



TALGA NEWSLETTER

THE AUSTRALIAN LAVENDER GROWERS' ASSOCIATION

TALGA PRESIDENT'S MESSAGE

MY RETURN FROM AN UNEXPECTED 'BREAK'

My 'break' came one month before a planned European hiking holiday in June and it happened as all accidents do, unexpectedly, and put me in hospital for over 10 weeks. A fall down stairs badly broke my right femur and smashed up my knee and broke my right arm too. Needless to say, the holiday was cancelled and I am faced with months of rehabilitation to walk normally again.

I've had some tough moments to deal with these past months, but I want everyone to know that the enormous show of love and support from family and friends (many friends from our TALGA community) has really lifted my spirits and given me the strength to deal with the disappointment and frustration of such a life changing injury.

My wonderful partner Bruce has elevated the term 'steep learning curve' to new heights as he has taken over the administration of Blue Mountains Lavender business from scratch and kept us running to fulfil product orders from our stockists and posting off website orders to our customers.

So, I am back into TALGA again and look forward to seeing many of the committee members in person at our **AGM in October** and discussing plans for the next year's major event our 30th anniversary TALGA Conference in 2025 and other priority industry issues.

I am most grateful to our committee for taking on the responsibility of the smooth running of TALGA during my absence and especially Fiona and Moira for efficiently organising year end membership renewals and welcoming new members joining our Association. Thank you to Karen for pulling together interesting and relevant issues of ENews, and Pascal and Moira for organising fantastic speakers for the July and Aug Webinars. I welcome our co-opted new committee members Eric Edgecombe and Kelly Oxenford and thank them sincerely for their contribution to TALGA.

If you have any feedback or comments about what you would like TALGA to do for you, or if you would like to contribute your time and talents to TALGA, please let me know via email president@talga.com.au we welcome all suggestions, and especially volunteers!

Louise Bickerton, President | TALGA | M: 0409 717 899

AUGUST 2024
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Click [here to follow](#) the TALGA Facebook page.



Send E-news contributions to news@talga.com.au by the 10th of each month and share your farm updates!

Thank you! Karen,
TALGA Editor

YOU'RE INVITED! JOIN US AT THE TALGA ANNUAL GENERAL MEETING (AGM)

We are excited to announce that the upcoming TALGA Annual General Meeting (AGM) will be held on **9th October, 2024** at **BEST WESTERN PLUS HOVELL TREE INN, ALBURY NSW**.

This is an important event for all members to participate in, as we will be discussing key updates, future plans, and electing committee members and Area Liason Representatives (ALRs). Your insights and contributions are invaluable to the continued success and growth of our association. We encourage all members to attend and be part of the decision-making process that shapes the future of lavender growing in Australia. Stay tuned for more details and the agenda, which will be shared closer to the date.

➤ PROGRAM

The **program** for the day is:

- 10am: Meet over Morning Tea
- 10:30am: AGM commences with livestream available.
 - Announcement of nominations received for ALR & TALGA Committee.
 - AGM concludes.
 - Short private meeting for successful nominees to choose positions on committee for 2024/5.
- 12pm-1:30pm: **Lunch** (this concludes the business of the day for general members*).

**TALGA Committee members to attend a 2025 Planning Meeting at 1.30pm–3pm.*

➤ ACCOMMODATION

Accommodation has been reserved at the below rates at **Best Western Plus, Hovell Tree Inn, Albury**. Please contact the venue directly and enquire about the following rates. When booking accommodation it is best to call the venue direct on (02) 6042 3900 and **state that you are travelling for The Australian Lavender Growers Association**, to receive the below accommodation rates.

1. Standard queen - \$179 per night
2. Deluxe Queen - \$179 per night
3. Executive King – \$189 per night
4. Deluxe Twin - \$189 per night
5. One bed apart - \$220 per night
6. Two bed apart - \$300 per night

Website: www.hovelltreeinn.com.au



For further options, there is plenty of choice of other places to stay by contacting **Albury Visitor Information Centre** 1300 252 879 or visit their website: www.visitalburywodonga.com.

