

## REEL 3

**00:27.12:15**

Paul Ecke, Jr.

..Of us in the field you'll see the production workers for this farm. And this is a working farm. We have this tourist attraction in the front, but fundamentally this is a farm and this is what today we call (can't make out the next couple of words) tourism and that is .... A working farm.... And out into the fields, see what's going on and enjoy being a part of nature which most people don't get to do. We're very fortunate here because of the location it's right next to this federal highway, highway 5, and we're just a half mile off the highway. And people can come and park and come and enjoy an afternoon or an all day experience if they choose to. Most people come to see the beauty of the renunculars(?) that are in bloom this time of year and it's a beautiful sight, it is something that there isn't anything else like it in the world except maybe Holland when the tulips are in bloom but there it's usually raining and cold. Generally, here, in this part of southern California it's sunny without rain during the blooming season which is the month of April and May, we've had exceptions to that of course.

**00:28.39:05**

My sense is that what they're doing right now is harvesting some blooms, to use for the wholesale floor market, on the other hand they may be cutting some special ones for the flower fields display here at the ranch in Encinitas I'm not quite sure but they are harvesting the blooms of these plants in the field.

Created this circles situation and we call it a work in progress, he has a grander plan for the future but for a first shot at using him, Gary, as an artist to create something floral is around a unique experience and this has gotten a lot of publicity and play in the art world. People are very very anxious to see whether an artist would do if he wanted to create a floral garden rather than a garden designer who would create something here.

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Mostly the bulb crops in the field which we'll see we then last year built this garden center for the Armstrong nursery people and now they have put

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in a great rose garden which we'll see in a moment, which is not only the all American rose plants being tested this year and for the next two years, but there are examples of all the winners of the all American rose selection since 1940, probably the only place, western United States, where you can see every national rose winner for each year in one place. And that's gotta be a very very nice thing for the Armstrong people when this comes into bloom later this spring and summer because the firm originally started as a rose breeding company.

Our family acquired this property in the early 1950s and when I got out of college, one of my first jobs with the family business was to work on this property that had been mostly bean fields and we acquired some water and then started to grow some poinsettias, this field where this renunculars are now was certainly the best soil in any part of the world and we grew beautiful poinsettia plants out in the field, in those days we moved our poinsettia plants around and some years it would be flowers some years poinsettias, some years tomatoes, some years renunculars. We rotated the ground with various farmers in the area and then when we took our poinsettias and went inside the greenhouses in the 60s, we didn't need for production of field growing poinsettia plants so we leased it to tomato growers and others. Then about five years ago we got back into this renuncular business that was started by Ed Frizee about 50 years before. And so now we have these bulb crops that are grown here in partnership with the Milano family and it was a beginning of what became our brand of our new spring crops that are called our flower fields brand. This is a beautiful spot, just the right amount of sunshine, the humidity and the temperature, it is really the best place in the United States to grow these bulbs and Ed Frizee who has grown bulbs and has seen bulbs grown all over the world, absolutely says that this is the number one spot to grow this particular crop and we believe it because we have seen crops elsewhere, even in California, and they don't compare with what we can do on this soil here, it's a special blend of sandy soil, but the humidity from the ocean, the temperature, you put it all together and this is the prime spot. And so that's why we're delighted that we're here and expect to be here for a long time because we have made a pact with the city of Carlsbad saying that we will farm this land in flowers into perpetuity, whatever period of time that it. so the way it works is we plant the bulbs in the fall and they grow during the winter and they finally come into bloom in the middle of March and that all depends on the temperature in the spring, and that all depends on the amount of sunshine and rain and then as soon as they come into bloom, then

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we're ready for the tourist season. The tourists come to see this beauty but if there isn't any color they don't show up. So it's all dependent upon the weather which we have no control at all, after we have this period here of about six weeks open to the public, the plants sort of dry down and they're cut back and in the summer time they are dug up and graded and packed out and become what becomes the home gardeners bulbs for planting for the next year.

**00:35.29:17**

A third of our guests are from New York, some part of New York. They seem to like the colors a lot.