



Mr. Bruce C. Rodwell

July 21, 1936 - June 8, 2025

Bruce C. Rodwell, husband of Margaret Rodwell, passed away peacefully on June 8, 2025, at Lakeland Regional Medical Center. He was born on July 21, 1936, to the late Clark and Grace (Wakefield) Rodwell.

Spending his early years in Holley New York, Bruce grew up enjoying baseball and jazz music. His working career began at age 10 in his father's grocery store. In high school Bruce tried out for the St Louis Cardinals as a catcher, but due to a double header the previous day performed with an injury a baseball career was not to be and a career in produce was born. Using his grocery background, he found a position as produce buyer for the A&P Food Stores. From there Bruce entered public relations with the Western New York Apple Growers, including weekly radio appearances in the Rochester NY area.

In 1970 he moved to New York's Hudson Valley, where he led an apple packing operation for Agway and met his wife, Margaret. His career evolving, they soon were on the move and relocated to Northeast Pennsylvania, where Bruce became President of Merchants Produce Company. In 1996, they moved on to Plant City, Florida, to manage a strawberry operation and fell in love with the community remaining there until his retirement in 2001.

Deeply committed to community service, Bruce was active at an early age. He

was a member of the Jaycees and was elected Mayor in his hometown of Holley, New York. In Plant City he was an active member of several civic organizations. He served on the boards of the United Food Bank, United Way, Chamber of Commerce, YMCA, and the City of Plant City Planning Board. His healthcare involvement included leadership roles with the South Florida Baptist Hospital Foundation, the BayCare Health System board in Clearwater, and the St. Joseph's Hospital board in Tampa. A past president of the Walden Lake Community Association, Bruce was also a longtime member of the First United Methodist Church, the Elks, and the Daybreak Rotary Club. His service was recognized in 2009, when he was honored as Plant City's Outstanding Citizen of the Year. An award that is rarely bestowed upon a non-native son. He also served as Grand Marshall in the 2014 Plant City Christmas parade.

No one who knew Bruce was able to escape his enthusiasm for Plant City, his family, Frank Sinatra or the Four Freshmen. His not-so-secret habit was singing. Although never in public, his family and friends ALWAYS heard him singing- loudly. Sinatra songs were his passion and several of his neighbors in the Walden Lake community can attest to his talents.

Bruce is survived by his wife of 43 years, Margaret, (Lawler) and their children Linda Rodwell Hackler (Duane), Brenda Rodwell Lacrosse (David), John Shand, Daniel Shand, Terri Shand Colucci (Robert), and Robert Shand, fifteen grandchildren and thirteen great-grandchildren, several nieces and nephews, and many friends. Preceded in death by his father and mother, Clark Rodwell and Grace Wakefield Rodwell, his sisters June Rodwell Tipton, and Carol Rodwell Cole and nephews Eric Cole and JeU'rey Tipton.

All who knew Bruce are invited to a celebration of life that will be held on June 27th from 3pm-7pm at the Plant City Elk's Club 1501 North Alexander Street, Plant City. Messages of remembrance will be read at 5pm. Memorial contributions may be made to the Plant City United Food Bank.

His songs are silent now and, in that silence, he will be truly missed.

Previous Events

Celebration of Life

JUN 27. 3:00 PM - 7:00 PM (ET)

Plant City Elks Lodge #1727
1501 North Alexander Street
Plant City, FL 33563

Messages of remembrance will be read at 5pm.

Tribute Wall



“ Thoughts prayers and hugs to Margaret and the Rodwell family!
Bruce was the best ever community advocate PC could ever have! I still can hear him walking thru the door and seeing me and saying Amy Skamy.... Bruce was a positive caring man who everyone loved. Know that he is in a better place free of pain and full of joy. Bruce touched many hearts and will forever be remembered with a smile.
Amy & John Nizamoff



Amy Nizamoff - June 27, 2025 at 03:52 PM

DW

“ Bruce will always be remembered as being one of the kindest, most generous and caring men I've ever had the pleasure of calling my friend. He served his community well, and we will all remember him for his plethora of contributions to the Plant City area. My thoughts and prayers are with you, Margaret, and with your family. Bruce will truly be missed, but never forgotten!
With love,
Dodie White

Dodie White - June 27, 2025 at 02:14 PM

GD

“ Dear Margaret,
I want to express my heartfelt condolences for your loss. Bruce was an incredible person, and his impact on my life was profound. He taught me the importance of community service, and I will always cherish that lesson. I promise to carry on his passion for volunteering and make him proud.
Thinking of you and your family during this difficult time.
Sorry I am unable to be there today but I am volunteering for Crowning Leaders Foundation today.

Gail Lyons Domedion - June 27, 2025 at 08:41 AM



“ Full Of Love Bouquet was purchased for the family of Mr. Bruce C. Rodwell.



June 27, 2025 at 08:31 AM



“ A [Memorial Tree](/store/Product.aspx?ProductId=4518) was planted in honor of Mr. Bruce C. Rodwell.

June 27, 2025 at 08:31 AM

FO

“ Florida Potato & Onion purchased the Loving Lilies and Roses Bouquet for the family of Mr. Bruce C. Rodwell.



Florida Potato & Onion - June 25, 2025 at 10:10 AM

FO

“ Florida Potato & Onion planted a [Memorial Tree](/store/Product.aspx?ProductId=4518) in honor of Mr. Bruce C. Rodwell.

Florida Potato & Onion - June 25, 2025 at 10:10 AM

DP

“ Working in the produce industry for 30+ years for Ball Brokerage/Race West Company I had the privilege of seeing and talking to Bruce (and Margaret) on several occasions. Always charming, always kindhearted, always a smile, Bruce was truly one of a kind. Bruce will be sadly missed by so many but heaven is a lucky place to welcome such a beautiful soul. Rest in peace our friend.

Diana Pickering

Diana Pickering - June 22, 2025 at 09:58 PM

JS

“ Sending my sympathy to you Margaret and your family. Hold on to those memories, of which there are many.

Jean savago - June 22, 2025 at 08:13 AM

JS

“ I will forever cherish wonderful memories of Bruce. I can hear him singing. I can hear him saying “Margaret” in his deep, lovely voice. I think of him when I see potatoes and strawberries. I laugh forever at the “coupons”. His nieces know what I mean. Such a wonderful man. Thinking of all the family and sending lots of love ❤️

Joni Savago - June 13, 2025 at 06:00 PM

DC

“ Uncle Bruce was one of a kind. At the hundreds of family gatherings in my lifetime, he was always the life of the party. So outgoing , so friendly , and just plain fun. I admired him greatly. More than he ever knew. I love you Uncle Bruce and you’ll be missed. Heaven will never be the same with you there :). Doug

Doug Cole - June 12, 2025 at 05:13 PM

HC

Bruce and I worked potatoes together for sixteen years, every day, season after season. Among his business accomplishments were the establishment of the Green Giant brand on all varieties of potatoes and onions. His early work established them as the dominant force in those commodities. Bruce and I worked the Idaho deal, the North Dakota red deal, the Texas russet deal, the Washington russet deal, the Florida deal, North Carolina, Virginia, Wisconsin, Delaware, Maine, and Upstate New York. Bruce helped me establish a foothold in Canada which remains one of my most powerful deals.

Harris Cutler - June 25, 2025 at 12:54 PM