



Resendiz Brothers Protea Growers LLC

www.resendizbrothers.com

Spring 2011 Newsletter *Fields of Spring*

"It's all about where the bouquet's are Created... in the company of Friends... in a majestic landscape... with Picture Perfect Protea... hand picked by Mel..." - J Schwanke

Welcome Back to the California Grown Experience! It was during summer's final days, in early September 2010 that we last saw J, Kelly, Keith and Chris. We were just starting our protea season and our fields took on mostly shades of green and gold - a lovely time of year but not the most colorful in our fields. Fortunately, J mentioned that he and his crew wanted to return to California in the springtime and film a second California Grown Experience. This was great news for us - Spring is when our fields explode into a rainbow of colors.

It was a cool April afternoon, we were in the heat of Easter and Mother's Day harvesting. Our packing house was full of protea, pincushion, leucadendron, waxflower, berzelia and freshly made bouquets - a perfect time to revisit. There were plenty of new flowers to photograph and marvel over, and the bouquets were abounding with spring's best blooms.

Finally, we were off to the hills to capture the beauty of our spring fields! It was a picture perfect afternoon, the sky full of cotton clouds and the fields loaded with flowers ready for harvesting. The crew filmed pincushion, waxflower, kangaroo paw - all being harvested and prepared for holiday shipping.

We continued the tour with a stroll through the fields where J harvested his choice of flowers and foliage for a bouquet he was planning for our evening's dinner table. To our surprise, J decided to assemble his bouquet right



there in the fields, amongst the flowers, hills and valleys. What an amazing experience it was! Looking through a camera lens, you would have thought - this doesn't look real, it looks like someone has painted a canvas and there's J standing in front of it making a gorgeous bouquet! Truly a memorable moment!

As evening approached, it was time to call it a wrap and begin the "wrap up party". The food, wine, friends and flowers were the recipe for a terrific event! And now, as you turn this page, we share with you some of our favorite pictures from this special day!

Enjoy!





Spring 2011 Newsletter



Welcome to our Spring Fields - our Garden!

"No occupation is so delightful to me as the culture of the earth, and no culture comparable to that of the garden." - Thomas Jefferson.



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Spring 2011 Newsletter



Spring's Sweet Signature

As Mother Nature gently awakens from her seasonal slumber, renew and enliven your spirit in a similar manner by "thinking California"!

PREMIERE DATES 2011

JTV Host J. Schwanke Presents **The California GROWN Experience on uBLOOM.com**

New Monday Premieres begin June 6 through November 14, 2011

Resendiz Brothers - Spring Fields	June 6	Westerlay Orchids	August 22
Green Valley Floral Co. - David Austin Roses	June 13	Schubert Nursery - What's NEW 2011	September 12
Mayesh Wholesale, Los Angeles	June 20	Mellano & Co. Wholesale, Los Angeles	September 19
Sun Valley Group (Arcata)	July 11	The Original Los Angeles Flower Market	October 10
Continental Floral Greens	July 18	Carlsbad Flower Fields by Mellano & Co.	October 17
Kendall Farms	August 8	California Cut Flower Commission	November 7
Eufhoria Flowers - at the Farmers Market	August 15	CA GROWN Series... It's a Wrap!	November 14

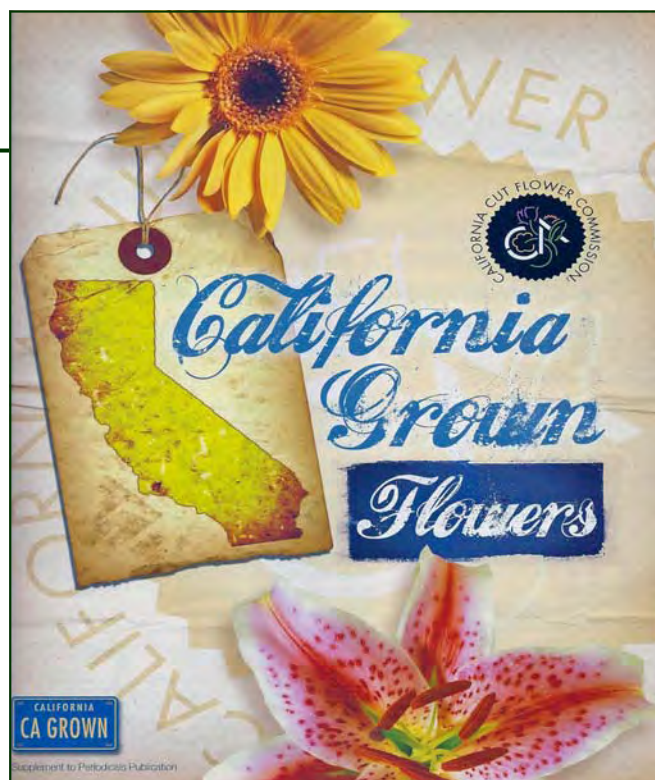
Watch at uBloom.com or Vimeo.com - Search: CA Grown uBloom
Vimeo provides HD experience & smart phone viewing capability

