

Lavender Link

Quarterly newsletter for Association members

Issue 53

Winter 2012

From the Judges Table

The four Oil Competition Judges at work in the new New Business Director's office of Cook Bros Construction in Russley Road, Christchurch just outside the Christchurch airport.

Eleanor Hulsman, Margaret Chandler, Pauline Livesey and Blake Foster are hard at work under the expert supervision provided by Dr Noel Porter.

More on the Oil Competition inside...

The results of the Oil Competition will be made public at the **AGM on 25th August** in Wellington.



Chairman's Chatter



Much has happened since I last communicated with you. The first item I share is to encourage you all to become evangelists for lavender by going the second mile to both attract new comers to grow this attractive crop and to help them become successful at marketing it.

LAVENDER DAY at HOOK BUSH LAVENDER

When I first began growing and harvesting lavender seriously, I invited the media to come and photograph the harvesting process. They published a colour photo and the results of an interview. The next year they responded again and I began placing small coloured ads when taking products to events in various places. I place ads in four different papers now and in our local community trader, it goes in once a week for three months, October to December. Now that I am doing this, two important things have happened. Sales of products have surged and the media now approach me once a year for a photo shoot and interview. Every time this happens, my phone rings with enquiries from prospective new growers.

Recently we hosted a group of people from Christchurch to Glenorchy for a day of immersion in lavender. Some were new members of our association and others had small plantings. Twelve attended, with apologies from three more. We began with a sniff session and then went on to explore the common faults with lavender oil and how to get over them with correct storage and management of the crop. We looked at some of the Pyron descriptors found recently in the files of the Oil Competition. We had a good look around our plantings.

After a shared meal to which we all contributed, we went on to look at the requirements for distilling, product development, and marketing. I also talked a little bit about the varieties from Australia. All of the group were attracted to lavender through the PR policy I have followed for several years by engaging the media and exploiting the opportunities for free advertising in the process. The new group has expressed a desire for further gatherings in the future. Possibly we have a new South Canterbury regional group.

It seems to me that we may have evolved a new process for getting people into lavender, which could be repeated in other parts of our country by other regional groups. Rather than being involved solely in the politics of association, regional groups could become centres of evangelization for lavender as well. Newspapers have editorial policies, and once these have been learned, can be used for our purposes.



Some of the people attending the Lavender Day at Hook Bush Lavender on 19th May.

EXECUTIVE SPECIAL INTERESTS

Currently Fran is looking at engaging the media through magazines and TV, Jenny has expressed an interest in the blending of oils, and Helen desires to find ways of engaging the printed media. Unfortunately I have

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

noticed that where media interest in us is sourced from outside our association, often it has very incorrect information and references in it like the recent Country Calendar TV program of a lavender and garlic grower in Taranaki who spoke of a living out of his enterprise of just \$3.41 per hour and the dangers of over capitalization. This would hardly encourage anyone to get into lavender.

OIL COMPETITION

A successful training day for judges was held in Auckland on 16th June at Coatesville Lavender. Around a dozen attended and four were selected to do the competition judging on 28th July. We appreciate immensely the hospitality given to us by Northern members and especially Tricia who gladly made her facilities available to us for the day. Around 60 entries have been received for the competition including four from France, and next year TALGA has indicated that some of their members will both come to our conference and enter our competition. We are not sure yet how our finances are going to pan out. We have not budgeted to cover the cost of judge training because this is really a core activity of our association to train people to recognize what is a good oil. I am truly impressed with all the work that both Tony and Les have done in the past to run the competition. Both Keith and I are flat out to see that all goes right for the fresh start of the competition assisted ably by Charlotte and Catherine.

RESEARCH

We have put together now a plan with Noel and the Northern North Island regional group and it is appended to these notes. Exec has decided to place it before the AGM for approval. It has taken a long time to put it together and relies on the gathering together of faulted oils from next season with up to two years to complete. It meets the criteria of providing something for all members. As indicated in the abstract, costings are not quantified, but will be minimal, leaving our research budget, as indicated in the financial statement to come at the AGM, largely intact for the future. We need to begin to gather ideas for further research before this two year period is gone. The Southern North Island regional group have been discussing various options (see their minutes in this issue of Link) and we will probably have time for a discussion of them at the AGM on 25th July in Wellington.

COPPER STILLS

Alembics NZ have been doing a lot of advertising for their range of handmade Portuguese copper stills especially for hydrosols and essential oils. It has attracted the attention of some of our members and they have made purchases. However, we are aware of some of the potential difficulties with them. Apparently sulfur on the surface of lavender foliage can react with the copper still to produce copper sulphate deposits inside the still. I understand that rose geranium reacts with the copper as well. So we have set up a project with Pauline at Waiuku next season to distill some Waiuku Blue in a copper still and some in stainless steel and to test the resulting oils by analysis. So the jury is out at the moment as to whether it is wise to use one of these stills for lavender. If the project is successful I will bring one of these copper stills to conference to demonstrate it.

Over the last few months, I have become aware of the need for the production of small 15kg SS stills and I am currently involved in the design and costing for one using electrical generation of steam. I am aware that



4 or 5 may be needed to meet the demand. A 15kg copper one would set back \$7200 plus GST and then you would need a large LPG burner as well. The SS one I am working on will require filling from a domestic HW cylinder and hardwiring. Costing of this is still being worked on. Contact me for further details.

PLANT IMPORTS

This is still being worked on vigorously with Clive Larkman/Robert Ravens and the plan now is to bring propagated plants to NZ, which after three months quarantine can be quickly planted here at Hook Bush. Already today four emails have crossed the Tasman about this import and a logistics company has been invited to assist. Nigel Urwin of Charles Sturt University has had a very heavy teaching load this year and two PhD students to supervise. He is only just getting on to the exporting plan now. I have booked quarantine facilities at Landcare Research, Lincoln and applied for an import licence with many prayers for success.

THE LIBRARY

Some of you may be aware that the listings on our website are not sequential and some even missing. How this has happened I am not sure but Margaret Hamilton, our new website co-ordinator, has been authorized by exec to begin building a new website through a self-serving US provider and may have something to show us at the AGM. If it proves a good idea it will cost less than our current provider and will be able to be altered/added to by Margaret without any additional cost to us.

