



Resendiz Brothers Protea Growers LLC

www.resendizbrothers.com

Summer 2007 Newsletter

Grevillea !



Glorious Grevillea – beautiful flowers, unique filler, fabulous foliage and an amazing plant. This species has amazing growth habits, ranging from flowering groundcover, to beautiful scrubs and hedges, to tall colorful trees. The flowers range in color from white to pink, yellow to red and their size can be small and spider-like or large and bottlebrush-shaped. Foliage can be sharp and needle-like, soft and fern-like, or long branches with colorful jagged edges.

The Australian species of Grevillea comprises of about 313 different varieties and 200 cultivars, and that number is continually increasing. Named for Charles Francis Greville, was one of the founders of the Royal Horticulture Society in 1804, this member of the Proteaceae family is now cultivated by commercial growers and gardeners in many parts of the world. Some of the hardiest Grevillea have been grown in the United Kingdom for more than 100 years. Grevillea is also widely grown in the United States, South Africa and the Riviera, while the tropical varieties are cultivated in warmer parts of South Asia (Continued on page 4).



The American Floral Trends Forecast 2008 – 2009



Summer 2007 has been “hot” for the Protea family! These flowers have been prominently displayed at floral trade conferences and scattered throughout the pages of trade publications.

Here’s just a peak at the American Floral Trends Forecast 2008-2009, and how Protea has been in-

This forecast suggests that floral styles are intimately connected with our lifestyle, taking their cues from world culture, music, media, fashion and home décor. It distills these influences and defines the top trends in flowers, colors



corporated into that forecast.

First, it wowed the world’s premier floral designers at the American Institute of Floral Designer’s (AIFD) Symposium in Palm Desert, California. Five new themes were unveiled at the kick-off presentation, which was sponsored by the California Cut Flower Commission (CCFC). The new CCFC Trends brochure/guide was distributed to all the attendees and the presentation began. There were



and moods that dominate today’s marketplace. The 2008-2009 edition is the third installment of this forecast, the only one of its kind geared specifically to the floral industry.

Look for this presentation again at the SAF Convention in Palm Springs, CA in late September. The Trends brochure/guide will be included in the November issues of *Florists’ Re-*



two screens on stage illuminating pictures of beautiful California flowers while the center screen presented the five new trends:

- Habitat
- Nocturne
- Whisper
- Nomad
- Chinoiserie

view with an accompanying story and pictures. In addition, the CCFC has added a special section to their website (www.cffc.org) with a page dedicated to each trend and links to information on each of the flowers identified in the Trend. Enjoy—our flowers have a great forecast!



Flowers &

When we got the request to provide flowers for an up-coming *Flowers &* photo shoot, that would feature Rene' van Rems AIFD, PFCI as the designer, we were thrilled to participate. The ten page layout is gorgeous! Here are a few of our favorite designs/ pictures and the information we gathered from *Flowers &* - May 2007:

Fresh to fuzzy



berzelia, and hosta leaves) plus bark wire sprayed black and wrapped around the necks of three clear glass vases.

All the Angels



cobalt vase. An armature of curly willow and Bind-wire provides the mechanical foundation for this bouquet.

Vivid back & green kangaroo paws offer a dramatic contrast that is reinforced with other light green materials (callas, cymbidiums, fern,

Mix, don't match

Within what first appears to be a narrow band of the spectrum, the colors in this vivid bouquet are surprisingly varied, from ochre and rust to bright orange and pink. Yellow – present in the curly willow as well as in the Flame callas - bridges the lights and the darks. Red-tipped leucadendron blends in while it provides relief for the eye. A fuzzy red premade armature underscores the color harmonies while it helps to control stems.



When stark color contrasts are absent, form and texture are more easily observed. The round shapes of Tabasco roses and pincushion protea harmonize beautifully, as do the smooth petals of the roses and the callas - or, by contrast, the fussy textures of the pincushions and the epidendron orchids. A swirl of curly willow outside the vase echoes and reinforces its circular shape.

