



Resendiz Brothers Protea Growers LLC

www.resendizbrothers.com

Spring 2012 Newsletter

Wedding Protea



Despite being our favorite flower, proteas have never received quite the same amount of love and attention than they have in recent months, especially in terms of wedding décor and themes. Wedding Bloggers and Floral Designers around the world seem to be captivated by these flowers, their vibrant colors, interesting textures and exotic allure. Proteas are ideal for all types of weddings



– whether formal, indoor, outdoor or casual. A wedding will be beautiful if proteas are selected just for the bouquets and floral arrangements. However, there is so much more that you can do with them to create an entire theme around these fabulous flowers.

This newsletter is devoted to all the wonderful and very creative protea wedding themes we have uncovered over the last few months. The following pages are filled with wedding themes that will hopefully inspire you: **Golden Gypsy Inspiration, Ice Blue and Crimson Wedding, A California Old West Wedding to Protea is the New Succulent.** Not only are protea used in bouquets and arrangements, they can now be found on wedding stationery, table place settings, and even adorning the tops of wedding cakes and cupcakes. We hope that you'll enjoy these wonderful pictures and blogs as much as we have! **Enjoy!!!**



Protea Wedding Themes



Golden Gypsy Inspiration

Gold: There's something about it that evokes a sense of history and timelessness. It has made a comeback recently, so here are some great photos which shares ideas on how protea and this trend of 'gold' can be incorporated into a wedding theme!

<http://greenweddingshoes.com/golden-gypsy-wedding-inspiration>

Ice Blue and Crimson Wedding

King protea make a simple, oversized look on the tables and pink ice protea mixed with tulips are perfect in this elegant hand-tied bouquet.

<http://ruffledblog.com/baby-blue-portland-inspiration-shoot>



A California Old West Wedding

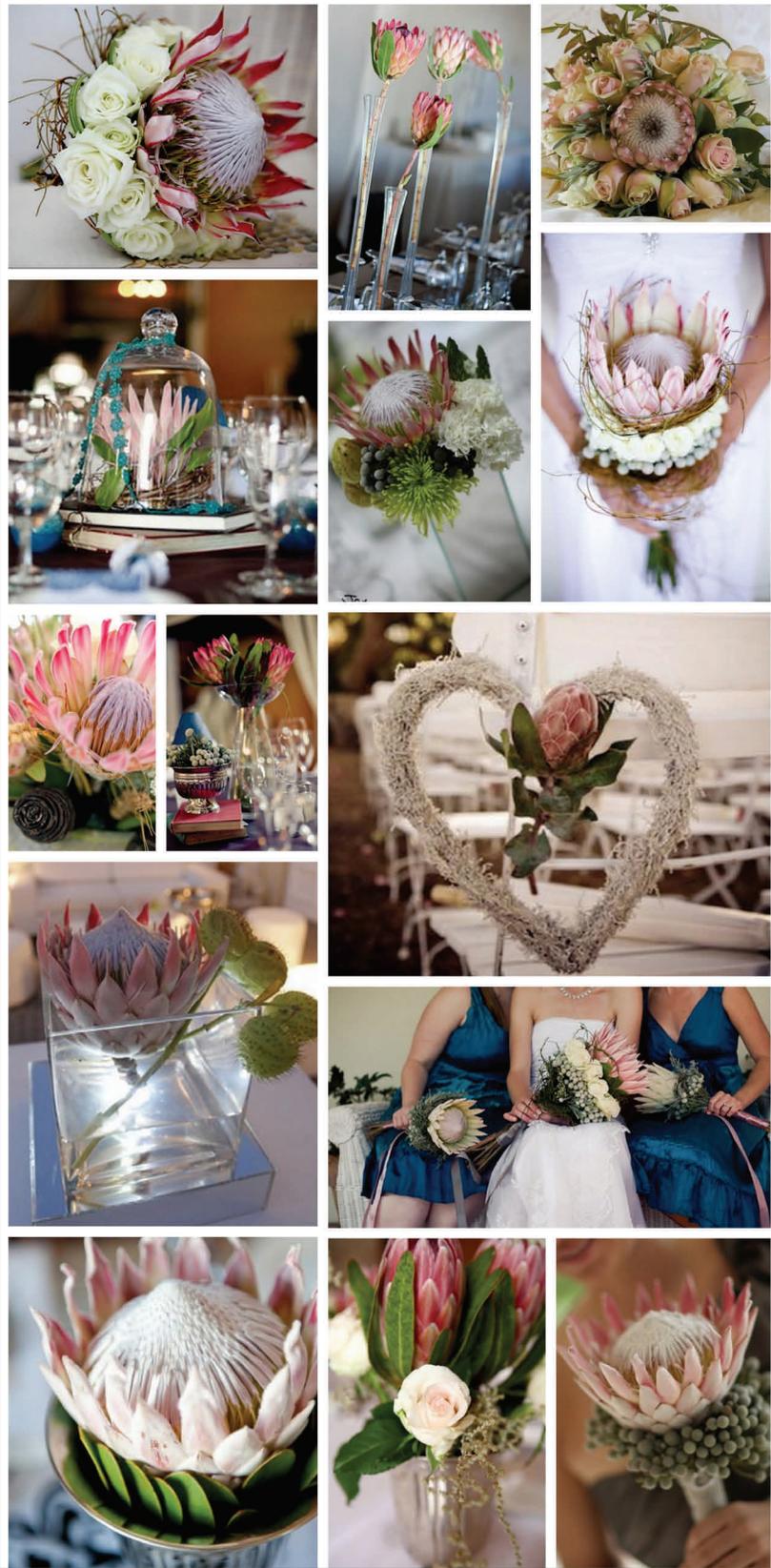
A wedding with no timeline, simply to dance until they could dance no more. No cake cutting, no flower toss, no cliché formulaic speeches or toasts. It was just organic, raw, and real. <http://greenweddingshoes.com/a-california-old-west-wedding-danielle-phil>



