

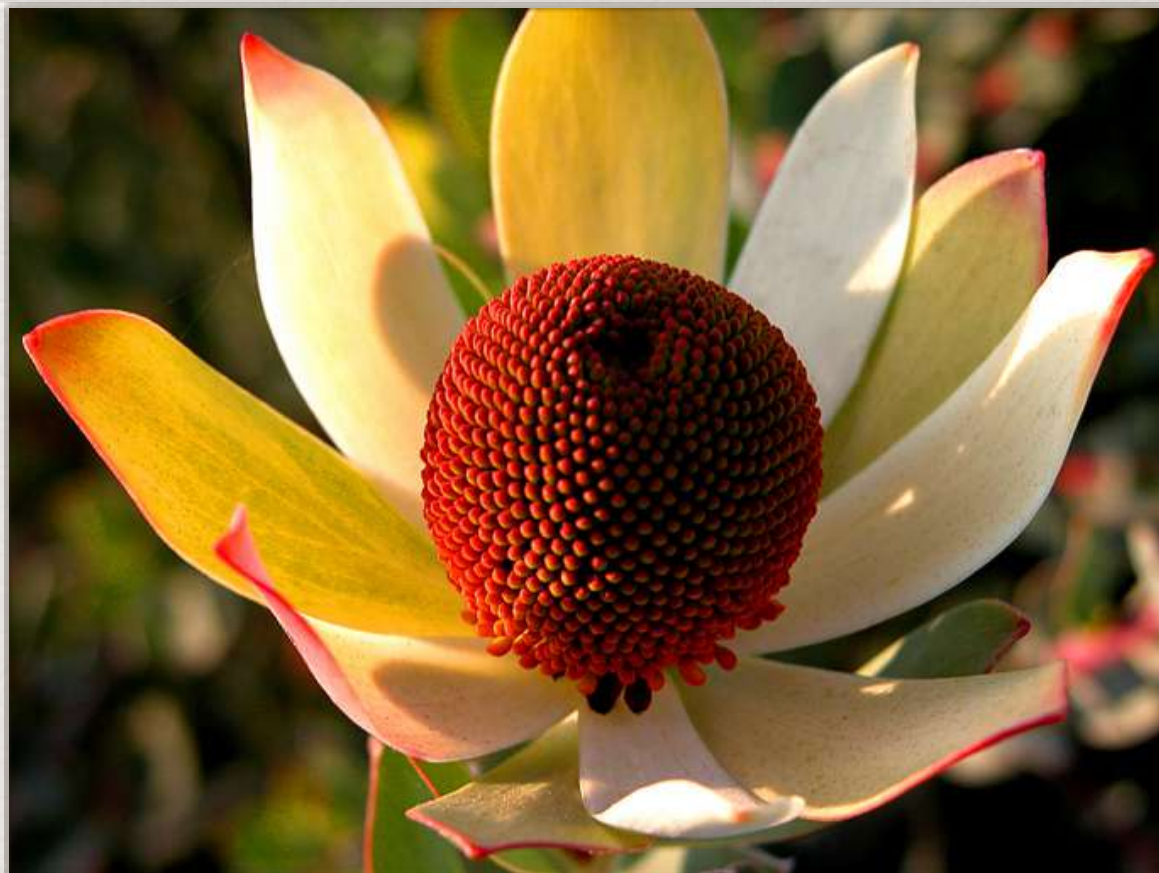
# THE STATE OF THE PROTEA INDUSTRY IN CALIFORNIA

