



*P*roclamation

Yamashita Market

July 6, 2021

- WHEREAS,** Yamashita Market, a Japanese family owned and operated store located on Union Street, has been serving Watsonville for over 70 years; and
- WHEREAS,** the original business, known as Pajaro Valley Fish Market, was located on Main Street and bought by Haru and Tokizo Yamashita; and
- WHEREAS,** Kenji, Mie, Minoru and Masano Yamashita ran the market until the war, during which time they, along with over 100,000 others of Japanese descent, were taken to internment camps; and
- WHEREAS,** the family was able to return after the war and reopen at the present location, where Goro and his sisters Shizu and Sumi were to take care of the day to day operations; and
- WHEREAS,** Goro, the current proprietor, grew up helping his parents at the store every day after school and seeing their love for it; and
- WHEREAS,** Yamashita Market offers Japanese and Asian staples, such as fresh tofu, mochi, manju and fish; and
- WHEREAS,** many consider the Market and institution in the community and are appreciative of having Asian foods and other goods locally available; and
- WHEREAS,** Yamashita Market has long been an important part of the Japanese-American community, dating back to the 1970s when it was a popular meeting location for farmers after work, who would often stay and engage in laughter and conversation for hours.
- WHEREAS,** Yamashita Market will be dearly missed by its loyal customers who are grateful for the excellent service and years of fond memories.

NOW, THEREFORE, I, Jimmy Dutra, Mayor of the City of Watsonville, in the State of California, on behalf of the City Council hereby acknowledge and thank the Yamashita Family for their generations of dedicated service to the community and wish them success in all their future endeavors.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the City of Watsonville to be affixed this 6th day of July, Two thousand and twenty one.

Jimmy Dutra, Mayor