Each year we plan to spend about \$500 on new resources for our library and the following is the new raft of books added this year.

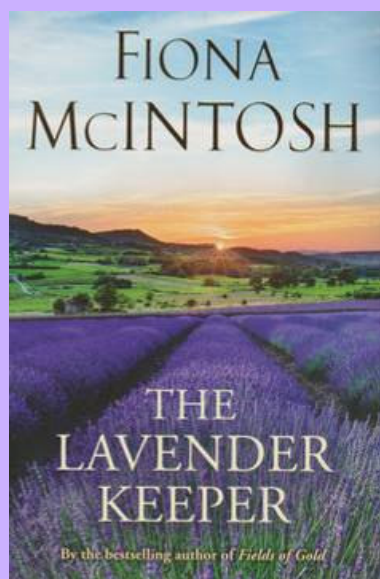
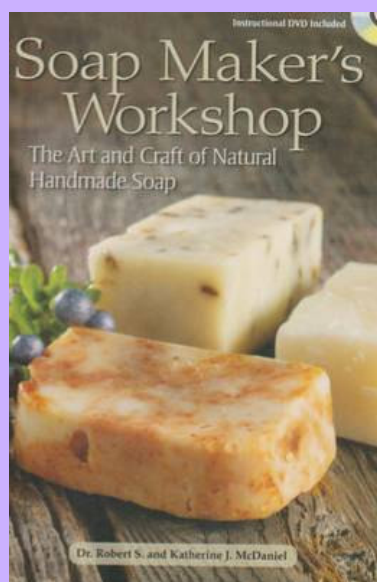
“The Lavender Keeper” by the celebrated Australian Arthur, Fiona McIntosh, is an inspiring novel which is a must read for all lavender lovers. I have read it and so has Catherine whose comments on it are below. Pauline has got her hands on to it, and so can you if you join the waiting list. Please remember that in fairness to other borrowers please do not keep it for more than two weeks.

“This novel is inspired by the Bridestowe Lavender Estate in Tasmania where the Denny family grew their lavender, carried from Provence, in the early 20th century. Provencal lavender growing in the 1940s is only one of the threads weaving the story together. The German occupation, French resistance and final liberation of Paris form the backdrop through which the heroes move; Luc, lavender grower turned Marquis, and Lisette, SOE agent, both working to bring down the Reich any way they can. Tension, drama, betrayal, love, pervaded by lavender is all here, Enjoy!

P.S. Part two, “Luc’s Promise” continuing the Australian part of the story will be released soon.”

“The Lavender Lover’s Handbook” by Sarah Bader is a lavishly illustrated book by a passionate grower. She details her favourite 100 lavenders with useful historical notes. It was released by Timber Press about the time of the Sequim Conference in April this year. “A Taste of Lavender” and “Lavender Sensations” are two small books of recipes and ideas for products from Gloria Lyons. “Lavender” by Marc Guitteny is a stunningly illustrated book from the land of lavender. R & K McDaniel’s “Soap Maker’s Workshop”, complete with instructional DVD, is by far

Below: A couple of the new titles in the NZLGA Library.



and away the best book on this topic that I have ever seen. When making soap by hand it is important to remember the making of it is a precise chemical reaction and careful measure of the ingredients is essential so that there is no excess of any ingredient left over from the reaction to spoil the soap.

A SECOND CHAIRPERSON?

For sometime, we have been working without a vice chairperson on exec. I have a suggestion that will come forward as a remit for AGM that we have a second chairperson. Both chairperson's giving special and separate attention to the mentoring of new and prospective members. In recent years, we have had quite a number of new members who have quickly fallen away because they have not been incorporated into active regional groupings and given the support they have needed. If we are able to support this remit we will have to work through the present job descriptions for the chairperson and vice chairperson so that all tasks are covered adequately. Maybe one of our existing exec members may step up into this role or do we ask a past member of exec to step up again? This still leaves open the question of a successor to me.

UNIBLUE

This note is in the nature of a severe warning. Do not be tempted to access software from this company to update your computer. I did and my computer crashed twice. Fortunately a repair was available after 10 days down. Google Uniblue and you will see that a class action is being brought against this company for selling faulty software!

Russell 25.7.2012.

Boutique Toiletries Manufacture

Short or Long-Run Manufacture

SOAPS:

- Guest
- Bath
- Special Formula
- "Handmade"

Special projects viewed
with enthusiasm!

- Bath Salts
- Bath Bombs
- Bath Fizz
- Bath Crystals
- Bubble Bath
- Shower Gels
- Shampoo
- Moisturisers

PLUS:

- Other Chemical
Compounding
- Blending

We'll be pleased to
hear from you!

Jim Staples
Industry Services Limited

4/65 Morrin Road, Mt Wellington, Auckland
P.O. Box 18-081, Glen Innes

Phone: 0274 888 832 - (A/H)09 528 7129
Fax: 09 528 7124

Email: jstaples@actrix.gen.nz

From the Editor

Hi Everyone,

As promised we've got lots about the oil awards this edition. I've been interested to learn a bit about how the oils are judged, and to read Noel's research into storage and oil quality.

Also included this edition, are a couple of little items from TALGA. It will be interesting to forge closer ties them and share ideas. More on this in Pauline's Secretary's Snippets. One article I've included is about the "Lavender Trail" concept. It was nice to read some enthusiastic comment on this. Perhaps NZLGA could create a downloadable booklet to go along with the 'locate member's farms' section. I would be happy to put this together as long as members are happy to submit a little piece / content from their website about their farms etc.

I'm now happily settled in Wellington - see my updated contact details below. I'm loving Wellington, helped by the fact that the past few weekends have provided simply stunning weather. Hope it stays that way for the AGM. See you there!

Cindy.