Color me in

A touch of spray paint is an easy way to reinforce color harmonies like that between the black wood container and the Black Mink Protea in this design. Rene' spray-painted curly willow and placed some of it in the arrangement upside down, so that the added visual weight of the thicker branches on high could help to balance the visual weight of the container. The fuzzy proteaceous foliage at the base, originally lime green, is likewise misted with black spray paint. Reddish brown eucalyptus call out the color of the banding on the container with tones linked to the soft rose-colored blush of the protea.





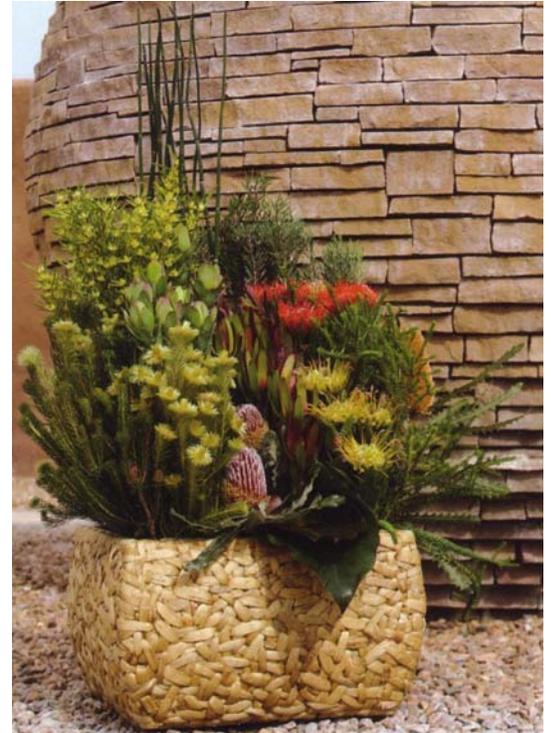
Summer 2007 also produced some stunning displays in *Flora Magazine's* volume 7, issues 2 & 3. Once again we jumped at the chance to send flowers for this photo shoot. The beautiful white Protea Kings, shown to the left, where part of the layout a in issue 2 "Contrast in Design". These two kings standing side by side display the perfect definition of tension.

In issue 3, "Earth Elements" Leucadendron Solixifolium,

Phyllica, Maui Sunset, Linifolium and Galpinii provide the beautiful base of this basket and the Pincushion Genzsi and Tango as well



as the Banksia Menziesii and Ashbyii are the focal point. A basket like this can be used for many occasions—Housewarmings, sympathy, birthdays, congratulations on your new business or retirement; or just a terrific display for your next garden party. The list goes on—there are so many wonderful way to use Protea!



About the Grevillea on page 1

1. **Grevillea Red Hooker** has dark green fern-like foliage and is particularly colorful from Winter to Late Spring when it displays beautiful red toothbrush flowers.
2. **Grevillea Sylvia** has deep green foliage with large dense, hot pink flowers that in bloom for most of the year.
3. **Grevillea Moonlight** has dark green finely divided foliage with a silvery underside and large creamy yellow flowers.
4. **Grevillea Robyn Gordon** has large shiny green lobed leaves with gorgeous cylindrical pinkish-red flowers that are produces year-round.
5. **Grevillea Superb** has large shiny green lobed leaves and cylindrical peach toned flowers that are also produced year-round.
6. **Grevillea Misty Pink** has large grey-green divided foliage which complements the lovely pale pink blooms.
7. **Grevillea Johnsonii** has deep green, densely divided foliage and brilliant red flowers clustered up and down the branch.
8. **Grevillea 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.



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Spring 2007 Newsletter

Welcome Spring!



