



Resendiz Brothers Protea Growers LLC

www.resendizbrothers.com

Summer 2010 Newsletter *Foliage & Greens*

That wonderful gift of nature that adds volume, color, texture and height to arrangements and bouquets.

Most foliage is green, simple because all photosynthetic plants rely on chlorophyll for energy. Green is considered a "neutral" color and can often be left out in planning a color scheme for a design. In nature "green" can be found in many different tints and tones - from very dark green to lime-green to gray, blue and silvery tones, as well as variegated varieties. In addition to green, foliage can be found in red, orange, bronze, burgundy and even chocolate brown colors.

These botanicals come in many forms, shapes and sizes – long, thin, oval and round, lacey, feathery and serrated. These plants stir our imagination and keep us connected to the earth.

Some of our favorites are:

- Leucadendron Safari Sunset which has deep burgundy bracts, green and burgundy leaves and long stems. They are available at this stage during the late summer and autumn months.
- Leucadendron Jester has bracts and leaves in a rich red tone with a prominent green strip through the center. Jester has an average stem length of 26-28 inches.
- Grevillea Ivanhoe, a big favorite, has deeply divided green, serrated foliage with bronze colored tips. This foliage makes an excellent backing material and filler; and is extremely long lasting.



- Banksia Integrifolia, or sometimes called Coast Banksia or White Honey-suckle has wonderful two-toned color leaves with a deep green on the top and almost a silvery white color on the underside. The leaves are strong and last for weeks. Bottle brush shaped flowering blooms from 3" to 4" are produced from autumn through winter into spring. When the integrifolia bloom dies it develops an unusual brown seed pod which works well into fresh and dried designs.

- Grevillea Red Hooks has dark green fern-like foliage that also makes a terrific filler foliage. This variety is particularly colorful from winter to late spring when it displays beautiful large, red toothbrush flowers—hence the name "Red Hooks".
- Eucalyptus Silver Dollar has a soft silver-blue color. Its round, silvery leaves are pierced through the center and held out horizontally on long, stiff stems. These round, very flat silvery-blue leaves are

held in pairs along stems of the same color. From August through November beautiful lacy looking seed pods develop amongst the leaves and add texture to bouquets and everlasting designs.

- Eucalyptus Gunnii or also called Cider Gum has an attractive silvery-bluish color and a fine, aromatic fragrance.

Matching the right foliage to colorful flowers in a bouquet and arrangement can have a subtle but very powerful impact.



Late Summer's Harvest..... California Grown and direct from our flower fields to you! Two Cool Possibilities....



A Pink Ice Bouquet

Soon our Pink Ice season will be upon us. Why not encourage your customers to select a few of these California Grown Protea and arrange them with their favorite foliage and fillers. The bouquet above includes: 5 stems of Pink Ice, Leucadendron Safari Sunset, Salignum Red Blush & Inca Gold, Grevillea Ivanhoe, and Australian Pine. A great bouquet to start your day!

Or....

A Foliage Wreath

With all the wonderful varieties of foliage and greens available, why not adorn a favorite entrance or a decorate a tables with a wreath full of these wonderful gifts of natures. This wreath includes: Seeded Eucalyptus, Leucadendron Safari Sunset & Jester, Banksia Integrifolia, Australian Pine and Grevillea Ivanhoe. A wreath like this would light up any room!



Flowers and Your Health..

Flowers are an everyday luxury, not just to celebrate something but to lift your spirits on any day!

*Fitness Magazine: The July/
August 2010*

*Ready, Set, Recharge! 24
Ways to Boost Your Energy
and Your Mood*

9 Buy Yourself Flowers.

Why wait for your guy to treat you? A bouquet can put you in a good mood -- and even give you an all-day energy boost -- regardless of where it comes from, according to Harvard psychologist Nancy Etcoff, PhD. When we see flowers, our brains may instantly conjure festive memories. Put a vase of flowers on your kitchen table and desk to start your morning right.



*RealSimple Magazine—July 2010
25 Instant Boosters*

#21 Fill a Vase with Fresh Flowers.

A Harvard study showed that people who looked at fresh blooms in the morning reported higher energy levels for the rest of the day.



*Studies Show Flowers
can Enhance
Well-Being*

A beautiful bouquet of flowers may be one of the healthiest gifts you can give

-- and we're not talking calories as says *BUZZLE.COM*.

Flowers and plants have been used for centuries to provide people with food, clothing, shelter, medicine and oxygen, as well as to express emotions ranging from love and support to grief. But now, research is adding up that suggests flowers and plants are closely linked to human well-being.

-- People communicate better in the presence of flowers or plants, and they tend to eat food more slowly when flowers are on the table.

-- Flowers restore people from mental fatigue and enhance self-esteem.

-- Certain types of potted plants, as well as the growing mix used with these plants, remove some pollutants from a room's atmosphere.

-- Placing plants and flowers in a room significantly increases humidity, which reduces some of the effects of dry air such as common colds.



Summer 2010 Newsletter



By Diana Roy

What exactly does it mean to be California Grown? Well, for some people like myself, it is what we consider ourselves to be. I was born in Whittier, CA and raised in San Diego County. In all my years of life, I have probably lived ten months outside of this big state. California is my home and I am proud to be California Grown. That is one version of being "California Grown".