AN ORIGINAL JTV PRESENTATION

The California Grown Experience 2011 can be seen on www.uBloom.com

Resendiz Brothers Protea Growers LLC
5467 Rainbow Creek Road,
Fallbrook, CA 92028
www.resendizbrothers.com

Your California farm for
Proteaceae,
Grevillea,
Filler Flowers,
Kangaroo Paw,
Berzelia and
Specialty Bouquets.



This California Flower and Farm Guide is intended as a resource for inspiration and encouragement. More than just a flower directory, this guide provides details about the farms and farmers who have the day to day responsibility of raising beautiful California Grown Flowers.

Are You Buying Local? Your Customers Are.

Please join us for the Panel Discussion:

LEADING WITH LOCAL

at the
International Floriculture Expo
Miami Beach Convention Center - June 14-17

KNOW THE TREND:

- Consumer's PASSION for LOCAL... ie...
How The Consumer is embracing the LOCAL Farmer's Market Trend...
- Knowing Where the Flowers Come From...
- Grower vs. Farmer

LEARN FROM EXPERIENCE:

- "California Grown" has simply increased demand for and sales of locally grown agricultural products.
- Sales of California grown products have increased 7.1% as a result
- Retailers have realized a net dollar increase of 3% or the equivalent of over \$130 million in additional sales per year

HEAR THE FACTS:

- What are the surveys saying?
- Who is listening?

FEATURE YOUR LOCAL FARMERS:

- With 80% of domestic production, California's Flower Farms are recognized as "local" producers nationwide.
- Visual examples of campaigns underway by retailers featuring our farms.

"California Flowers are America's Flowers"

Watch The California Grown Experience at uBloom.com or Vimeo.com - Search: CA Grown uBloom



Wednesday, June 15, 2011
11:00 am - 12:00 pm

FEATURED PANELISTS



Kathryn Pinke
Ad Farm

Adfarm



Maile Shanahan Geis
Buy California Marketing Agreement



The California Buy California Program



J. Schwanke
Host, The California Grown Experience on uBloom.com

uBloom.com



Kasey Cronquist
CEO & Ambassador,
California Cut Flower Commission
ccfc.org

Find us on Facebook





Mel's Field Notes Hello Again!

With the arrival of each new season, I find myself thinking, "This is my favorite of all times of the year." Spring, however, has reached out its arms to encircle me with the splendor of protea and pincushion dressed in brilliant pink, red, orange and yellow bracts and pins, gorgeous leucadendron waving in the wind, and the fragrant smell of waxflower blowing through the fields! What could be more perfect than this magical season?

Throughout the spring months we have continued to be "blessed" with rain (free water - as we call it here in Southern California). Yes, I know many of you are saying, forget the "free water", we've had enough water! My thoughts go

out to all of you that have been struggling along the Mississippi River and the other states being effected by heavy rainfall and floods. Believe me, if I could help you move that water to Southern California - we'd all be rich!

This spring our protea extended late into the season, while the pincushion finally came in strong and with great stem length. Our bouquets were a sampling of the kind of bouquets I have been dreaming about for years! Thanks to you, both Easter and Mother's Day were very successful holidays here on the farm. And as always, I truly appreciate the wonderful relationship we continue to share!

Spring also brought Resendiz Brothers some exciting educational - marketing opportunities. As you have seen, my friends, J and his crew, revisited us in April. It has been a real pleasure showing the country and even the world how we grow flowers here in California. And, if you haven't seen the spring field's episode yet, click on this link or copy and paste the web address into your web browser <http://vimeo.com/24695128>. Enjoy the video - we'd love to hear your comments?

