



Resendiz Brothers Protea Growers LLC

www.resendizbrothers.com

Spring & Summer 2005 Newsletter

May, June, July, August... Where did the time go?

Coming off an extremely challenging Winter and Spring with record setting rainfall and cooler than usual temperatures, we made it our intention to focus on the future. During the last few months we participated in some exciting floral events that gave



As seen in CCFC's Brochure

us a glimpse at the trends to look for in the year to come and beyond.

Have you seen the California Cut Flower Commission's (CCFC) new brochure "Living With Flowers" The American Floral Trends Forecast 2006? This new brochure

includes many of our favorite flowers and foliage - Protea Susanae, Pincushion Red Sunset, Leucadendrons Safari Sunset and Crown Jubilee only to



Flame Giants -alive at "Art Alive"

mention a few. This brochure was distributed in July at AIFD and will be included in the October issue of Florist's Review. Next came "Art Alive 2005" - a celebration of fine art and fabulous flowers at San Diego's Museum of Art in Balboa Park. Rene van Rems AIFD and his team transformed the museum's historic rotunda into a visual feast with orange as the predominant color. Lucky for us, nearly 500 Flame Giant Pincushions "decked the halls". All who attended couldn't resist reaching out and touching them. Rene said, "through the power of the flower we have transformed the heart of the museum." He hopes other museums throughout the country will mix their art with flowers.



Rene van Rems AIFD

The American Institute of Floral Designer's (AIFD) National Symposium, held in Seattle, had a "well balanced" showing of proteaceae materials. More of our wonderful flowers and foliage were shipped for use in some "trend setting" design programs.

Kim Morrill, AIFD spoke about color trends in "American Floral Trends Forecast 2006". This highly anticipated source of design knowledge was underwritten by the CCFC.



The Museum's Rotunda during "Art Alive"

(continued on page 2)

Continued from page 1



Phil Rulloda AIFD

Phil Rulloda's program, "Viva Voce", showcased elaborate displays utilizing a variety of Proteaceae and Tropical materials. Phil has presented over 500 programs to tens of thousands of floral professionals throughout his career.

Rene van Rems' presentation- "Balance: The Art of Science and Style" featured an assortment of hand-tied

bouquets which showcased Protea, Banksia, Pin-cushions, Leucadendrons and an array of unusual and uncommon foliage.

Not only did Rene utilize our beautiful floral products during his AIFD presentation, but they can also be found through out the pages of his new book "Rene's Bouquets". In this beautifully illustrated book Rene features simple techniques and styles that will help you bring gorgeous bouquets into your daily life as well as the lives of your customers.



As seen in "Rene's Bouquets"

Protea Grower's School



Resendiz Brothers was host to the first CORF Grower's School featuring Protea. This event was held on May 24th at our packing facility and flower fields in Rainbow, California. The goal of this day-long workshop and field- trip was to provide the over 80 attendees with information on growing and harvesting various Protea crops.

Some of the speakers included:

- Dr. Karen Robb—UC Cooperative Extension
- Mel Resendiz—Resendiz Brothers Protea Growers
- Cai-Zhong Jiang— Department of Environmental Horticulture, UC Davis
- Rene van Rems—Institute of Floral Arts and Sciences- www.renevanrem.com.

For CORF Info: www.corf.org



Learning to Design

In July, Diana had the opportunity to spend four wonderful days at the Southern California School of Floral Design in Anaheim, CA. Phil Rulloda AIFD taught the Advanced



Floral Design class to the 18 students who attended. Each student had the opportunity to design several arrangements utilizing an array of Protea and Leucadendrons. What Fun!

Thanks Phil for a great learning opportunity and a chance to refocus! For more information on Phil or his upcoming classes go to: www.philrulloda.com.



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Winter 2005 Newsletter

Winter 2005 arrived with a vengeance. It seems that there were more days of rain than of sunshine. The average annual rainfall in San Diego County is usually around 6.5 inches. As of this newsletter, we have had over 20 inches and there may be more to come. California certainly needed the rain. Our hillsides are green, lush and full of wild flowers. Something rarely seen at this time of year.

Our field crew works rain or shine to cut as much quality product as possible on a daily basis. Harvesting has been much more time consuming because of the difficult weather conditions.

Our customers have been asking "How will the rain affect product?" So far we have noticed the following:

- The harvesting of filler flowers was definitely behind schedule and harvesting required more time because stems were individually cut to ensure the maximum



number of blooms per bunch.

- Protea and pincushion volume was down considerably from last year especially at Valentine's day.

However, despite the weather conditions the

2005 flower season is off to a good start. Valentines Day sales were steady and Easter looks to be just as good.

Our success to-date in 2005 is due to you, our customers, who have been truly understanding and supportive during some very difficult weather conditions.

Thank you for your continued support.



Leucospermum

Hot Flowers 2005

Leucospermum, commonly referred to as Pincushions or simply "Pins" this brightly colored flower has become increasingly popular.

There are over 48 varieties of Pincushions, most of which are native to South Africa.

Colors range from red to orange to peach to yellow. Flowering times are from late December to mid-July.

The arrangement on the right, designed by Rene van Rems AIFD, PFCI, appeared in Flowers & Magazine, January, 2005.

Here are just a few of our favorites:



Flame Giant



Ballarina



High Gold



Veldfire



Verticordia Picta

leaves less than 1cm long. Masses of lavender flowering heads are produced during late Winter and early Spring.

Don't miss out on this wonderful new filler flower.

Painted Feather Flowers

This filler flower is commonly grown on the sandheaths of south-west Western Australia. It has small pairs of linear

Check It Out....

The December issue of Floral Nursery Times has a wonderful article "Protea Goes Mainstream". The Jan/Feb issue of Floral Magazine features Resendiz Brothers Products. Both can be viewed at our web site www.resendizbrothers.com.



design by Rene van Rems AIFD, PFCI