1



2



3

Leucospermum are some of the best known members of the Proteaceae family and most easily recognizable by their flower-heads with long, conspicuous styles, each one thickened at its apex to form a pollen presenter. Together, the mass of styles look like pins bristling from a pincushion, a similarity that has given rise to the popular name for these Proteas. So appropriate is the term "Pincushion Protea", that it has in fact replaced the original South African name of "Luisies" an allusion to the grayish-white, rounded seeds which, in crumpled, dried flower-heads, resemble insects in tangled in the fur of an animal. The generic name, too, refers to this white seed.

Also contributing to the popularity of the Leucospermums, is their considerable economic value, for not only their beautiful flowering heads, but the plants are also easily cultivated.

There are currently over 48 varieties of pincushions available through out the world. (See page 4 for more Pin info).



4



6



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Freezing Temperatures Hit Local Growers Hard

Winter 2007 began as a typical Southern California winter “warm and moderate”. However, in mid-January, those warm temperatures quickly vanished into one of the state’s worst freezes in recent memory. It was the longest sustained cold, and perhaps the greatest damage seen



Pincushion fields that days earlier were near ready to burst into glorious colors of yellow, orange and red? The entire crop in many fields completely lost, not one bloom to be found. Years worth of growth had to be pruned with only the hope that the plants may recover, live, and perhaps see



by agricultural growers in over 25 years.

The cold was so bitter that the water from sprinklers quickly froze to icicles on plants, flowers, and trees. At first the damage was not clearly evident but as the days and weeks passed it became

obvious. Beautiful silver trees quickly wilted and died as if they had not been watered in months. And what about the



blooms in the years to come.

Over 22 counties in the state of California were affected by the freeze and their losses will be in the millions and could last for years. Farmers are accustomed to risk but this bout of freezing weather stripped the experience of even the veteran growers. Farming has been and always will be a very risky business. We are left in the hands of “Mother Nature” who is not always cooperative – especially around Holidays! But whatever the risk, we will continue growing Protea, Pincushions, Leucadendrons and filler flowers - it is our passion, our joy, our livelihood!



Thanks for your understanding and continued support though out this very difficult and “burrrrrr-cold” Season!



WF&FSA 2007—Phoenix, AZ

In February, we once again participated in the WF&FSA Annual Convention and Floral Exposition in Phoenix, AZ. 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



Prize Winning Pincushion Plant

venue to meet with many of you – who we speak to week after week - to put a face with a name! It also provide us the chance to show customers the full range of flowers and foliage we offer, to educated them on the items they currently do not order and to introduce new flowers.

In addition, we were thrilled to find out that our “Pincushion Plant” won first place in the Flowering Potted Plant category in WF&FSA’s Best New Products contest. The purpose of this competition is to recognize 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 certain did have a terrific time in Phoenix – Thanks to all of you who stopped by our booth to say Hello! We are looking forward to the next show – *Hope to see you there!*



Protea Andrea Multi-Head

Happy Mother's Day 2007



Yes, it's that time of year once again! Need some suggestions? Pin-cushion Bouquets – 3 Stem and 5 Stem make perfect gifts – they are bright and colorful and full of unique and interesting fillers (verticordia, waxflower, etc.) and Leucadendron



(Pisa, Crown Jubilee, etc.) Plus, they're sure to last for weeks.

Also, don't forget to order extra Leucadendron Pisa and Crown Jubilee – they have great color and texture and are wonderful to use in arrangement and displays. Happy Mother's Day, enjoy the start to Summer 2007!