In addition, Resendiz Brothers contributed to the new California Flower and Farm Guide currently being distributed in the June issue of Florists' Review and Super Floral Retailing magazines (see the cover on page 3). I have enjoyed reading and learning about other California flower farms and the wholesalers who support us! A great guide -

be sure to get yours!

So, as they say in show biz, "that's a wrap" on Spring 2011. There are plenty more interesting and exciting "flower things" in the works for Resendiz Brothers this summer. So stay tune, and have a safe and fun filled summer!!!

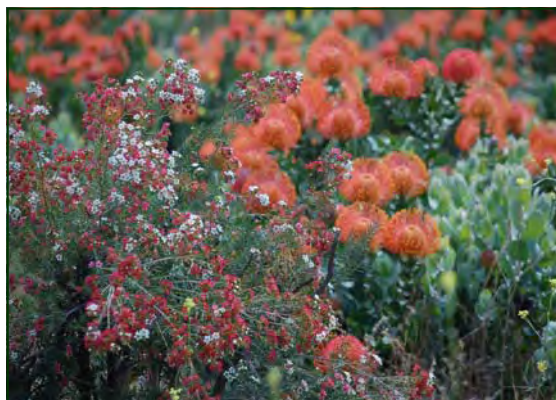
Hasta Luego!

Mel

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Telopea, Pincushion and Fillers



*Waxflower Sweet 16 and
Pincushion Flame Giant*



Waxflower and Leucadendron Fields



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Summer 2011 Newsletter Wedding Bouquets: Protea

Protea the Symbol of Diversity and Courage



Popular wedding traditions have evolved over hundreds, even thousands of years of people joining together in some form of matrimony and all wedding traditions share the same essential symbols of unity, happiness and prosperity.

Everything from the bride's white dress, to the throwing of rice, the sharing of the first piece of cake and the ceremonial kiss have their own unique meanings. And as the popular rhyme goes, "Something old, something new, something borrowed and something blue" has been used since Victorian times.



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Flowers and bouquets have long been used in weddings. In addition to adorning the bride with flowers to promote good luck and good health flower meanings allow the bride to express her feelings, such as daisies signify loyalty, violets modesty, red roses true love and protea signify diversity and courage. The ribbons around the flowers are believed to bring good luck and there can be knots to, known as "lover's knots," at the end of each ribbon. These symbolize unity and wholeness. Throwing the bouquet is a recent innovation, meaning whoever catches it will be the next bride.

The bridal bouquet should not only reflect the bride's personal style, but it should also compliment the style and shape of her dress, as well as the overall theme of the wedding. With that in mind, Dutch master designer Rene' van Rems, has created the ultimate guide to showcase the many different styles of bridal bouquets in his new book *Rene's Bouquets for Brides*. As you can see from these pictures Rene's made use of some of the most stunning and interesting flowers available on the market today. This new guide is divided into 25 chapters of stunning large format photos and detailed close up images as well as selected "how-to" visuals that showcase bouquet styles from yesterday and today, all with a new twist.

Rene's Bouquets for Brides addresses bridal gown styles, showcasing which flowers and bouquet styles will offset the fashion best. It's obvious, that Resendiz Brothers' flowers, although beautiful on their own, become even more spectacular when arranged with other flowers, as they are in the pages of this book. It's a guide, not only for brides, but for designers, bridal consultants, special event designers and others who want to be unique and different.



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Wedding Bouquets: Protea Continued...



The pictures displayed on page one and two are photographs taken directly from *Rene's Bouquet for Brides* or were fashioned during Rene's Master Design Symposium which was held in conjunction to creating this new guide. Here are the picture details:

1. A King protea is already like a bouquet in itself. Here, additional petals were added to make it even larger and fuller - page 34.
2. Knotted loops of two-tone, moiré ribbon are used to create a collar for a bouquet of scarlet ribbon leucospermum, enhanced with clear beads and beaded wire - page 101.
3. A collar of berzelia buttons and black ostrich feathers, ringed by silverleaf protea foliage, provides an exotic foil for the bronze cymbidium orchids - page 100.
4. Pink Mink protea and Sugar 'n Spice serruria mixed with pastel pink roses - created during the

Master Design Symposium.

