

SUNNYSIDE PACKING



The **Sunnyside Packing Co.** was founded in 1948 by three men: **Fred Hirasuna, Minoru Omata** and **Morris Cocola**.

They created the company, originally located in **Fresno**, in an effort to share the *high quality product* from **local farmers** with non-local buyers. Sunnyside quickly grew, and needing more space, moved their operation to **Selma, California** in 1977.

Today, the business is still **family owned**. **Sunnyside** Packing prides itself on the **same founding values**. They are best known for their **supreme strawberries** and **wide variety** of *interesting* and *delicious vegetables*.

Sunnyside aims to remain a positive influence in the **community, industry,** and **environment** in which they reside. They have become *more* than simply a booming business, they are an active community partner winning trust and wide customer loyalty.

SELMA, CA
THREE GENERATIONS

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STRAWBERRIES

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