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Wedding Flowers: The Protea

<http://capclassique.wordpress.com/2011/02/02/wedding-flowers-the-protea>



Caley and Marcs Wedding

<http://ohdarlingwedding.blogspot.com/2011/04/caley-and-marcs-wedding-at-fairmont.html>



Spring 2012 Newsletter

{Lovely Florals} Protea is the new Succulent

<http://www.oh-lovely-day.com/2012/06/lovely-florals-protea-is-new-succulent.html>

I love bouquets and florals with a little texture, with a surprise, with a little something unexpected. For a long time the "it" floral was succulents, but now I think protea are making a big statement. And I for one am loving what they have to say!

Depending on what you pair your protea with, you can make your bouquet romantic, modern, lush, or simple. And protea also comes in white, so if you don't want pink in your florals, you're in luck!



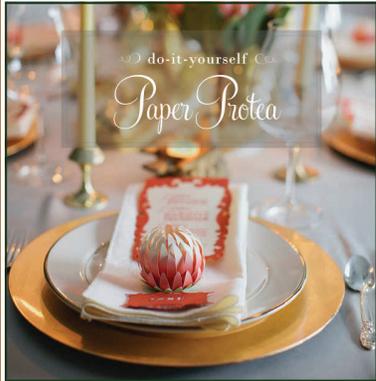
Whether you use a single king protea stem or several blooms, protea make a bouquet stand out. They also make lovely boutonnieres, with a single closed protea bloom and a few leaves pinned to your guys.



Don't you love all of the variety in the ways you can use protea in your centerpieces!? Who knew such a bold bloom could be so versatile? If I were getting married again, I would totally incorporate protea into my floral design. What about you? Do you love the "new succulent"?

Protea Place Cards & Stationery

<http://ruffledblog.com/paper-protea-diy-tutorial/>



Protea with their wonderful shapes and textures are perfect for place cards and stationery.



