



Resendiz Brothers Protea Growers LLC

www.resendizbrothers.com

Spring 2008 Newsletter

Leucadendrons



1



14



13



2

This wonderful family of South African plants and shrubs consists of nearly 80 species and many more subspecies and cultivars. Found exclusively in the flora-rich Cape region, they have the sexes on separate plants and have distinctive, usually colorful flowering bracts and cones.

Currently, there are a large number of varieties being grown for the floral trade in several countries throughout the world. The best known variety being the New Zealand raised cultivar "Safari Sunset". In the past, large volumes of Leucadendron foliage were shipped from South Africa to Europe, where it was sold in the flower markets as "Cape Greens" and treated as a long-lasting filler-foliage. This image has changed with the realization that many Leucadendron blooms are beautiful flowers in their own right, and as a result, their value and the demand for them has increase dramatically.



12



3



11



4

Many of the varieties feature here and on the following page were photographed during the Spring when they flower, develop cones and take on spectacular color. However, many Leucadendrons can be harvested year-round in different stages. During the Summer and Fall, Discolor, Gold Strike and Inca Gold make a beautiful green foliage. Safari Sunset develops its deep burgundy– red color and firm flowering bracts just in time for Autumn designs.



10



5

See page two & three for more on these varieties.



6



7



8



9

Leucadendron Continued....



15



16



25

Continued from page 1

1. **L. Maui Sunset:** (L. Laureolum x L. Salignum) was raised in Hawaii during the early 1980's. It has medium-sized bracts that are a soft greenish-white in the early spring, becoming a soft pink shade as summer approaches.
2. **L. Salignum Pink:** (Sunshine conebush) in nature Salignum is the most widespread Leucadendron species, found mostly throughout South Africa's Cape. This variety has small pinkish-red flowering bracts on individual stems.
3. **L. Salignum Red Blush:** (Sunshine conebush) this variety is very bushy (spray type) and has small dark red bracts with a yellow center. Great for those fall bouquets.
4. **L. Inca Gold:** (L. Laureolum x L. Salignum) has a medium-sized bract of a vibrant yellow color that, combined with a red edge and red stems, provides and exceptionally colorful late-winter to early spring display.
5. **L. Harvest:** (L. Stelligerum) has bracts that are a soft creamy yellow with a strong red flush to the edges, and surround the typical pompom-like flower of rich yellow. The sheer quantity of flowers found on each stem makes a spectacular display during the early spring months..
6. **L. Gandogeri:** (Broad-leaf conebush) produces large bright yellow bracts on long sturdy stems, with the male displaying its typical fluffy, pollen-bearing flower in the center of the flower.
7. **L. Jester:** (Katie's Blush/Safari Sunshine) has foliage and bract color that is the traditional rich red of Safari Sunset but with a prominent green stripe though the center.
8. **L. Pom Pom:** (L. Gandogeri x L. Discolor) has the appearance of a giant colorful Discolor. Spectacular cream bracts surround the bright orange-red flowers which are produced during the spring.
9. **L. Strictum:** (Garden Route conebush) has long branchy stems that carry a large number of small yellow and green flowers, providing a beautiful background or filler material in early spring.
10. **L. Goldstrike:** (L. Strobolinum x L. Laureolum) produces long flowering stems, and large, tulip shaped bright yellow bracts which appear winter to early spring.
11. **L. Safari Sunset:** (L. Laureolum x L. Salignum) is the most widely cultivated Leucadendron to date. Rich burgundy bracts form on long stems in late summer, and during autumn and winter are at their peak for harvesting. From late winter into spring the bracts spread open to reveal a beautiful tri-color center.



16



17



18



19



20



21



24



23



22

WF&FSA—2008



In March, we participated in the WF&FSA Annual Convention and Floral Exposition in Tampa FL. It is always fun to have the opportunity to display our unique flowers, fillers and foliage – especially when it enables us to share them with many of you! Associations like WF&FSA and CAFG&S provide the venue to meet with many of you – who we speak to week after week - to put a face with a name! It also provides us the chance to show customers the full range of flowers and foliage we offer, to educate them on the items they currently do not order and to introduce new flowers.



In addition, we were thrilled to find that our “Leucadendron Maui Sunset” won first place in the Foliage and Greens category in WF&FSA’s Best New Products contest. This competition recognizes the full spectrum of benefits that come from creating new products or services and improving existing ones. These benefits include time-saver, cost cutters, new trends, and most importantly – increased consumer purchases. Yes, we had a great time in Tampa – Thanks to all of you who stopped by our booth.



