



# Resendiz Brothers Protea Growers LLC

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

## Spring 2010 Newsletter

### *Leucadendron & Leucospermum*

**Leucadendron** is derived from the Greek *leukas* meaning "white" and *dendron* meaning "tree". This wonderful family of S. African plants consists of nearly 80 species and many more subspecies. The best known variety being the New Zealand raised cultivar "Safari Sunset".

In the past, large volumes of *Leucadendron* foliage were shipped from S. 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. In addition, the seeds and cones developed on the female plants vary enormously – some are flat and winged, others are nuts of various shapes and colors, and can be smooth or hairy. These seeds and cones add textures and a range of stylistic moods to bouquets and designs. *Leucadendron* have become extremely popular and the demand has increase dramatically.

**Did you know?** The leaves of *Leucadendron* Silver Tree retain their silver color when dried and can also be painted. They also make wonderful bookmarks when dried.



**Leucospermum** is derived from the Greek *leukas* meaning "white" and *spermum* meaning "seeded". *Cordifolium* refers to the heart shape of the leaves.

*Leucospermum* or more commonly called "pincushions" are easily recognized by their colorful flower-heads with long, styles each one thickened at its apex to form a pollen presenter. Together the mass of styles look like pins bristling from a cushion (the flowers small and inconspicuous bracts)– hence the term "pins" has become its nickname.

There are currently over 50 varieties of pincushions grown around world. They range in colors from red to orange, peach, to yellow, gold and all most opaque. Pincushions are great in a vase alone or can be combined with other protea, flowers, fillers, and foliage. They are extremely long lasting

and appropriate for any occasion.

**Did you Know?** The young leaves of the *Leucospermum* are covered with soft hairs, but are hairless when the plant is mature. And the flower seeds make a great summer snack! Once the outer shells are removed and the seeds are roasted, they make a tasty addition to salads and breads.



# Spring 2010 Newsletter



## *Proteaceae for all Occasions...*

When early summer arrives, many opportunities for celebrating are at hand. Consider the months of May and June. We honor mothers, fathers, graduates, veterans, brides and those with birthdays in these middle months of the year. We buy thoughtful cards and appropriate gifts, and ninety-five percent of the time flowers play a special and important role in each of these events. Thank God for flowers and for the joy they bring to us – and to the world!



Over the last few months we have been enjoying and appreciating all the beautiful Spring Protea, Pincushions, and Leucadendron. We have photographed many, worked them into hand-tied bouquets, centerpieces and boutonnières. In addition, we have found and enjoyed some wonderful creations posted on various blogs and wedding websites. This newsletter has been designed to share some of our work... and some of our great finds! Enjoy, and share them with your friends, employees and valued customers.





# Spring 2010 Newsletter



*Protea King Bouquet*

## Unique Wedding Flower: The Protea

"Known for a long vase life—Protea are said to symbolize diversity and courage."

by Dog n' Bird Artful Wedding  
**Dogbird.com**



*Protea King with Roses & Riceflower*



*LCD, Protea & Callas*



*Protea Pink Ice, Safari Sunset, Larkspur & Hydrangea*



*Protea King & Banksia Bouquets*



*Protea King Bouquet & Centerpieces*



*Protea King & Roses*



*Protea King & Roses*



*Protea King Bouquet*



*King Protea with David Austin Roses*

## Native Australian Bouquets by Blooming Brides...

"Australian natives are a beautiful choice for wedding flowers—there are so many rich, earthy colors and unusual textures."

by Ms. Polka Dot

[polkadotbride.com](http://polkadotbride.com)



*Leucadendron & Gumnut Bouquet*



*Telopea & LCD Eucalyptifolium Bouquet*



*Telopea & Leucadendron Centerpieces*



*LCD & Pincushion Centerpieces*



*Grevillea Flower & Kangaroo Paws*



*Protea, Leucadendron & Acacia*



*Bouquet & Boutonnières with Pins & LCD*



# Spring 2010 Newsletter



*Mel & his Pincushions*

## Mel's Field Notes

Hello and Greetings from all of us here at Resendiz Brother's. Now that the hustle and bustle of Valentine's Day, Easter and Mother's Day are behind us – I need to take a moment to express my – no I should say our, gratitude for making our spring season a success and for your continued support! I always say we have the best customers on this planet – and there is no doubt about it!!!!

