

Endowment fund

Safeguarding the Lavender Heritage in Provence

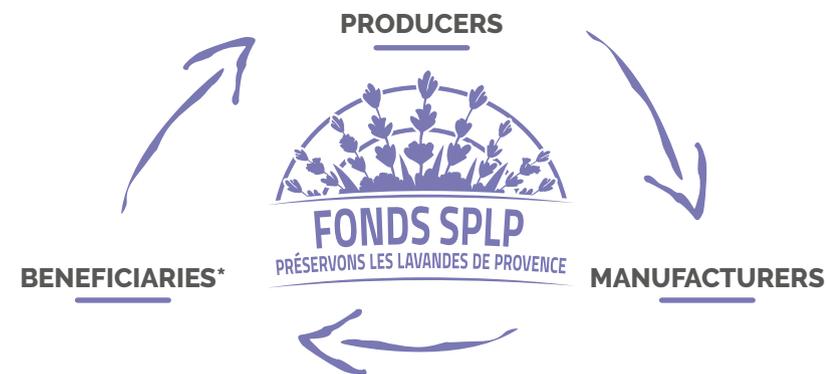
Founded in 2012, the endowment fund for the Safeguarding of the Lavender Heritage in Provence was **created to finance research and development programs** aimed at **finding ecological solutions** for preserving lavender.

Our mission:
Raise funds in order to adapt production methods to current climate and environmental challenges.

We also aim **to raise awareness of the risk of lavender extinction** in Haute-Provence, in collaboration with **many local stakeholders and organizations**.

Our belief: We can overcome this challenge by encouraging the involvement of all stakeholders in the region.

Our Board of Directors, chaired by Olivier Baussan, brings together all the stakeholders in the sector



*Beekeepers, tourism, etc.

Our future action plan

Lavender cultivation must join the movement that now affects all sectors: **saving energy and reducing environmental impact**.

Lavender cultivation must join the movement that now affects all sectors: saving energy and reducing environmental impact. As a region, and as the birthplace of this plant, we must lead the way on this issue. This year, we are launching the Green & Lavender program, which will reduce the carbon footprint of producing our treasured flower over its entire lifecycle.

Our target for 2029: Reduce CO2 emissions and fossil fuel consumption in the lavender and lavandin industries by half.

We will act in 3 areas:

CULTIVATION TECHNIQUES



DISTILLATION

HARVESTING

Our sponsors and partners

Thanks to the financial support of our local, national and international sponsors and partners, the SPLP Fund is able to carry out its research programs and achieve its objectives. Contributions can take different forms, including donations, proceeds from the sale of charitable products, and skills-based sponsorship.



Find all our current sponsors by photographing the QR code or by visiting the [nos-partenaires-mecenes](#) section of the website.

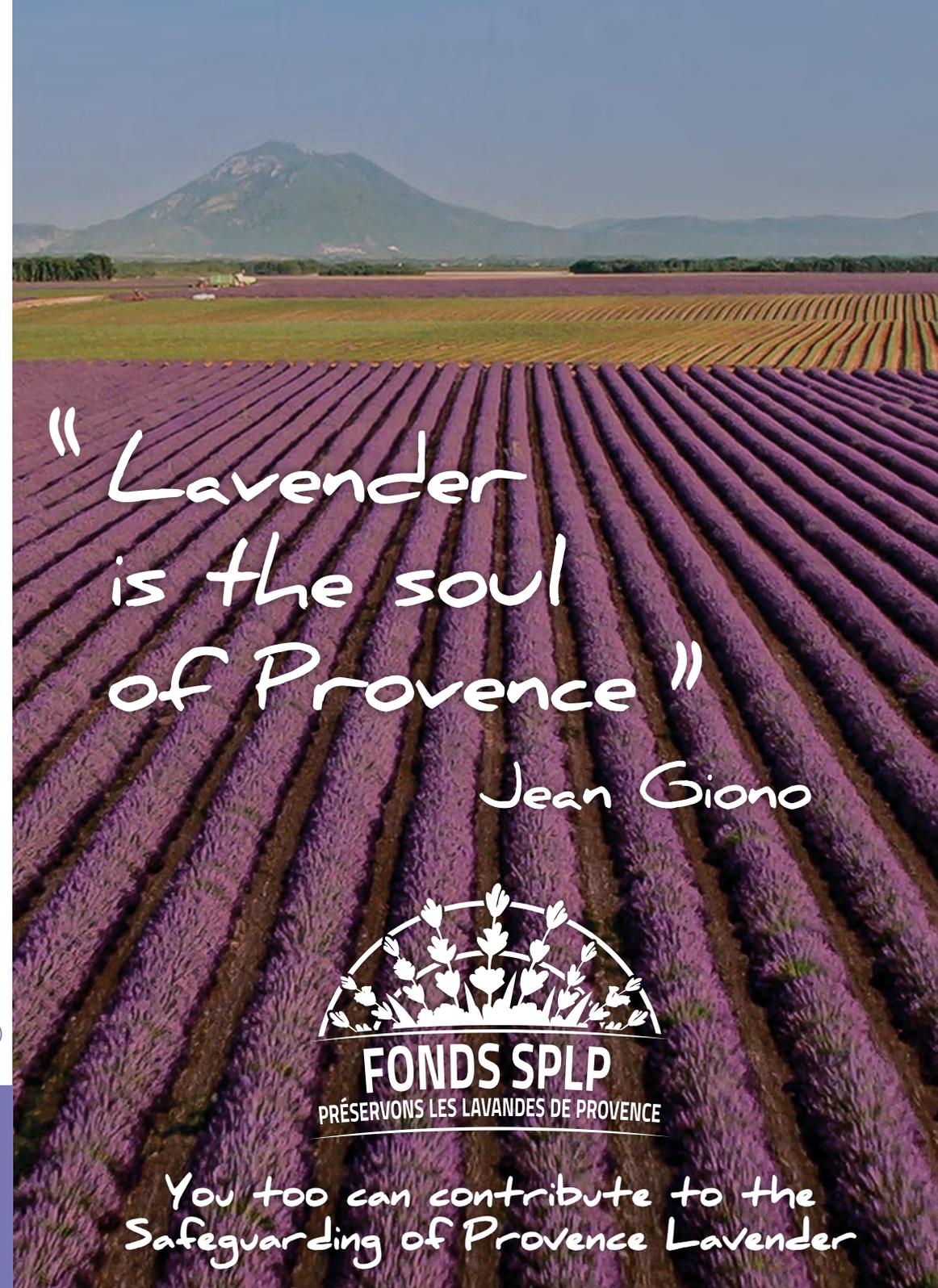
If you too would like to participate in safeguarding Provence lavender, please contact us!

