

Board Member Profile: Todd Hirasuna

Meet FCFB Board member Todd Hirasuna. Todd is a third generation California farmer, growing up as part of the family's operation.

"In 1948, my grandfather, Fred Hirasuna and two partners founded Sunnyside Packing. Sunnyside effectively organized many farmers by packing and marketing their fruit under company-owned brands/labels," Hirasuna explained.

After attaining a Bachelor of Science degree in Agricultural Business from California Polytechnic State University, San Luis Obispo, Hirasuna was the general manager at Sunnyside Packing and played in integral role with growers and employees for several years.

Hirasuna first became involved with FCFB through the organization's Future Advocates for Agriculture Concerned about Tomorrow (FAACT) class. It was here that Hirasuna learned more than just agriculture.

"We did a multitude of things," Hirasuna said. "You got to see things that you probably wouldn't otherwise. For example, we got to go into Pine Flat Dam, meet politicians in Sacramento and learn that there is so much more to agriculture than growing and shipping."

That participation in 2007 inspired him to give back. Hirasuna has been a member of the Board since 2009.

"My passion is ag, and it's a good way to help farmers and all agriculturalists in the area. It's constantly changing, something new every day," Hirasuna stated.

Hirasuna currently works for Morning Star Packing, leading daily operations for Lucero Farms. His territory covers a large footprint in the Central Valley, from the Delta to Bakersfield. He enjoys his work, the autonomy and the fast-paced days he keeps.

Todd lives in Fresno with his wife, Deidra, and their two boys, ages five and three. They enjoy traveling to the Monterey Bay Aquarium and enjoying the kids' sports such as soccer and t-ball.