This spring has been very exciting for us as we have seen the interest and demand for Leucadendrons and Leucospermum (pincushions) grow faster than we could imagine. At one point I actually thought that our current Leucadendron production was sufficient and could carry us throughout the year – I truly underestimated our needs and obviously

your potential.

This spring the Leucadendrons and pincushions have flown out here – faster than our roosters and chickens. All I can say is I am glad you loved the Red Eye, Pom Pom, Lennox, Pisa, etc... they are fun and unique! And, as far as Pincushions.... well, our Flame Giant continues to be our #1 seller. They came in a little late this year so I'm hoping they will be around through the 4<sup>th</sup> of July and be a part of many fireworks celebrations.

Spring 2010 also brought us some wonderful rainy days. It has been many years (5 to 6 to be exact) since we have enjoyed full ponds, flowing streams and waterfalls around here. The extra rain should be of great help both financially and ecologically as we approach the summer months and our water needs increase.

I hope you enjoy some of the great pictures and information we have included in this newsletter – it is our hope that you will discover that Proteaceae can be a wonderful part of a wedding celebration or any celebration for that matter.

Now that summer 2010 is just around the corner, it's time for us here at Resendiz Brothers to get

creative and find more fun and unusual flowers and foliage for your up-coming Holidays and Events!

Enjoy this season with its many happy reasons to celebrate!

*Mel*



*Pincushion Tango*



*Leucadendron Red Eye*



*Pincushion Lightstar*



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## Summer 2010 Newsletter *Foliage & Greens*

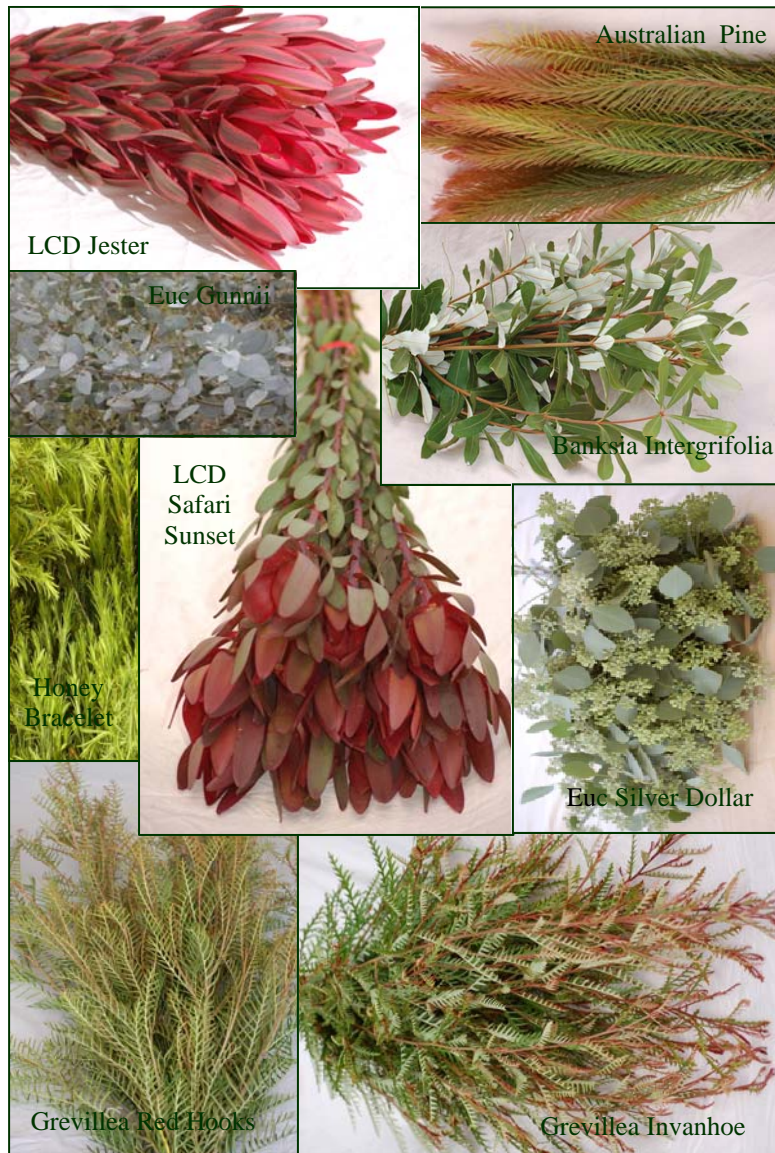
That wonderful gift of nature that adds volume, color, texture and height to arrangements and bouquets.

