

Longtime Member Perspectives: Why Did You Join?

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VINEYARD TEAM
Promoting Sustainable Winegrowing

Some of our members have been continuously active in the organization for fifteen years or more. We recently spoke with a few of them about why they joined the Vineyard Team.

Why did you join the Vineyard Team?



"I joined because I appreciated the Vineyard Team's commitment to sustainability and excellence, two critical values for Talley Vineyards." - *Brian Talley, Talley Vineyards*



"We started with the Vineyard Team back during the Positive Points System* years, so we could exchange ideas with other growers, improve upon our own practices, and have a format by which to document all of the really good things our growing community was doing." - *Bart Haycraft, Jackson Family Wines- Los Alamos*



"I asked around which local vineyard association I should join. The Central Coast Vineyard Team** was consistently mentioned as a preferred choice. I joined because I wanted to have contacts with local fellow growers (and to) be informed on local viticulture practices and challenges." - *Jean-Pierre Wolff, Wolff Vineyards*



"I believe...one of the first tailgate type meetings CCVT (put on) was...up in Monterey (County)... I was asked to bring some equipment.... A couple of days before, they realized they had no one to take care of lunch, so I started asking around (and the) next thing I knew Coastal Tractor was paying for lunch....(N)ot only that but we brought in the King City Young Farmers group and they put on a great tri-tip feed. At that point, I knew that I needed to be a member so our company could be a part of these meetings to show (how) some of our products...fit right into the sustainability side of this industry." - *Billy Booker, Coastal Tractor*



"I became aware of the Positive Points System self-evaluation offered by the Central Coast Vineyard Team and I quickly realized the areas I needed to learn. I joined the Vineyard Team to learn the art of winegrape growing." - *Jim Palmer, Malibu Vineyards*

*Before the SIP Certified program there was the Positive Points System (PPS). The PPS was designed as a management tool to evaluate and track the implementation of sustainable farming practices in vineyards. Gradually, grower interest in a sustainability certification grew and SIP Certified was born in 2008.

**The Vineyard Team has had several names over the years including Central Coast Vineyard Team (CCVT).