



# Table of Contents

**Introduction** .....4

**Meet Four Successful Growers** .....6

**Chapter One**.....9

    Best Lavenders to Grow.....9

    Lavendula Augustifolia .....9

    Ten Best Varieties for Commercial Growers.....9

    Lavendula x Intermedia.....11

    Five Best Varieties For Commercial Growers.....11

    Lavandula Stoechas .....12

**Chapter Two**.....13

    Lavender Growing Requirements .....13

    Soil .....13

    Fertilizer.....14

    Irrigation .....14

**Chapter Three**.....15

    Lavender Propagation.....15



*Lavender Farming – How To Start A Lavender Business*

**Chapter Four** ..... 16

    Planting Lavender ..... 16

    Site Preparation ..... 16

    Weed Control ..... 16

    Diseases and Pests ..... 17

    Pruning ..... 18

**Chapter Five** ..... 19

    Harvesting Lavender ..... 19

    When To Harvest ..... 20

    Drying Lavender ..... 21

    Lavender Bud Processing ..... 21

    Lavender Harvest Yields ..... 22

    Essential Oils and Hydrosols ..... 22

**Chapter Six** ..... 24

    Value-Added Lavender Products ..... 24

    Twenty Ways to Add Value ..... 26

    Fresh Lavender Bundles ..... 26

    Live Plants ..... 26

    Dried Lavender Buds ..... 27



*Lavender Farming – How To Start A Lavender Business*

Dried Lavender Bundles.....27

Lavender Fire Starters .....27

Sachets .....28

Lavender Personal Care Products.....29

Too Busy to Make Lotion?.....33

Culinary Lavender Products .....39

Lavender Pet Products.....42

Lavender and Health.....43

**Chapter Seven**.....44

    Lavender Marketing.....44

**Chapter Eight** .....48

    Resources.....48

    Lavender Organizations .....49

    Lavender Seedlings.....49

    Grower Supplies.....50

    Distillation Equipment.....50

    Ingredients for Lotions & Other Personal Care Products.....50

    Wholesale Packaging Suppliers.....51

    Secrets of Successful Lavender Growers .....53



## *Meet Four Successful Growers*

**M**ike and Jadyne Reichner bought a 7½ acre farm in Sequim, Washington and learned about the commercial possibilities of lavender at a community meeting. They started growing lavender the next year with just 19 plants, making a whopping \$88 in profits. Since then, they have expanded to several thousand plants and dozens of value-added lavender products, and now gross over \$1 million each year.

The Reichners call lavender the “Swiss Army knife of herbs” because there are so many uses, including fresh and dried bouquets, garden ornamental plants, tinctures, sachets, culinary treats, even lavender honey! Jadyne has created over 50 items, from body lotions to lavender soaps, spritzers and her signature lavender salad dressing, that are sold at the farm, on their web site and wholesale. At first, they simply sold products off their front porch, until it got too crowded. So they built a drying shed that also does double duty as a retail shop.

Jadyne says she learned two valuable marketing tips from Martha Stewart: Try to find new marketing niches and make products that make women’s lives easier and more comfortable. As a result of applying these tips, she now sells her lavender body care products to over 2,500 spas around the U.S.

Jadyne tells all new growers to focus on referrals for customers, as word-of-mouth, the best marketing tool ever, was her best source of new customers and referred by friends and family. Visit their web site at: [www.purplehazelavender.com](http://www.purplehazelavender.com).

In Grand Junction, Colorado, Rosemary Litz planted 80 lavender plants in her backyard because she loves the scent. As she says, “To me, it’s the most wonderful soothing aroma in the world.” Litz uses the harvested lavender to fill her hand-crafted products, such as sachets, eye and neck pillows, even scented purse and drawer liners.



# Chapter One

## Best Lavenders to Grow

**A**lthough there are over 30 species of lavender, with hundreds of varieties, there are just 3 species that are widely grown by most commercial growers. The first is *Lavendula augustifolia*, also commonly called ‘English’ lavender or true lavender. The second is *Lavendula x intermedia*, called lavandins, as they are hybrids created by crossing *Lavendula augustifolia* with *Lavendula latifolia*, also known as ‘Spike’ lavender. The third common commercial species is *Lavendula stoechas*, known also as topped lavender or Spanish lavender.

### Lavendula Augustifolia

*Lavendula augustifolia*, or English lavender, is a cold-hardy species that does well in climate zone 5 to 9, with mild summer heat and long hours of daylight. The plants have grey foliage and flowers ranging in color from white to purple. The sweet fragrance of the true lavenders is ideal for culinary use, and the aroma and quality of the essential oil they produce.

### Ten Best Varieties for Commercial Growers

**Betty’s Blu:** The dark blue flowers and short 6” to 8” stems and tight flower heads make this variety a favorite of crafters. Hardy in zones 5-9.

**Buena Vista:** This variety blooms continuously in most areas, twice yearly in late spring and in fall in areas with long growing seasons. It has a strong fragrance, medium purple flowers and 12” stems. Buena Vista is a popular lavender for culinary use. Hardy in zones 5-9.