Then there is the "California Grown" logo, which identifies products grown within the state and sold to customers around the world. Currently, there are about 50 flower growers using the label on the flowers, foliage and fillers they sell. It is also interesting to note that California cut-flower growers are now the largest licensee group of the California Grown campaign.

Why all the fuss about this logo? Well, says Kasey Cronquist of the California Cut Flower Commission (CCFC), "This is a good time to be a California flower farmer. This doesn't appear to be just a marketing trend, it seems to be an actual movement by consumers who are looking at what they are buying and from whom. More and more people are asking who am I and what am I supporting with my purchasing dollars." With imports making up 80 percent of what's available in the cut-flower market, California Grown has become the logical 'local' choice for retailers, wholesalers, designers and customers who are looking for something local and sustainable to support. California is already meeting some of the strictest environmental and labor standards in the world. Many growers are going beyond these standards, not because they were forced to, but because they feel it is just good business. California growers need their land, they depend on it and protect and conserve it.

In addition, a study recently conducted for a coalition of California agriculture organizations confirmed that the image of the "family farm" appeals to consumers. Customers today want a personal relationship with whom they buy from, right down to the farmer who grows the flowers they take home. They picture farmers with rolled-up sleeves and dirty hands who care for their crops and land. Based on this research, the coalition will soon launch KnowACaliforniaFarmer.com — a website you will surely want to check out!

"Growing quality flowers is more than the right bulbs, plants and technology. Growing is a feeling for the flowers. You can't get it from a book or from a school. It's in your fingers. It's in your blood," that is the way fellow California Farmer Hans Brand of B & H Flowers sums it up in the special July *Produce News* Floral section entitled The California Flower Farmer Report 2010 Floral Buyers Guide.

For more information on CA GROWN and a complete list of California Flower Farms see the July, 2010 copy of *The Produce News* "Floral section".



Checkout the CCFC's Hint Cards

A mix of humor, romance...

The Hint Cards distributed by the California Cut Flower Commission use a deft touch to help flower enthusiasts ask for what they really want — California grown flowers. Five different cards are available in bright pastel colors, each with a light-hearted "hint" mixing romance and humor:

- Not because you have to. Not because you're sorry. Just because.
- I dare you to buy me flowers.
- Pssst ... My favorite flower is in season.
- Flowers make a girl happy. And you know what happens when this girl is happy.
- I'm cooking dinner. Are you bringing the flowers?

On the back of the cards are the slogans, "Someone's hoping you'll get the hint, so give them what they really want: California-Grown Flowers-America's Freshest!"

Also appearing are the logos for the California Cut Flower Commission and the California Grown campaign and the Hint Card web site, www.flowerhintcards.com.

The commission is working with retailers to develop customizable campaigns to help increase sales by drawing the male demographic back to the flower-buying habit after the Mother's Day holiday. A resource center on the commission's web site, www.ccfc.org, provides more information.

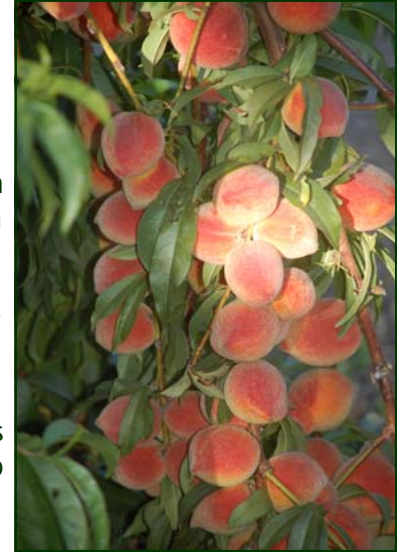




Mel in the Garden

Mel's Field Notes

July and August have to be some of the best months of the year to be a farmer here in California. The days are warm and long which provides those extra hours each day to plan for the upcoming season, clean, prune and replant the fields, as well as savor the fruits of farming. Yes, I am serious when I say fruits! I realize everyone knows I love growing flowers but I also have a passion for growing fruits and vegetables too, and then cooking them up into a tasty late afternoon lunch—which of course Diana really likes too!



Fresh Peaches—Ready for Picking

This summer so far we have feasted on fresh home-grown onions, cucumbers, squash, lettuce, apricots, peaches, plums and soon we'll be on to those wonderful summer tomatoes and chili peppers. Yes, then I'll be talk-in about "Sizzling Hot Summer Days" after a large helping of home-made salsa!

Anyway, I don't want to get carried away about food from the garden but it does go perfectly with flowers and the two are necessary for good health. We have been told all our lives that vitamins are responsible for strengthening our senses, bolstering our bones and invigorating our bodies from the inside out. Well, now studies show that flowers (dubbed by some as Vitamin F) help feed our need for serenity, inspiration, wellness, gratitude, love and optimism.

Flowers, fruit and vegetables all have a life force that needs oxygen to grow, and light and water to live. When we surrounded ourselves with these wonderful gifts of nature, we start to feel calm, content and healthy. And isn't that what summer is all about – feeling healthy and happy, kicking back, relaxing and enjoying our time with family and friends? I find that the very best way to create the mood you're hoping to set is to always include flowers – they're beautiful and "good for you" too - what more can you ask for?



A Bountiful Summer Harvest

Now, as we go into the final days of summer, all of us here at Resendiz Brothers (including our rooster, Arlan, whose untimely crow many are familiar with) hope that the remainder of your summer is filled with a harvest of good health and happiness!!!!

Mel



Arlan our Rooster