



Mendocino Lavender County

www.HarvestMoonFarmsLavender.com

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Why grow Lavender in Mendocino County?

- Mendocino County has a great climate and the right altitude for Lavender propagation
- Lavender is drought tolerant and disease resistant – no pesticides required
- **Deer don't like it and gophers don't eat it!**
- Lavender is a perennial – plant it once and harvest it for years to come
- Opportunities abound to build a 'cottage industry' and agro-tourism businesses

Climate & Planting requirements:

- Needs a Mediterranean climate (hot, dry summers & mild winters)
 - Most lavender can withstand temperatures as low as 10 degrees
 - French Lavender (Lavendula Dentata) is more sensitive than other varieties)
- Needs 1000 – 3000 foot elevation to prosper
- **Needs good drainage, doesn't like it's roots to stand in water**
 - Gentle hillsides or sandy soil will work usually with some amending
- Requires minimum water the first two years and almost none after that
 - **Great for our local resources, agriculture that doesn't drain the water table or pollute it!**
- Likes Nitrogen pH (7.0 or above)
- Likes no weeds – weeds create humidity around the plant which creates an environment for fungal infections to flourish
- Likes a light colored, non-organic ground cover
- Loves oyster shell or bone meal and chicken manure for the health of the plant and the **growth of it's flowers; sand 'top-dressing' greatly improves yields and oil production**
- Needs 6+ hours of direct sunlight per day (minimum)
- Needs no chemicals for pest control

Business Opportunities

A very positive industry could flourish with the climate and elevation in our little valley and surrounding areas, with little water requirements and without pollution or pesticide problems. The Lavender industry could increase tourism with a regional lavender festival and other various spin-offs as the attraction at the center of that industry. Not to mention it smells good, too!

According to Dr. Arthur Tucker, renown speaker and Botanical research scientist on the Faculty of Delaware State University, the success of 'herbs' as a business relies on pooling our knowledge and resources through forming a 'team of partners' by forming various collectives around a specific herb. Marketing collectively and sharing 'orders' allows for developing larger vendor contracts, creating standards within the industry to provide reliability and consistency of product.

- The availability and cost of natural Lavender oil has caused the common market to turn towards chemically created substances.

- Our experience to date shows us that we can estimate that an acre can support approximately 2640 plants, and depending on the variety can produce between 24-48 gallons per acre. Prices range for oil range between \$6 or 10 - \$60 per oz. depending on the variety **and it's ultimate uses.**
- There is the opportunity to develop new, proprietary hybrid varieties and their clones to distinguish ourselves in the industry
- Multiple business opportunities
 - Farming and propagation
 - Nursery stock for plant sales
 - Essential Oil processing & distribution
 - Wholesale and retail markets
 - Value added products develop ancillary markets
 - Arts and Crafts industry
 - Wholesale and Retail distribution
 - Agro-tourism and destination herb farms – **'U-pick' market**
 - Consulting and lecturing
 - Cross-pollination with other local industries

Uses

- Medicinal
 - One of the oldest known medicinal herbs – dates back to Roman times
 - Essential Oils – develop a following and create demand in local markets
 - Lavender E.O. mellows and ages well
 - Multiple uses for adults, children, and animals
 - **Unlike many E.O. it's safe to use in 'neat' application (directly on the skin without dilution)**
 - Value-added products – develop new markets
- Landscaping
 - Excellent as border planting or for adding accent color to landscape
- Crafts/Dried flowers
 - Royal Velvet is one of the preeminent varieties for dried arrangements
 - Loose flowers for potpourri
 - Lavender Wands and baskets
 - Lavender Eye Pillows
- Culinary

Notes: