



# Our FAMILY story



Sunnyside Packing Co.  
Fresno, CA 1958



Born in 1908, Fred Yoshio Hirasuna had a thirst for knowledge which led him to excel academically at an early age. First a Valedictorian in high school and later an honor graduate from Fresno State, Fred long had his sights set on a profession in academia. Because of his Japanese ancestry, that dream would remain just that.

Following World War II, Fred ferried his wife, three children and parents back to the San Joaquin Valley from Minnesota where he would soon help form *Sunnyside Packing Company*. At the time, the San Joaquin Valley was home to considerable strawberry production and as the sole sales and marketing agent for *The Strawberry Exchange Cooperative*, Sunnyside would soon find itself as one of the major strawberry shippers in the State of California.

Grown primarily by small scale migrant farmers, Sunnyside was formed to unite the hundreds of family farmers thereby giving them power in numbers. Packed in a handful of Company labels, Sunnyside growers were able to access retail and large wholesale customers who required consistent volume.

In the early 70's, Fred's third born Stuart would join him in the family business whom later led the Company's move to Selma in the late 70's. To this day, Stuart is on site daily and helps lead the next generation into the future.

We're family owned, family operated and continue to proudly represent farming families throughout the Golden State.



Fred Hirasuna & Min Omata  
1964

