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Wholesum hires Harumi Kuniyoshi as director of research and development

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Wholesum, Fair Trade certified growers and shippers of organic produce, recently hired Harumi Kuniyoshi, as its director of research and development. While Wholesum counts on a strong R&D team, this is the first time it fills a position for this type of role. The decision further advances Wholesum's goals of presenting innovative and disruptive products to market and bolsters their role as leaders in organics.



In this new role, Kuniyoshi will work to develop new and differentiated products and refine Wholesum's current offerings by analyzing different varieties that could increase quality and productivity. She will also lead researching new methods and procedures to combat pest and disease in organic production systems to help further advance the current knowledge and understanding of organic plant nutrition.

"Organic growing requires more strategy and overcoming challenges, and Harumi's skill and experience are very well suited to facing these challenges head on," said Theojary Crisantes, chief operations officer of Wholesum. "We are very excited to have Harumi join the Wholesum team and work to support our mission of growing organic produce for people's well-being and making it more accessible for all."

Kuniyoshi has extensive professional experience in research and development both privately and within the academic world for product development, disruptive technologies, and cropping systems. She has most recently worked in specialty crops.

Originally from Peru, she received a bachelor's degree from the Pan-American School of Agriculture of "El Zamorano" in Honduras, and from there she continued her studies that culminated with a Ph.D. in entomology from Ohio State University. Kuniyoshi is passionate about producing food that is sustainably grown to give the end consumer something that is good for them and the planet. At heart, she is a foodie, loves cooking and sharing good food and culture.

"I am very excited about shaping the research and development culture and program at Wholesum from the ground up," said Kuniyoshi. "I see it as a challenge but also a great opportunity to influence the growing system at a macro level. Wholesum is a leader within the organic produce industry, and with the creation of this new role I believe that they can elevate themselves even further. I look forward to introducing new procedures, implementing technological innovations and exploring different ways of producing food that is healthy and sustainably grown."

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