Most foliage is green, simple because all photosynthetic plants rely on chlorophyll for energy. Green is considered a "neutral" color and can often be left out in planning a color scheme for a design. In nature "green" can be found in many different tints and tones - from very dark green to lime-green to gray, blue and silvery tones, as well as variegated varieties. In addition to green, foliage can be found in red, orange, bronze, burgundy and even chocolate brown colors.

These botanicals come in many forms, shapes and sizes – long, thin, oval and round, lacey, feathery and serrated. These plants stir our imagination and keep us connected to the earth.

Some of our favorites are:

- Leucadendron Safari Sunset which has deep burgundy bracts, green and burgundy leaves and long stems. They are available at this stage 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. Jester has an average stem length of 26-28 inches.
- Grevillea Ivanhoe, a big favorite, has deeply divided green, serrated foliage with bronze colored tips. This foliage makes an excellent backing material and filler; and is extremely long lasting.



- Banksia Integrifolia, or sometimes called Coast Banksia or White Honey-suckle has wonderful two-toned color leaves with a deep green on the top and almost a silvery white color on the underside. The leaves are strong and last for weeks. Bottle brush shaped flowering blooms from 3" to 4" are produced from autumn through winter into spring. When the integrifolia bloom dies it develops an unusual brown seed pod which works well into fresh and dried designs.

- Grevillea Red Hooks has dark green fern-like foliage that also makes a terrific filler foliage. This variety is particularly colorful from winter to late spring when it displays beautiful large, red toothbrush flowers—hence the name "Red Hooks".
- Eucalyptus Silver Dollar has a soft silver-blue color. Its round, silvery leaves are pierced through the center and held out horizontally on long, stiff stems. These round, very flat silvery-blue leaves are

held in pairs along stems of the same color. From August through November beautiful lacy looking seed pods develop amongst the leaves and add texture to bouquets and everlasting designs.

- Eucalyptus Gunnii or also called Cider Gum has an attractive silvery-bluish color and a fine, aromatic fragrance.

Matching the right foliage to colorful flowers in a bouquet and arrangement can have a subtle but very powerful impact.



# Summer 2010 Newsletter



## Late Summer's Harvest..... California Grown and direct from our flower fields to you! Two Cool Possibilities....



### *A Pink Ice Bouquet*

Soon our Pink Ice season will be upon us. Why not encourage your customers to select a few of these California Grown Protea and arrange them with their favorite foliage and fillers. The bouquet above includes: 5 stems of Pink Ice, Leucadendron Safari Sunset, Salignum Red Blush & Inca Gold, Grevillea Ivanhoe, and Australian Pine. A great bouquet to start your day!

*Or....*

### *A Foliage Wreath*

With all the wonderful varieties of foliage and greens available, why not adorn a favorite entrance or a decorate a tables with a wreath full of these wonderful gifts of natures. This wreath includes: Seeded Eucalyptus, Leucadendron Safari Sunset & Jester, Banksia Integrifolia, Australian Pine and Grevillea Ivanhoe. A wreath like this would light up any room!



## *Flowers and Your Health...*

Flowers are an everyday luxury, not just to celebrate something but to lift your spirits on any day!

*Fitness Magazine: The July/  
August 2010*

### *Ready, Set, Recharge! 24 Ways to Boost Your Energy and Your Mood*

#### **# 9 Buy Yourself Flowers.**

Why wait for your guy to treat you? A bouquet can put you in a good mood -- and even give you an all-day energy boost -- regardless of where it comes from, according to Harvard psychologist Nancy Etcoff, PhD. When we see flowers, our brains may instantly conjure festive memories. Put a vase of flowers on your kitchen table and desk to start your morning right.



