



## Future of Wine Americas 2021

*How the wine industry can build resilience and turn sustainability into opportunity*

### June 1: Pre-conference workshops

9 am - 12 pm PST: GHG Measurement Reduction: [Agenda here](#)

1 pm - 4 pm Sustainable Wine Packaging: [Agenda here](#)

**June 2: Conference day one**

**June 3: Conference day two**

**A big thank you to our supporting partners:**



### June 2: Conference Day 1: (Central Time USA)

<p>9.00 – 9.50 am Central Time USA</p>	<p><b>Leadership Panel: How can wine businesses turn sustainability into opportunity?</b></p> <p>Expectations are changing fast on sustainability performance. So how do you lead change effectively in a modern wine business? And how should leading players seek to inspire change outside their own operations? Wine is a product that people are passionate about, yet the wine industry hasn't led strongly enough on sustainability in the past. How should, and will this change beyond 2021 - the year of climate action for many businesses and individuals?</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"><li>- David Amadia, president, Ridge Vineyards</li><li>- Eduardo Chadwick, president, Viña Errázuriz</li><li>- Katie Jackson, SVP, Jackson Family Wines</li><li>- Beth Novak Milliken, president and CEO, Spottswoode Estate Vineyard &amp; Winery</li><li>- Peter Work, winemaker &amp; grapegrower, Ampelos Cellars</li></ul> <p><b>Moderator:</b> Toby Webb, co-founder, Sustainable Wine</p> <p><b>Session objectives:</b> Add clarity on how leadership expectations and ambition are evolving. Offer insight into how leading executives consider their roles and responsibilities in 2021.</p>
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9.50 – 10.00 am Central Time USA	Mini Break
10.00 – 11.00 am Central Time USA	<p><b>Targets and implementation: What a credible climate strategy looks like</b></p> <p>Big companies are committing to 1.5 or 2.0 degree Celsius climate targets almost daily. So what does this mean for the wine sector, where even the biggest firms are small by comparison to large consumer goods companies? What should a credible sustainability plan look like for a wine producer? In this session we'll look at how you make a sustainability plan, and how far it should reach. Should you, for example, be setting targets for product impact across the value chain, in distribution, retail, and even consumer use and end of life?</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>- Jessica Baum, director of regenerative development &amp; sustainability, Fetzer Vineyards</li> <li>- Will Drayton, director of technical viticulture &amp; research winemaking, Treasury Wine Estates</li> <li>- Julien Gervreau, founding board member, IWCA</li> <li>- Diana Seysses, winemaker, Domaine Dujac</li> </ul> <p><b>Moderator:</b> Toby Webb, co-founder, Sustainable Wine</p> <p><b>Session objectives:</b> Offer insights into what constitutes climate strategy. Discuss scope (1,2,3), resources, costs and practical ways to put climate targets into action.</p>
11.00 – 11.05 am Central Time USA	Mini Break
11.05 am – 12.10 pm Central Time USA	<p><b>Do we need a global standard on sustainability in wine?</b></p> <p>It's clear from many conversations with wine executives that a clear definition of sustainability in wine would be helpful. This must take account of local conditions. It is also clear that there is ongoing proliferation of local, regional and national standards and certification schemes. This is for understandable reasons. So is there value in bringing together best practice on sustainability in wine? One other key question is that of scope: How far can or should a standard go beyond the vineyard?</p> <p>The Sustainable Wine Roundtable (SWR), launched officially at this conference, will examine this. In this session we will discuss how drawing together learnings from around the world can benefit the wine industry. We will also discuss the challenges, pitfalls and barriers to doing so.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>- Richard Bampffield MW, chair of the Sustainable Wine Roundtable (SWR)</li> <li>- Elena Carretero Gomez, corporate affairs and sustainability director, Santa Rita Estates</li> <li>- Allison Jordan, executive director, California Sustainable Winegrowing Alliance</li> <li>- Pau Roca, director general, International Organisation of Vine and Wine (OIV)</li> <li>- Andrés Valero, leader of sustainability and CSR, Grupo Avinea</li> </ul> <p><b>Moderator:</b> Toby Webb, co-founder, Sustainable Wine</p>

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	<p><b>Session objectives:</b> Offer insight into the need - or otherwise - for a global approach to sustainability definition and principles and criteria. Update on views and activities of panel members around local vs. global approaches to standards.</p>		
12.10 – 1.00 pm Central Time USA	Lunch break		
1.00 – 2.00 pm Central Time USA	<p><b>Risks in the pipeline: What are the emerging pest and disease threats we face, and how can sustainable approaches tackle them?</b></p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>- David Gates, senior VP of Vineyard Operations, Ridge Vineyards</li> <li>- Melissa Hansen, research program director, Washington State Wine Commission</li> <li>- Vaughn Walton, Professor, Horticultural Entomologist, Oregon State University</li> </ul> <p><b>Moderator:</b> Thomas Grandperrin, product manager and customer Outreach, UAV-IQ Precision Agriculture</p> <p><b>Session objectives:</b> Insight into the biggest threats in the vineyard and practical solutions.</p>	<p><b>How does the US wine industry need to adapt to a changing environment, and what role will sustainability play?</b></p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>- Rob McMillan, EVP &amp; Founder, Wine Division, Silicon Valley Bank</li> <li>- Michaela K. Rodeno, owner, Villa Ragazzi</li> <li>- Sandra E. Taylor, CEO, Sustainable Business International LLC</li> </ul> <p><b>Moderator:</b> Michelle Bouffard, founder, Tasting Climate Change</p> <p><b>Session Objectives:</b> Assess the impact of Covid-19 on buying patterns, appropriate responses by wine businesses. The market changes likely as a result.</p>	<p><b>What is a circular winery? Is it worth your time and cash?</b></p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>- Paul Foulkes-Arellano, founder, Circuthon Consulting</li> <li>- Caren McNamara, founder and CEO, Conscious Containers</li> <li>- Bárbara Wolff, chief corporate affairs and innovation officer, VSPT</li> </ul> <p><b>Moderator:</b> Carrie Mae George, Vice President and Head of Sustainability Impact, Everledger</p> <p><b>Session objectives:</b> Define what we mean by a “circular winery”. Offer insight into the business case, what it means in practice, and cite examples. Also discuss costs and investment required for ‘circularity’.</p>
2.00 – 2.15 pm Central Time USA	Mini break		