Leucadendron Pisa



Leucadendron Crown Jubilee



About the Pincushions on page 1

- 1: Leucospermum Sunrise** – This colorful L. Cordifolium x L. Patersonii cultivar originating from South Africa makes a great cut flower and excellent garden plant. Sunrise, with its medium-sized, orange-red blooms, is produced in profusion early in the Spring.
- 2: Leucospermum High Gold** - High Gold, also a cross of L. Cordifolium x L. Patersonii, is becoming one of the most popular Pincushions on the market. High Gold has dark green foliage coupled with tall straight stems and bright yellow flowering heads—making it an excellent pick for flower growers.
- 3: Leucospermum Veldfire** – Appropriately named, 'Veldfire' has the appearance of a blazing fire, with the orange-red 'ribbons' being the coals, and the golden-yellow spikes the flames. Veldfire is a hybrid of L. Glabrum parentage and has been marketed for the past 20 years.
- 4: Leucospermum Spider** - Spider has a spidery flower head, a soft peach shade and mauve tips. The stem length varies from 16 to 22 inches and flowering time is from Spring to mid-Summer.
- 5: Leucospermum Tango** – This recently released Hawaiian-raised cultivar of L. Glabrum x L. Lineare displays vividly colored heads, with bright red 'ribbons' and strikingly beautiful orange pins. These flowering blooms are carried on exceptionally long stems that provide excellent cut flowers.
- 6: Leucospermum Erubescens** – This colorful Leucospermum produces numerous large heads in clusters of 4-8 at the top of its flowering branches. The blooms change from pale yellow to brilliant crimson – a welcome splash of color during the early Spring months!



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Fall 2007 Newsletter

Harvesting Protea !



The best-known member of the Proteaceae family, and the one for which it is "named", comprises of over 136 different flowers, the bulk of which are from the African continent, 82 varieties being found in South Africa alone – mainly in the Cape Floral Kingdom, and 35 in tropical Africa.

Carl Linnaeus, a famous Swedish botanist, classified Protea in 1735. He named the genus, *Protea*, after the Greek sea god, Proteus, who could change his shape at will. Linnaeus was, of course, referring to the surprising diversity of flowers and foliage depicted in this genus. Proteas are only one of more than 70 members in the Proteaceae family, which now includes more than 1,500 species.

These flowers are intriguing, both horticulturally and botanically, with varieties that are being reclassified, re-discovered when thought to be extinct and, occasionally, described for the first time. Spectacular new hybrids are being developed in South Africa, Australia, New Zealand and Hawaii, and they are quickly being introduced into cultivation.

(see page 4 for details on these Proteas)



CPA Summer Social

It wasn't only the Carne Asada that sizzled during the California Protea Association's (CPA) Summer Social held in September, here at Resendiz Brothers, for over 60 Protea growers and friends.



The guests who attended were also treated to an informative and creative presentation by Rene' van Rems AIFD, PFCI. Rene' began with a video of his recent AIFD Symposium – *Florals for the Home* – which was co-sponsored by the CPA. During the video Rene' demonstrated how floral designs are now being used to give visual weight to a room by creating decorative shapes and interesting textures to compliment the décor. As a result floral designs have become more than just a flower arrangement—they're a "decorative accessory".



Following the video presentation, Rene' went on to inform the guests about the American Floral Trends forecast for 2008 – 2009, a biennial trend outlook sponsored by the California Cut Flower Commission (CCFC). Using the CCFC's new trends guide/ brochure and flowers and foliage found here on the

farm, Rene' presented the five new trends. Here's a glimpse of what they saw:

- Habitat
- Nocturne
- Whisper
- Nomad
- Chinoiserie



Our Thanks to Rene' and the CCFC for teaching and demonstrating why the CPA and all California growers need to stay informed about the latest color, design and cultural trends—it is a critical ingredient to success in our competitive floral marketplace.

SAF - Outstanding Varieties

September continued to be a great month for all of us here at Resendiz Brothers – we entered some of our favorite flowers and foliage in the Society of American Florist' (SAF) outstanding varieties competition, held in conjunction with their annual convention in Palm Springs, California.

