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FRESNO • KINGS • MADERA • TULARE

THE BUSINESS JOURNAL
FOBA
FAMILY OWNED BUSINESS AWARDS

AND THE 2024 WINNERS ARE...

FAMILY BUSINESSES THAT HAVE STOOD THE TEST OF TIME

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Large Business Category

DiBuduo & DeFendis Insurance
Brokers



Family Legacy Winner
Baloian Farms



Small Business Category
Orloff Jewelers



Medium Business Category
Inspiration Travel



PERIODICAL:
TIME
SENSITIVE
PRIORITY
HANDLING

2024 FOBA WINNER - FAMILY LEGACY AWARD

Baloian Farms: From the soil to the Kingdom

Frank Lopez - STAFF WRITER

Baloian Farms, the Family Legacy Award winner for 2024, has earned quite the reputation for itself after more than a century in business.

Baloian Farms was established in 1917, emerging as a premium grower and supplier of select fruits and vegetables. The fourth generation, vertically integrated family farm provides quality produce year-round, with a strong focus on bell peppers, but also eggplant, cucumbers, lettuce, spinach and more.

Tim Baloian, third generation, leads operations as CEO and owner.

Baloian Farms' story starts with Tim's grandfather, Charles, who escaped the Armenian genocide, first farming in New York and selling in Manhattan, and then eventually relocating to the Fresno area.

After years of farming, Charles became a wholesaler, with Tim's father and uncle working along side him. His dad started getting small growers together and shipping their product.

From then on, they began farming to provide a continuity of supply.

Today, Baloian Farms operates in several California cities, and has grown and sourced operations in several Mexican cities, including in Mexicali, Santo Tomas, Hermosillo and Guaymas.

Their storage operations are located in Fresno, Los Angeles,

Thermal and Otay Mesa in California; and Nogales, Arizona.

Baloian said they are thankful and humbled to even be in the running for FOBA.

"I'm honored. I'm taken aback to be considered like that," he said.

"I'm the third generation, and typically, that's the generation that is supposed to fail. We've had failures, but by the grace of God we are still here and still doing business. With the next generation here, I think we will be around for a while."

The farm has implemented an Entrepreneurial Operating System, which allows the leadership team to be on the same page and plan the next one to three to 10 years.

There currently are fourth-generation Baloians working in the

company, and there is one in the fifth generation that has expressed interest in working for the family business in the future.

But it's not just those that have the Baloian name who are considered family, Baloian said, but also the people that are working toward realizing their core values.

"Our greatest asset is our people. It is their hard work and innovative ideas that keep us going. We look forward to a bright future here at Baloian Farms," Baloian said.

Along with their service to the ag and business community, the company is also active in the local community, and abroad.

The Baloian Family Foundation has supported local food banks, charities, and educational and youth programs. Some of this

support includes "Seeds in his Garden" children's home in Kenya, Catholic Charities, San Francisco/Fresno, Bill Glass Behind the Walls prison ministry, Fresno Mission, Tesoro Club and Champions for Tomorrow.

The company has grown, and continues to grow with its innovative farming practices, creative engineering, and close family collaborations, allowing Baloian Farms to expand throughout California and Mexico.

Baloian said he gives all credit and glory to God, putting them through trials and tribulations, but still blessing them with success.

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Photo by Backstory Creative | The Baloian family — four generations of vegetable farmers, packers, suppliers and shippers — attribute their success to hard work and faith.

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can provide specific detailed information regarding client's preferred destinations and the risks and benefits for their desired regions.

Inspiration Travel boasts a client base of more than 1,500 different organizations and nearly 240,000 travelers.

Stephanie Smith - Executive VP of Inspiration Travel

"We take great pride in being located in Fresno,"

"Being a faith-based

organization that operates in Fresno and tries to make a difference in the community that we are in,"

"The company was actually started in 1981," "Our current owner came in alongside them in 1994. He still owns it."

"It was founded and begun here in Fresno but we work worldwide," Smith said. "Our clients are actually not even local at all; we don't advertise locally

— our name isn't even on our building."

"We're not a local company

per say but we support the local community because we love the support that we get from the community," she said.

Support: "It means a lot," she said. "There are so many people in the business community in Fresno that come alongside us...the small business community in Fresno is really supportive of each other."

They have had the opportunity to move cities or states, but love the Fresno community and stuck around thanks to the importance of the local community elevating

their business.

Everything is done digitally - even in 1981, everything was done via phone and fax. Nowadays, the company works internationally, serving clientele.

"Our suppliers and our vendors are all over the world," she said. "Everything is done digitally; we just communicate from this office."

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