5. Nitida protea combined with cymbidium orchids - created during the Master Design Symposium.

6. Cymbidium orchids, berzelia berries, leucadendron conicum and other tropical materials from Hawaii nestled in the heart of this bouquet - page 106.

To get more information on Rene' Bouquets for Brides go to:

<http://renevanrems.com/store.html>

Enjoy!



2011 FUN 'N SUN WEEKEND

This summer's Fun 'n Sun Convention presented by NORCAL was held at the fabulous La Costa Resort and Spa in Carlsbad, California. There were spectacular displays of California Grown Flowers throughout the hotel, as well as exceptional educational programs and world-class events - like the "Gatsby Wedding Luncheon" - perfect for this season of weddings! In addition, the famous Flower Fair consisted of nearly 40 booths displaying more of California's finest flowers and informative industry related topics. It was a great opportunity to see and visit with our friends, associates and industry partners. The NORCAL board and staff members did a wonderful job producing an event that showed California's commitment to quality, and leadership in the floral industry! We're definitely looking forward to the next Fun 'n Sun event in 2013!!!



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Summer 2011 Newsletter



CPA Summer Social

The California Protea Association (CPA) is a non-profit corporation that works to improve and develop cultivars and promotes the marketing of Protea. It was formed to teach and educate members about better ways to successfully make Proteaceae a more important part of California floriculture and the floral industry in general.

"Magic" was the theme of this year's Summer Social! It was all about good friends and the flowers we all love growing. Even our friend, Rene' van Rems, stopped by to perform a little flower magic of his own by creating some gorgeous bouquets for all of us to enjoy! All three of the bouquets on the right came with a "how to

demonstration" by Rene' while he utilized many of our favorite summer flowers and foliage: Safari Sunset, Kangaroo Paw, Pincushion Flame Giants, Banksia Baxteri, Protea Aristata and Australian Foliage.

Great food and beautiful blooms - it was the perfect start to summer 2011!



Conservation Efforts: USDA NRCS - Helping People Help the Land



As a flower farmer, I have come to realize how important it is to take good care of my land by preventing erosion, mulching to enrich and protect the soil from dehydration and utilizing drip irrigation to conserve water. My land, the soil and water are all vital to me, my family and our business, and that's why Resendiz Brothers has now partnered with the NRCS.

The Natural Resources Conservation Service (NRCS) has become a conservation leader for all natural resources, ensuring private lands are conserved, restored, and more resilient to environmental challenges, like climate change. Seventy percent of the land in the United States is privately owned, making stewardship by private landowners absolutely critical to the health of our Nation's environment.

NRCS works with landowners through conservation planning and assistance designed to benefit the soil, water, air and plants that result in productive lands and healthy ecosystems.

Science and technology are critical to good conservation. NRCS experts from many disciplines come together to help landowners conserve natural resources in efficient, smart and sustainable ways.

NRCS science and technology helps landowners make the right decisions for every natural resource. NRCS succeeds through partnerships, working closely with individual farmers, ranchers, local conservation districts, government agencies and many other people and groups that care about the quality of America's natural resources.



***"If we take care of the land,
it will take care of us."***

- Hugh Hammond Bennett, first Chief of NRCS





Mel's Field Notes

Protea the symbol of Courage and Diversity? Now, things are starting to make more sense, this must be the reason why I chose to become a Protea Grower in the first place! Believe me, in this day and age, being a flower farmer in California requires tons of courage and a heck of a lot of diversity.

Courage is absolutely essential to farming - primarily because Mother Nature is always so unpredictable (or lately temperamental) and you are always at risk! Our weather here in S. California has been strange to say the least, as it has been just about everywhere it seems. Right now, it feels like we went straight from spring to fall, no real summer, only a few hot days until now. I can't help but wonder what's in store in the next few months? These climate changes definitely affect the harvesting time for most of my flowers. Again this year, protea are coming in very slowly and I anticipate they won't peak until October.

I spent quite a bit of time over the last few months replanting my fields. It's always tough deciding what to plant or replant in certain areas. You have to consider the soil type, the location (whether it is north facing or south) and the climate (is it too breezy or maybe too hot)? And, after you take everything into account, you may still lose an entire field because the soil was too rich. Farming is definitely trial and error! But the good news is, I have partnered up with NCRS (see page 3). Together we have come up with a plan that is designed to benefit my land, soil, water and plants and in turn will result in a more productive and efficient farm. Step #1 is underway - to replace old drip lines and place mulch around the plants. NCRS and Resendiz Brothers have a lot more to do in the years ahead - so I'll keep you up-to-date as we progress.