There were over 367 entries from growers all over the world, and with 11 Best in Class winners, 44 Blue Ribbon winners and 119 Red Ribbon winners, we had some steep competition. Here's how we did and what the judges had to say:

(As seen in *Floral Management Magazine* 11/07)



Best in Class — Other Cut Flower

If any entry gave 'Kelly' a run for its money, it was definitely Resendiz Brothers Protea Growers' plainy-named

'Black and Green Kangaroo Paw' Anigozanthos (9). Even after three hours of scoring nearly 400 different varieties of plants and flowers, judges still debated about whether it was 'Kelly' or 'Black and Green Kangaroo Paw' that should take home "Best in Show."



"This could have been Best in Show," DeVries says. "This is truly unique. There's a lot of paws and there's nothing else out there on the market quite like it."

What stood out to judges, besides its 14- to 16-day vase life and irregular, tubular-shaped flowers, was its vibrant green and black color, which many, like Farrell, say could be an excellent accent in Halloween arrangements. He adds though, that it could also be used as a shelter in many other arrangements.

"This was the most unique entry in the entire show," Farrell says. "The lime green is such a hot color. This is something that would just inspire me to design."

DeVries was also impressed with the stem strength of **'Protea Fiesta' (37)**, another entry by the Resendiz Brothers Protea Growers.

This variety is a hybrid of *P. Compacta* and *P. Neriflora*, giving it a medium-sized flower head with velvety pink bracts that shade to cream at the base of the stems. "This is really nice and light," Farrell says. "It also lacked a lot of black tips, which you usually see on a Protea, and it has a longer than average stem length."



Speaking of green, Resendiz also won a blue ribbon for **'Goblet' (40)** Leucadendron. Though technically it falls into the 'decorative foliage' category with its deep green bracts and red tips, Cross says it could stand out on its own with its beauty.

"I've never seen a Leucadendron so green before," Cross says. "It's got beautiful petals with beautiful color on its tips, and I think it could be used as a focal."



SAF-continued . . .



Grevillea Ivanhoe, a Red Ribbon Winner, is an Australian Native. 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. Great for those Fall arrangements.



Harvesting Protea—continued from page 1

Here are some of our favorites:

1. **Protea Brenda:** (P. Compacta x P. Burchellii) has beautiful hot pink bracts that almost look “plastic” with a pale pink center. She is harvested between December and March.
2. **Protea Susara:** (P. Magnifica x P. Susannae) has a large bloom with peachy-pink and cream tones and lovely blue- gray foliage. She is available from August through November.
3. **Protea Helen White Repen:** (previously P. Mellifera) has an open funnel-shaped head with ice-white through cream bracts and linear, shiny, rich green leaves. She blooms from November through January.
4. **Protea Holiday Red:** (P. Obtusifolia) has bracts with creamy white undertones mixed with a true red on top, reminiscent of “candy-cane” colors. Available in time for the holidays – November through March.
5. **Protea Pink Duke:** (P. Compacta x P. Magnifica) has a large beautiful flower with bracts that start with a creamy colored base and finish with bright pink satin tips. Her center has a soft light pink peak. She blooms from December through April.
6. **Protea Andrea:** (P. Compacta x P. Magnifica) also a large bloom with gorgeous hot pink – almost red scalloped bracts. She has a long straight stem and often shows multi blooms on one branch. She is harvested February through April.
7. **Protea King:** (Protea Cynaroides) the most spectacular and largest-flowered Protea is also the national flower of South Africa and the best-known member of the family. Kings range in color from greenish white through soft silvery pinks to deep red. Available locally January through April.
8. **Protea Sugarbush:** (P. Repen or previously P. Mellifera) has an open funnel-shaped head with a cream colored base and light pink tips. Her leaves are linear, shiny and a rich green. She blooms from October through December
9. **Protea Pink Mink:** (P. Nerifolia) she is sometimes called oleander-leaved Protea or marrow-leaf sugarbush. The flower heads, while always similar in shape, vary greatly in color. The bracts range from pure white through soft greens and pinks to deep reds, with beards varying from white to black. The center flower dome can also vary from cream shades through buff to wine. Her flowering period is very prolonged, with some flowering year round but mainly September through December.
10. **Protea Red Baron:** (P. Obtusifolia x P. Magnifica) a beautiful rich fire-engine red flower with large dark green leaves – great for Christmas and Valentine’s Day. Harvest time starts in November and finishes in March.