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“Lavender is the soul of Provence”

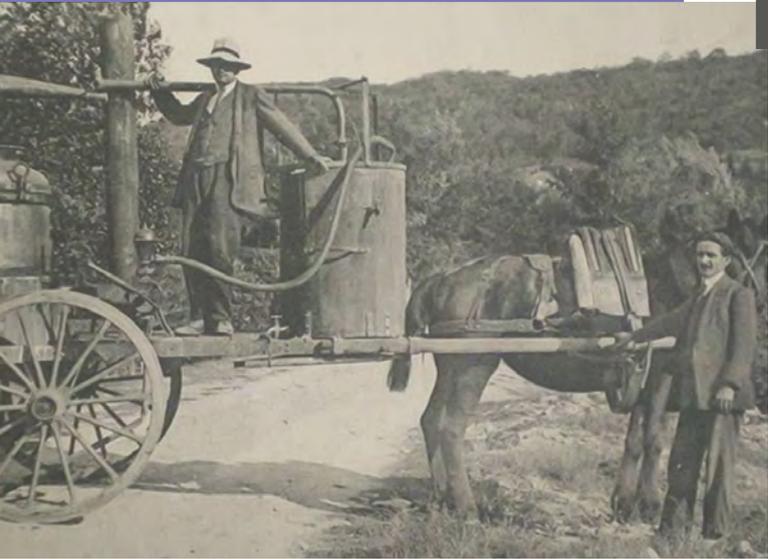
Jean Giono



You too can contribute to the Safeguarding of Provence Lavender

Vegetation cover with cereals planted between rows of lavandin

Provence lavender



1890

Lavender has always been picked in the wild from our mountains. It was only at the end of the 19th century, with the development of the perfume industry in Grasse, that it first began to be cultivated. Used since ancient times for its calming and healing properties, today the lavender flower is the symbol of Provence.



Why is it under threat?

Combined impact of disease and climate change

Today, lavender crops in Provence are weakened by disease and recurring droughts, which cause the fields to decay prematurely.

In Provence, a healthy field has a lifespan of **10 years**. The **cost of planting** amortized over **10 years** represents **15% of gross annual revenue**. An **unhealthy field**, however, only lasts **2 to 3 years** after planting. With such a short amortization period, **the cost of planting** accounts for **50% of gross annual revenue!**

Provençal production may no longer be competitive in comparison with other production operations domestically and across Europe.

Our initiatives so far



Creation of 4 AOP Haute Provence Lavender varieties – Good quality / Decay tolerant / High agronomic performance

Supply of 66 “bee-repellent” kits to protect bees from being caught up in harvesting machines (across 3,200 hectares).

Monitoring of 50 hectares over 3 years to improve our knowledge of the most effective techniques against decay.

Placement of plant cover across 85 hectares to fight against deterioration. Collaboration with 27 producers.

Researching chemical interactions between phytoplasma (the disease), leafhoppers (the carrier) and lavender as part of the Euclid program.

What's at stake for the region?

CULTURE

5 museum
Several Lavender Festivals

TOURISM

Tourists visit from all around the world
Lavender itineraries

ECONOMY

€80 million in agricultural revenue
9,000 jobs, direct and indirect



Did you know?

Lavender and lavandin are two different plants!

Lavender is a wild plant that has been domesticated. It has been used since Roman times to preserve laundry. Its stems are 30-40 cm long. 60% of it is used in aromatherapy and 40% in perfumes.

Lavandin is a sterile plant that results from a natural hybridization between true lavender and lavender aspic. Its stems are 60-70 cm long. 90% of it is used in laundry products and 10% in soaps/perfumes.

LAVENDER

LAVANDIN



To keep up this good work, we need everyone's participation

There are 2 ways to help:

Offer or buy one or more solidarity products

The fund's solidarity products are identified by these two logos.



The amount paid will be subject to a tax receipt allowing you to deduct 60% of this amount from your corporate income tax.

Donate

A financial donation to the endowment fund is 60% tax deductible for businesses and 66% for individuals.

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You too can become an active contributor to safeguarding Provence Lavender

ARTISAN PRODUCTS

Many local artisanal products have been developed based on lavender

AGRICULTURE

1,700 producers / 1,400 beekeepers
1,480 t of essential oils
1,500 t of Provence Lavender Honey
2,500 hectares of dedicated production and terrain

INDUSTRY

A large chain of local traders/processors/manufacturers