Diversity - the ability to wear a variety of hats (not just my cowboy hat)? Actually, I think here at Resendiz Brothers we've managed to be diverse, particularly during the last year. I guess the area this best applies to is marketing and communications. I am extremely proud of the work we have done to promote protea here in the U.S. and even around the world. Last September it started with uBloom and the California Grown Experience, J Schwanke and his talented crew brought their cameras to Resendiz Brothers to make a video - <http://vimeo.com/16486897>, and then they returned again in April for video #2 - <http://vimeo.com/24695128>. Today, we not only show people our flowers but we can bring them into our fields and let them truly experience the excitement we have for growing flowers - that's amazing! In addition, it has been wonderful to be a part of the CCFC's recent California Flower and Farm Guide - what a great tool it has become for all of us in the floral industry, and if you still don't have one, call me! Partnering up with Rene' van Rems in the creation of *Rene's Bouquets for Brides*, has been an important project for us here at Resendiz Brothers because we feel very strongly that protea can be a part of every occasion. Rene' certainly did another beautiful job!

Last, but not least, we have been updating www.resendizbrothers.com. Check out the new filler flower, banksia and kangaroo paw pages. Next, we plan to update our leucadendron page - that's going to be a big project! We have continued blogging and enjoying Facebook and all our new and interesting friends! So, here you have it - we've been diverse, we continue to reach out and teach people everywhere about the flowers we love growing!

Enjoy the last few weeks of summer and I will see you again this fall!



Inspecting the Leucadendron Jester Field



Mel in a Bucket with J Schwanke in Tennessee



Enjoy my Protea Silver Tip

Mel



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www.resendizbrothers.com

Fall 2011 Newsletter

Designed with Protea

Holiday Floral Gifts from our Fields....



Rainbow Harvest - See Recipe on Page 2

may prefer a little variation – magenta, scarlet, burgundy, rose, coral, persimmon, bronze, emerald green and cream. Many of the protea and banksia we are harvesting right now can be found in these rich shades and they have such wonderful textures too! Here are some of our favorite Holiday Decorations – each one with its own unique composition of color, texture and glorious abundance - *Happy Holidays!*

The Holiday Season is in full swing, and as these special occasions approach, more emphasis is placed on the importance of color and texture. When we think of this time of year, we often think of the traditional colors - red, green, orange, yellow and white. While these colors may work for some, others



Autumn Cornucopia



Country Harvest



Fall Harvest



Autumn Harvest



Christmas Wreath



Christmas n' Pink

Bonsall Country Festival

In early October we decided to participate in the Bonsall Chamber of Commerce's Annual Country Festival. It was a beautiful Saturday, and we thought it would be a great opportunity to show our Bonsall neighbors some of the different protea, banksia and leucadendron that



are growing right next door in Rainbow, California. So, we pulled out our Resendiz Brothers canopy, gathered up some protea plants, flowers & foliage, bouquets, arrangements, wreaths and a lovely garland, and off to Bonsall we went.



arrangements ready to dress up any room in the house or office!



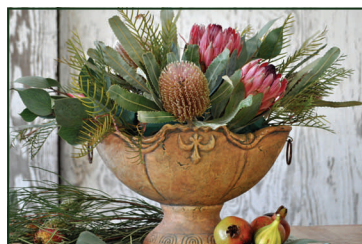
As our day in Bonsall progressed, we realized that the majority of people who stopped by to see our flowers had never seen them before, some even thought that we brought them in from Hawaii or some other exotic location, and others thought that they didn't look real. So, in the end it was this was a great way to spend our day - teaching our neighbors next door about the flowers and foliage we love growing!

Creating a Fabulous Fall Arrangement

Just like the childhood draw of a box of 68 crayons, a field full of colorful protea and foliage stirs emotions and encourages the imagination. Warm and cool colors combine to make beautiful statements, some powerful, and others tranquil. Rich reds, deep pinks, and cool greens can come together to make stunning arrangements that remind us of the season. Watch as we take fresh flowers from our fields and create this fabulous fall arrangement.