➤ THINGS TO DO

See attachments for places to stay and suggestions for things to see and do in the area!

➤ RSVP

If attending in person, kindly RSVP by sending an email to Fiona admin@talga.com.au or Moira secretary@talga.com.au by **20 September**.

We look forward to seeing you there! - **TALGA COMMITTEE**

TALGA MEMBER-ONLY WEBINARS

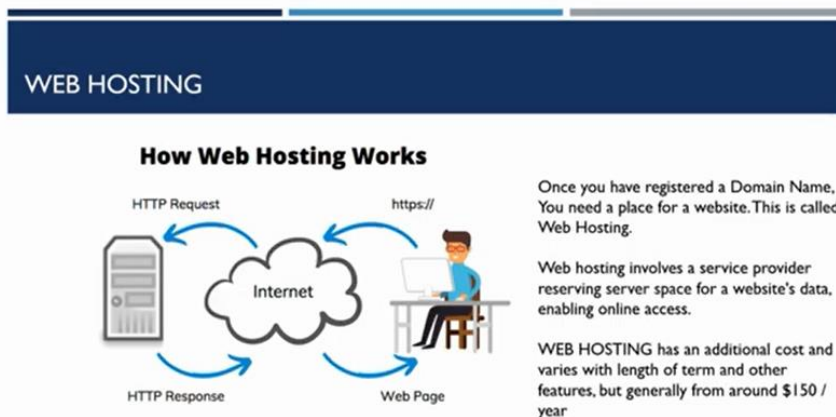
We are thrilled to share the details of three exclusive TALGA Member-Only webinars that were recently conducted online. All three sessions were packed with invaluable knowledge and practical tips, making them indispensable for anyone in the lavender industry.

TALGA Webinar #1 “Website Management” (JULY 2024)

The first webinar, run on **Wednesday 31st July**, focused on “**Website set up and management**,” featuring the latest trends and tips in website creation.

Our speaker, **Gordon Waters** is a well-rounded IT consultant with over 20 years of experience, offering a variety of services to businesses and individuals in the Braidwood area and beyond through his company, Highgate IT Services.

His skillset includes web design, development, and management. Gordon can create and update websites using a variety of platforms and technologies, using Google Apps and Office 365 for managing domains and email, as well as web hosting, domains, and email hosting. He can leverage Cloudflare for DNS management and proxy services. For content creation, he is skilled in Drupal and WordPress for website development, and photoshop for creating web content.



In this webinar, Gordon explained the underlying knowledge needed to begin the process of designing a website, getting it secure and online.

The Q&A expanded with specific questions and challenges faced by participants. His contact details are:

Highgate IT Services M: 0422 921 269
E: gordon@highgateit.com.au W: www.highgateit.com.au

A **recording** of this webinar is available for TALGA members only by clicking [here](#).

TALGA Webinar #2 “Leveraging Social Media Effectively” (AUGUST 2024)

The second webinar was delivered on **Wednesday 7th August**, offering valuable insights on how to effectively set up and use social media to share information about your farm.

Our speaker, **Annie Turner** (photo, left) is an experienced Digital Marketer with a demonstrated history of working in the marketing and social media industry since 2017. She is passionate about cultivating innovative digital marketing strategies that outlast trends and support long term growth. The strategies implemented, on behalf of her clients, have purpose, forward thinking intentions and form the basis of a meaningful digital presence.



The webinar combined expert insights with practical guidance on leveraging social media effectively. Annie shared strategies for maximising engagement, crafting compelling content, and navigating evolving algorithms. Attendees gained actionable tips regarding DIY content creation, video development, hashtags, audience insights and industry best practices. The webinar concluded with a Q&A segment addressing specific questions or challenges faced by participants.

A **recording** of this webinar is available for TALGA members only by clicking [here](#).

Annie Turner's contact details are:

ART SOCIAL HOUSE

W: <https://www.artsocialhouse.com/>

P: 0439 160 482

e: hello@artsocialhouse.com

IG: <https://www.instagram.com/artsocialhouse/>

NZLGA Webinar: Lavender still distillation (MAY 2024)

In collaboration with NZLGA, another webinar was delivered on **Tuesday 23rd May**. Stuart Abernethy (NZLGA) introduced member Dan Zinsli, from **Mountain Road Estate**, South Taranaki, NZ. Dan talked about his Copper Alembic Still processing, and the family lavender farm setup and its development.

