



A FAMILY TRADITION

CARRYING ON THE FAMILY LEGACY & FORGING HER OWN PATH WITH EMMA REYNOLDS EZELL

By: Megan Anne Winfree

Emma Reynolds Ezell, President of Reynzell Ag Company and Triple R Ag Company, is trailblazing her way through the citrus industry. As a 7th generation Floridian and 4th generation citrus grower, she takes a lot of pride in her hometown Lake Placid, FL. and the agricultural root it has.



From a young age, Emma was taught the importance of agriculture and natural resources from her grandfather and father. Emma talked about how “it was great knowing my family was doing something that helped the community and world and we took pride in that”.

Emma attended Florida Southern College in Lakeland,

FL., earning a bachelor’s degree in finance. She began working for Reynolds Farms with her dad in manual labor, as the Admirer Specialist, who cared for reset trees. She constantly had the joke, “the trees don’t talk back”.

In addition to being the Admirer Specialist, Emma helped coordinate harvesting. This led her to purchase and rename Reynzell Ag Company in 2019, taking over the harvesting side of the family business.

When asked about the biggest issue the agricultural industry is facing right now, Emma replied “people in the city who don’t understand where their food comes from” and that “the small farmer is losing a little bit of their voice and are getting squeezed out.”

Emma is also highly involved in her community and takes a lot of pride in being able to give back to the industry that raised her.

You might have seen Emma in your local grocery store, as she is represented on the side of Florida’s Natural Orange Juice cartoon around the state. This honor was given to her through the Farm Bureau Leaders Program, where she met someone who worked for Florida’s Natural.



When asked what her favorite orange juice brand, Emma replied “one straight off the tree and from the source”. She noted that it must be cold and have pulp!

To learn more about the Florida citrus industry and what Emma does, visit <https://www.floridacitrus.org/>