Cindy Jemmett

139 Aro Street
Aro Valley
Wellington 6021

04 934 8962
c.jemmett@xtra.co.nz



To Advertise in *The Lavender Link*

Rates for NZLGA Members:

Full page - \$50.00
Half page - \$31.00
1/4 page - \$20.00
1/8 page - \$ 14.00

Rates for Non-Members:

Full page - \$101.00
Half page - \$62.00
1/4 page - \$39.00
1/8 page - \$28.00

Prices include GST at 15%.

You will be invoiced once your ad appears. Please make sure you include your contact details, and email the ad to:

Cindy Jemmett
c.jemmett@xtra.co.nz

As the content of The Lavender Link is subscribed, comments made and advice given may not necessarily represent or reflect the policy or opinion of the New Zealand Lavender Growers Association.



Secretary's Snippets



A very warm welcome to our new members

Christina Matson from Pokeno
09 232-6756

matsongc@orcon.net.nz

Tracy Voice from Martinborough
05 306-8151

tracy.voice@xtra.co.nz

Jo and Barry Todd from Oamaru
03 431-2596

lavender4life@gmail.com

Roby Dunningham from Kaiwaka
09 4312046

robbydum@clear.net.nz

The Annual General Meeting of NZLGA will be held on
Saturday 25th August 2012
At the Brentwood Hotel, 16
Kemp Street, Kilbirnie, Wellington.
Commencing at 9.00 a.m.
(the aim is to finish by 3p.m.)

If you require accommodation on either Friday or Saturday evening please contact the Brentwood Hotel directly on reservations@brentwoodhotel.co.nz stating that you are attending the New Zealand Lavender Growers' AGM

Agenda, Information and Proxy Voting Forms will be sent to each full member by email and post by 3rd August 2012.

AGM 2012

Remember to register for this year's AGM to be held on Saturday 25th August at The Brentwood Hotel, Wellington. You should have received all the information you need by both email and 'snail mail'. If you can't make it please remember to use your proxy vote.

TALGA (The Australian Lavender Growers' Association)

In recent months significant progress has been made in forging closer links with TALGA in the following areas:

An email copy of each edition of Lavender Link will be sent to the TALGA secretary to forward to their members. In return TALGA newsletters will be sent to your secretary to be forwarded to NZLGA members. A CD of their magazine, Lavender Journal, will be supplied so that relevant articles may be included in our Lavender Link. Hard copies of The Lavender Journal will be available to borrow from the Library. TALGA normally hold an annual conference but in 2013 they hope to join our conference here in New Zealand.

Ultimately we are working towards reciprocal membership between the two associations. Currently it would seem that the relevant TALGA membership category would be

INTERNATIONAL: nil voting rights, a person/persons non-resident in Australia, interested in Australian lavender industry and the promotion and education of the genus lavandula.

The nearest NZLGA category would be

ASSOCIATE: Any person not involved in the growing of lavender in New Zealand for the production of lavender oil or related products. May attend meetings, conferences and events and will be kept informed of these events.

Will receive copies of Lavender Link by email.

Not entitled to voting rights or to serve on the Executive Committee.

No access to Members' pages on NZLGA website or Library.

Membership Renewal

It is time to renew your membership again. Doesn't it come round quickly?

You will find a Membership Renewal Form included with the AGM information in your mailbox. If you have joined the Association since 1st July 2012 please ignore this.

Pauline Livesey
Secretary

From the Judges Table

It was great to have the oil competitions running again. Russell organized a very convenient venue that worked really well. The competition system was based on that developed and run so successfully by the Toms and Dicks in Blenheim. Keith and Charlotte Brown handled the samples and data entry while Russell kept a vigilant and judicial eye on the judging process. The key element of the process is that only one person has the identifying the individual oils. Neither the judges nor anybody else handling the samples on the day have access to those details until the results are collated and the award winning samples selected. This year was quite a challenge for the judging panel – 2 raw recruits, 2 brought out of retirement after 3 years layoff, and me. Expecting everybody to learn and cope with the level of detailed evaluation required for competition judging was a huge act of faith. Judging is a demanding and physically challenging job. I am delighted to say that they all coped with the pace, variety of oils and qualities, and occasional crises of confidence remarkably well. They have done a great job for those of you who sent samples in. I am proud of them.

The competition and the judging process are designed specifically to do several things – all for the benefit of the growers, the Association, and the industry as a whole.

To provide a source of expertise which can offer growers an educated opinion on the quality of their oils.

To provide growers with a consensus opinion of their oils that will be indicative of the range of responses likely to be received from the buying public.

To provide feedback by which growers can improve and maintain their oil quality.

To assist the growers in identifying problems with oil quality and provide a starting point for finding solutions to those problems.

To make continuing improvements in oil quality in the industry over the long term

To develop expectations of good and reliable oil quality amongst the growers and buying public.

My involvement in the competitions comes from the conviction that when a poor quality oil is offered to the public, it reflects poorly on not just that grower, but also on other growers and the industry as a whole. This applies whatever the scale of oil production. It is unrealistic to expect even the most uneducated public to buy poor quality oils, or to return in following seasons. If we want to copy even a small part of the improvement and value of the wine industry in the last 30 years,



every grower should be motivated enough to offer only acceptable quality oils to their buyers.

In tests run here and in the UK, I found that less than 50% of growers picked the award winners over those oils with significant aromatic problems. This no doubt explains why some oils are entered in the competitions despite having serious problems with aromatic quality. In another test involving a public audience, it was clear that the public expectation of lavender oil was for a clean but very fresh, even harsh, Grosso type oil. Just as clearly, when given a choice, their overwhelming preference was for a good quality *angustifolia* oil. So we have ample opportunity to improve both the understanding and expectations of oil quality in both the Association and the public.

The judges and organizers are keen to use the competition and the results to assist all members improve their understanding and expectations of acceptable levels of oil quality. They want to explore means of improving feedback from the competition results to help growers identify and solve problems. Please make your needs and suggestions known. I have a rough outline for a workshop programme in mind that could be run at conference or at any other time or place to suit grower groups. The workshop would aim to introduce members to good and bad examples of the major cultivars, to train members to identify the good and bad oils from a selection of samples, to illustrate some common faults in oil quality, to establish basic ideas of minimum levels of acceptable quality, and perhaps introduce some of the concepts behind the judging procedure. Again, please make your interest known.