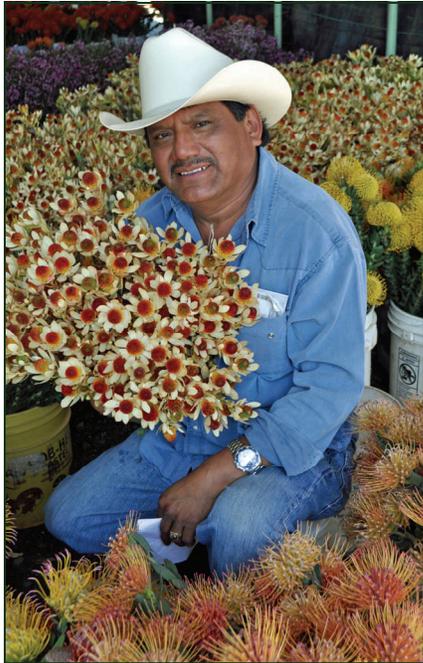
Wedding Flowers: Pincushions

Leucospermum or 'pincushions' add great color and texture to bouquets, centerpieces and even floral hair wreaths.



Protea Wedding Cakes & Cupcakes





Mel's Field Notes...

Here We Grow Again

Those of you who've visited our flower fields in the last two months may have noticed that we've cleared eight acres next to one of our waxflower and leucadendron fields. Someone asked me, "Why are you clearing this land, it seems really steep?" A little surprised, I answered, "This hillside is going to be my newest protea field! It's time to expand and start growing again."

Yes, the hillside is very steep! It was covered in all kinds of awful brush and became a dumping site for people's unwanted treasures, like old cars, refrigerators, TVs, tires and much more. The majority of clearing had to be done by hand, one tree, one bush at a time, while we were keeping our

Another Wonderful Spring Harvest



Cleaning Our New Flower Field



Hidden Treasures - A Car & Refrigerator



eyes peeled for unhappy tenants (snakes, bobcats, etc...) who weren't really happy about being evicted from their home. Finally, we were able to get my tractor in to do a ton of mulching and grade the roads. Now, we're ready for the next phase, putting in drip irrigation and planting. I anticipate this second phase will take about two and half months. In my opinion, there's not a better way to give back to good old 'Mother Nature' than to take an abandoned field like this one, and turn it into a floral paradise, can you?

By next spring we may see a few colorful protea blooms in this new field. No flowers will be harvested here until probably spring of 2014, and by 2015 we will have blooms ready for Valentine's Day and Mother's Day. In the meantime, lots of care and patience are required as we watch this new flower field mature and grow!

However, you don't need to wait years to enjoy new protea – in the upcoming months we'll start harvesting Aristata, Ceres, Ivy and Pinta.

So, in these final days of spring 2012, I would like to take a moment to say 'thank you' once again for trusting us to bring you and your customers the finest California Grown flowers and foliage available!

From all of us here at Resendiz Brothers, have a terrific summer!!!

Mel

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Our New Field Before Clearing



Our New Field After Clearing



A Former Tenant



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Fall 2012 Newsletter *Waratah - genus Telopea*

This fall during a trip to Southern Australia, Waratah became the “center of attraction” as they were in bloom, and could be seen in bouquets and arrangements just about everywhere. Yes, as the official floral emblem of the State of New South Wales, the Waratah has a special significance for our friends “Down Under”. However, it’s not only its symbolic traits that attract people to it - the Waratah is actually a diverse group of flowers that are part of the Proteaceae family. The name *Waratah*, an Aborigi-

nal name for “beautiful” comes from the Eora people, the original inhabitants of the Sydney area. The botanical term for this flower is very logical, seeing that the blooms are big and visible from far away - *Telopea* which comes from the Greek word “Telepos” literally means “seen from a distance”.

The Waratah used as New South Wales' emblem is *Telopea speciosissima*, and has bright red, inflorescent flowers – that is, it looks like one flower, but in fact it is made up of many smaller flowers. Waratah flowers can range from 5 to 7 inches in diameter, depending upon the variety. They are native to the southeastern regions of Australia, including New South Wales, Victoria, where we visited two flower farms (see page 2) and Tasmania. Waratah usually flower from September to November in Australia and February to April here in California.

