



# Resendiz Brothers Protea Growers LLC

[www.resendizbrothers.com](http://www.resendizbrothers.com)

## Spring 2006 Newsletter

Spring is in the air, our fields are in full bloom and we are off to a "Winning Season"!

January brought very mild weather conditions.... supplying us with an abundance of gorgeous



*Riceflower Field*

filler flowers and foliages, just in time for Valentine's Day. We were thrilled with the great selection of top quality products we had available to offer

at this special time of year.

In February we participated in the WF&FSA Annual Convention and Floral Exposition in Orlando, Florida. It's always exciting to have the opportunity to display our great selection of unique flowers and fo-



*Leucadendron Macowanii*

liages, especially when it enables us to share them with many of you – our customers, our friends! Associations and organizations like WF&FSA provide the means to meet with many of you — who we speak to week after week. It is truly wonderful when you can put a face with a name – we do have some great old and new friends! Thanks to those of you who were in Orlando and stopped by to say hello!

In addition, we were thrilled to find out that our **Leucadendron Macowanii** won the "Best Fresh - Cut Decorative Greens" in WF&FSA's Best New Products Competition. **Leucadendron Macowanii** or sometimes referred to as the Acacia-leaf Conebush was named after one of the first professors of botany in Cape Town, South Africa, Professor Peter MacOwan. **Macowanii** is a tall,

green foliage that displays clusters of reddish-brown cones up and down the stem. This foliage is great for arrangements that need long-stemmed (5 to 6') infill material or for stripping off individual sprigs of cone for posy work.



*WF & FSA Booth 2006*



*Leucadendron Macowanii*

Continued from page 1

March has been steady but “savoring”... in many ways. Savoring some of our favorite flow-



*Boronia Bouquet*

ers until the next holiday! Our **Boronia**, Pincushion **Flame Giant** and **High Gold** have been very slow to bloom, almost as if

they're waiting to welcome the Easter Holiday with hot pink, orange and yellow – all great Spring colors, sure to make any bunny happy. Happy Easter! Enjoy the Holiday!



*Pincushion—Flame Giant*

Also in **March** we were please to donate product to CCFC and Florist's Review's "Winning Bouquet Combinations" book. It will feature 207 full-color pages with a hardbound cover and is scheduled to be released later this Spring. This new project will allow CCFC to reach wholesale and retail buyers and show them specific way to



*Pincushion—High Gold*

use our gorgeous California flowers.

**April** showers will bring May flowers – just in time for Mother's

Day! What will be available for all our special Moms? Pincushions! Our beautiful **Flame Giant** and **High Gold** will be in full bloom and they'll last for weeks after that special day.

Don't forget the colorful **Verticordia Picta** or sometimes called "Painted Feather Flowers". This filler flower is commonly grown on the sandheaths of south-west Western Australia. It



*Verticordia Picta*

has small linear leaves (1cm long) and masses of lavender flowering heads. **Verticordia Picta** makes a wonderful alternative to Waxflower.

**Leucadendron Pisa** is so named because its willowy flowering branches tend to "lean" in the wind. It has slightly

twisted silvery-green foliage and a well displayed yellow and lime-green flower surrounding a silver cone. Each branch has several lateral stems.



*Leucadendron Pisa*

A single bunch of **Pisa** makes a great bouquet all on its own. This Leucadendron is sure to be a hit with Mom!

Thanks for letting us share our beautiful flowers and foliages with you and your customers. Enjoy the Spring and the Holidays that celebrate this wonderful time of the year.





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## Summer 2006 Newsletter

June, July, August—long, warm days filled with fun and excitement... weddings, reunions, birthdays and vacations. Many of these occasions we have come to associate with our favorite things—

"Flowers".

A Flora Magazine writer recently wrote, "The human population has and will always be controlled by floral products. It is so true. We love flowers and we love the fun and excitement that they bring to our lives and



*Bouquet #1 - Pages 136-137*

the lives of others. Simply put: we turn people's feelings into flowers. That is our job!"

Being a flower grower is exciting, especially when we realize what an important role we play in the lives of so many people. Our flowers eventually become an important part of wedding bouquets, center-pieces, and displays that will one day be a part of a cherished photo album or keepsake.