The organizers and judges have put a lot of time and effort into re-establishing the competitions. Please make the most of the results from this year and the opportunity to participate next year.

Noel Porter

30/7/12

Greater Wellington Regional Meeting

NZ LAVENDER GROWERS ASSN.

Greater Wellington

Regional Meeting – 06/07/2012

Held at Purple Haze Lavender, Pahiatua. – Thanks to Sally.

Present: Sally Engi, Jan Abernethy, Pauline Harwood, Helen Wilson and friend John, Dorothy King, Susi White & Prospect member, Fran Proffit, Jenny Holmes.

Apologies: Richard Airy, Vaughan White, Peter & Barbara Sperl.

Thanks to Fran for co-ordinating the gathering as we believe it has been some 18 months since we have had a meeting.

Pauline was elected by popular vote to be the regional co-ordinator.

We did not have an agenda so ran an open conversation with all ideas and suggestions welcome to the table. Therefore I have noted points of the conversation. These are not necessarily the agreements of the group but comments made from individual members of the group. I have since added information from the web which may be helpful.

Research: was a hot topic and the group had a lot of questions. If the executive or other members of the association are able to help us with this please email Pauline (shop@lavendermagic.co.nz).

- What research has the association previously undertaken? What have been the costs and the results of the research?
- Research ideas, keep basic, weed control and fertilizer (organic/non organic), possible great conference topics. The effects of weed in Pure Essential Oil Production.
- Current Research – Storage of oils – temperature of bottles, storage, length of time stored, effects on the oil, air in storage container, chilling, non-chilled oil. We would like to know exactly what the research is that is been undertaken. How long is it for? The costs involved? What points are been covered? Can we get some progress reports? What boundaries have been put around the research? Is this a backward step? Shouldn't we be selling our oil instead of storing it? We still need to store it for a while, when does it become premium?
- Epilepsy has there been an undertaking from a previous AGM to research the benefits of Lavender for Epilepsy? If so what were the results? If it the idea was canned, why?
- Women's problems – an idea for research
- The benefits and usage of hydrosol – an idea for research.
- One member was aware that there is current research be done on

Good general info from the NZLGA website

<http://www.lavender.org.nz/about.shtml>

Weeds - and what to do about them

<http://www.youtube.com/watch?v=Tk1o1cxzr4>



Dairy Industry

http://www.weeklytimesnow.com.au/arti-cle/2012/04/20/470721_dairy.html

<http://www.kenpal.on.ca/downloads/AgBriefs/Dairy%20Briefs/Dairy%20Brief%20Volume%201%20Issue%208%20Sept%202009.pdf>

<http://www.massey.ac.nz/~ychisti/CurRes.html>

<http://www.nzte.govt.nz/features-commentary/Features/World-business-trends/Pages/Natural-leaders.aspx?pageId=0>

Therapeutic Medicines Bill

<http://www.parliament.nz/en-NZ/PB/Legislation/Bills/BillsDigests/b/8/a/49PLLawBD19271-Natural-Health-Products-Bill-2011-Bills-Digest-No-1927.htm>

http://www.nzhealthtrust.co.nz/pdf/position_statement_140807.pdf

Labeling

<http://www.naturalingredient.org/pledge.htm>

<http://www.nzte.govt.nz/explore-export-markets/market-research-by-industry/Biotechnology-and-agritechnology/Documents/Health-and-natural-products-in-Hong-Kong-December-2010.pdf>

the benefits of essential oils to the Dairy industry. Imagine the benefits to us all if the NZLGA could be in partnership with such research. (note: I have had done some quick searches and come up with these sites)

Lavender Link – can some previous articles of interest be recycled to fill pages?

Marketing – Our other very hot topic!

NZLGA –We're here to research, develop and promote high quality New Zealand essential oil and associated products.

- A task for the committee.
- Positive, proactive marketing needed for the benefits of all
- Pricing – stagnated for some time now most of the group had not increased prices. Why people buy – why buy nz lavender?
- <http://tvnz.co.nz/fair-go/wednesday-may-16-4891431/video?vid=4891458>
- Education and promotion of NZ Lavender – why is ours the best?
- NZ Country Calendar article <http://tvnz.co.nz/country-calendar/hyundai-s2012-ep9-video-4888254> This was not a member's farm. What is involved? What are the costs? Can the association become involved?
- NZ Lifestyle Farmer, NZ Lifestyle Block, NZ House & Gardener, should NZLGA be approaching for promotion? Are members willing to share their experiences having been in the magazines?
- Kiwifruit, Manuka Honey & Olive Oil industries seem to have a more co-operative proactive marketing approach.
- Advertising is it viable for the association to do some advertising in major Newspapers or magazines, such as Dominion Post, Air NZ, the focus would be to EDUCATE and promote the benefits of NZ Lavender Oil.

Other questions???

- Therapeutic and medicines bill. Does anyone have any up to date information. Rumour has it this is been revisited by govt.
- Labelling. What is the correct procedure? Where do we go for this information? Erma?

Other gossip

- Once again Susie & Vaughan's open day was successful in raising money for the epilepsy society.
- Talks to groups such as Probus and garden groups are successful marketing tools.



- Jan & Stu's cut your own lavender day was also a success.
- Pauline is now doing lavender full time. She has a retail store focused on Lavender in Masterton. www.lavendermagic.co.nz NZ is in recession and the retail market is really struggling.
- Fran has been going to her local farmers market.

Overall

- It was a positive get together with members pleased in having attended the meeting.
- Generally the group has a positive belief in "Lavender" and would like to see more education and marketing of NZ Lavender.
- The sharing of information is worthwhile and we would like to see this continue through the Lavender Link.
- We welcome comments suggestions from other members or the committee, please forward to Pauline to co-ordinate

AGM - 25th August 2012 – Brentwood Wellington.

- Remits – do your research and get ideas on the agenda early so "the meeting" can be prepared.

Lavender Link submission deadline 27th July.