Leucadendrons—continued from page 2

12. **L. Red Tom:** (Sunshine conebush) another member of the salignum family, this variety is also a multi-head variety and has small, thin red bracts with a silver-green coned center.
13. **L. Orientale - Female:** (Van Staden's sunbush) has a pleasant scent, large colorful bracts on long stems, and flower mid-winter to spring.
14. **L. Pisa:** (L. Coniferum x L. Floridum) is named because of its willowy flowering branches that tend to lean in the wind. Well displayed lime-green bracts surround silver cones, several of which can be found on its long branches amongst twisted silvery-green linear foliage. The best time for harvesting is late spring to early summer.
15. **L. Orientale - Male:** (Van Staden's sunbush) has a pleasant scent, large colorful bracts and long stems, and flower mid-winter to spring. The male plants have longer and broader leaves.
16. **L. Tintum - Male:** (Rose cockade) produces large seed cones of deep bronze-red in the case of the female and yellow flowers for the male. Both are surrounded by bracts of golden yellow, which age to a tone of red. These flowers are produced from midwinter through early spring, creating a continually changing color pattern as they develop.
17. **L. Rosette:** (L. Laureolum x L. Elimense) has multi-headed stems of green foliage bracts that surround large brown cones.
18. **L. Macowanii:** (Acacia-leaf cone bush) has tall, green foliage that displays clusters of reddish-brown cones up and down the stem. It's great for arrangements that need long stemmed (5' to 6') infill material or for stripping off individual sprigs of cone for posy work.
19. **L. Discolor:** (Piketberg cone bush) the female has greenish-cream colored bracts around a green cone on long stems.
20. **L. Lennox:** (L. salignum x L. Laureolum) has distinctive medium-sized creamy-yellow bracts with a touch of red on the tips surrounding a rich yellow-green center cone. Flowering occurs from late winter into spring.
21. **L. Salignum Yellow:** (Sunshine cone bush) this variety is also a multi-headed and has small greenish-yellow bracts with a cone in the center.
22. **L. Terenifolia:** has dark green needle like foliage surrounding the stems and forms a lovely brown cone late fall through early winter.
23. **L. Jubilee Crown:** (L. Laxum x L. Lanigerum) has long spray stems with small piney green foliage. Raspberry shaped and colored cones can be found at the end of each stem. Best time for picking is April – June.
24. **L. Galpinii:** (Hairless cone bush, silver balls) has small slightly twisted grey-green foliage and beautiful silver balls. Mid to late spring is the best time for harvesting.
25. **L. Rubrum:** (Spinning top) is an intriguingly different species that has great potential in floral designs. The female flower cones seen here can be used at any of its three stages: the unopened colorful seed cones; or fully opened out at the seed dispersal stage or when the cones are picked and dried.



Mel's Field Notes



Greetings from Resendiz Brothers Protea Growers!



It's hard to believe that we are halfway through 2008 - the first six months of the year have been interesting – to say the least. We started off the New Year debating how to handle the California drought crisis and the new regulations requiring us to cut municipal water consumption by 30 percent. Our final decision was to combine the water meters in each growing area into one master account, so we could allocate the water usage throughout the year as we saw fit.

badly needed rainfall to our fields. Ponds, streams, and waterfalls begin to fill and flow once again—a site we haven't seen or "heard" for years. The ground remained



damp and wet through the winter months preventing any potential crop damage during several cold and frosty mornings.



A few weeks after the rains, our plants began to show their gratitude for the gift of nature's water - everything grew fuller and more colorful than we had seen in a while. There were plenty of filler flowers available for Valentine's Day, Easter and into Mother's Day. The Leucadendron were tall and vibrant, and the Pincushions were large and bountiful. It almost seemed like Mother Nature was doing some badly needed repairs after the 2007 October Wildfires.



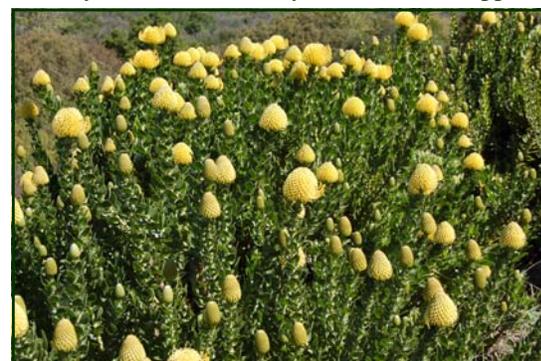
During the upcoming summer months, we will be concentrating on propagating more new and unusual plants, as well as cleaning and replanting our fields. The flower business continues to change and there is always demand for "new" and "different" floral products. It is our goal to continue to bring more of these great novelty flowers and foliage to you and your customers in the years to come.



Enjoy this newsletter featuring the wonderful Leucadendron Family—it has been a pleasure to watch this line of foliage expand and become extremely popular here in the U.S. and throughout the world.