1. We begin with an interesting rustic container.
2. Add two banksia menziesii, some grevillea red hooks and hakea foliage.



3. Insert two beautiful protea eximia.
4. Add a protea pink ice.



5. Spice it up with a few protea red baron, banksia occidentalis and pomegranate.
6. Mix in some jacaranda leaves, kangaroo paws and australian pine.

Finally, relax and enjoy the pleasure that flowers add to your life!!!

SAF Palm Springs 2011



This fall we made it a goal to participate in the annual SAF Convention in more ways than one. We started off by donating flowers for use in the fabulous floral displays that were seen throughout the resort (see pictures 1-3). Then we entered five varieties in the Outstanding Varieties Competition, and we were thrilled to receive the Best in Class awards for our Kangaroo Paw Plant Tango Blush and Leucadendron Rainbow Gold and a red ribbon for our Protea Pink Ice (see pictures 4-6). In addition, we provided protea and leucadendron for use in the Sylvia Cup Competition (more on that below). It was wonderful to see our flowers and foliage being used throughout the entire event!



2011 Sylvia Cup: Designing with Fiesta & Safari Sunset



The Sylvia Cup Design Competition is the longest running, live, national annual floral design competition. Sponsored by the California Cut Flower Commission (CCFC), the Sylvia Cup tested the skills of 22 designers. Among them were winners of state and regional floral industry design contests, serial design competitors, designers of the year and members of the American Institute of Floral Designers (AIFD).



John Hosek, AIFD, PFCI, CAFA, CF, of the Design Circle, in Verona, Wis., won the grand prize in this year's 44th Competition held during SAF Palm Springs 2011 - Congratulations to John and all the contestants!

It was exciting to see all the gorgeous arrangements that were created by these designers using the same California Grown flowers and foliage - including our Protea Fiesta and Leucadendron Safari Sunset! Here's a glimpse of some of their very creative designs - **Enjoy!!!**





Fall 2011 Newsletter



Mel's Field Notes

Seasons Greetings!!!

It's hard to believe that we are in the final weeks of Fall! It seems like we've just started enjoying all the beautiful Pink Ice and Pink Mink being harvested and soon we'll be on to our winter protea – Brenda, Pink Duke and Andrea. Don't get me



Harvesting Pink Mink

wrong they're all beautiful, they're all my favorites, it's just time passes so quickly and it's easy to forget to appreciate and be thankful for all the beauty we experience each day. However, as we finish up our Thanksgiving Holiday, I am reminded of how fortunate I am to be a flower farmer, and to have such great customers and friends to work with year after year!

This has definitely been a cooler than usual fall, we've seen some early rainfall, and there hasn't been a lot of extremely hot and windy days. It has been the perfect time to continue our conservation efforts to repair old drip lines and place mulch around each plant. Currently, we have one major section nearly completed. In addition, my friends from the Natural Resources Conservation Service (NRCS) have been assisting me with the planning necessary for culverts that will eventually be installed in areas that are susceptible to weather damage. Our conservation efforts are already starting to pay off, my plants are looking healthier and we're using less water!

This has also been a great season for marketing! We're always looking for ways to get people to think of protea more often when they're making choices about flowers. As you read on page 3, we jumped right in and tried to make protea visible throughout the recent SAF Convention. We continued the same pattern at the California State Floral Association's Annual Event where each of the Top Ten Contestants incorporated pink ice and grevillea ivanhoe into their designs. The floral trade magazines have been very good to us this fall too! In August, *Flowers & Magazine* did a wonderful article in their Fresh Focus section on Banksia. A very informative article - here's the link: <http://www.resendizbrothers.com/images/Flowers& August 2011.pdf>. Then in September, *Floral Management* featured protea in their Fresh Choices section, another beautiful layout, here's that link: <http://www.resendizbrothers.com/images/Protea%20Alien%20Allure%20Article.pdf>. Finally, in October *Florists' Review* featured pincushions in their Fresh Flower section, another great article: <http://www.floristsreview.com/issues/2011/10/freshflower.html>. As you can see, it's been a great season for Protea overall!!!