NEXT Greater Wellington Regional Meeting Friday OCTOBER 5th 2012. 11am at Purple Haze Lavender Cafe – Cost \$12 per head, Lunch, Tea & Coffee Provided. (To be paid on arrival).

To be followed by a **SOAP SWAP**, for those who don't make soap any Lavender product to share will be accepted.

E&OE

Pauline Harwood

shop@lavendermagic.co.nz

WANTED: Dead or Alive!

Ochai v8xi Tea Cutter
going or not going.

Practically interested in the frame
and cutting blades.

Contact Tony

marlboroughlavender@xtra.co.nz

or Phone 03 5724410 (evenings)

Thoughts from an Old Lavender Grower

FOR SALE

MOISTURISER

Unscented moisturiser in 4 litre containers.

Ready for you to add your own oil, and repack into smaller containers of your choice under your own label.

price \$68.00 plus postage.

TALCUM POWDER

Scented talcum powder packed in 100-120gm silver-grey tubes with twist tops.

Ready for you to put your own label on.

Price \$3.50 per tube or \$175.00 per pack of 50, plus postage.

All prices include GST

Contact: Mike Alspach
07 871 9036
160 Inglefield Street, Pirongia

A couple of years ago as I was looking forward to the day when the government would recognise my true worth and start paying me for just being alive, we decided to sell our Goile Rd property. Easier said than done. It took us 20 months of cleaning bogs and mowing lawns for open homes, two different real Estate companies and a few false starts before some guy comes in of the street and buys the place. So we have gone and now live on just over an acre in Pirongia in a house we built two years ago, in anticipation of a quick sale. Designed by us to include a loom room and a train room, we headed in to our future at a slower pace. Then people started to ask if we were going to sell the business or keep the products going. The business was not included in the sale nor are we allowed to harvest the lavender this coming year, but the seed had been planted.

We are planting this spring for a smaller version of Our Patch Lavender. Lavender gets under your skin and the decision to start again was easy to make and has given us an opportunity to do things differently, to become more efficient in our land use. The accumulation of years has taught us that a little thought can save time so we don't rush at things any more and we take time out for things that really matter, like family and friends and quality of life. Lavender is soothing and calming so live life in the lavender lane, get out of the fast lane and enjoy.

Our new address is:

160 Inglefield Street
Pirongia
RD6 TeAwamutu 3876

Ph 07 8719036

Mike Alspach



Judge Training Day - Lavender sniff test workshop



Left: Participants at the Judge Training Day in Auckland at Coatesville.

Photo - Russell Rofo

Thanks Tricia Henderson for sending some more photos from the Judge Training / Sniff Test Workshop.
These appear over the next few pages.

Tricia writes: The Lavender Sniff Test Workshop was held here at Coatesville on 16 June, with Dr Noel and our Chairman Russell Rofo et al:

It was a very successful day, limited only by the vagaries of airline schedules which meant they didn't arrive until after 10am and had to leave again by 4:30, but they managed to cram a lot into the day.

The Northern Region helped out enormously with a pot luck lunch and we made do with Tricia's efforts for morning and afternoon teas, with wall to wall coffee, tea and water in the conference room.

Leafy Hollow

GARDEN AND LAVENDER NURSERY

www.lavendergarden.co.nz

Looking for something different?

Been searching for a specific cultivar?

We hold over 250 varieties of Lavender collected from around the world.

Contact us for a catalogue or advice.

Ph. 09 2352990

leafyhollow@yahoo.co.nz



Plants are mailed throughout New Zealand.

Suggestions for Research into Storage Effects on Oil Quality

The following are two lines of thought and outlines of experimental designs for two approaches to monitoring oil quality during extended storage. The first is an extension of discussions with Mike Alspach about following identified off-notes and negative quality features during storage under one set of standard conditions. The second is an extension of discussions with Russell Rofe and Keith Brown on the effect of different storage conditions on a set of lavender oils. The evaluation of samples in both projects is envisaged as being primarily by nose, with some gas chromatographic analyses to describe oil composition before and after storage and to look at significant changes detected during storage. While the actual evaluation may be subjective, it is essential that the evaluations are done in such a way as to allow some simple statistical analysis to indicate whether any perceived changes are significant or not. The outlines contain some specific requirements to ensure such statistical tests are possible. There are also some comments on how the evaluations should be carried out to minimize variation arising from the evaluation process rather than from the samples.

The modification of negative quality aspects under standard storage conditions.

The main question here is “Can some of the common faults in oil quality be reduced by storage in normal conditions?” The period of storage is envisaged to be up to two years. The normal storage conditions are assumed to be simply –

- Oil is dried over anhydrous sodium sulfate
- Storage containers are to be glass with good seals and full of oil (minimal air over the oil)
- Storage is in darkness in cool conditions $<10^{\circ}\text{C}$

Evaluations will be by a group of noses (minimum of 4 and preferably 6) using a simple version of the oil composition judging procedure.

Common faults

A number of recurring faults were identified by an examination of several years of analyses and aroma evaluations of NZLGA samples.

Chemical faults - The linalyl acetate: linalool ratios are frequently too low, but I can't see any way that storage will correct that fault. In the past, this fault was corrected in industry by chemically re-esterifying the oils using a harsh chemical reaction that is not feasible or desirable for small oil volumes.

Below: Judge Training Day.



Aromatic faults - Four commonly recurring faults are shown in the table below. The faults headings should be translated as follows -

- Burnt - a burnt or sour varnish note
- Off-note - various unusual notes that are definitely unattractive - musty, solvent, old grass, etc.
- Sharp - mainly a question of balance where the sharp notes - camphor, cineole, etc dominate
- Lacks sweet - oil may be clean and not necessarily too sharp but lacks the warm and sweet notes characteristic of a cultivar.

	Burnt	Off notes	Sharp	Lacks sweet
Grosso	16	14	24	11
Super	2	0	1	1
Pacific Blue	1	10	5	9

On the basis of these figures, we should look at Grosso and Pacific Blue oils for storage samples. I would prioritise the faults as follows - 1 - burnt; 2 - sharp; 3 - lacks sweet notes; 4 - off notes. It would be useful to look at all 4 of these faults, if we can accommodate the numbers required.