*RealSimple Magazine—July 2010*  
**25 Instant Boosters**

#### **#21 Fill a Vase with Fresh Flowers.**

A Harvard study showed that people who looked at fresh blooms in the morning reported higher energy levels for the rest of the day.



### *Studies Show Flowers can Enhance Well-Being*

A beautiful bouquet of flowers may be one of the healthiest gifts you can give

-- and we're not talking calories as says *BUZZLE.COM*.

Flowers and plants have been used for centuries to provide people with food, clothing, shelter, medicine and oxygen, as well as to express emotions ranging from love and support to grief. But now, research is adding up that suggests flowers and plants are closely linked to human well-being.

-- People communicate better in the presence of flowers or plants, and they tend to eat food more slowly when flowers are on the table.

-- Flowers restore people from mental fatigue and enhance self-esteem.

-- Certain types of potted plants, as well as the growing mix used with these plants, remove some pollutants from a room's atmosphere.

-- Placing plants and flowers in a room significantly increases humidity, which reduces some of the effects of dry air such as common colds.



# Summer 2010 Newsletter



By Diana Roy



What exactly does it mean to be California Grown? Well, for some people like myself, it is what we consider ourselves to be. I was born in Whittier, CA and raised in San Diego County. In all my years of life, I have probably lived ten months outside of this big state. California is my home and I am proud to be California Grown. That is one version of being "California Grown".

Then there is the "California Grown" logo, which identifies products grown within the state and sold to customers around the world. Currently, there are about 50 flower growers using the label on the flowers, foliage and fillers they sell. It is also interesting to note that California cut-flower growers are now the largest licensee group of the California Grown campaign.

Why all the fuss about this logo? Well, says Kasey Cronquist of the California Cut Flower Commission (CCFC), "This is a good time to be a California flower farmer. This doesn't appear to be just a marketing trend, it seems to be an actual movement by consumers who are looking at what they are buying and from whom. More and more people are asking who am I and what am I supporting with my purchasing dollars." With imports making up 80 percent of what's available in the cut-flower market, California Grown has become the logical 'local' choice for retailers, wholesalers, designers and customers who are looking for something local and sustainable to support. California is already meeting some of the strictest environmental and labor standards in the world. Many growers are going beyond these standards, not because they were forced to, but because they feel it is just good business. California growers need their land, they depend on it and protect and conserve it.

In addition, a study recently conducted for a coalition of California agriculture organizations confirmed that the image of the "family farm" appeals to consumers. Customers today want a personal relationship with whom they buy from, right down to the farmer who grows the flowers they take home. They picture farmers with rolled-up sleeves and dirty hands who care for their crops and land. Based on this research, the coalition will soon launch [KnowACaliforniaFarmer.com](http://KnowACaliforniaFarmer.com) — a website you will surely want to check out!

"Growing quality flowers is more than the right bulbs, plants and technology. Growing is a feeling for the flowers. You can't get it from a book or from a school. It's in your fingers. It's in your blood," that is the way fellow California Farmer Hans Brand of B & H Flowers sums it up in the special July *Produce News* Floral section entitled The California Flower Farmer Report 2010 Floral Buyers Guide.

For more information on CA GROWN and a complete list of California Flower Farms see the July, 2010 copy of *The Produce News* "Floral section".



## Checkout the CCFC's Hint Cards

### *A mix of humor, romance...*

The Hint Cards distributed by the California Cut Flower Commission use a deft touch to help flower enthusiasts ask for what they really want — California grown flowers. Five different cards are available in bright pastel colors, each with a light-hearted "hint" mixing romance and humor:

- Not because you have to. Not because you're sorry. Just because.
- I dare you to buy me flowers.
- Pssst ... My favorite flower is in season.
- Flowers make a girl happy. And you know what happens when this girl is happy.
- I'm cooking dinner. Are you bringing the flowers?

On the back of the cards are the slogans, "Someone's hoping you'll get the hint, so give them what they really want: California-Grown Flowers-America's Freshest!"

Also appearing are the logos for the California Cut Flower Commission and the California Grown campaign and the Hint Card web site, [www.flowerhintcards.com](http://www.flowerhintcards.com).