*2022*











# Southern California

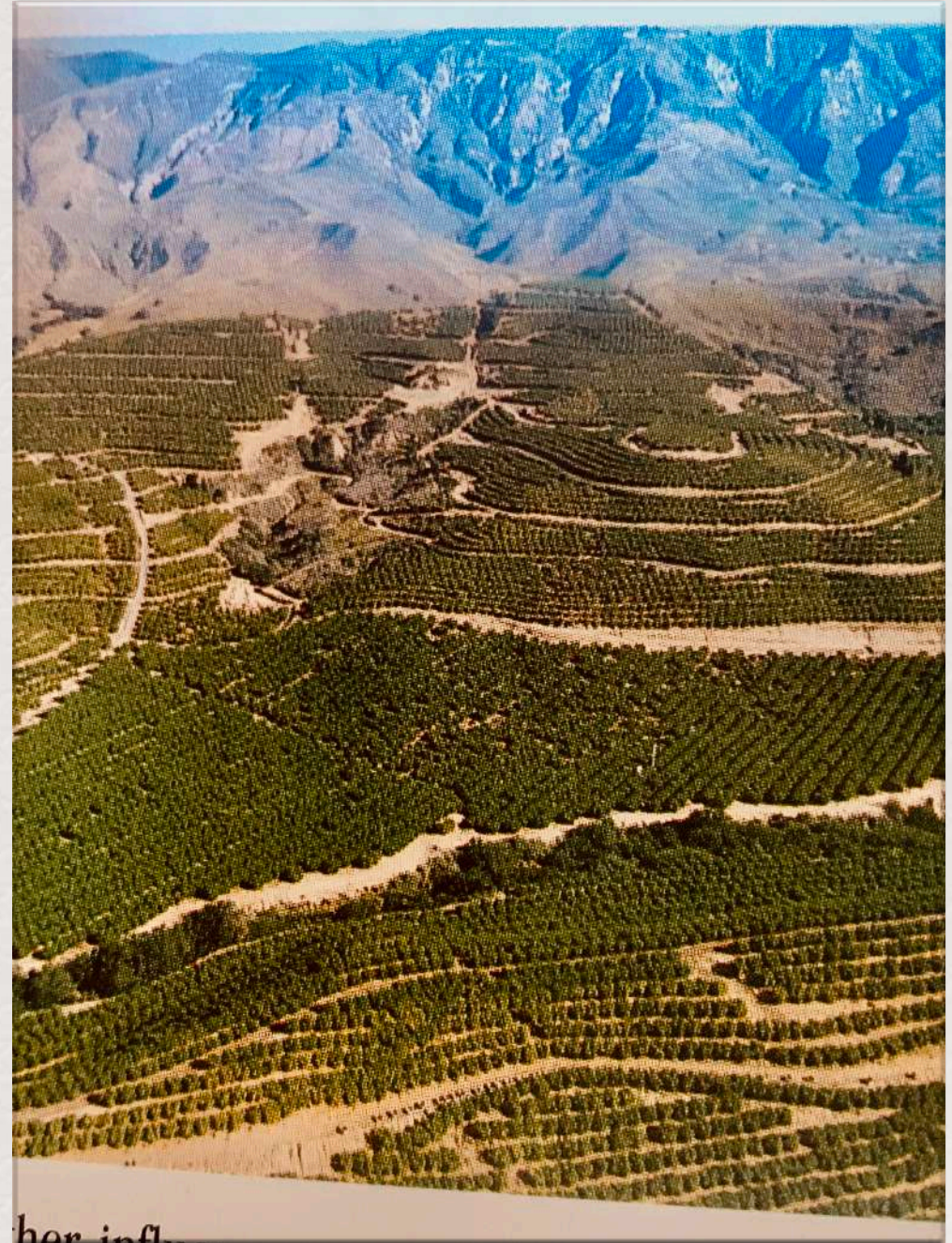
Similar to Australia  
And South Africa

*33 degree North Latitude*

*Fast draining granite soils*

*Thermal belts*

*winter rainfall*

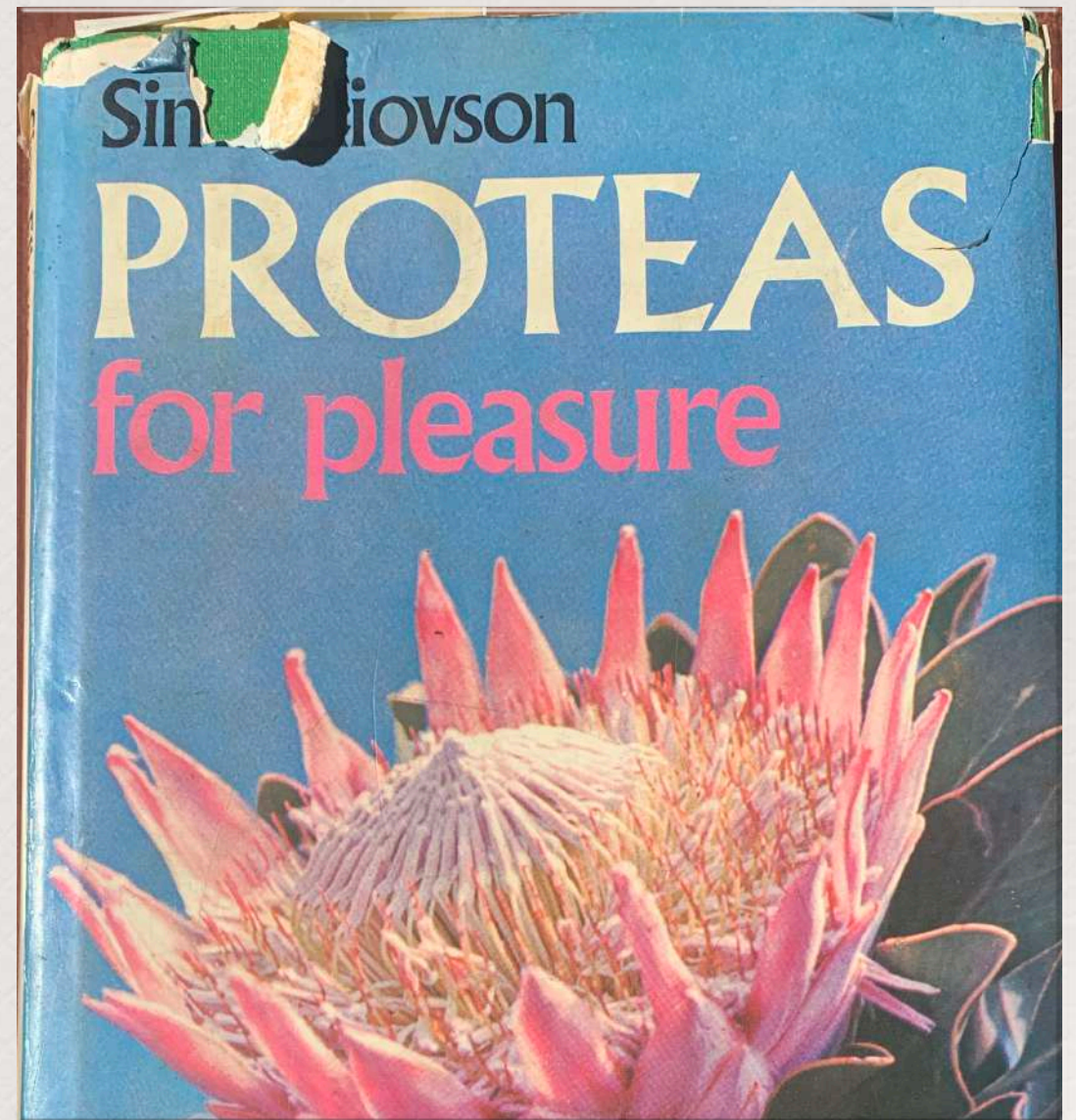


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# Early Years

- ✿ *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*



# Summary

- ✿ *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*