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For Immediate Release

CDFA Secretary Karen Ross to Present at 7th Annual Sustainable Ag Expo

PASO ROBLES, Calif. (November 3, 2011)- The Central Coast Vineyard Team is pleased to announce that California Department of Food and Agriculture Secretary, Karen Ross, will be speaking on the importance of grower-consumer relations at the 7th Annual Sustainable Ag Expo. The Expo takes place November 14-15, 2011, in Paso Robles, California.

Secretary Ross will take part in a panel discussion titled: "From Field to Table: Bridging the Gap Between Producers and Consumers." The discussion will focus on the importance of forming connections between farmers and the public. Ross' strong background in production agriculture, government, and food safety will provide a comprehensive view on the relationship between farmers and consumers.

Secretary Ross will be joined by Dr. J. Scott Vernon of I Love Farmers...They Feed My Soul and Know a California Farmer representative, Brandon Souza.

Secretary Ross is no stranger to the sustainable agriculture field. Prior to her appointment as CDFA Secretary, Ross served as Chief of Staff for the U.S. Secretary of Agriculture, Executive Director of the Winegrape Growers of America, and President of the California Association of Winegrape Growers (CAWG). She was appointed CDFA Secretary by Governor Jerry Brown in January 2011.

"California farmers and ranchers work the land, and they love the land; they constantly innovate and improve what they do because they know instinctively that sustainable practices are the key to the continuity of agriculture," said Secretary Ross. "But it is not enough for those of us in the agricultural community to know this; our job now is to make sure our neighbors and our consumers know how deeply we believe in what we do, and how fundamentally engaged we are in the protection of our precious natural resources as we go about the business of producing a bountiful, healthy food supply."

The 7th Annual Sustainable Ag Expo is comprised of innovative presentations and a trade show, all aimed towards farmers, agricultural professionals and pest control advisors. The Sustainable Ag Expo focuses on the latest trends in sustainability and hot topics in California agriculture.

The Sustainable Ag Expo is November 14-15, 2011 at the Paso Robles Event Center in Paso Robles, California. Visit www.sustainableagexpo.com for more information on the event, including attendee registration and the schedule of events. The Central Coast Vineyard Team can also be reached at 805.369.CCVT. This year's event is proudly sponsored by Oro Agri, Inc.

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The Central Coast Vineyard Team is a non-profit organization dedicated to promoting sustainable viticulture practices on the Central Coast since 1994. Visit www.vineyardteam.org to learn more about the Central Coast Vineyard Team and its SIP™ (Sustainability in Practice) Program.