



NEWS RELEASE - For Immediate Release

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**Lipman Family Farms Gets Ready to Brighten Up Southern Innovations
with Programs that are Good from the Ground Up**

IMMOKALEE, Fla. (September 08, 2026) – Lipman Family Farms is headed to Nashville for the Southeast Produce Council Southern Innovations, September 9-12 at the Music City Center. Lipman is excited to turn the Nashville spotlight on its strength as a vertically integrated supplier for Southeast and East Coast buyers.

No matter where you are, Lipman is local. Its large national footprint includes its own farms and local partner growers, making for a supply network that is unmatched. Lipman's nearly 80 years of farming in Florida coupled with 30 years of local grower partnerships allows for a solid, trusted supply model year-round.

This farming advantage paired with Lipman's strategic value-added operations ensures reliable delivery every day. Now, with new fire roasting and kettle cooking capabilities, Lipman is able to offer even more value-add within their model.

"Trust starts with knowing your food's story," said Amy Holcomb, director of sales for Lipman Family Farms. "With our own growing operations, strong relationships with local growers, and our expansive value-added capabilities, we have a unique ability to connect the journey from seed to shelf. When a customer asks for a customized program, we can trace it back to its source and deliver across our North American network."

With winter tomato season around the corner, Florida tomatoes and vegetables are on the minds of many attendees. The deep-red and intensely flavorful Crimson tomato, a Lipman

exclusive, will be a highlight at Southern Innovations. Year after year, the Crimson is a focus area for the company's R&D team. The vine-ripened variety continues to evolve and improve with every season, and this year's crop is the best yet.

"We don't grow for growth's sake. Every regional location is an important part of our commitment to customers," said Elyse Lipman, CEO of Lipman Family Farms. "We know we have people counting on our products, and we've built the company to make sure they won't wait for long."

Southern Innovations attendees are invited to hear what the company can do for their produce program. Meet Lipman's national and regional sales team at the Lipman display in booth 614. To learn about Lipman Family Farms, or get in contact with sales ahead of the event, visit lipmanfamilyfarms.com.

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ABOUT LIPMAN FAMILY FARMS

Lipman Family Farms is a leading supplier of fresh produce in North America, offering both conventional and organic fruits and vegetables. As the largest family-owned field tomato grower in the U.S., Lipman is committed to innovation, sustainability, and community support—living out their promise of being "Good From The Ground Up." Learn more at LipmanFamilyFarms.com.