



Resendiz Brothers Protea Growers LLC

www.resendizbrothers.com

Winter 2006 Newsletter Happy New Year!

It's that time of year again when many of us reflect on the year that has passed and look forward to the year to come with wonder, hope and anticipation.

For Resendiz Brothers, 2005 will be a year to remember, to learn from and to be very thankful for...

During the early months of 2005, Southern California was overflowing with water. Yes water, we experienced nearly 36 inches of rainfall in five months. Our average annual rainfall is usually somewhere around 6 to 8 inches! Luckily, our field crew didn't have to build an ark, but they did learn to maneuver through flooded roads and to harvest product in new and creative ways. Through it all, we were very blessed though, Mother Nature took care of our water bills for many



Boronia Field

months and this year our flower fields look glorious!

In addition, 2005 brought an increased demand for many South African and Australian flowers



Brenda Field



Telopea & Leucadendron Bouquet

and foliage such as Protea, Banksia, Pincushions, Leucadendron, Kangaroo Paws, Grevillea, and the list goes on. We have been extremely excited to see many of our flowers being utilized throughout the country and the world in arrangements, bouquets, museum displays, advertisements, magazine articles, floral symposiums and trade shows.

A big *Thank You* goes out to all the "trend setting" designers throughout the floral industry who have eagerly included our wonderful proteaceae flowers and foliage in their "works

of art".

As we looked to the future and began to design the Resendiz Brother's 2006 calendar, our intention was to share more of our new and unusual flowers and foliage.

We not only wanted this calendar to dazzle the eye with colorful flowers and field shots but we wanted it to serve as a reference tool—a learning tool.



Art Alive SD Museum of Art—Balboa Park

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Throughout its pages we tried to display a combination of flowers and foliage - some you will recognize and some may be "new" and "different".

It is important to note that many of the newer flowers may be limited in quantities initially, but that will change in time. Our goal now is to help you become familiar with these products so you'll have the answers when your customers inquire. For example, pictured on the calendar's cover page is a *Telopea Pink Parfait* (pictured above).



Telopea Pink Parfait

Furthermore, like "Roses" or "Bulb flowers", Protea also come in many varieties, colors shapes and textures. So you'll find on many pages throughout our calendar that we display four flowers, fillers or field shots per page. All are displayed by category, Protea, Pincushions, Banksia, Leucadendrons, Kangaroo Paws, Filler Flowers, etc.

That way when your next order or design includes these flowers/foliages you'll consider the options. There are many and we want you to know them all - By Name.



Telopea Speciosissima/Waratah

Its texture, color and shape are quite different than the more commonly known *Telopea Speciosissima* (Waratah). *Telopea* usually blooms in

early Spring (February—March) here in Southern California. They are very slow growing plants and often very difficult to grow. But well worth the effort - they are beautiful!

Leucadendron—March



Leucospermum/Pins—April



Another new touch to our 2006 calendar is the "Flowers to look for this month" section at the bottom of each page. We tried to list the items that are typically available, in abundance and popular during each month. Hopefully, this will be helpful to you. Please remember that product availability varies from year to year and is completely in Mother Nature's control as far as growing schedules and timing goes.

Enjoy your 2006 calendar! We hope it will bring you as much joy and pleasure as the flowers and works of art you sell and create bring to your customers.

Happy New Year and thanks from all of us at Resendiz Brothers Protea Growers, LLC.