The commission is working with retailers to develop customizable campaigns to help increase sales by drawing the male demographic back to the flower-buying habit after the Mother's Day holiday. A resource center on the commission's web site, [www.ccfc.org](http://www.ccfc.org), provides more information.





# Summer 2010 Newsletter



*Mel in the Garden*

## Mel's Field Notes

July and August have to be some of the best months of the year to be a farmer here in California. The days are warm and long which provides those extra hours each day to plan for the upcoming season, clean, prune and replant the fields, as well as savor the fruits of farming. Yes, I am serious when I say fruits! I realize everyone knows I love growing flowers but I also have a passion for growing fruits and vegetables too, and then cooking them up into a tasty late afternoon lunch—which of course Diana really likes too!



**Fresh Peaches—Ready for Picking**

This summer so far we have feasted on fresh home-grown onions, cucumbers, squash, lettuce, apricots, peaches, plums and soon we'll be on to those wonderful summer tomatoes and chili peppers. Yes, then I'll be talk-in about "Sizzling Hot Summer Days" after a large helping of home-made salsa!

Anyway, I don't want to get carried away about food from the garden but it does go perfectly with flowers and the two are necessary for good health. We have been told all our lives that vitamins are responsible for strengthening our senses, bolstering our bones and invigorating our bodies from the inside out. Well, now studies show that flowers (dubbed by some as Vitamin F) help feed our need for serenity, inspiration, wellness, gratitude, love and optimism.

Flowers, fruit and vegetables all have a life force that needs oxygen to grow, and light and water to live. When we surrounded ourselves with these wonderful gifts of nature, we start to feel calm, content and healthy. And isn't that what summer is all about – feeling healthy and happy, kicking back, relaxing and enjoying our time with family and friends? I find that the very best way to create the mood you're hoping to set is to always include flowers – they're beautiful and "good for you" too - what more can you ask for?



*A Bountiful Summer Harvest*

Now, as we go into the final days of summer, all of us here at Resendiz Brothers (including our rooster, Arlan, whose untimely crow many are familiar with) hope that the remainder of your summer is filled with a harvest of good health and happiness!!!!

*Mel*



*Arlan our Rooster*



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## Fall 2010 Newsletter

### *The Proteaceae Attraction*



The ability of proteas to attract nectar-seeking birds is one of their greatest advantages. In South Africa's Cape Floral Kingdom protea are primarily bird-pollinated, and it is common to see the beaks and heads of birds covered in pollen that is being efficiently transferred between flowers. In fact, cross-pollination causes many natural hybrids.

In addition, protea are an excellent food source, especially over the long winter months. Just try taking a protea bloom such as the Repen turn it up side down over a dish and see how much sweet nectar drains out over the course of a day or two. In the Cape Floral Region, Cape Sugarbirds are seldom found far from the Proteaceae, especially in the early morning when nectar flows in abundance attracting a multitude of insects which in turn attract the Sugarbirds. Their breakfast consists of insects that only live on proteas, and a good serving of protea nectar. Each bird has its own personal bush which it guards jealously from the other Sugarbirds. For the artist or photographer, these birds are a welcome subject since they do not flee at the sight of a human being.

There are many members of the Proteaceae family rich in nectar, with Banksia, Grevillea, Leucospermum and Protea being the most popular genera among the birds, bees and insects found in nature.

The beautiful hummingbird shown below was recently seen feeding on these "Protea Eileen" blooms, a new hybrid recently discovered in our fields here in Rainbow. The fabulous blooms on your left (from top to bottom) are: Repen Pink & White, White Owl, Pink Sheen, Repen Helen White, Red Baron, White Mink and Susara.



## Friday Night at the San Diego Botanic Garden



*Mel and Rene'*

September 11th was the annual Gala in the Garden fundraiser which was held at the San Diego Botanic Garden. This is the Garden's largest fundraising event and all proceeds go right back into the growth of the Park - one of San Diego's treasures. We were unable to attend the Saturday Night Gala



*Designing with Tall  
Curly Pine*



*Centerpieces in the Works*

but Diana and I did show up for the pre-party.

