

Fresno County Farm Bureau

Friends of the Family Farm Premium Member

RV Jensen: Fueling the Valley

Since 1952, RV Jensen has been a part of California's agricultural and petroleum landscape. Founded by Robert and Betty Jensen, Chevron commission agents who began their venture in Fowler, the company has grown from humble beginnings into a trusted regional fuel and service provider with roots in the farming community.

Moving to Fresno in 1967, the Jensen's adapted to evolving industry needs, such as bobtail delivery services and expanding into aviation gas and lubricants.

Over the years, their commitment to quality has helped RV Jensen become a recognized supplier in Central California, spanning a territory from Merced to Bakersfield, the Sierra Nevadas, and the Central Coast.

Initially dedicated to traditional fuel products, RV Jensen has continuously expanded to keep pace with the changing energy landscape. The company has diversified its offerings to include retail fuel for major brands such as Chevron, 76, Valero and Gulf.

Additionally, their product range now includes renewable diesel and biodiesel, as well as lubricants under brands like Chevron, Shell and Total. The Heritage line has also become a reliable choice among their customers. With a network that spans over 60 retail outlets, three of which they own, RV Jensen is embedded into the local economy.

Their services extend beyond fuel sales; the company offers CFN card lock fuels for commercial customers and maintains a team of over 100 employees, including commercial sales staff, drivers, office personnel and retail staff. Through these employees, RV Jensen

delivers customer-centric services with a commitment to prompt and knowledgeable guidance on fuel purchasing, product use, and service availability in an increasingly complex market.



RV Jensen continues to innovate by embracing future fuel solutions. The company is actively exploring compressed natural gas (CNG), biodiesel, and even electric and hydrogen energy opportunities.

Agriculture is woven into the fabric of RV Jensen. With a background in farming, the Jensen family understands the challenges facing today's farmers, from water scarcity to global market pressures. This connection drives their dedication to supporting farmers and FFA programs, as they believe the Valley's future depends on a thriving agricultural sector. RV Jensen maintains a sizable agricultural client base, supporting over 1,000 farm accounts, trucking companies, and government entities, including Cal Fire.

Their presence in the farming community also stems from their commitment to being "pro-farming" and locally focused. By hiring locally and engaging in local schools and community initiatives, RV Jensen reinforces its commitment to both its employees and customers.

While many family-owned petroleum businesses have been acquired by larger corporations, RV Jensen has remained family owned. Several employees have been with the company for over 50 years, and these long-standing relationships are a testament to the company's dedication to treating everyone fairly.