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Baloian Farms to kick off 2020 California Bell pepper season

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As a leader in West Coast pepper production, Baloian Farms along with its Coachella partner, Belk Farms, will celebrate their 32nd season together in the Coachella Valley by starting harvest on their spring green Bell peppers. The fresh supplies of California Bell peppers will likely be exciting news for customers, as availability has been light throughout the country during the month of March.

“Our supply position for the last month out of Mexico has been challenging,” said Tim Baloian, chief executive officer of Baloian Farms. “We had to be very strategic with our harvest in order to keep our customer base serviced. The addition of our Coachella program will make for more stable supplies and provide opportunities for promotions.”

Baloian Farms’ Coachella production window stretches from the beginning of April through the end of June. After that, the company moves north through Bakersfield, Fresno, Stockton, Hollister and Oxnard. The company’s statewide production schedule is the result of a generation’s work to establish continuity of supply for their customers.

“Producing year-round supplies of fresh vegetables takes creative engineering and the cultivation of close family collaborations throughout the state. I’m grateful to be working with the best farming families in California,” said Baloian.

The start of California production will also help the company service an increased demand it is experiencing from retail for its value pepper bags. “Our retail customers have asked us for something creative in a value pack to offer their customers during these tough times,” said Jeremy Lane, Baloian Farms sales manager. “Fortunately, we have an extensive bag program already in play to address the value proposition.”

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