In Spring 2006 we had the opportunity to participate in Florists' Review and the



*Bouquet #2 Pages 156—157*



*Bouquet #3 Pages 102 –103*

CCFC's new book "Winning Bouquet Combinations". This great new book features 77 beautifully illustrated bouquets designed to create the perfect recipe for today's bride parties.

We were delighted with this new release and wanted to show

you some of our favorite bouquet recipes:

Bouquet #1 combines Pincushion High Gold, Leucadendron Lennox and Huckleberry —only three items create this simple, yet stunning bouquet.

Bouquet #2 incorporates our award winning Leucadendron Macowanii with Pincushion Spider, Roses and Lilies to create a warm peach combination.

Bouquet #3 showcases some of our favorite filler flowers—Sterling Range and Eriostemon combined with Lisianthus, Roses and Anemone. Truly an elegant design!

Bouquet # 4 features our new Black & Green Kangaroo Paws, Leucadendron, Roses and Ivy Berries. Classy!

We are delighted to see so many of our special flowers featured thought out the 192

pages of this book. What a great new resource for turning people's feelings into flowers!

For more information about this book visit:

[www.floristsreview.com](http://www.floristsreview.com).



*Bouquet #4 Pages 92—93*



# IPA Comes to Southern California



In April the California Protea Association (CPA) hosted the International Protea Association (IPA) 2006 Bi-Annual Conference in San Diego, California. Over 80 Protea Growers and enthusiasts from over 15 different countries attended this week long conference.

"From Seed To Sale" was the conference theme. Beginning with a pre-conference tour of farms and nurseries in Central California, the attendees slowly made their way to San Diego. The conference included— Business Presentations, Poster Displays, evening networking opportunities and the chance to get acquainted. At the conclusion of the conference guests were toured around several Protea farms in Northern San Diego County.

Resendiz Brothers was pleased to welcome the group with a traditional Mexican Fiesta and tour of the nursery and packing facilities. An afternoon well spent—sharing new ideas, success stories, and most importantly making new friends.



Bienvenido a Resendiz Brothers Protea Growers

To all of our valued customers and friends—  
Enjoy the final days of Summer, be safe and  
many thanks for your continued support!

## Protea News

(as seen in Florist Review June, 2006)

### california blossoms



BY PEGGY DILLON

### protea pizzazz

Proteaceous materials create excitement.

With its dry climate and rolling hills, the southern-most area in California has become a world-class source of proteaceous materials. But these wild, weird and wonderful flowers are virtually unknown to many consumers.

Recently, I attended a prestigious art and floral design event in San Francisco. Gazing at a gorgeous arrangement of lilies, roses and orchids, a woman next to me gasped in amazement at a "mystery" flower. I told her it was a yellow *Leucadendron*. This society lady then asked me to spell it so she could get some from her florist.

Flower lovers adore *Proteas*, *Leucospermums* (pincushions), *Leucadendrons* (conebrushes) and other materials in the *Proteaceae* family. Many just don't know what they are.

Because the flowers are unusual, with textural, sculptural, even architectural forms, *Proteaceae* family members add value and distinction to arrangements. Those same qualities also can make them a challenge to sell.

René van Rems, AIFD, a member of the California Cut Flower Commission (CCFC) Education/ Outreach Team, held up a giant *Banksia* with razored foliage at a recent conference of the International Protea Association (IPA) in San Diego and said, "You're not going to take this to Grandma in the hospital." But then he offered exciting examples of how proteaceous materials

can add pizzazz when combined with other natural companions including roses, *Dalhias*, sunflowers and *Alstroemerias*. With so many challenges in the competitive floral marketplace today, adding these products could give you a boost.

Looking at the demographics of your customers can help, too. Baby boomers (today between the ages of 42 and 60) are drawn to status items, and since they are the "Me Generation," they feel they deserve them, as well. And the "Gen-Xers" (those between the ages of about 25 and 41) love unique, fun, edgy things. Both groups will welcome the opportunity to experience something new and different. And it may make them come back to your shop for more. ■

### california bounty

June blooms in many colors this month. Look for these flowers:



Contact the California Cut Flower Commission at (831) 462-8035, or visit [www.ccfc.org](http://www.ccfc.org).

