



Topside Produce Co.
4710 Drawdy Road
Plant City, Florida 33567
topsideproduce.com

FOR IMMEDIATE RELEASE

Topside Produce Introduces Fresh Perspective on Sustainability

PLANT CITY, Fla. (March 31, 2026) — Topside Produce is proud to introduce its new brand story, a reflection of the family's agricultural legacy and a renewed commitment to serving customers through a direct-to-market approach built on trust, quality, and long-term sustainability.

In today's marketplace, "sustainability" is often defined by metrics. Think of things like soil health, emissions, packaging, and supply chain efficiency. While these elements matter, Topside believes there is a critical piece of the conversation that is often overlooked. The sustainability of the farm family itself.

At its core, sustainability means the ability to endure. Across agriculture, that reality is being tested. Family farms continue to face mounting pressures, ranging from volatile weather and shifting economics to labor demands and generational transition. Many are forced to exit, while others struggle to carry forward what has been built over decades.

For Topside Produce, this reality is personal.

Rooted in generations of farming, the Topside story is one of perseverance, faith, and a deep commitment to the land and to each other. It is a story shaped not only by growth and success, but by challenge. Their history is decorated with seasons that have demanded resilience, adaptability, and trust in something greater.

"Just when you think you know how to farm, the next season comes along and humbles you," says the Topside team. "[but] while we can't control everything, we do have the ability to always show up, to always do our best, and to always hope."

This belief is central to Topside's next chapter.

With the launch of its direct-to-market label, Topside Produce is building closer connections with customers and partners who value transparency, consistency, and shared purpose. By aligning more directly with buyers, the company aims to deliver high-quality fruits and vegetables while also strengthening the long-term viability of the farm itself.

While practices and technologies will continue to evolve, Topside remains grounded in the principles that have guided the family for generations: stewardship of the land, integrity in relationships, and a commitment to doing things the right way. Even when it isn't the easiest path.

The newly released brand story video captures this journey, honoring the past while embracing the responsibility of the future.

Topside Produce invites customers, partners, and industry peers to experience the story and join in a shared vision: one where sustainability is measured not only in outputs, but in the ability of farm families to continue producing, growing, and serving for generations to come.

About Topside Produce

Topside Produce is a family-owned and operated organization based in Central Florida. With deep agricultural roots and a forward-looking approach, Topside specializes in delivering fresh, high-quality produce through a growing direct-to-market platform. The company is committed to strengthening relationships across the value chain while advancing a more complete vision of sustainability. Especially one that supports both the land and the people who steward it.

For more information, visit topsideproduce.com or contact the team at sales@topsideproduce.com

Family Raised Vegetables and Berries