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Flexibility and honesty are the keys to success for Myrick Produce

By

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April 2, 2021

People look forward to spring and summer every year, but in 2021, the warmer months are expected to be even more special than usual. There is finally reason to be optimistic about life returning normal after more than a year of quarantining due to the COVID-19 virus.

Jimmy Myrick of Edward L. Myrick Produce Inc. said the company is ready to provide people with the fruits and vegetables they crave this time of year.



Edward and Jimmy Myrick of Edward L.

Myrick Produce Inc.

“I think people will be more willing to do things in the summer,” Myrick said. “There’s more understanding of the virus and people are more willing to go outside for cookouts with summer items like watermelon and corn.”

Myrick Produce is based in Pompano Beach, FL, and Myrick noted that the retail end of the business has been strong because people are cooking at home more than ever before. Though Florida’s foodservice industry has been relatively strong because the state has been open longer than most other areas of the country, there’s hope that restaurants in other regions will be busy again before too long.

“We are starting to see a little bit of resurgence in other parts of the country,” he said. “As they to start open, there’s a little more demand for foodservice products. Going forward, the foodservice section has nowhere to go but up for all of those growers and shippers.”

Key spring crops for the company include cucumbers, eggplant, hot peppers and green peppers. These have all remained in-demand during the pandemic as customers loaded up on produce items.

“We’ll have a little bit of everything ready to go,” Myrick said, adding that Myrick Produce distributes throughout the United States and into Canada and the Caribbean as well.

The company was founded by Myrick’s father in 1976, and the younger Myrick started working there in 1998. He noted that the company’s success comes down to hard work, something his father taught him at an early age.

“My father has always instilled in everyone in our family the belief in working hard and going to work every day and moving forward,” he said. “I think part of our success is because of his work ethic. We come to work every day looking to make something happen.”

Myrick Produce’s team includes nine sales people and two support staff, while the shipping end of the business employs about 25 to 30 people. It’s a group that is dedicated to representing the growers with whom the company has built successful and productive partnerships.

“For us, it’s about being honest and keeping them apprised of every situation happening in the

marketplace,” Myrick said of how the company has built its relationships with growers. “We try to give them good advice on how to navigate these times that we’re in.”

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