Sponsored by the California Cut Flower Commission, [www.ccfc.org](http://www.ccfc.org)







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## Fall 2006 Newsletter

*Foliage & Greens* – that wonderful material that adds volume, color and texture to arrangements, bouquets and displays. Leaf colors come in a kaleidoscope of tones ranging from yellow-green to gray-green and silvery shades, to blue-green and bronze, burgundy and other reddish tones. Then there are variegated patterns of green and yellow or green and white as well as green and red.

Foliage is available in many forms, shapes and sizes – long and thin, oval and round, lacy or feathery, with cones, seeds and fruit – the varieties are endless! These plants stir our imagination and keep us connected to the earth.

Fall is a wonderful time of the year, a great time to rediscover these botanicals. Bring them in to our homes and offices or to make them an important part of arrangements, displays and bouquets. Some of our Fall Favorites are:

- Leucadendron Safari Sunset (L. Laureolum x L. Salignum) has deep burgundy bracts, green and burgundy leaves and long stems. They are at their peak for picking during the late Summer and Autumn months.
- Leucadendron Jester has bracts and leaves in a rich red tone with a prominent green strip through the center. Young growth is predominately pink. Jester has an average stem length of 26-28 inches.
- Grevillea Ivanhoe, an Australian Native, is a member of the Protea family. Ivanhoe has deeply divided green, jagged foliage with bronze colored tips. This foliage makes an excellent florists' backing material and filler; and is extremely long lasting.
- Eucalyptus – don't forget about this great foliage. There are many great varieties: Silver Dollar, Gunnii, Seeded, Baby Blue, Moon Lagoon, just to mention a few. Eucalyptus is wonderful in bouquets and perfect for holiday wreaths.

Fall's harvest of foliage and greens is abundant – they look great alone or mixed with flowers. Enjoy this wonderful season and make it a time to rediscover Mother Nature's gifts.



# Nature's Pageantry

## What's Hot???

Pods, cones, fruit and berries..... They seem to be everywhere these days. These non-flower botanical materials add texture and color to designs.



*Florist Review July, 2006*

For example, Protea Pods or sometimes called "Protea Flats" were recently discovered throughout the pages of *Florist's Review* magazine. They are great when added to



Fruit branches have also become very popular this Fall. Everything from olives, to persimmons, to lemons and pomegranates can be found. These fruits of the field are fun to work with, they add color and texture and some (like the lemons) even

smell great. Combining flowers with fruit, pods and cones will certainly delight anyone with a love of the land.

fresh or dried arrangements and bouquets, useful in Fall wreaths and terrific in topiaries.



*Florist Review August, 2006*

## Eximia Foliage

A wonderful new botanical to add to your Fall foliage inventory! Protea Eximia (previously Protea Latifolia) has beautiful broad grey-green leaves - most of the year! However, in the

Autumn the leaves take on Fall tones of rust, orange, yellow and green. There are five stems in a bunch with the stem length ranging from 24 to 28 inches. The vase life of 2+ weeks is a great selling point.



*Florist Review July, 2006*



*Florist Review August, 2006*





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## Winter 2006 Newsletter Happy New Year!

It's that time of year again when many of us reflect on the year that has passed and look forward to the year to come with wonder, hope and anticipation.

For Resendiz Brothers, 2005 will be a year to remember, to learn from and to be very thankful for...

During the early months of 2005, Southern California was overflowing with water. Yes water, we experienced nearly 36 inches of rainfall in five months. Our average annual rainfall is usually somewhere around 6 to 8 inches! Luckily, our field crew didn't have to build an ark, but they did learn to maneuver through flooded roads and to harvest product in new and creative ways. Through it all, we were very blessed though, Mother Nature took care of our water bills for many



*Boronia Field*

months and this year our flower fields look glorious!

