



MEDIA CONTACT: Kris Beal, Executive Director
kris@vineyardteam.org
805.610.9212
805.369.CCVT(2288)
Or

Anne Michul, Outreach & Education Coordinator
anne@vineyardteam.org
805.369.CCVT(2288)

For Immediate Release

“The Blueprint for the Future” New Ideas to be Explored at the 7th Annual Sustainable Ag Expo

PASO ROBLES, Calif. (September 1, 2011)-- The future of sustainable agriculture will be the focus of the final session of the 7th Annual Sustainable Ag Expo. Current trends, the latest news, and ideas for the future will be discussed during the concluding session of the Expo. The Sustainable Ag Expo takes place November 14-15, 2011, in Paso Robles, California.

The presentation, “Sustainable Agriculture: The Blueprint for the Future,” will share the newest ideas and trends in sustainable agriculture with attendees. The session features a panel of sustainable agriculture experts who will discuss their companies’ sustainability strategies.

The panel consists of Katie Montano of Driscoll’s Strawberry Associates, Robert Boller of Jackson Family Wines, James DuBois of Reiter Affiliated Companies, and Chad Smith of Earthbound Farm. All four are innovators in their fields and well respected within the industry.

The panel will discuss their sustainable strategies and what their companies are currently putting into practice. The panel will also share how they see the incorporation of sustainable practices influencing the future.

"I'm very excited for our closing seminar this year. It's a great opportunity for Expo attendees to hear from industry leaders who are extremely influential in molding the future of sustainable agriculture," said Anne Michul, Outreach and Education Coordinator for the Central Coast Vineyard Team.

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 event is organized by the Central Coast Vineyard Team.

The event takes place November 14-15, 2011 at the Paso Robles Event Center in Paso Robles, California. Visit www.sustainableagexpo.org for more information, 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.

###

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.