Finally, I once again would like to say "Thank You" for your continued support of Resendiz Brothers Protea Growers—we had a terrific Spring 2008 and are grateful to you, our friends and customers! Have a safe and "fun-filled" Summer.

Mel





Resendiz Brothers Protea Growers LLC

www.resendizbrothers.com

Summer, 2008 Newsletter A Visit to South Africa

By Diana Roy

The theme was “Global Competitiveness” and for its attendees it was a great time to benchmark themselves in an international context to ensure that their businesses and their industry remain relevant and sustainable in the years to come. The event was the 9th International Protea Working Group Symposium being held in conjunction with the 13th International Protea Association Conference held August 29 – September 6, 2008 in South Africa. International delegates from 18 countries from 6 continents made the trip to the Cape Floral Kingdom, the home of the majority of the southern African members of the Proteaceae family, to attend this bi-annual conference.

This great adventure began with a four day pre-conference tour of eight Protea Farms scattered to the north and east of Cape Town. Each of the 90 pre-tour attendees had the chance to see and appreciate the country-side and fynbos as they traveled from farm to farm.

Fynbos



Pictures from Willowgreen Farms Left to Right: Queen Protea, Proteaceae growing in the wild, Mel Resendiz, Nicky Esterhuysen—Owner, Mel and friends from the Canary Islands, Canary Island visitors, Lunch is served.

literally means ‘fine bush’ and is a unique type of vegetation that accounts for more than 80 percent of the plant species in this Floral Kingdom. Over two-thirds of these plant species are not found growing naturally anywhere else in the world. Fynbos is represented by approximately 100 families. The three largest families are: the small-leaved ericas, the large-leaved proteas, and the grass-like restios. It was absolutely incredible to see beautiful, colorful protea and leucadendron growing wild along the roads and hillsides.

as they



Pictures from Berghoff: Dennis Shaw—Owner & Delina du Toit—Propagation & Nursery Manager, Touring the greenhouse, Mel Resendiz touring the fields, Protea Lady Di, Protea Cerise.

IPA 2008 Continued

The Cape Floral Kingdom is the smallest of the six plant kingdoms in the world, and occupies a small four percent of South Africa's land, yet it is one of the earth's hot spots because of its exceptional biodiversity.

Needless to say, each of the protea farms visited were exquisite, despite the fact the weather was some of the coldest South Africa had experience in over five years. The thought of snow on mountain-tops where protea grow wild seemed impossible before this venture. The eight farms visited were: Willow-green, Berghoff and Arnelia near Piketberg, north of Capetown, and Honingklip, Floraland, Molteno, Oak Valley and Vredelust to the south-



Pictures from Honingklip (below) Left to Right: Maryke Middelman— Owner showing tinted sugar bush, Maryke displaying dried protea pods, Dried protea ready for shipping, Mel Resendiz enjoying the Kings, Mel inspecting the wild proteaceae, Compacta and Salignum growing in the wild, Dried Cape Floral ready for shipping, Mel and Caroline O'Brien of FuturesFynbos and the Tour Leader.

Pictures from Arnelia (above) Left to Right: Propagation House, Greenhouse, Nursery, Leucadendron test field, Wax-flower field, Touring the fields via tractor, Packing shed converted into dining room, Preparing Lamb on the BBQ, Lunch is served, Hamsh Godbold of Stellenbosch, Mel Resendiz & Ken Leonhardt of Hawaii; Diana Roy, Mel Resendiz & Hamsh Godbold.

east of Cape Town. It was thrilling to see first-hand how each farm operates, how they propagate, grow and market protea (the knowledge they shared was invaluable) and their hospitality warm and welcoming.



IPA 2008 Continued



Pictures from Floraland above Left to Right: Traveling into the fields, Pincushion and Leucadendron, Touring the fields, Mel inspecting the Pincushions, Pincushions, Leucadendron, Pincushion field, Leucadendron Linifolia, Touring the greenhouse, Pincushion Soleil, Protea King, Tables set for lunch, Luncheon décor.

As the pre-tour came to a conclusion, the buses headed for the Protea Hotel in the town of Stellenbosch, the IPA Conference site, where the attendance grew to over 150. The second oldest town in South Africa, Stellenbosch, holds the honor of being the most well-known town. It is the home of the country's premier Afrikaans university, as well as the epicenter of the burgeoning Cape wine industry.

The opening keynote address was presented by Dr. Mohammad Karaan, Stellenbosch University's Agricultural Economist, who spoke about working as a team in today's global economy. The morning continued with nine sessions covering topics like: Establishing Leucadendron Safari Sunset as a Commercial Floriculture Crop, Effects of Salinity on Seed-

ling Emergence of Leucospermum, and The Impact of Climate Change, Biosecurity Concerns and Global Plant Trade on Pests and Diseases in

the Protea Industry.