Inspecting the Drip Lines

Have you seen the final series of the California Grown Experience? If not you need to! Join Host J Schwanke for a Wrap up of this Hugely Successful Series. J shares his passion for Flowers and shares what it was like creating this dynamic flower series about the America's Flowers and The California Flower Farmer! Here's that link: <http://vimeo.com/31823404>. Enjoy - See you next season!!!

From All of Us here at Resendiz Brothers - Happy Holidays!!!

Mel

www.resendizbrothers.com



Another Beautiful SAF Design



Resendiz Brothers Protea Growers LLC

www.resendizbrothers.com

Winter 2011 Newsletter *Hand-Tied Style*

Since medieval times, flowers have been used to express feelings in the happiest or most emotional moments, or to simply beautify the surroundings. The hand-tied bouquet has a long tradition in European fashion and style. The Posy, Nosegay, and Beidermeir are all variations of hand-tied style.

The posy is round and small and can easily be held in one hand. There are two styles of posy bouquets, one is loose, hand tied and unstructured, the other formal and wired, the stems of the flowers are removed and replaced with florists wire, constructed into a much lighter posy with an easy to hold dainty handle.

Traditionally the nosegay was a small round shaped bunch of flowers and herbs, often containing more greenery than other bouquets and mounted in a tussie-mussie (a small, Victorian, cone-shaped holder). Men and women exchanged nosegays as romantic gifts, choosing their flowers carefully according to "the language of flowers".

The biedermeier bouquet originated in Switzerland in the late 1800's. Blooms were tightly-structured and carefully-arranged in defined circular patterns of different colored flowers, each ring containing one type of flower; and often orange and lemon peels were added for extra fragrance.

Whether you tie the stems loosely with a ribbon or wire them, select protea or roses, pick elegant pink or vibrant orange colors, these are all choices that articulate emotions, feelings and style. Creating a unique hand-tied bouquet is the perfect way to convey a special message when words are hard to find!



Hand-Tied Proteaceae





Flowers Color Our Lives

One of nature's most precious gifts, flowers never fail to delight the eye and touch the soul!

If each flower has a special meaning, then each flower color has one too! Symbolism and representation of flower colors can be traced back in history and up until now many people believe in the meaning of colors. This is the reason why there are individuals who are very particular about the flowers and colors that they choose for a bouquet or design, especially if it is for an important occasion. Flowers color our lives and so, here are a few of our favorite colors and their special meanings:



Pink Ivy



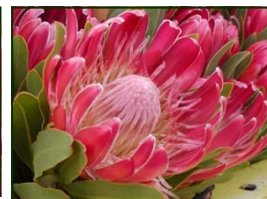
Pink Duke



Boronia



Brenda



Telopea

Pink is elegant, romantic and refined. Brighter pinks are youthful, feminine and fun; vibrant pinks are more passionate and sensual. Pink is the color of happiness and of childhood. Pink makes a room feel sweet, welcoming and warm. Love and beauty are associated with Pink. Positive and happy is a world viewed through "pink" - colored glasses. "Think Pink" – Pink seems to be the color of 2011. Pantone's HOT color for 2011 is Honeysuckle. Pink a stimulating color that gets the adrenaline going – perfect to ward off the blues!



High Gold



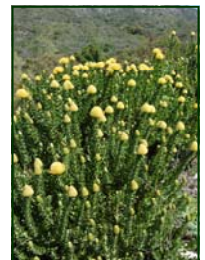
Butterscotch Delight



Hawaii Yellow



Eucalyptifolia



Yellow is upbeat and modern, shining with optimism and joy, the color of gold, sunshine and energy. Yellow is psychologically the happiest color in the spectrum and mixes nicely with most other colors. Yellow advances from surrounding colors and enlarges any space. Yellow mimics a sun-filled space, creating feelings of liveliness and good cheer.



Tango



K-Paws



Flame Giant



Grevillea Flower



Starlight

Orange is vibrant, trendy and fun-loving. A powerful "impact" color, orange makes a statement and evokes stronger responses than any other hue. In spring, orange flowers are fresh and cheerful; in autumn, they are somberly beautiful like the changing and falling leaves. Orange is a great accent color. Even at great distances, orange stands out – a "Hey, look at me!" color. (Unnamed flowers above are Grevillea Flowers and Banksia Ashbyii)



Berzelia Galpinii



Berzelia Lanuginosa

Berzelia

Berzelia, is one of approximately eight species found in the Bruniaceae family and one of the few families that is endemic to the Cape Floral Kingdom. It is a wonderful evergreen shrub that grows naturally in the wild from the northwestern to the southwestern parts of the Western Cape.

