

MEETING THE MARKETING CHALLENGE

2019 Great Lakes Lavender Growers Conference
March 2, 2019 --- 8:30 – 5:30 p.m.
Breslin Student Events Center, East Lansing, Michigan

Saturday, March 2, 2019

Mezzanine Rm. A-D

- 8:30 - 9:00 Check-in; Get Acquainted; Continental Breakfast
- 9:00 - 9:20 Welcome and Opening Remarks
- 9:20 – 10:30 “Labeling Your Value-Added Products the Legal Way”, Marie Gale, Author, *Soap and Cosmetic Labeling*
- 10:30 – 11:00 Break
- 11:00 – 12:00 “Certification programs for my lavender: Organic and Certified Naturally Grown - The How’s, Why’s, and for What’s? Vicki Morrone, MSU Center for Sustainable Food Systems and Kylee Wongrowski, Lucky Road Lavender Co.
- 12:00 – 12:15 *Lavender Happenings from Ontario*, Jan Schooley, Ontario Lavender Association and Apple Hill Lavender Farm, Windham Centre, Ontario
- 12:15 – 1:15 Lunch
- 1:15 – 2:05 “Strategies for Increasing Agritourism through Cooperative Marketing,” Garrett Zeigler, MSU Extension
- 2:05 – 2:25 "Lavender Trials at the MSU Horticulture Garden", Daedre McGrath, Trial Garden Manager, MSU Horticulture Gardens
- Concurrent Sessions
- 2:30 – 3:30
- Room A MSU Product Center and USDA Value-Added Producer Grants, Wendy Weiland, MSU Extension and Bobbie Morrison, USDA
- Room B TBA
- 3:30 – 3:50 Break
- 3:50 – 5:10 *The View from the Farm: Talking Production Challenges with Growers*
Martha Wilczynski – Lavender Hill Farm, Niles, Michigan
Jan Schooley, Apple Hill Farm, Windham Centre, Ontario
- 5:10 – 5:15 Closing Remarks

Please remember to turn in your conference evaluations to help us plan effectively next year!
Thank you for joining us for the 2019 Great Lakes Lavender Growers Annual Conference