Yes, the floral pre-party, where we jumped right in and tried to assist Rene' van Rems and his many flower-friends. The goal was to transform the Gardens into a wonderland of color, lights and flora. This year's theme was *Avatar*, in honor of Dr. Jodie Holt, a University Professor and *Avatar* film consultant, who was being awarded the Paul Ecke Jr. Award of Excellence.

It was a terrific evening of learning, making new friends and giving back to the community -and to a popular San Diego Botanic Garden.



*Some Hands-on Training  
for Mel*

## Protea 101



*Vallecitos School's 4th-8th Grade Gate Students*

When Colleen Brown, teacher and GATE coordinator at Vallecitos School, invited us into her classroom we happily accepted the opportunity to give her GATE students an "insiders" look into the community's hottest growing industry - Protea.

Each student was given a California Grown Protea Bouquet and a flier on

Resendiz Brothers showing all the different varieties of flowers and foliage being grown and harvested in their community. In addition, we put together a power point presentation showing the Protea fields in bloom, how we harvest the flowers, pack and ship them, as well as some of the ways we market and sell flowers.

Several of the students in attendance were the children of other flower growing families in the Rainbow community. It was obvious that these students know their flowers - possibly the next generation of California Flower Farmers.

Our thanks to Colleen and her students for letting us share our passion for flowers with them and for being such a great audience!



*Learning about the Protea Growing in  
the Rainbow Community*



*Mel & Three Fellow Flower Farmers*



## Behind the Scenes of the California Grown Experience on Ubloom.com— Resendiz Brothers Premiers on November 4th

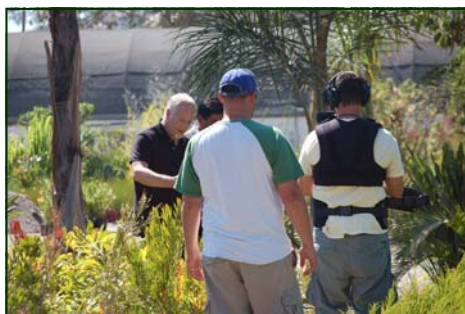


*Welcoming Protea Wreath*

It was Septmeber 1st and J Schwanke and his video crew - Kelly, Chris and Keith - were scheduled to film the 16th episode of the California Grown Experience here at Resendiz Brothers. As J and the team arrived they were welcomed to the farm



*Touring the Nursery*



fields where the video team peered over the steep hillsides to see how we grow flowers here in Rainbow.

Once the filming concluded, we gathered to celebrate the conclusion of the California Grown Experience and had a

"wrap-up party" for J and the crew. It was a fun filled afternoon and evening for all of us!

So, mark your calendars for November the 4th, when all of you can join us here at Resendiz Brothers, and become a part of the California Grown experience on Ubloom.com.

We'll be looking for you!



*Looking Over the Display*

with several of Resendiz Brothers' signature protea wreaths— also our company logo.

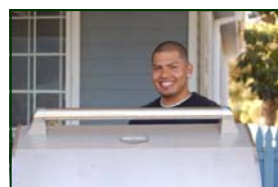
From the moment J, and his crew arrived we felt as though we instantly made four new friends. J is truly a flower person and flow- ers are the life of Re- sendiz Brothers, you couldn't help but feel the excitement we all had about sharing our California Grown Flowers with people all over the world.

The tour started out in the packing area where we had assembled a display of our flowers and foliage to use as a back drop for a portion of the interview. Mel, our Protea Guru and company spokesperson, talked about the wide selection of flowers and foliage we grow here at Resendiz Brothers and explained what it is like to be a California Flower Grower.