As the afternoon temperature warmed to more "typical" South African level, the attendees headed to Helshoogte for a visit to Morgenster's two protea farms. At the first farm, the group viewed staff as they cleaned and graded the Protea Kings, Protea Venus, Pincushion Succession and Leucadendron Gold Strike, followed by a quick stroll into the leucadendron field. Large fields of beautiful Protea King and Sylvia were explored at the final stop.

Pictures from Hermanus, one of the overnight stops on the tour. Left to right: Windsor Hotel, Whale watching from the cliffs, View of the shoreline, Flora Kingdom Hotel décor.



IPA 2008 Continued



Pictures from Vredelust Left to Right: Traveling into the fields, View from the fields with snow-top mountains, Relaxing after a wonderful lunch, Touring the Sylvia field, Group picture in the Sylvia field.

The evening event was a trip to Moyo in the Spier Estate for an African Experience and Dinner. It was held under a star-filled African sky inside a very large tent - with heaters of course. Food stations offering a wide selection of African cuisine were scattered throughout the tent and the entertainment enhanced the theme and set

the mood.

IPA 2008



Stellenbosch

Day two of the conference included a full day of lectures and poster presentations. Topics included: Systems for Production of Out-of-Season Protea Cut-Flowers, Time of Pruning affects the Yield, Flowering Time and Quality of Protea Pink Ice, Creating Next Generation Flowers in the Family Proteaceae, and Marketing Leucadendron Safari Sunset in the Dutch Auctions.

The conference continued on day three with more topics on Post Harvest Physiology and Technology. Presentations included:

Standing Out from the Bunch – an Update on Winning Strategies for Post Harvest Care; and Vase Life Extension of Leucospermum Cut Flowers. In addition, Dr. Guy Midgley, from the National Botanical Institute of S. Africa, discussed Protea of the Fynbos Biome in the context of shifting climate regimes. Dr. Midgley received a Noble Piece Prize for his research on Global Warming.



Pictured above: Conference Photograph on the Hotel Terrence overlooking the Stellenbosch Mountains, A view from one of the guestrooms at the Protea Hotel—nestled in the middle of a vineyard.

IPA 2008 Continued



Pictures from Morgenster starting from the top: Protea Venus, Mel holding the Protea Venus, Pincushion Succesion, Leucadendron Gold Strike and Protea Kings ready for shipping, A view of the Gold Strike and Venus fields, The Sylvia field, Protea King field, View of the King field with mountains behind, Protea King bud.

A trip to Kirstenbosch National Botanical Garden was the afternoon adventure. This botanical garden was established in 1913 to promote and conserve the flora of southern Africa and was the first indigenous garden in the world. Kirstenbosch covers 528 hectares (1,320 acres) and includes 36 hectares (89 acres) under cultivation on the slopes of the mountain to the southeast of the Table Mountain range. Over

4,500 plant species are in cultivation and many are rare or endangered.

Currently, on display within the garden is replica of Kirstenbosch's Chelsea Flower Show Display. In 2008 this exhibit in England won a gold medal for the most creative display and the *President's Cup*. The design entitled *The Heat is On* has established South Africa "as a front runner in horticulture". It featured an *aloe dichotoma* (also known as a quiver tree), which is being studied and monitored as an indicator of climate change. These dead and dying quiver trees are

displayed alongside live proteaceae to illustrate how warmer temperatures have forced the species to migrate southwards. Note, Kirstenbosch has won 29 gold medals at this flower show in its 33 appearances.

Pictured Below: Mel and his new friends at the African Experience, Dinner in the Tent, The evening entertainment.



IPA 2008 Continued



Pictured Above & to the Right: Cape Town Harbor and City.

Grower's Day, the final day of the IPA program, focused on *Global Competitiveness and Marketing*. Speakers covered topics from: Global Development of Proteaceae and International Marketing; a Summary of Global Production Trends; International Marketing Perspectives: New Market and Current Market Trends; as well as Challenges of New Cultivar Development in South Africa. Attendees from various countries spoke about the current status of the Protea industry in within their countries.

The final evening concluded with a Gala Dinner and a banquet room full of wonderful décor and centerpieces filled with some of South Africa's finest treasures – Proteaceae.



Pictured above Left and continuing down the Left to the bottom: Kirstenbosch Botanical Gardens wild flowers, A view from the Protea Garden, Pincushion & Protea Plants in the Garden. Assorted Pincushion Plants, Next three pictures: The Chelsea Flower Show Display within Kristenbosch Botanical Gardens, Mel Resendiz and Angel Proano from Ecuador at the final night Gala Dinner, Gala Décor, Mel Resendiz and Tony & Sam Bayaoa from Hawaii, Lawrence and Kristy Kellar with Dennis Shaw during the Gala.