Below: Judge Training Day.



Experimental design requirements

The following points are required to minimize variation in the evaluation process and to provide data that can be analysed by some simple statistical tests.

- Selection and calibration of noses – Some preliminary evaluation of noses will be necessary to select a panel of 4-6 people with sufficient abilities. Further training will also be required to calibrate and coordinate noses and to familiarize them with a formal evaluation scoring system developed from the competition judging system.
- Oils for storage would have to be selected as soon as possible after harvest – February/ March.
- Evaluations would best be done at one place under standardised conditions – temperature, ventilation, use of test papers, sniffing procedure, etc. This is important in reducing noise and error in the data.
- Various samples must be replicated to enable analysis of the results. Given two oil types (Pacific Blue and Grosso) – I would suggest at least two, preferably three bulk oil samples from each cultivar be selected as showing each of the four faults identified above. Each of the bulk samples should come

from a different grower. Each bulk sample should be split into at least two, preferably three replicate samples. This would give a set of 72 samples – 2 oils x 4 faults x 3 bulks x 3 replicates. This would be a day's work but would provide a good level of confidence in the statistical analysis. For the evaluation process, the samples for each type and fault could be identified but the identities of the bulk and replicate samples should be blinded.

- Samples should be evaluated by nose at 2, 4, 6, 9, 12, 18 and 24 months after harvest. The bulk samples of each cultivar should be analysed by gas chromatography as soon as possible after harvest and at 24 months. Other analyses could be done if very obvious differences are detected during storage.

Changes in normal oils under different storage conditions

The main question here is “Which storage conditions affect the development and quality of oil?” Here, it is envisaged that a number of acceptable oils are subjected to different storage conditions to identify any specific condition that has a significant effect on chemical and aromatic aspects of the oils.

Storage conditions

It is generally accepted that when oils are stored in glass vessels, the major factors that affect oil during storage are light, temperature, oxygen and moisture. Because the use of glass storage vessels is so common, there is little point in looking at the effect of the storage vessel except to emphasise the need for cleanliness and inert gas-tight seals. However, in the light of the recent fad in copper stills, it would be of interest to include a treatment in which oil is in contact with a copper surface during storage. As mentioned above, proper experimental design is essential if confidence is to be placed on the analysis of the results. It is possible that two or more of the factors mentioned above may interact, but the design for analyzing such interactions is complex, so for the first experiment, it seems simplest to set up a series of with/ without pairs of treatments for each storage factor that can be analysed separately. This should allow the single factors having any significant effects to be identified. Possible interactions could be examined later if desired using the results from the first experiment to focus the design and reduce the size and complexity of the second design.

Storage treatments

The following treatments are suggested as separate sections of the overall project, but for the sake of getting as much information as possible, the treatments should be applied to all the oil types.

Below: Judge Training Day.



Oil types

As many of the following oil types should be included, in order of priority -

Grosso, Pacific Blue, Avise Hill, Violet Intrigue, Super, Molten Silver. All oil samples should initially be filtered and dried over anhydrous sodium sulfate.

Light vs dark

Oil samples in clear glass containers should be exposed to light on a window sill in a room kept at normal living room temperature (20-25°C). A similar set of samples in a light proof box should be placed alongside the exposed samples. These samples should be properly sealed in full containers.

Temperature

Oil samples in well sealed, full bottles should be stored in the dark at 3 different temperatures – room (20-25°C, in same box as dark samples above), refrigerator (4-8°C) and deep freeze (<-10°C).

Moisture

One set of dried oil samples should be stored at room temperature in the dark in well-sealed, full bottles. A corresponding set of oil samples should be set up but 0.25 ml of water should be added to each sample before sealing.

Oxygen

One set of samples should be stored in the dark at room temperature in vials with standard well tightened lids. Another set of samples should be stored under the same conditions in vials with lids fitted with either a permeable film or an air leak.

Experimental design requirements

The following points are required to minimize variation in the evaluation process and to provide data that can be analysed by some simple statistical tests.

- Selection and calibration of noses – Some preliminary evaluation of noses will be necessary to select a panel of 4-6 people with sufficient abilities. Further training will also be required to calibrate and coordinate noses and to familiarize them with a formal evaluation scoring system developed from the competition judging system.
- Oils for storage would have to be selected as soon as possible after harvest – February/ March.
- Evaluations would best be done at one place under standardised conditions – temperature, ventilation, use of test papers, sniffing procedure, etc. This is important in reducing noise and error in the data.
- Various samples must be replicated to enable analysis of the results. There are 9 different storage treatments. There should be 3 replicate oil samples for each treatment of each oil type – 27 samples for each cultivar. Three oil cultivars would represent a full day's work, but would provide an adequate level of confi-

Below: Judge Training Day.



dence in the statistical analysis. For the evaluation process, the cultivar could be identified but the identities of the treatment and replicate samples should be blinded.

- Samples should be evaluated by nose at 2, 4, 6, 9, 12, 18 and 24 months after harvest. The bulk samples of each cultivar should be analysed by gas chromatography as soon as possible after harvest and at 24 months. Other analyses could be done if very obvious differences are detected during storage.

Costs

Because the evaluations are going to be primarily by nose, the main input is people's time. I am happy to put my time in at no charge. Travel costs are probably the major cost. Materials will incur some cost – training kit (*ca* \$125), bottles and vials (*ca* \$200), papers (*ca* \$50), storage boxes and sundries (*ca* \$50). Some gas chromatographic analyses are desirable to look at the start and finish oil compositions. The cost of replacing the column has turned out to be considerably more expensive than I thought (now \$1100) but I am prepared to continue the analytical service at the cost of \$55 per sample that I indicated in the Lavender Link earlier this year.

N G Porter.



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Lavender Truffles

Here is a really lovely and easy recipe that I have made a couple of times now and love it!

Lavender Truffles

stolen from Willie Harcourt-Cooze

The lavender gives a wonderful flavour to the truffles. Be careful, however, not to choose a lavender that is too pungent or it may overpower the chocolate. I used my ever ready Hedcote.