Waratahs are notoriously difficult to cultivate, and it is only in the last few years that growing these flowers has become more successful on a commercial level. Today, some of the commonly cultivated varieties of Waratah include “Gembrook”, which is a gorgeous crimson red, “Songlines”, which is pink while still a bud but is bright red when open, “Braidwood Brilliant”, which is a cross hybrid of *Telopea speciosissima* and *Telopea mongaesi* and the stunning, blood red “Shady Lady”, which is a hybrid of *Telopea speciosissima* and *Telopea oreades*. Of course, not all Waratahs are red or pink: the elegant “Wirrimbirra White” is, as the name suggests, almost pure white. Because of its wide range of colors and sizes, the Waratah is a very versatile flower for cut arrangements. They don't have much of a scent, but in the garden they are a great bird attractor, as they love its sweet nectar, found in each of its tiny flowers that make up the flower head. Waratahs make a stunning addition to any cut flower arrangement or – if you have a green thumb – garden.



Proteafloora



Proteafloora is one of Australia's leading production nurseries and have been the Protea specialists for over 30 years. They are passionate about the Protea family of plants, product quality, product presentation and win/win partnerships. Just take a short stroll around their nursery, enjoy their wonderful display gardens, and you'll see their passion and love for this family of flowers and foliage is absolutely genuine!



With over 8 acres at Victoria's beautiful Dandenong Ranges, Proteafloora, with their team of 20 expert staff, grow half a million, quality plants annually for nurseries, commercial landscapers and cut flower specialists around the world. *Telopea* is just one of the species they have been able to grow successfully for both the cut flower industry as well as the nursery industry. Some of the stunning *Telopea* varieties currently being grown at



Proteafloora include: Braidwood Brilliant, Shady Lady Pink, Shady Lady Red, Shady Lady Crimson, Shady Lady Yellow and Shady Lady White.

To learn more about Proteafloora visit their website @ www.protea.com.au



Shady Lady Red



Shady Lady Yellow



Shady Lady White

Ausflora Pacific



While strolling through the prolific flower fields at Ausflora Pacific, it doesn't take long to realized there's much more to the town's name, Gembrook. Ausflora Pacific is known for their *Telopea* "Gembrook", a spectacular and hardy crimson flower, and certainly a true floral "Gem". These gorgeous blooms could definitely be "seen from a great distance"!

Ausflora Pacific's 100 acre cut flower farm and nursery is also situated in the picturesque hills of the Dandenong Ranges, in Melbourne's outer east. After nearly thirty years of hard work and dedication,



Ausflora Pacific, is now a flourishing flower farm. At present the company has a combined staff experience of over 115 years in the Cut Flower and Nursery industries.

Ausflora Pacific offers a large range of cut

flowers and plants specializing in the Proteaceae family; these include *Protea*, *Leucadendron* & *Leucospermum* as well as the popular Australian natives, *Waratahs*' and *Boronia*. Their cut flower crops have been continually replanted over the years, with new and improved selections being added to keep product fresh and vibrant.

Most varieties grown for both cut flower and plant selections, are propagated and tested in Ausflora Pacific's nursery. Their nursery has now expanded to supply not only their own flower farm, but other markets as well.



To learn more about Proteafloora visit their website @ www.ausflorapacific.com.au



A Lesson in Propagation & Post Harvest Care



Again this year we had the pleasure to host the California Protea Association's (CPA) Fall Membership Meeting. The event began with an update on post harvest care which was presented by Ronald J. Smith, Territory Manager, for Chrystal International. His presentation included information on recent research & development, protea care, available products and flower food. In addition, Ronald shared the results of a protea trial he set up to establish what products were the most effective in preventing leaf blackening. To view Ronald's power point presentation [click here](#).



Protea propagation was the next topic presented by our very own Mel Resendiz, who shared information about cutting selection, hormone options and greenhouse requirements. The afternoon concluded with a traditional Resendiz Fiesta – A fun and informative afternoon for all 50+ who attended!



