



A Family Legacy **100 YEARS IN THE MAKING**

It began in the 1920's when Alex Sambado, an Italian immigrant, owned a corner grocery store in a San Francisco neighborhood. In the mid-1940's he moved to a farming community in the fertile Northern San Joaquin Valley and started Prima Frutta, now a third-generation business. As the family ranch grew, Lawrence Sambado, Alex's son, joined the team to create A Sambado & Son and decided to transform the ranch operations to grow, pack and distribute premium produce to all markets. Today, A Sambado & Son, Prima Frutta Packing and Primavera Marketing, Inc. provide high quality produce from thousands of acres of orchards on and around Alex Sambado's original ranch.



"We want to feed the children the best quality apples possible."

With more than 80 years in the produce market, Primavera Marketing is one of California's premier apple farms, currently markets 30% of California's apple crop while selling up to 40% of some individual varieties.

COMPANY *snapshot*

- ✓ Small Business Enterprise
- ✓ Family Owned
- ✓ Available for Farm Tours
- ✓ Available for Speakers at School

