



Resendiz Brothers Protea Growers LLC

www.resendizbrothers.com

Winter 2007 Newsletter *Happy New Year !*

The Holiday Season is a special time for all of us here at Resendiz Brothers Protea Growers. It marks that time of year when we once again pause to reflect on the year that has passed and look forward to the year to come.

As we reflect on 2006, we are extremely grateful for our families, friends and customers who have kept us inspired and motivated to grow and harvest "more" of the flowers and foliage we all love so much.

In 2006, we were thrilled to see our *Leucadendron Macowanii* win "Best Fresh-Cut Decorative Green" at WF&FSA's annual Convention and Floral Exposition in Orlando, FL. Then in early Autumn, Resendiz Brothers acquired the Patent on *Leucospermum High Gold* or "Pincushion High Gold" from the former Zorro Protea Farms — making High Gold "truly" a Resendiz Brother's flower. Finally, in November we became part of the VERIFLORA Family. This is a certification process conducted by Scientific Certification Systems (SCS) to certify that all our product is grown in an Environmentally and Socially Responsible Manner.

The holiday season is also the start of a new flower season—from Thanksgiving on through Father's Day we are in "Full Power", as Santa would say!

Creating our annual calendar has become a tradition around here and it's that spark that gets us excited for the year to come. Everyone eagerly waits to see whose wreath, arrangement or photograph makes the pages—it's Fun, a group effort and a reminder of how we need to work as a team in the year to come!

Our 2007 calendar was once again designed to showcase more of our "new" and "unusual" flowers and foliage. To serve as a reference tool, a learning source and hopefully an inspiration.

We feel fortunate to live and work in the country around beautiful flower fields and nurseries (as you can see in our calendar's field shots). This year's calendar is dedicated to all of you – our family, friend and customers who enjoy growing, marketing and arranging flowers. There is no time more fitting to say — *Thank You and to wish you a Happy Holiday Season and a New Year of health, happiness and prosperity !*

The Resendiz Brothers Protea Growers Team



Leucadendron (LCD) & Leucospermum (LCSP) - Pins

What's Hot — 2007



Leucadendrons and **Leucospermums** have become very popular in bouquets and arrangements. As seen in the new *Wedding Winning Bouquet Combinations* by Florist's Review & the CCFC (photo's number 1 and 2) these wonderful flowers and foliage can be featured alone or with other flowers.

Bouquet #1 above Features: LCD, Lennox and LCSP High Gold.

Lennox or sometimes called "Cloudbank Ginny" was raised by a Hawaiian nurseryman, the name coming from his nursery, Cloudbank and his wife Ginny. The cross is LCD Gandogeri x LCD Discolor and it has the appearance of a giant colorful discolor.

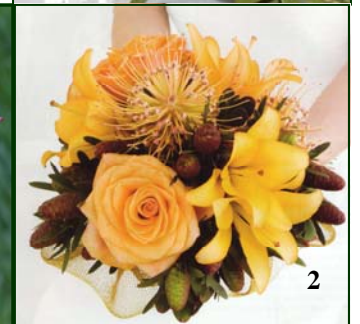
LCSP High Gold is a cross of Cordifolium x Patersonii and was cultivated by the ARC Fybos Unit in South Africa. It is becoming one of the most popular Pincushions on the mar-

ket. High Gold has dark green foliage coupled with tall straight stems and bright yellow flowering heads—making it an excellent pick for flower growers.

Bouquet #2 below Features: LCD Macawanni and LCSP Spyder.

Leucadendron Macowanii or sometimes referred to as the Acacia-leaf Conebush was named after one of the first professors of botany in Cape Town, South Africa, Professor Peter MacOwan. Macowanii is a tall, green foliage that displays clusters of reddish-brown cones up and down the stem. This foliage is great for arrangements that need long-stemmed (5 to 6') infill material or for stripping off individual sprigs of cone for posy work.

LCSP Spyder has a spidery flower head, a soft peach shade and mauve tips. The stem length varies from 16 to 22 inches and flowering time is from Spring to mid-Summer.



Grevillea Johnsonii



This wonderful flowering Grevillea's origin is New South Wales, Australia. It has beautiful slightly, weeping branches that can reach over

60 inches tall and has long, fine divided needle foliage. Loose clusters of showy red waxy flowers are produced from Winter through the Spring months.

Johnsonii is suitable used as a filler flower or for height in large displays.

Plus the color is perfect for both Christmas and Valentine's Day. Enjoy!