Banksia Book & Farm



Kevin Collins has pursued his passion for Banksias for 25 years, developing Banksia Farm at Mount Barker in Western Australia where all known species are grown. Banksia Farm includes the Joseph Banks Fine Arts Gallery and Café, a specialty plant nursery and a seed product centre.

This fall Kevin and his wife, Kathy, made a special trip to Rainbow, CA to share their passion and knowledge about Banksias with us. It was an interesting afternoon which began right in the Banksia fields where Kevin taught us about propagation, cultivation, disease control, pruning and harvesting these wonderful Australian native plants.

Later that evening, the California Protea Association hosted a dinner and lecture, where Kevin and Kathy shared their experiences growing Banksias on their farm in Western Australian. In addition, the Collin's recently co-authored a new book called "Banksias" which brings together the best current knowledge concerning all 78 known species of Banksia. Banksia are amongst Australia's most iconic plant-known to the generations who have lived there and, through writing

and art, to many who have never visited the land. It provides the history of their discovery, their evolution, how to find and grow them and how they have inspired artists and artisans. With some 400 beautiful color illustrations it is a complete, up-to-date guide to these unique, fascinating plants. For more information on the Collin's Banksia book and Farm: Email: banksia@comswest.net.au Web: www.banksiafarm.com.au





Teaching about protea propagation

Mel's Field Notes

Merry Christmas, everyone!

As I was touring my fields and thinking about our last newsletter of the year I realized how good 2012 was for all of us at Resendiz Brothers. We added two new fields, replanted several older fields, had many great harvests, produced some amazing flowers and are now preparing to celebrate



Eileen, my Granddaughter, enjoying the Teloepa

the holidays. We worked hard cleaning up the fields, inspecting the irrigation systems, monitoring water usage and continued our sustainability efforts. We welcomed many of our friends from the California Protea Association to the farm for an educational meeting on protea propagation, post harvest care and a traditional Resendiz Fiesta. In addition, we had the pleasure to get to know Kevin Collins (see page 3), who so graciously shared his passion and knowledge about Banksia with all of us.

In 2012, we made it our mission to evaluate many of the flowers and foliage we grow for their quality, longevity and desirability, and to replace those that do not meet our standards with newer and better varieties. Yes, there are many new and unique varieties being grown and harvested in other countries that have yet to be grown here in California. Many of these new varieties you may be unfamiliar with as they are shipped to the U.S. in limited quantities or perhaps not at all. We believe that by working hard to bring new flowers and foliage to you, we'll in turn keep this wonderful business of flower farming fresh and exciting in the years to come!

The gorgeous Teloepa feature in this newsletter is a great example of what we're hoping to harvest for you in greater abundance. Yes, you may be familiar with Teloepa or "Waratah" as the coastal aborigines called them, but did you know they come in so many great colors and sizes? Equally important is the history about these new varieties - it's so interesting, and great information to share with you and your customers. And while we're on the subject of sharing information, you'll want to check out the excellent Fresh Flower articles *Florist Review Magazine* published in their August issue on [Protea](#) and their October issue on [Banksia](#). Our "Thanks" to our friends at *Florist Review* for helping us spread the word about the wonderful family of Proteaceae.

In 2013, monitor your e-mail and look for our website updates (the Leucadendron Page is currently being updated). Don't forget to check our blogs, Facebook page and watch for our these quarterly newsletters. We try hard

to listen so don't hesitate to share your thoughts and comments with us—we love staying in touch!



Our New Flower Field—50% Planted!

Best Holiday Wishes & Happy New Year to you and your family - see you this winter!

Mel



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Winter 2012 Newsletter

Pantone's 2012 *Color of the Year*

Let's hear it for Tangerine Tango, Pantone's color choice for 2012. According to the global color expert, this spirited reddish orange, will provide the energy boost we need to recharge and move forward this year!

