



Resendiz Brothers Protea Growers LLC

www.resendizbrothers.com

Summer 2006 Newsletter

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



Bouquet #1 - Pages 136-137

"Flowers".

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

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

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

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



Bouquet #2 Pages 156—157



Bouquet #3 Pages 102 -103

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

We were delighted with this new release and wanted to show

you some of our favorite bouquet recipes:

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

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

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

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

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

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

For more information about this book visit:

www.floristsreview.com.



Bouquet #4 Pages 92—93

IPA Comes to Southern California



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

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

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



Bienvenido a Resendiz Brothers Protea Growers

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

Protea News

(as seen in Florist Review June, 2006)

california blossoms



BY PEGGY DILLON

protea pizzazz

Proteaceous materials create excitement.

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

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

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

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

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

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

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

california bounty

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



Contact the California Cut Flower Commission at (831) 462-8035, or visit www.cffc.org.

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