



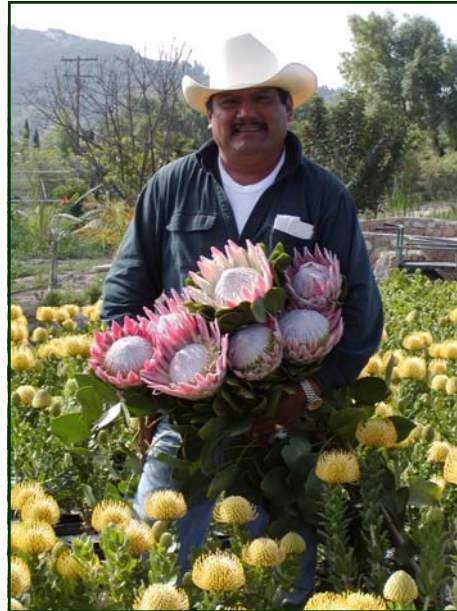
Resendiz Brothers Protea Growers LLC

Summer 2004 Newsletter

It is with great pleasure that we send you our first edition of the "Resendiz Brothers Protea Growers Newsletter".

Our newsletter will be published on a seasonal basis (Spring, Summer, Fall and Winter). Each edition will enable us to:

- ◇ Update you on what's new and in-season,
- ◇ Introduce you to some of our team,
- ◇ Educate you on new products and varieties,
- ◇ Provide a calendar of upcoming events,



Mel Resendiz with some Kings & Pins

- ◇ Provide insight into how the weather and unforeseen conditions might affect future production,
- ◇ Provide "Hot Tips" or answers to some frequently asked questions, and
- ◇ Show you how the media are using Proteaceae materials.

There's a lot to share and this newsletter will make it easier.

We welcome your comments and suggestions.

Here's to the joys of summer and new beginnings!

Pincushions

The fields were beautiful during the Spring



A field of Flame Giants

season! As the volume of Pincushions increased, so did the demand. Our Flame Giant Pincushions were the most requested flower this Spring. They have big beautiful heads and the vivid orange color is eye catching. Hope you enjoyed a few. This year requests for "Pins" were up, thanks to the wonderful marketing efforts of the California Protea Association, The Cut Flower Commission and various other trade publications which have so prominently displayed those gorgeous flowers.

Upcoming Events

- July 7—10, 2004 Fun-N-Sun, San Diego, CA. We'll be staffing the California Protea Association's booth #5 at the Flower Fair on Friday. Please stop by and say hi.
- September 29th—October 2nd, 2004 Society of American Florists (SAF) Maui, Hawaii.

“Calycina Thryptomene”



Calycina Thryptomene is a fairly new product here at Resendiz Brothers. In the Spring of 2004 we were able to harvest and ship several boxes of this beautiful Australian wetland filler flower.

Calycina has long, woody, spiky stems with clusters of tiny round flowers up and down the stem. It's natural colors are pink and white. However, it can also be tinted in a variety of colors.

Calycina will be available again in Spring, 2005 from February through April.

Check It Out

The June issue of Florist Review has editorial coverage of Australian floral products. Also within this issue is a beautiful 12 page insert from the Australian Flower Council. These beautiful floral design ads use of color were wonderful!

The insert emphasizes how beautiful Protea, Pincushions and Banksia work by themselves and also mixed with other flowers. If you enjoy good floral photography, you won't want to miss this issue.



Protea Fiesta

Happy 4th of July!

Protea Fiesta is our featured flower for July. Fiesta is a hybrid cross between Compacta and Neriitolia. Our volume is still limited but it is growing. Look for it in your boxes of assorted Proteas.

What's Coming Up

- ⇒ Protea Pink Ice
- ⇒ Protea Minks
- ⇒ Protea Susara
- ⇒ Leucadendron Jester

See us on the Web!

The Resendiz Brother's Protea Growers web site has been up and running since January, 2004. You can see us on the web at www.resendizbrothers.com

We will continue to update the site as new product and information becomes available.

Feel free to email us at ismaelresendiz@msn.com if you experience any problems on the site or if you have any suggestions.

We hope you have a wonderful summer and thank you again for your continued support. We appreciate your business.



Resendiz Brothers Protea Growers LLC

Fall 2004 Newsletter

It's hard to believe Summer has come and gone. We do enjoy those long, warm Summer days but at the same time look forward to the Holiday Season and the onset of flower season! Summer, 2004 brought creativity and competition to Resendiz Brothers.



Fun N Sun Booth

In July, Mel and Diana assumed the role of "Designers" during the annual Fun 'N Sun Convention. Yes, Designers. We had the wonderful opportunity to design and assemble the California Protea Association's booth for the Friday "Flower Fair". What fun! We tried to create the feel of a flower shop one might visit in South Africa or perhaps "Down Under". We received lots of wonderful comments from



"The Design Team"

those who stopped by to visit the booth.

Then, in September, Diana was off to Maui for SAF. Once again representing the California Protea Association she arrived with six product entries in hand and ready to compete in the Outstanding Varieties competition. When the results came in our Brunia Albiflora won "Best in Class—Decorative Foliage". Needless to say, Diana was thrilled. Brunia Albiflora is a South African native and part of the Bruniaceae family. In California, it is best when harvested between April and July. This wonderful foliage has long woody stems and dark green scaly tips. Large clusters of green spherical balls adorn the tops. Brunia is wonderful to work with and has an exceptionally long vase-life.



*Best in class—Decorative Foliage
Brunia Albiflora*

Both SAF & CAFG&S provided a great opportunity to see gorgeous flowers foliages and plants and to meet wonderful flower people.

Grevillea Ivanhoe



This wonderful foliage is a relatively new product here at Resendiz Brothers.

Grevillea is an Australian native that is also a member of the Protea family. Ivanhoe has deeply divided green, jagged foliage with bronze colored tips. Red tooth brush-like flowers are prominently displayed during late Winter and Spring.

Ivanhoe makes an excellent florists' backing material and filler. In addition, like it's Protea family members, it is extremely long lasting. This is the perfect foliage for those Fall arrangements and bouquets!

What's Coming Up

- ⇒ Protea Brenda
- ⇒ Protea Pink Duke
- ⇒ Protea Holiday Red
- ⇒ Filler Flowers

The Holidays!

Warmest thoughts and best wishes for a wonderful Holiday Season and a very Happy New Year!



Protea Red Baron

Protea Red Baron is one of our Holiday favorites! With its beautiful large bloom surrounded by ruby-red waxen brackets and dark green foliage, this flower is ideal for both Christmas and Valentine's Day. Red Baron is available from late November through April.

Behind the Scenes....

Diana Roy has been a part of the Resendiz Brothers team for over three years. Her primary responsibility is sales and marketing. However, she also assists with accounting, growers accounts, and billing. She is also an active California Protea Association Board Member.



Diana graduated from San Diego State University with a Bachelor's Degree in Journalism, emphasis in Public Relations.

Diana worked 10 years for Marriott Corporation as a Convention Services Manager in a 1355 room property in San Diego. She eventually left the hotel industry to become a "Flower Farmer". After several years on the farm, she decided she enjoyed working with customers and computers better than pulling weeds and harvesting flowers. Now she enjoys the best of both worlds!