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Winter 2007 Newsletter *Happy New Year !*

The Holiday Season is a special time for all of us here at Resendiz Brothers Protea Growers. It marks that time of year when we once again pause to reflect on the year that has passed and look forward to the year to come.

As we reflect on 2006, we are extremely grateful for our families, friends and customers who have kept us inspired and motivated to grow and harvest "more" of the flowers and foliage we all love so much.

In 2006, we were thrilled to see our *Leucadendron Macowanii* win "Best Fresh-Cut Decorative Green" at WF&FSA's annual Convention and Floral Exposition in Orlando, FL. Then in early Autumn, Resendiz Brothers acquired the Patent on *Leucospermum High Gold* or "Pincushion High Gold" from the former Zorro Protea Farms — making High Gold "truly" a Resendiz Brother's flower. Finally, in November we became part of the VERIFLORA Family. This is a certification process conducted by Scientific Certification Systems (SCS) to certify that all our product is grown in an Environmentally and Socially Responsible Manner.

The holiday season is also the start of a new flower season—from Thanksgiving on through Father's Day we are in "Full Power", as Santa would say!

Creating our annual calendar has become a tradition around here and it's that spark that gets us excited for the year to come. Everyone eagerly waits to see whose wreath, arrangement or photograph makes the pages—it's Fun, a group effort and a reminder of how we need to work as a team in the year to come!

Our 2007 calendar was once again designed to showcase more of our "new" and "unusual" flowers and foliage. To serve as a reference tool, a learning source and hopefully an inspiration.

We feel fortunate to live and work in the country around beautiful flower fields and nurseries (as you can see in our calendar's field shots). This year's calendar is dedicated to all of you – our family, friend and customers who enjoy growing, marketing and arranging flowers. There is no time more fitting to say — *Thank You and to wish you a Happy Holiday Season and a New Year of health, happiness and prosperity !*

The Resendiz Brothers Protea Growers Team



Leucadendron (LCD) & Leucospermum (LCSP) - Pins

What's Hot — 2007



Leucadendrons and Leucospermums have become very popular in bouquets and arrangements. As seen in the new *Wedding Winning Bouquet Combinations* by Florist's Review & the CCFC (photo's number 1 and 2) these wonderful flowers and foliage can be featured alone or with other flowers.

Bouquet #1 above Features: LCD, Lennox and LCSP High Gold.

Lennox or sometimes called "Cloudbank Ginny" was raised by a Hawaiian nurseryman, the name coming from his nursery, Cloudbank and his wife Ginny. The cross is LCD Gandogeri x LCD Discolor and it has the appearance of a giant colorful discolor.

LCSP High Gold is a cross of Cordifolium x Patersonii and was cultivated by the ARC Fybos Unit in South Africa. It is becoming one of the most popular Pincushions on the mar-

ket. High Gold has dark green foliage coupled with tall straight stems and bright yellow flowering heads—making it an excellent pick for flower growers.

Bouquet #2 below Features: LCD Macawanni and LCSP Spyder.

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.

LCSP Spyder has a spidery flower head, a soft peach shade and mauve tips. The stem length varies from 16 to 22 inches and flowering time is from Spring to mid-Summer.



Grevillea Johnsonii



This wonderful flowering Grevillea's origin is New South Wales, Australia. It has beautiful slightly, weeping branches that can reach over

60 inches tall and has long, fine divided needle foliage. Loose clusters of showy red waxy flowers are produced from Winter through the Spring months.

Johnsonii is suitable used as a filler flower or for height in large displays.

Plus the color is perfect for both Christmas and Valentine's Day. Enjoy!