"Sophisticated but at the same time dramatic and seductive, Tangerine Tango is an orange with a lot of depth to it," said Leatrice Eiseman, executive director of the Pantone Color Institute®.

"Reminiscent of the radiant shadings of a sunset, Tangerine Tango marries the vivaciousness and adrenaline rush of red with the friendliness and warmth of yellow, to form a high-visibility, magnetic hue that emanates heat and energy."

Orange is a great accent color. Its cheerful vibrancy demands attention, and instantly warms and enlivens any setting. Even at great distances, orange stands out - a 'Hey, look at me!' color. In spring, our orange flowers are fresh and cheerful, like these Pincushion Tango - an eye-catching choice!



2012 - 2013 The American Floral Trends Forecast

This month *Florists' Review Magazine* presented its fifth biennial trend forecast for floral professionals. It is their hope that each of the five imaginative looks they created will inspire compelling and successful flower arrangements, merchandising decisions, retail atmospheres, and wedding and event themes. So, as we reviewed the pages of this new guide, we couldn't help but wonder how the flowers and foliage we grow would fit into these five new trends.

1. **Rural Route** - Casual and simple floral materials lead the way in compositions that comprise humble blossoms, field flowers and heirloom varieties along with grasses, pods, fruits, vegetables, and vines that demonstrate a gathered-in-the-country look. This color palette consists of hues like barn red, buttercream, denim blue, pumpkin orange, lemon yellow and clay. Here are our Rural Route choices:



Yellow Bird



Waxflower Sweet 16



Isopogon



Persimmon Branches



LCD Tintum



Telopea



Flame Giant

2. Garden Club

- Boldness and graphic impact mark the "Garden Club" flower arrangement, which



Wax Purple Pride

uses vivid color and geometric form to make its powerful statement. This color palette is centered on red and capturing a full range of kindred hues from violet to orange. These are our Garden Club selections:



Leucadendron Goblet



Protea Ivy



Protea Repen

3. Sea to Shining

Sea - Reflecting the water and sky tones, blue blossoms and sea holly, protea, wispy fillers and grasses complete the mix in arrangements that are casual and spontaneous and reflecting the care-free attitude of the seaside. This palette embraces the varied blue and green hues, as well as a wide range of neutrals, from driftwood brown to creamy sand and blush shell pink. Our Sea to Shining choices:



Serruria



Hakea Little Moon



Silver Tree



Protea King

4. American Gypsy

- Oversized and brightly colored blossoms are key to the expressive nature of this trend. The palette contains a spirited mix of energetic pinks and a retro-inspired turquoise join a full range of polychromatic mid -to -full hues. Our American gypsy choices:



Grevillea Flowers



High Gold



Wax Revelation



Protea Brenda

5. New Victorian

- Garden floral will gain distinction when paired with exotic Protea. This palette exhibits a dual nature - the muted cosmetic colors in blushing tans, warm beiges, muted pinks and rich clays.



Banksia Menziesii

our selection:



Berzelia



Leucadendron Rubrum

May these new trends spark your flower business in the next two years!



Winter 2012 Newsletter



TWO ROSE PARADE® FLOATS HONORED FOR CHOOSING “CALIFORNIA GROWN”



Before the floats made their debut down Colorado Boulevard, California Department of Food and Agriculture Secretary Karen Ross, in partnership with the Buy California Marketing Agreement (BCMA), recognized Kit-Cat® Clock and the students of Cal Poly Universities in a special ceremony for committing their floats to be the first “California Grown” ever certified “CA Grown” in this 123 year-old parade. More than 85 percent of the flowers adorning each organization’s float were sourced from California flower farmers.



“To the Rescue!” Cal Poly University’s Float -- was the only float to actually grow some of the flowers used on the float... in the Horticulture Fields... No other float boasts this achievement! Kit-Cat Clock 80th Anniversary Float - had more varieties of flowers than any other float to date... The Diversity of CA Grown Flowers... truly displayed the bounty of California Flowers!