Makes 35-40

250ml cream

12 heads lavender (I also used a bit of stalk)

250g 72% chocolate finely chopped (again I just broke mine - maybe I should follow the recipe sometimes)

20g unsalted softened butter (he he he I used good old normal salted butter)

Coating:

300g 72% chocolate

lavender flowers

Heat the cream with the lavender in a saucepan over a moderate heat until beginning to boil. Remove from the heat and leave to infuse for 5 mins. (Don't leave it too long or the cream gets too cold to melt the chocolate - so heat the chocolate bowl slightly too).

Place chocolate in a heatproof dish (I used a casserole dish). Strain the hot cream over the chocolate, discarding the lavender flowers left behind in the sieve. Stir until the chocolate has melted and is well combined. Leave the mixture to cool a little (or the butter melts).

Stir the butter into the warm chocolate and cream mixture. Leave the mixture to cool, then chill in the fridge until firm.

Line a baking tray with baking paper.

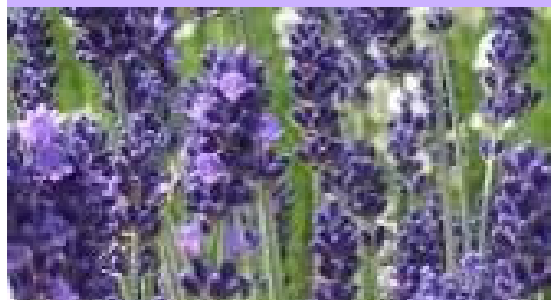
To shape the truffles, scoop up teaspoonfuls of the mixture and quickly roll between your palms to form small balls. Place them on the prepared tray, then in the fridge to firm up.

Line another baking tray with baking paper. Melt the coating chocolate and using a pair of wooden skewers (not recommended) or a fork (this one works for me), dip each truffle into the melted chocolate and place on the tray. Press one lavender flower on top of the truffle before it sets.

If stored in an air tight container, these truffles will keep in the fridge for up to two weeks.

Enjoy

- Sarah Richter



The Judging Process

NZGA Lavender Oil Competition 2004

The following comments are intended to explain the basic process and criteria we have used to evaluate a diverse collection of oils and arrive at decisions on the best oils in the six categories. This is the first time any of the judges have been involved in competition judging, so it will be just as much a learning and enjoyable experience as it will be for you. The NZLGA Committee gave us almost total freedom in deciding on the judging process, so it is our responsibility and any comment - constructive of course- should be first directed at us, rather than the committee.

Yves and I discussed a very simple approach, but then Yves' inspiration and contacts gave us access to the professional world of competition judging. M Louis Peyron (Grasso) is one of the best, if not the top lavender judge in France and in great demand amongst the lavender oil industry. He provided Yves with a detailed explanation of the process he uses, along with hundreds of descriptors to do with lavender oil aroma. With his help, Yves and I have selected a relevant group of some 40 descriptors in three groups (see the attached list). These descriptors relate to the more obvious aromatic characters of lavender oils.

We feel that these descriptors will be able to be used reliably by the judges, and in Noel's experience, they are relevant to New Zealand grown oils. It is important to note that these descriptors have been developed for evaluation of lavender oils. The judges will have to be flexible in selecting and weighing them for application to the lavandin categories. We will be joined by a number of other capable and enthusiastic noses who want to develop their skills. We are currently putting together a range of oils with very different aromatic characters. We also hope to get some oil samples from M.Peyron to act as reference samples. We will have a preliminary judging session to familiarise everyone with the descriptors and to get everyone on the same aromatic "wavelength".

After some discussion, we developed the following process. The first stage will be a rapid evaluation to detect any negative characters that make an oil unacceptable. The most important of these will probably be in the Group 1 descriptors, but if negative characters in Group 2 and 3 are extreme enough, they will be noted. Such unacceptable oils will be identified as that and they won't be scored numerically. However, there will be a note as to the unacceptable character and, if possible from the accompanying information, a suggestion as to how the fault can be remedied.

The oils that survive the first cut will be scored in one evaluation on seven major characteristics of oil aroma:

- Positive aromatic notes using descriptors in Groups 2 and 3
- Negative aromatic notes using descriptors in Groups 2 and 3
- Intensity - overall intensity or impact of the aroma
- Balance - the relative strengths of the aromatic notes and how they affect the overall aromatic impression
- Franchise - the definition and clarity of individual aromatic notes
- Finesse - the finesse and subtlety of aroma
- True to type - typical of the category or cultivar



We agreed on these characteristics to allow grouping of the aromatic descriptors for the judges, and to be as explicit and understandable to the competitors as possible. Each characteristic will be scored 1-10, 10 indicating the characteristic is most pronounced. Six characteristics are positive so the highest possible score will be 60. However, one characteristic is negative and marks will therefore be deducted, but since the worst negative characters will have been eliminated before this stage of the judging, it is hoped that relatively few points will be lost here. The winner of each of the oil categories will be determined directly by these scores. The judges' decisions will be passed to the NZLGA Committee to be made known, as they see fit, to the competitors and members. The NZLGA has appointed a Scrutineer to oversee the competition. We also agreed that we should do one more evaluation - to re-assess the winners of the categories and decide on 'the best in show'. This decision will be more subjective since we will have to compare very different lavender and lavandin oils.

While discussing the judging process, we also thought about the purpose of such competitions, and what the benefits might be.

- The short term benefits for the competitors are having some fun, learning about the aromatic characters, how their own oil's compare with others', and for some, of course, to be able to skate a bit.
- For the longer term benefit for the NZLGA, we expect some NZLGA members to develop their noses as essential national assets so that they can take over the judging role, provide assistance to growers in judging harvest times, and further members' education.

We also discussed another line of development that we think is essential for the long term future of the NZ lavender industry. It is particularly relevant to export products. Yves is keen to see the development of an identifiable NZ character in lavender oils that will make our *L. angustifolia* oils unique in the market. The superior aromatic impact of our oils is commented on in overseas markets, but the 'NZ character' must be new and based on a novel oil composition. It must give perfumers' products a 'point of difference' - i.e. a commercial edge - in the market. I agree wholeheartedly with Yves on this vision.

