

Workshop all about lavender

Western Nevada College Specialty Crop Institute offers a Lavender Production, Sales & Marketing Workshop on June 18, 9am-4pm at the Carson City campus.

It will include a lavender farm tour.

Cost is \$45. Lunch is included. Seating is limited, and registration is required.

The workshop will begin at Campie's Lavender Patch in Stagecoach where students will learn about harvesting, soils and site selection, the extraction process for essential oils, and best varieties for Nevada. Following the farm tour, a classroom lecture at the WNC Carson Campus will focus on sales and marketing, product development, and online strategies to expand markets.

Featured speakers include farmers Mike and Diane van Camp of Campie's Lavender Patch in Stagecoach and Susan Harrington of Labyrinth Hill Lavender in Washington. Harrington has been growing and selling lavender for almost a decade. With a background in business management, she teaches workshops across the Northwest and has developed online courses for lavender production and sales.

Mike and Diane van Camp have grown lavender commercially for more than eight years. They produce more than 30 varieties, focusing on propagation and development of varieties favorable to Nevada's climate. Their nursery plants and retail lavender products are sold at farmers markets and online.

Information/registration, contact Ann Louhela at (775) 351.2551 or louhelaa@wnc.edu.