A **recording** of this webinar is available for TALGA members only by clicking [here](#).



Our Setup

40 litre Column Alembic
Hand made in Portugal
imported by Alembics NZ

***note that the litres eg 40litre alembic is a random figure**
Our 40litre likes to average:
7 kg plant material in the column
25 litres of water in the Pot.

Why didn't I purchase a 100-250litre alembic?
i find our 40 litre very manageable by myself, I feel more connection to the process, I can carry her full of boiling water. I have found with the continual process of distilling I can get a better feel for the plants.

Pauline

Rachel

Rachel

Richard C

Richard C

Sherrida Edgeco...

Sherrida Edgecombe - Mentor

Fiona Glover

Fiona Glover

Stuart Abernethy

MEMBER FARM UPDATES

Glenvalley Lavender (Central Gippsland, VIC) | Cate & Neil Harper

Things have been quiet here at Glenvalley Lavender.

I'm still recovering after having extensive foot and ankle surgery so it's been hard trying to do a lot. Neil and my daughter Karli have been helping set up at markets so at least I have been able to get out to have a market stall to get the business name out there.

Neil has been keeping up with the weeding and two of our Dartmoor ponies help keep the grass down between the lavender rows. This saves on mowing over winter they do the job for us.

I have been able to get back to the sewing machine so I could make some more heat packs and lavender bags. Having my right foot done and having to keep it up it made it very difficult to try and sew with the left foot whilst keeping the right one up so didn't really get anything done.

Looking forward to summer.



Wine Country Lavender (Hunter Valley, NSW) | Karen McRae

Ok Ok. I may have possibly done one too many rain dances earlier this year, during a dry spell we had for a few months. As I'm writing this today, it literally has not stopped raining for the last 24 hours. We have had foggy mornings and cloudy days, and rain and more rain and more rain, to the point that I have not seen greener moss in my life. If it was a bit cooler, I'd say we were somewhere in Ireland at the moment! Therefore, mowing is out of the question, weeding too... and we have some giant weeds (one was nearly as tall as me!) to tackle at this point!



Being on a slight hill, we're hoping it drains fairly quickly once the sun is out. Wouldn't it be nice to have just the right amount of sun, and just the right amount of rain, just the right amount of warmth... but I guess as farmers, we have to work with the weather and the challenges it brings. Every second kangaroo around has a joey in its pouch, so it will be interesting (and scary!) to count them out again once they hop out and about in spring... 80 was the latest number I counted a couple of months ago!

NEW ZEALAND LAVENDER GROWERS ASSOCIATION CONFERENCE

The New Zealand Lavender Growers Association invite you to register for the

- **NZLGA Conference 2024: 'The Transformation Conference - take your business to the next level'**
Date: Friday 30th August to Sunday 1st September 2024
Location: Distinction Hotel, 14 Cathedral Square, Christchurch NZ

What is Transformation? To some it may be renewal, a change in direction, to others it may be a step up or the next step in their journey. Maybe we've been incubating thoughts, like a pupa in its cocoon. During this time, we may have been thinking about new ideas, questions, and plans ready to burst forth. If you want to refresh yourself and transform your business, this conference is for you.

Keynote Speaker - Malcolm Woolmore of Kiwiflora International Ltd Our main speaker is a well-known and well-respected figure in both the New Zealand and international ornamental horticulture scene. Kiwiflora International represents NZ plant breeders both locally and globally also functioning as an importer of ew plant varieties into NZ through connections with overseas agents and plant breeders. Malcolm will speak on marketing in general and developing new plant varieties.

International Speaker - Ellen Reynolds of Beagle Ridge Herb Farm and Environmental Education Centre Beagle Ridge is a Lavender farm and Education Centre with a focus on pollinators and butterflies. It has become the go-to agri-tourism destination on the East Coast of the USA with visitors from 42 countries discovering the farm, which is hidden in a valley in the Blue Ridge Mountains of Virginia.

