ Lavender Growers Association and NZ varieties. We hold P.V.Rs in USA and Canada. This is a very expensive part of P.V.Ring and much higher than NZ, but if one has something worthwhile to market it is all part of it.

At present we are working with some very innovative people from Israel looking for ways to continue varieties in a series with siblings of other colours. This all comes at large cost. The US and Canada require massive botanical classifications for P.V.Rs and patents. I have had to employ a horticulturist for these requirements. One uses the R.H.S system for colour and leaf identification in New Zealand and abroad. One has to be prepared to buy expertise if you do not have it yourself! P.V.Ring costs are *huge* in US etc...

Annual cost of \$325.00 per plant.

Application fees of \$550.00 per plant.

Issue fees of \$936.00 per plant.

Plus the cost of trialing and obtaining the P.V.R around \$8.5 thousand.

In NZ annual fees are \$180.00 per plant and trialing and obtaining \$700-\$1000 or so (not up to date with this one) So it is to your advantage to be really sure about marketing. Mr. Chris Barnaby from the NZ P.V.R office is the most helpful person when faced with any NZ dilemmas! We have also been through a virus clean up process abroad with Thumbelina which comes at a cost of \$850.00.

I hope this is of help to you all. I am available and only too happy to help anyone in this field. After 21 years in this industry I think I've learnt a awful lot about P.V.Ring.

Regards Elsie

INTELLECTUAL PROPERTY DEFINED – AS PER JAMES E WELLS
4TH EDITION (PATENT AND TRADEMARK ATTORNEYS)