THE STATE OF THE PROTEA INDUSTRY IN CALIFORNIA

2022
Southern California
Similar to Australia
And South Africa

33 degree North Latitude
Fast draining granite soils
Thermal belts
Winter rainfall
Early Years

- Shared information
- Experimented a lot
- Most plants seedlings
- Not much cultural knowledge
Guerrilla Marketing

- Expand out of local area
- Newspapers, Television,
- Trade Journals, Movies,
- California Cut Flower Commission
- 80% jump in product awareness
- Water shortages Increased plant sales
Production and Marketing

- Larger farms still in production
- Modifications in plant selection and hybridization
- Associations offshore during offseason
High production plants industry standard proteas, Neriifolia, Pink Ice, Brenda, Hybrids

Leucospermum, High Gold, Succession, Sunburst, Hybrids

Leucadendron, Safari Sunset, Gold strike, Discolor, Salignums, Hybrids

Banksia, Prionotes, coccinea, menziesii, integrifolia foliage

Grevillea flowers and foliage

Novelty flowers color texture style size
## Production areas statistics

- **Southern California** still largest production area, selling to all aspects of industry
- 5 large, many small growers, 400-600 total acres
- **Santa Barbara** area small growers 100 acres, sales to wholesale, local markets
- **San Francisco** 150+ acres small growers, wholesale, local, internet, direct
Major **Protea** production varieties, Neriifolia, Pink Ice, Brenda and cup shaped flowers, Hybrids

**Leucospermum** High gold, Succession, Sunburst, Scarlet ribbon, Hybrids

**Leucadendron** Safari sunset, Gold strike, Discolor, Saliginums

**Banksia** Prionotes, Coccinea, Menziesii, Baxterii

**Grevilleas**

Novelty flowers and foliages with new shapes and colors
Cultural Care / Pest / Disease

- **Prune Properly** - air circulation and sunlight

- **Nutrition** - A healthy plant is a productive plant, new fertilizer for protea 18-0-15 plus

- **Pest** - Ants, scale, loopers, snails

- **Disease** - Phytophthora affecting older plants as well as heat and drought

- **Composting and mulches** - Retains moisture, controls weeds and erosion, improves soil health

- **Labor** - Less Available labor, a new and continuing concern
Encouraged by continued growth in industry at all levels

Year around availability due to offshore cooperation

Mass market increasing

Weddings using large protea as focal flowers along with novelty flowers and foliages in the protea family

Easter and Mothers Day using more protea

Online influence Instagram and Pinterest and Facebook

No longer a niche market, a staple in all markets
A quote from Peter Mathews

“We are not in business against each other, we are in business against the Rose.”
I remain a protea disciple

Ben Gill