



CASE STUDY

How **R. Brush Farms** Found a Better Way to Protect Their Broccoli

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In Blenheim, Ontario, **R. Brush Farms** puts **quality and sustainability** at the forefront of their business.

Known for premium single-head broccoli, this fourth-generation family farm partnered with Tosca to tackle persistent packaging issues while investing in holistic sustainability initiatives.

“We’ve found that many sustainability investments also create a positive impact on our bottom line over time. **In 2024, we installed solar panels, reducing energy consumption and spending by 80%.** The windmills we added in 2007 four 20 mega watt wind turbines that go directly back into the local power grid.”

When it came to our transport packaging, we’ve also enjoyed the dual benefit of sustainability impact and savings.



The packaging problem:

Traditional boxes aren't up to the task

For years, R. Brush Farms tried to solve a common problem throughout the produce industry: traditional cardboard boxes that literally can't stand up to the demands of transporting goods.

"With ice-packed broccoli, even waxed boxes would get soggy and deteriorate," explains Regan Brush, who manages the farm.

When cardboard boxes fall apart during transport, quality of the farm's product can become compromised, leading to rejections and food waste. With every head of broccoli representing months of careful work, packaging failures were a weak line in an otherwise strong operation.

It was time to find a solution to protect R. Brush Farm's bottom line and reputation.

Packaging challenges in the produce industry

The traditional packaging solution in the food industry has long been corrugated cardboard boxes, which were cost-effective and widely available.

However, as the supply chain has geographically expanded to serve broader markets, and with broader use of automation, this solution has not kept pace with product demands.

Demands are especially high for the produce industry. Packaging must preserve freshness over longer distances while protecting items from

damage. Each type of produce has specific needs—some require ventilation to manage respiration rates, while others need sturdier materials to prevent crushing.

Enter Tosca: Finding reliability in a high-demand industry.

"At first, we tried two other RPC providers, and getting clean containers to pack in was an uphill battle," Regan recalls.

When Loblaw, Canada's largest retailer, introduced R. Brush Farms to Tosca's reusable plastic containers (RPCs), the difference was immediate.

One standout improvement was in sanitation.

"The past two years with Tosca have been a big improvement. The RPCs are clean, the right size, and they click together well. It's way less time spent wondering, 'Is this clean enough?'"



Tosca's wash process is ISO 22000 certified, the industry's most stringent food safety management standard.

Learn more about how Tosca handles washing and food safety safeguards.



Packing in Tosca's containers has also improved the packing and shipping process.

Tosca's standardized designs make it easy to stack and secure the containers. This means less time spent adjusting loads or addressing shifting during transit. With Tosca's RPCs, R. Brush Farms can focus on quality control and logistics instead of constantly troubleshooting faulty packaging.

Tosca's customer service also impressed the farm. Regan notes that any issue is resolved quickly, and the ability to connect with customer support has made all the difference.

"It's been easier to work with Tosca overall," notes Regan. "We can count on your product being something that we can use."

How R. Brush Farms uses Tosca products

R. Brush Farms uses Tosca's RPCs—the 6423, 6425, and 6428 models—designed to handle the challenges of transporting fresh produce. These solutions offer benefits such as:

Longevity

Made from durable, food-safe materials, Tosca's RPCs withstand moisture, temperature fluctuations, and transportation.

Ventilation

Ventilation is critical for ensuring safe food packaging. Tosca's ventilated solutions help cool produce quickly and evenly, so it stays fresher for longer.



Flexibility

With dimensions ranging from 600 x 400 x 240mm to 600 x 400 x 287mm, these containers offer the flexibility to meet different packing needs.

Sustainability

Unlike single-use waxed boxes that disintegrate, Tosca's RPCs can be used again and again. This allows users to reduce waste and meet sustainability targets.



The difference Tosca makes:

Efficiency meets sustainability

R. Brush Farms' switch to Tosca products improved their packaging process and reduced waste. By swapping cardboard boxes with Tosca's reusable containers, they solved long-standing issues with durability and established a more reliable system for transporting their product.



Efficiency

Since partnering with Tosca, R. Brush Farms has seen improvements across the board, **streamlining packing and transportation.**



Sustainability

Working with Tosca, a leader in sustainable packaging, aligns with the farm's **broader sustainability efforts**, which include **clean energy initiatives like solar and wind power.**



Partnership

R. Brush Farms describes their partnership with Tosca as **"user-friendly" and "easy to communicate with."** The farm appreciates Tosca's responsiveness, noting that **issues are resolved quickly, even outside regular business hours.**



+ R. Brush Farms

R. Brush Farms



A sustainable solution for growers **for today and tomorrow**

Whether you're looking to protect your products during transport, reduce packaging waste, or improve your overall efficiency, Tosca has solutions to meet your needs.

Here's how you can get started:

Learn more:

Explore [Tosca's reusable plastic containers](#) discover the [benefits](#) for your supply chain.

Start small:

Interested in testing before you commit? Tosca offers [pilot programs](#) to help you evaluate the impact of reusable packaging on your business.

Get support:

[Tosca's team](#) is [ready to assist](#) with onboarding, troubleshooting, and optimizing your packaging process for long-term success.