Berzelia was named in honor of Count Jacob J. Berzelius (1779-1845), a renowned Swedish chemist and a professor of medicine.

Berzelia can grow to more than 4 feet tall. Its branches are long, slender and straight. Berzelia has wonderful soft, fern-like foliage that surrounds the entire stem from top to bottom in a spiral-like design. Its flowers are often massed in spherical heads and range in colors from creamy white to several shades of green, yellow and some varieties are even two-toned.

Berzelia flowers from winter through spring. Then after flowering, it develops attractive, creamy white seeds that can remain on the shrub for at least one to two years. Berzelia has become extremely popular among designers throughout the world for its exotic appearance and wonderful texture which compliments a range of stylist moods.



Berzelia Lanuginosa Field & Berzelia Red Jelly



Grevillea

Grevillea - beautiful flowers, unique filler, fabulous foliage and an amazing plant. This species has diverse 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 consists of approximately 313 different varieties and 200 cultivars, and that number is continually increasing. Named for Charles Francis Greville, 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 and South Africa, while some of the tropical varieties are cultivated in warmer parts of South Asia. A wonderful flower and foliage which has now become a year-round favorite for all of us here at Resendiz Brothers!!!!



Grevillea Flowers & Ivanhoe



Grevillea Johnsonii



Grevillea Red Hooks



Winter 2011 Newsletter



Mel & his flowers

Mel's Field Notes

Greetings!

It's that time of year once again when I review the past few months and attempt to give you a bit of an "insiders" view on what's been happenings here on the Farm. Winter has come and gone, much too quickly - as you can see this Winter Newsletter is a bit late, but as I always say, "Better late than never." So, here you have it – Winter 2011 – another terrific season at Resendiz Brothers!

The first thing about this winter that comes to mind is, most of our flowers bloomed very late, in particular our protea and waxflower. In early December we were scavenging through the protea fields looking for Brendas and Red Barons, which are normally quite abundant at that time. They seemed to trickle in one by one. As for the waxflower, it was pretty non-existent, unless you like buds? Finally, as the year came to an end, the protea started to bloom and I

must admit they were worth the waiting for! This winter we harvested the most beautiful protea ever. The fields seemed to fill up over night with fresh, tall, perfect Brendas and then the Pink Dukes and Andreas followed. Yes, there were beautiful blooms for Christmas, New Year's and especially for Valentine's Day. I have to believe that the cool fall temperatures and the lack of harsh Santa Ana winds saved the protea for the holidays – the quantity and quality of the blooms were perfect! Waxflower finally started to bloom mid –January, and it too has been tall, colorful and full!

In addition, we have been blessed with rain. Yes, blessed is the word! We have been through at least six years of drought and now, this year our rainfall has well exceeded normal annual levels and it looks like there's more rain on the horizon. Of course, with heavy rainfall comes flooding, landslides, slippery-washed out roads, phone and electrical problems but in the end we needed the rain. Now, as I look at all the wonderful flowers and foliage we are harvesting, I know that there is nothing better for my plants than water from nature. The hills are full of wonderful colors - Pink, Yellow, Orange, Green - a rainbow of color; and the sounds, yes - sounds, of streams and waterfalls are something we haven't heard in years.

Lastly, over the last few months we have been working hard to update our website - we have just completed the Protea and Pincushion pages where we added new varieties and updated pictures. We have added a Blog - Apassion-forflowers.com which is designed to give a little information on flowers being harvested and fun things we are designing. Plus, there is the [Resendiz Brothers](https://www.facebook.com/ResendizBrothers) Facebook page and my Facebook page, [Ismael Resendiz](https://www.facebook.com/IsmaelResendiz). This new media has been very exciting for us - we have made new friends all over the world, showed them how we



A Truck Load of Colors

grow flowers here in California, taught them the names of new varieties and shared our wreaths and bouquets. It has been great fun showing the world our flowers, our passion!

So, on that note, have a terrific spring season and thanks for letting us continue to share our flowers with you and your customers!

Mel



Protea Brenda Fields



Protea Andrea

www.resendizbrothers.com