



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!





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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's Sweet Signature

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

JTV Host J Schwanke Presents

PREMIERE DATES 2011



The California GROWN Experience on uBloom.com

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

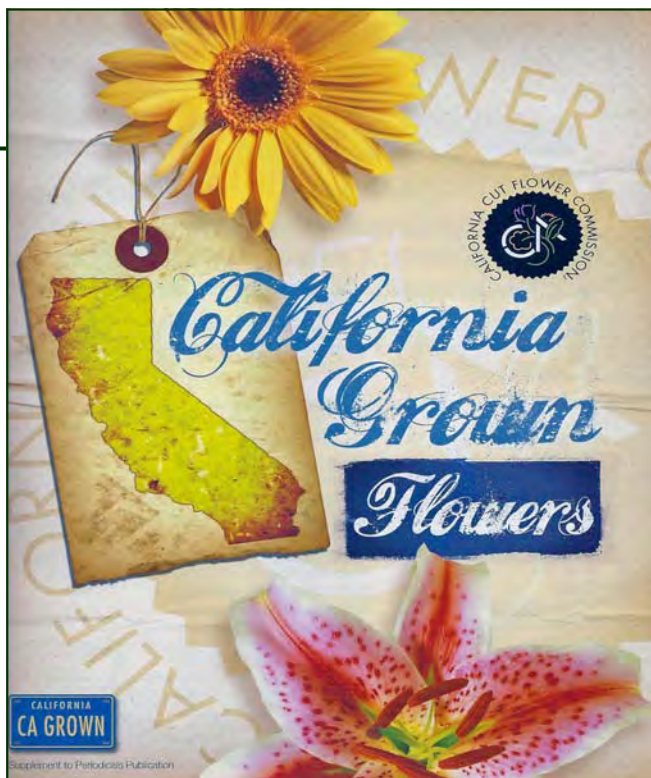
The California Grown Experience 2011 can be seen on www.uBloom.com



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.

California Flower and Farm Guide

California Cut Flower Commission

California Grown Flowers

Supplement to Perforata's Publication

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:

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

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

FEATURED PANELISTS



Kathryn Pinke
Ad Farm



Maile Shanahan Geis
Buy California Marketing Agreement



The California Buy California Grower



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



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



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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



Telopea, Pincushion and Fillers



Waxflower Sweet 16 and Pincushion Flame Giant



Waxflower and Leucadendron Fields