The tour continued with a trip through the greenhouse, into the nursery and finally a journey into the flower



*The Party Begins*



*Ismael Jr.—our Chef*



*Kelly, Chris, Mel, Diana, J and Keith*

### Here's the Schedule—You'll Want to Experience it All

JTV Host J Schwanke Presents

## PREMIERE DATES

# 2010

*The California GROWN Experience on uBloom.com*

<b>1st Flight Sept. 13 - Oct. 7, 2010</b>		<b>2nd Flight Oct. 13 - Nov. 11, 2010</b>	
Monday, September 13	Florabundance	Monday, October 18	Brannan Street Wholesale
Thursday, September 16	CallaCo	Thursday, October 21	Mellano & Company
Monday, September 20	B & H Flowers	Monday, October 25	KB Farms
Thursday, September 23	Schubert Nursery	Thursday, October 28	Sun Valley Group (Oxnard)
Monday, September 27	San Francisco Flower Mart	Monday, November 1	Ocean Breeze International
Thursday, September 30	Ocean View Flowers	Thursday, November 4	Resendiz Brothers
Monday, October 4	Eufhoria Flowers	Monday, November 8	Green Valley Floral Co.
Thursday, October 7	California Cut Flower Commission	Thursday, November 11	CA GROWN - Directors Cut!

**New Twice a Week! Premieres on Mondays & Thursdays!**

Don't Miss The Excitement - Sign Up for YOUR E-mail Reminder on uBloom.com!

AN ORIGINAL JTV PRESENTATION



# Fall 2010 Newsletter



*Mel Checking Out the Fall Grevillea*



*Autumn in the Fields*

## Mel's Field Notes

Hola mis amigos! The last few months here at Resendiz Brothers have flown by - almost at a hummingbirds pace. Well, like most hummingbirds, forget the one I photographed on page one spotted in our field indulging in sweet protea nectar, that one's not going anywhere soon!

Actually, I am not really sure when summer ended and fall began this year. Overall, our summer here in Rainbow was pretty mild with temperatures ranging from 75 to 80 degrees - perfect for the Protea! There was only one week when we saw triple digit temperatures with one day hitting 117 in the flower fields. It has been recorded as the hottest day on record in Southern California. All our power went out around noon, so we called it quits and headed for the local watering hole - Guadalajara Grill. Now, here we are in October and we've had a week's worth of rain - I can't wait to see what winter will be like!

During the last few months Resendiz Brothers has added a face to Facebook and I have my own page too - Ismael Resendiz. It has been fun and interesting seeing beautiful flowers and designs from around the world come across the news feed each day. We have also created a blog called "A Passion for Flowers" which has been designed to provide additional information about the Proteaceae grown here at Resendiz Brothers.

Finally, we had the pleasure to show J Schanke, Kelly, Chris and Keith around the farm and fields. It has been exciting to see how the California Grown Experience on Ubloom.com has unfolded. Our fellow flower farmers across the state have done a wonderful job showing the world how we grow flowers here in the state of California. If you haven't seen all the episodes up until now, it's not too late, they're all available for viewing—any time of day on Ubloom. On November the 4th Resendiz Brothers will have its premier on Ubloom.com. Be sure to check it out, share your comments and experience what a day is like here on our farm.

Now, as we approach the holiday season, we are slowly changing our mode from fall themes to Thanksgiving, Christmas and New Year's! Yes, can you believe it New Year's and 2011. On that note, take a look at the beautiful Protea Wreath's below hanging in Trisha Yearwood and Garth Brook's kitchen. We had the opportunity to send them off to Nashville for an HDTV Holiday Special to air the first week of December. It has truly been a great season for Proteaceae and the many other



*A Bountiful Fall Harvest*

wonderful flowers and foliage we grow here at Resendiz Brothers! So, here's wishing all of you a safe and joyous holiday season to come and a big "thank you" for making 2010 a special year for all of us here at Resendiz Brothers!

*Mel*



*Protea Wreath in Trisha Yearwood's Kitchen*



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## Winter 2010 Newsletter *Wax flower!*

Known as the flower of **romance**, wax-flower (*Chamalaucium*) is native to the land “down under” - Western Australia. There are over 400 named hybrids and varieties, with over 50 varieties being grown commercially.

The flowering stems make wonderful “fillers”, which fill empty spaces, compliment the color scheme and add frilly or delicate textures to arrangements and bouquets. Wax-flower can be found in shades from white to pinks to lavenders and dark purple, as well as stunning two & three tone combinations. The “new hybrid” varieties of pearls and gems have none of the unwanted vegetative growth tips or “bearding” and have a more compact growth habit with larger blooms. These floral gems with their incredible vase life of about three weeks have become a year-round staple in the floral industry. In a landscape, the flowers last much longer, between 55 to 75 days, when left on the bush. Add to that their berrylike buds that open in succession and you can have an amazing color display during the dead of winter that lasts at least three months.