In addition, 2005 brought an increased demand for many South African and Australian flowers



*Brenda Field*



*Telopea & Leucadendron Bouquet*

and foliage such as Protea, Banksia, Pincushions, Leucadendron, Kangaroo Paws, Grevillea, and the list goes on. We have been extremely excited to see many of our flowers being utilized throughout the country and the world in arrangements, bouquets, museum displays, advertisements, magazine articles, floral symposiums and trade shows.

A big *Thank You* goes out to all the "trend setting" designers throughout the floral industry who have eagerly included our wonderful proteaceae flowers and foliage in their "works

of art".

As we looked to the future and began to design the Resendiz Brother's 2006 calendar, our intention was to share more of our new and unusual flowers and foliage.

We not only wanted this calendar to dazzle the eye with colorful flowers and field shots but we wanted it to serve as a reference tool—a learning tool.



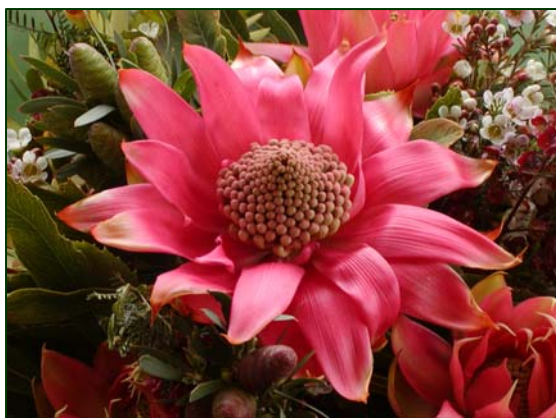
*Art Alive SD Museum of Art—Balboa Park*



*Continued from page one....*

Throughout its pages we tried to display a combination of flowers and foliage - some you will recognize and some may be "new" and "different".

It is important to note that many of the newer flowers may be limited in quantities initially, but that will change in time. Our goal now is to help you become familiar with these products so you'll have the answers when your customers inquire. For example, pictured on the calendar's cover page is a *Telopea Pink Parfait* (pictured above).



*Telopea Pink Parfait*

Furthermore, like "Roses" or "Bulb flowers", Protea also come in many varieties, colors shapes and textures. So you'll find on many pages throughout our calendar that we display four flowers, fillers or field shots per page. All are displayed by category, Protea, Pincushions, Banksia, Leucadendrons, Kangaroo Paws, Filler Flowers, etc.

That way when your next order or design includes these flowers/foliages you'll consider the options. There are many and we want you to know them all - By Name.



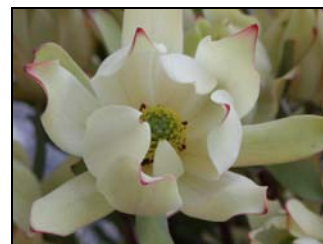
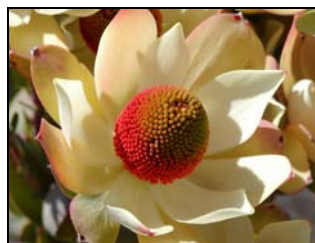
*Telopea Speciosissima/Waratah*

Its texture, color and shape are quite different than the more commonly known *Telopea Speciosissima* (Waratah).

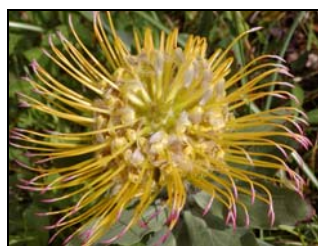
*Telopea* usually blooms in

early Spring (February—March) here in Southern California. They are very slow growing plants and often very difficult to grow. But well worth the effort - they are beautiful!

### *Leucadendron—March*



### *Leucospermum/Pins—April*



Another new touch to our 2006 calendar is the "Flowers to look for this month" section at the bottom of each page. We tried to list the items that are typically available, in abundance and popular during each month. Hopefully, this will be helpful to you. Please remember that product availability varies from year to year and is completely in Mother Nature's control as far as growing schedules and timing goes.

Enjoy your 2006 calendar! We hope it will bring you as much joy and pleasure as the flowers and works of art you sell and create bring to your customers.

Happy New Year and thanks from all of us at Resendiz Brothers Protea Growers, LLC.