

# Longtime Member Perspectives: Why Remain a Vineyard Team Member?

Craig Macmillan, PhD



**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 have remained Vineyard Team members.

## *Why have you remained a Vineyard Team member over the past 15 years?*



"I have continued to be a member the past fifteen years because I am always learning from the valuable information presented by the members"- *Jim Palmer, Malibu Vineyards*



"I appreciate how the Vineyard Team has evolved over the years. SIP Certified is a comprehensive assessment of sustainability that adds value for us."- *Brian Talley, Talley Vineyards*



"The benefits of being a member are both direct and indirect. The direct benefits are derived from participating in tailgates, workshops, and larger events like the Sustainable Ag Expo, to the largest benefit which is being in the SIP program. You also get a sense of community and a place to share ideas and discuss trends that are affecting us in our day-to-day operations."- *Bart Haycraft, Jackson Family Wines - Los Alamos*



"The past fifteen plus years, Coastal Tractor has been one of the major leaders in the premium wine grape industry in bringing mechanized equipment to our growers. Being part of the Team keeps us in front of these growers."- *Billy Booker, Coastal Tractor*



"I remain a member because of the value I receive from regular local viticulture updates, (the opportunity to participate in workshops, (a) single point of contact to leverage the viticulture industry connection network of the Vineyard Team, and the SIP program."- *Jean-Pierre Wolff, Wolff Vineyards*

The Vineyard Team is a nonprofit organization whose mission is to promote sustainable vineyard practices such as water conservation, protection of water quality, integrated pest management, habitat diversity, and human resources. Established in the mid-1990s when the term "sustainable," was far less mainstream than it is today, the Vineyard Team has enjoyed an impressive track record, earning awards and recognition from a wide variety of entities including the Environmental Protection Agency and California Department of Pesticide Regulation.