For those who understand the language of flowers and their hidden meaning, waxflower offers a message of inner wisdom to the user of its essence. It offers a sense of renewal making it possible to choose a new direction in life with openness to love and a joy of living.

The colorful flower petals have a waxy tough exterior, and the heart is the bowl-shaped center— like cupped hands holding a depth of sensitivity and romance within. Waxflower is a sensitive but resilient plant, reflecting tough, resilient life experiences. **Pink** is the color for the heart and **purple** for the third eye, which represents the ability to connect to your sensitivity and inner wisdom through love and after all **“Love”** is what Valentine’s Day is all about!





# Winter 2010 Newsletter



*Alba*



*Albany*



*Blondie*



*Bridal Pearl*



*Catalina*



*Early Bird*



*Esperanza*



*Mini Alba*



*Revelation*



*Romance*



*Snowball*



*Sweet White Georgia*



# Winter 2010 Newsletter



*Majestic Pink*



*Oki Pink*



*Madonna*



*Winter Pink*



*Pink Blush*



*Pastel Gem*



*Purple Lady Stephanie*



*Rossie*



*Pixie Moon*



*Mulleringbrook*



*Dancing Queen*



*Lolipop*



# Winter 2010 Newsletter



*Jasper*



*Eric John*



*Pink Lady Stephanie*



*Purple Pride*



*Painted Lady*



*Walepole*



*Summer Pink*



*Sweet Sixteen*



*Pink Pride*



*Muchea Mauve*



*Fushia Pride*



*Blue Pride*



*Mel & his flowers*

## Mel's Field Notes

*Happy New Year 2010!*

Yes - 2010! This year my New Year's resolution is to see that Resendiz Brothers is here in 2020 (another ten years) and beyond - growing, harvesting and shipping the world's best flowers and foliage. I am excited about the future as we continually strive to bring you some of the newest and most exotic flowers available.

Now, as we go into Winter 2010, there are many uncertainties ahead. Weather reports say we are in for another "El Nino". What exactly is "El Nino"?

El Niño is the occasional warming of surface waters in the central and eastern equatorial Pacific Ocean. It involves a pool of warm ocean water drifting slowly, coming to rest off the western coast of South America. Trade winds take heat from this pool, and heat the atmosphere with it. This creates changes in weather patterns across the globe. El Niño means "The Little One" or "Christ Child" in Spanish. This name was used because of its tendency to arrive around Christmas. Scientific types refer to El Niño as ENSO -- El Niño / Southern Oscillation.

ENSO is associated with floods, droughts and other weather disturbances in many regions of the world, which vary with each event. Countries dependent upon agriculture and fishing, particularly those bordering the Pacific Ocean, are the most affected. Here in southern and central California "El Nino" causes significantly wetter than usual conditions with the potential for heavy rainfall and flooding conditions.

Well, there are pros and cons to this type of weather pattern. First of all, California is currently in a severe drought - water cutbacks and conservation have become everyday life. Not to mention water costs have skyrocketed and have put many farmers out of business - a little "free water" would be greatly appreciated. For many Growers a wet winter would be very welcomed.

However, El Nino can also be very challenging - several days of heavy rain causes flooding. Roads become very difficult to access, especially the dirt roads which become slippery and dangerous. Most of our flowers are grown on steep hillsides which makes picking and harvesting - like trying cut flowers and downhill ski at the same time.

Whatever the weather or mother nature bring us, we'll make it our mission to fill your orders with the freshest top quality flowers available. I realize there are times when weather challenges set us behind or force us to make changes, but I do want you to know we are very appreciative of your understanding and flexibility when those occasions arise.

So, here we are in mid-January and Valentine's Day is just a heartbeat away. However, before we get underway, I would like to take a moment to wish you a very successful Valentine's Day both professionally as well as personally! Here at Resendiz Brothers we are very optimistic about the future!

*Happy Valentine's Day  
and have a terrific Spring  
season!*

*Mel*

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



*Purple Pride*



*Wax flower Dancing Queen*



*Wax flower Purple Pride*