Since such new oil characters or balances will only come from selection or breeding work, their development and use in commercial production will be a long term project and require sustained effort. We strongly urge the NZLGA to encourage this development and the individual growers to think about growing *L. angustifolia* seedlings and evaluating the very variable seedling population for novel aromas. We intend starting this encouragement by assign a category of our own to the competition - the most promising new aromatic character. We realise that, with advance warning, there would have been entries specifically for this category, but this year we will look for a suitable candidate oil from the unsuspecting entries. We hope that the category will become a permanent and important part of the competition and attract some really novel oils in the future.

Finally, we have learnt a lot in putting this year's process together. Certainly, we will learn a lot more during the judging. We emphasise that this year's competition is only a starting point and hope that the NZLGA and members will give their enthusiastic support so that the process, benefits and fun will improve in the following years. We intend enjoying the judging process. We hope you all enjoy the outcomes.

Noel Porter
Yves Dombrowsky

Descriptions from M.Pyron's Lists for use in evaluating NZLGA Lavender & Lavender Oils

Negative descriptors related to the technical conditions of distillation & the storage of essential oil.

Acide – Acidic
Bouille – Soupy, Cooked Vegetable
Brulee – Burnt
Metalique – Metallic
Sale – Rotting, Vegetative
Vieille – Stale
Vernis aigre – Sour/Varnish note

Descriptors related to general olfactory characters & to emotional or hedonistic responses.

Positive Descriptors.

Arrondie – Round
Charpentee – Full/Rich
Chaude – Warm/Mellow
Fraiche – Fresh
Franche – Clear/Fine
Montante – Lively/Uplifting
Puissante – Intense
Riche – Rich

Negative Descriptors

Aggressive – Strident
Grossiere – Coarse
Terne – Bland, Flat

Mixed Descriptors

Legere – Light
Lourde – Heavy
Seche – Dry
Tenace – Persistent

Descriptors related to response similar to known aroma or aromatic materials.

Positive Descriptors

Balsamique – Balsamic, Acidic Resin
Beurre Frais – Buttery
Champignon – Mushroom
Fleurie – Floral
Fruitee – Light Fruit
Rose – Light Rose

Negative Descriptors

Aspic – Sharp
Herbe Broyee – Bad herb
Gras – Fatty
Herbe Seche – Dry Herb
Poisson – Fishy/Oily
Terreuse – Earthy/dusty
Urine de Chat – Cat Pee
Fungal

Mixed Descriptors

Agrume – Citrus
Boisee – Woody
Coumarine – Coumarin/Cut Grass
Epicee – Spicy
Verte Herbacee – Green Herb
Antiseptic
Eucalyptus
Camphor

Some Useful Websites

For bottles, pots, jars containers both plastic and glass:
www.arthurholmes.co.nz

For soapmaking supplies, books, moulds and essential oils:
<http://www.soapcraft.co.nz>.

Also

www.LotusOils.co.nz
www.diycosmetics.com
www.gonative.co.nz

Happy browsing! regards, Fran Proffit.

Some thoughts from Tricia

Coatesville Lavender Hill 29 July 2012

For the first time in a few years I have submitted three oil samples into the competition this year.

It is easy to become disheartened when the same people keep winning the prizes.

I am also of the opinion, that the oil is better the second year, rather than the same year it is distilled. What do others think?

Tricia Henderson

www.lavenderhill.co.nz

Lavender Fruit Cake

The following recipe comes courtesy of the June edition of TALGA - the Australian Lavender Growers Association Journal.

500grams mixed fruit
1 tsp bi-carb soda
125 grams butter
2 eggs
1 cup brown sugar
Half a cup brandy or sherry
1 teaspoon mixed spice
1 cup self-raising flour
1 cup water
1 tablespoon blue *L.angustifolia* flowers

Method

Grease and line an 8 inch cake tin
Place fruit, butter, sugar, spice and water in saucepan and gently heat until butter is melted.

Bring to the boil and simmer for five minutes.

When mixture has cooled, add bi-carb soda, lavender then eggs and brandy. Mix in well.

Sift the flour and add to the mixture. Stir in well. Pour into prepared tin.

Bake in moderate oven for one and a half to two hours. Test with skewer when cake has been cooking for one hour. Leave in tin until cold (fruitcakes freeze well)

Warm fruitcake served with ice-cream or whipped cream makes a good dessert.



The Lavender Journal

June 2012

Lavender Trail & Diversifying



The Australian Lavender Trail™

Prior to travelling to Provence to spend time during the lavender season I discovered Les Routes de la Lavande. In the form of a simple booklet, the information therein allowed me to research and book visitations to a variety of educational and festive events. This greatly enhanced my "lavender experience" with the inclusion of all manner of possibilities and certainly offered great exposure to all included in the program. It also increased their financial return, because I had time to pre plan the many things that I could indulge in.

The Trail concept encompasses all facets of the tourism industry, and is designed to be a total product including everything from accommodation, restaurants, local natural features, wellness centres, retail outlets and on-farm activities.

The advantages of being a member are not limited to financial return. Promotion of the Australian lavender industry and education are key factors in increasing awareness of Australian Lavandula as a profitable and valuable commodity.

This presentation aims to take you on a path towards active participation in the Trail and an increase in awareness of your product. With this, you can expect greater exposure and increased financial return.

The Australian Lavender Trail™ offers a valuable and viable opportunity for anyone and everyone involved in the growing, harvesting, distillation, propagating and selling of lavender as a raw product or as a value added product. This includes allied industries that support the primary production, and manufacturing of lavender based products as well as the support system required to meet all tourist expectations, including accommodation, transport, food, tourist sites (natural, man made) and covers the spectrum of potential visitors from the very young to the aged, including people who know about lavender or want to learn about lavender production. Further to this it expands the opportunity for Australian's to welcome international guests from overseas destinations, and offers the opportunity to enhance their Australian experience.