



- Advertisement -

Top Brass likes what it sees in organic potatoes

By

Keith Loria

May 18, 2023

[Top Brass](#) is a fourth-generation family farm that handles all aspects of the planting, growing, harvesting, cooling, storage, shipping and sales of fresh California organic potatoes as well as table grapes, almonds and pistachios.

The Bakersfield, CA-based company has had experience in growing organic crops since 2003, when second-generation farmer and owner Bob Vignolo recognized the importance of organic produce for the evolving needs of its customers.

April Myers came on board as the organic sales manager in 2013 after working for the company in other roles since 1998.

“To be a success in any produce category, you must be able to adapt and change with the needs of your customers,” she said. “Family farms like ours cannot succeed without the support of our loyal customers.”

The company grows and offers red, gold and yellow, Russet and purple organic potatoes and has grown the category as demand has increased over the years.

Myers noted California had an unseasonably wet year, which was much needed due to the state’s drought conditions. With that said, the rain also brought cooler temperatures and delayed Top Brass’ organic potato season.

“We are seeing very good quality and are happy with what we have to offer our customers this season,” Myers said. “We’re seeing nice uniform size with the season going from mid-May through July.”

In Top Brass’ continuing efforts to reduce its carbon footprint, the company’s complete internal process is becoming paperless.

“The efforts we make today are to support our future generations,” Myers said. “We have always maintained a close relationship with organizations such as CCOF and the NON GMO Project to make sure we never lose sight of the bigger picture of what our customers are truly looking for and what to anticipate for their future needs.”

In the last few years, Top Brass has seen inflation truly impact fresh food sales.

“This has created a need for smaller consumer packaging to create a more cost-effective way for customers to purchase their groceries,” Myers said. “We would really like to see consumers get excited about more environmentally friendly packaging, such as our biodegradable three-pound

bags.”

Thanks to years of experience, Top Brass knows what it takes to keep customers happy and have things running smooth.

On the sales side, communication between its associates and retail customers has been and will continue to be key to mutual success. This has been a strength of Top Brass’ salespeople.

[Keith Loria](#)

About Keith Loria |

A graduate of the University of Miami, Keith Loria is a D.C.-based award-winning journalist who has been writing for major publications for close to 20 years on topics as diverse as real estate, food and sports. He started his career with the Associated Press and has held high editorial positions at magazines aimed at healthcare, sports and technology. When not busy writing, he can be found enjoying time with his wife, Patricia, and two daughters, Jordan and Cassidy.

[Print](#)