

Proteaceae facts:

- One of the oldest flowering plant groups, native to S.Africa, Australia, S. America, SE Asia -Gondwanaland
- 75 genera with 1,400+ species
- Popular members Protea, Grevillea, Leucospermum, Banksia, etc.
- Evergreen trees, shrubs and ground covers

Growing Proteaceae

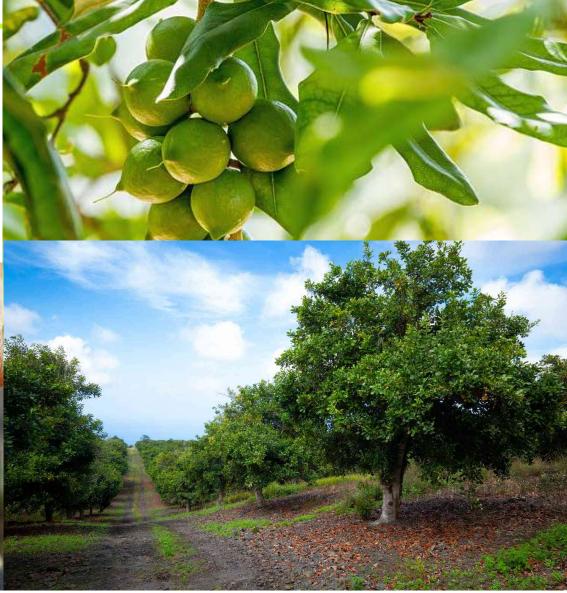
- Tropical and Subtropical regions
- Don't do well with freezing
- Fine with nutrient deficient soils
- Water needs consistent with dryland plants
- Full sun
- Well drained soil, don't like wet feet
- Pests and diseases: most prevalent various nematodes, scales, borers — blights and root rots.



Proteaceae in the market

- Most economically significant family member - Macadamia integrifolia, 2021 valued as \$1.7B market; expected to be \$3.1B by 2031
- Commercial production began in 1880s in Hawaii by planting Australian seeds.
- S. Africa beat out Australia as worldwide leader in production during the 2010s. Other small commercial industries exist in the U.S., South and Central America, and parts of China.







The California Protea Association (CPA) is a non-profit corporation that works to improve and develop cultivars and promotes the marketing of Protea. It was formed to assist its members to learn more about how to successfully make Protea flowers a more important part of California floriculture.





The IPA offers researchers, propagators, producers, marketers, breeders and educators an open forum of communication and friendship to promote and expand the industry for the benefit of all.

Welcomes you

The family Proteaceae has seventy three general and more than 1500 species occurring predominately in the Southern hemisphere. Proteaceae naturally occur in temperate and sub-

Still interested?:

- Marie Vogts renowned botanist who earned PhD for thesis on King Protea and other variations.
- Researcher, lecturer, pioneer of today's protea flower industry.
- Famous 1958 publication "Proteaceae: Know Them and Grow Them"
- International Protea Association and California Protea Association - focus on research, conservation, and production of proteas.
- Fun fact: first U.S. grown proteas were in Santa Barbara and San Diego County about 40 years ago.