“From San Diego to the Oregon border, more than 250 California flower farmers account for 75 percent of all domestically grown cut flowers in the United States, making California the top flower producer in the country,” said Secretary Ross. “And there is no better event to celebrate the bounty of California’s majestic flower industry than the annual Tournament of Roses Parade. Certifying two of the floats this year is just the beginning of what I believe to be a return to sourcing CA Grown floral and non-floral materials for the Rose Parade, we hope to double the number of certifiable “CA Grown” floats each year.”

It was wonderful to see all the beautiful California Grown Flowers on these Floats – what a great way to start the New Year – 2012! A Historic Event... Creating an Opportunity to bring the Rose Parade Full Circle and speak to the Bounty of America’s Flowers grown in the USA... right in California! Be sure to check out this link as J. Schwanke takes you behind the scenes of the year’s 123 Rose Parade: <http://vimeo.com/35483436> - Enjoy!



Leucadendron Silver Tree: A Rose Parade Favorite



Embossing a Gun Barrel

Famed for its spectacular foliage, Leucadendron Argenteum or often called “Silver Tree” has wonderful large, broadly pointed green leaves covered in silver silken hairs. These leaves create a vivid display as they shimmer in the wind. And, ‘Shimmer’ is just what they do when used on Rose Parade Floats! This year at the 123 Tournament of Roses Parade, Silver Tree leaves were spotted on many of the beautifully decorated floats. Here are a few of the wonderful ways this fabulous foliage was displayed!



Adorning Dolphins



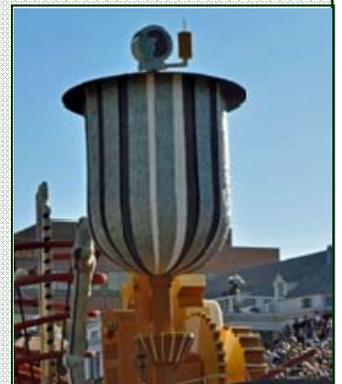
Adorning a Train Engine



Covering a Helicopter's Blades



Embellishing a Dragon's Neck



Decorating a Water Tower



Winter 2012 Newsletter



Mel's Field Notes...

Hello again! Here we are half way through winter and the month of February – it's Valentine's Day already and I'm not sure where the month of January went? Our winter season started off a bit behind with very little filler flowers and protea to harvest in December, but as soon as we put up our 2012 calendar the heat was on. And, I mean heat! I was thrilled to have a front row seat at the 123th Tournament of Roses Parade on the day after New Year's, but never thought I'd be watching it in 80 degree weather. It was a wonderful experience to see firsthand what I consider to be the "Super Bowl of the Flower Industry". I even had the opportunity to volunteer as Flower Farmer Ambassador while the students at Cal Poly put the final touches on their float. I am so proud of the Cal Poly and Kit Cat Cloak floats for being the first floats ever to be certified "CA Grown" – my hats off to all those volunteers who made it happen!



Waxflower Romance

Coming off of New Year's we went right into Valentine's Day preparations. As I mentioned, January brought warmer than usual temperatures which in turn jump started our waxflower fields. This Valentine's Day, we harvested the most beautiful waxflower ever, there were lots of varieties to choose from, the colors were vibrant, the bunches full and the blooms open and ready to be enjoyed! Our Protea Bouquets were also a big hit, filled with lots of beautiful protea, flowering leucadendron, colorful filler flowers, grevillea and greens. For nearly two weeks, we became a part of an endless sea of gorgeous flowers and foliage, where everyday flowers were harvested, packed up, shipped out and more continued to flow in. During these two weeks we not only enjoyed these wonderful gifts of nature, we became a part of them!



All in all, I'd say we had a very successful Valentine's Day! My hats off once again, to all of you who trusted us to bring you and your customers the finest California Grown flowers and foliage available! **Thank You** for your friendship, and continued support of Resendiz Brothers, it's customers like you that make Flower Farming a real pleasure!

**From all of us here at Resendiz Brothers, we wish you a very happy and successful Valentine's Day!!!
See you this spring!!!**

Mel

