



VINEYARD TEAM

For Immediate Release: December 6, 2022

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PUBLIC INFO: vineyardteam.org/podcast

The Best Podcast for Sustainable Winegrowers

Grow your knowledge as you drive between vineyards.

Atascadero, CA: Interviews with leading industry professionals give listeners knowledge and insights into the latest science and research in the field of sustainable winegrowing. Produced by Vineyard Team, an organization dedicated to bringing together researchers and growers to promote sustainable vineyard farming since 1994, and hosted by Craig Macmillan, Critical Resource Manager at Niner Wine Estates, each episode of the Sustainable Winegrowing with Vineyard Team podcast helps listeners improve the sustainability of their wine business.

Sustainable Winegrowing focuses just as much on technical research as practical, in-field application. The roots of *Sustainable Winegrowing* are firmly grounded in helping listeners make smarter, sustainable vineyard management decisions to increase efficiency, conserve resources, and maximize fruit quality.

Greg Pennyroyal, Vineyard Manager at Wilson Creek Winery and Professor of Viticulture at Mount San Jacinto College says, "It is obvious that the Vineyard Team podcasts are peer-to-peer as they are concise, relevant, trustworthy and about the length of time it takes to get between different vineyards, so we can get back to the real business of drinking wine."

Long-form interviews covering topics including integrated pest management, fruit quality, water conservation, and nutrient management with experts like Dr. Marc Fuchs of Cornell University, Dr. Michelle Moyer of Washington State University, Cooperative Extension Specialists, and veteran growers are released the first and third Tuesday of each month.

Under five-minute micro "Marketing Tip" podcasts are released on the second and fourth Monday of the month. These quick tips on brand management must-haves like consumer research, social media marketing, and sales strategies, help listeners share their dedication to sustainable winegrowing so that their customers know that they are buying from a brand that shares their values.

Find over 150 episodes at vineyardteam.org/podcast or by searching Sustainable Winegrowing with Vineyard Team wherever you listen to your podcasts.

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About Vineyard Team:

Vineyard Team is a 501(c)3 non-profit grower group dedicated to sustainable winegrowing since 1994. For over 25 years, Vineyard Team has built a network of over 300 local farmers, educating and guiding them toward sustainable vineyard practices.