TALGA Full Member Conference Ticket Price: \$180. Any questions you may have regarding the conference registration please email nzlg-treasurer@lavender.org.nz.



Planning a Festival By Laura Bergh



Laura Bergh from the **Lavender Association of Colorado** shares her insights on planning a successful festival! Here's summary of her write-up. To read the full version, contact news@talga.com.au.

Starting small in 2018, their family-run farm has grown 17 cultivars of lavender, offering U-Pick opportunities and hosting events to attract visitors. Each family member contributes, from managing irrigation and tractors to designing products and marketing. The farm navigates community support and legal considerations, such as liability insurance and special event permits.

"As lavender farmers we all love lavender and create amazing things with it. Lavender has a fabulous following as does the public's desire to support small farms."

Community involvement is crucial, with neighbours volunteering and lending support. Planning involves securing food trucks, live bands, and vendors, ensuring all comply with safety regulations. The festival includes U-Pick lavender, vendor booths, live music, and activities for children, creating a family-friendly environment.

Preparation involves meticulous planning and setup, from organizing parking and vendor spots to arranging sanitation facilities and managing volunteers. On festival day, the farm buzzes with activity, offering products, refreshments, and entertainment while maintaining safety and order.

The event's success relies on community spirit, thorough planning, and a love for lavender. Despite challenges, the festival has grown, providing a fun, educational, and profitable experience for both the farm and its visitors.

We encourage you to share your own experiences with the TALGA community! Send in your write-up on your exciting lavender events to news@talga.com.au.

BUILDING A LIFE IN AROMA AND FLAVOUR

- THE ALEMBICS LAB STORY by Jill Mulvaney (a contribution to Australia's Aromatherapy Today Journal)

In her article, Jill discusses how she built her life in aromatics and distilling, the benefits of 'following your nose' in life, and discusses how her view of essential oils has changed over the years. Jill is a craft distiller with over 25 years experience. She teaches and consults on all aspects of distillation, aroma and natural flavour, advancing ideas and products that can be utilised across a range of industries: spirits, perfumery and cosmetics. Here's a small snippet. Email news@talga.com.au for the full version.

"I started small, with 2.5 and 5L stills because it's a great way to learn—the distillation times are relatively short and the amount of plant material needed can be readily supplied from your own garden or responsibly foraged from your surroundings. This means you can fit multiple distillations into a morning, a day or a weekend and really get to know both the techniques and your plants. It's how I advise anyone wanting to start out in distillation to take their first steps.

I was totally captivated that I could use one of these beautiful, shining stills to make small amounts of these precious oils—sometimes just 2 or 3 mls of EO from a plant that I'd grown or had found by the wayside. The discovery of hydrosol (aromatic waters) was even more of a magical mystery. Even though I was going solo, I felt connected in time to generations of women who had used similar stills in their homes—discovering a lost craft I was quite happy doing my aromatic distilling, but I did feel alone. I didn't know anyone doing anything like I was apart from the spirit distillers, who seemed like a different kettle of fish (though later, I would explore alcohol distillation as well, and find it both fascinating and useful)."

WE WOULD LIKE TO HEAR FROM YOU!

- Do you have any **feedback** or **suggestions** on TALGA future events?
- Do you have a nice **lavender recipe** to share?
- Have you **read** anything of interest lately? Send us your review and recommendations!
- Do you have any surplus items to **sell**, and to advertise in upcoming newsletter?
- What's been happening on your farm? Would you like to share your **farm updates**?
- Would you like to **connect** with lavender farmers in your state?

Get in touch via email and we'll share your stories, updates and profiles! Email Karen: news@talga.com.au. To be included in the monthly newsletter, kindly get in touch by the 10th of each month. We look forward to hearing from you!

SHARE EVENTS AT YOUR FARM OR IN YOUR STATE!

Do you have any events taking place at your farm that you'd like to share with other farmers? Any events of interest taking place in your state? Let us know! Send an email to news@talga.com.au and tag TALGA on Facebook!