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<p>2.15 – 3.15 pm Central Time USA</p>	<p><b>How realistic is a chemical free vineyard, does it matter?</b></p> <p><b>Managing risk over prohibition of substances, the role of bio control and Integrated Pest Management</b></p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>- Felix Egerer, vineyard manager, Tantalus</li> <li>- Juan Pablo Murgia, chief winemaker, Bodega Argento</li> <li>- Michael Scholz, VP of Viticulture and Winemaking, St Supéry Estate Vineyard &amp; Winery</li> </ul> <p><b>Moderator:</b> Toby Webb, co-founder, Sustainable Wine</p> <p><b>Session objectives:</b> Discuss how to manage risk over prohibition of substances, the role of bio control and Integrated Pest Management.</p>	<p><b>Stories of wine business strategy development on sustainability. Learn from those who already spent the money doing it</b></p> <p><b>Speakers</b></p> <ul style="list-style-type: none"> <li>- Andrés Valero, leader of sustainability and CSR, Grupo Avinea</li> </ul> <p><b>Moderator:</b> Josh Prigge, sustainability consultant and principal, Sustridge</p> <p><b>Session objectives:</b> Hear about the process executives go through, lessons learned, how to make the business case, and think about ROI.</p>	<p><b>How can glass reduce its footprint today – and tomorrow</b></p> <p><b>Speakers</b></p> <ul style="list-style-type: none"> <li>- Andy Rose, head of strategy, The Good Goods</li> <li>- Bruce Schneider, co-founder, Gotham Project</li> </ul> <p><b>Session objectives:</b> Insight into the footprint of glass. What wine companies can and are doing about this. Costs, implications, unintended consequences.</p>
<p>3.15 – 3.30 pm Central Time USA</p>	<p>Mini break</p>		
<p>3.30 – 4.30 pm Central Time USA</p>	<p><b>Packaging innovation: Should wine below \$20 even be in a bottle, trends to 2025 and beyond</b></p> <p>It's now widely known, packaging is wine's largest contributor to the industry's carbon footprint. However, change is not happening quick enough. What are the barriers towards addressing the lack of progress and what role do producers have in the future of packaging?</p> <p>This session will discuss some of the latest innovations, and the key provocative question in the session title.</p>		

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	<p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>- Ron Gonen, CEO, Closed Loop Partners</li> <li>- Joanna Griffiths, Global Food Community Director, BSI Group</li> <li>- Nicolas Quillé MW, chief winemaker and operations officer, Crimson Wine Group</li> <li>- Melissa Saunders MW, CEO, Communal Brands</li> </ul> <p><b>Moderator:</b> Toby Webb, co-founder, Sustainable Wine</p> <p><b>Session objectives:</b> Offer insight into trends in wine packaging. Debate consequences of changing from glass. How to make changes that work for consumers, the planet and the bottom line.</p>
4.30 - 4.35 pm Central Time USA	Mini Break
4.35 – 5.40 pm Central Time USA	<p><b>Debate: Organic is big: But is it worse for climate change than lower intervention wine making?</b></p> <p>Organic is the most recognised ‘sustainability’ approach to grape growing and wine making. It sits alongside ‘natural’, ‘biodynamic’ and other approaches, including ‘regenerative’ and even now ‘clean’ wine. Meanwhile the EU’s Farm to Fork approach is set to hugely encourage organic approaches across agriculture.</p> <p>But the tenets of organic have come under fire in recent years. Tilling, copper use, being a list of ‘don’t’s not ‘do’s’ for example. So are better approaches needed? And if a ‘mix and match’ of low impact conventional approaches, science based advances and traditional organic ones, is the future, is that a confusing message to all? We shall discuss, with:</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>- Laura Diaz, winemaker and general manager, Ehlers Estate</li> <li>- Jon Entine, executive director, Genetic Literacy Project</li> <li>- Randall Grahm, founder, Bonny Doon Vineyard</li> <li>- Carlo Mondavi, co-founder and chief farming officer, Monarch</li> </ul> <p><b>Moderator:</b> Toby Webb, co-founder, Sustainable Wine</p> <p><b>Session objectives:</b> Offer some informed views on the science of organic impacts vs. conventional (lower impacts). Debate what the science tells us about better practices in the vineyard that also benefit the triple bottom line.</p>
5.45 – 6.45 pm Central Time USA	Networking zoom drinks in various Zoom rooms

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### June 3: Conference Day 2: (Central Time USA time zone)

<p>9.00 – 10.00 am Central Time USA</p>	<p><b>Lessons from other industries: What can wine learn from other consumer goods about sustainability, transparency and consumer engagement</b></p> <p>Bubbles and silos exist everywhere in business. Ask a palm oil expert about cotton, and they most likely won't know much. Wine is no exception and much can be learned from other industries. Many of these have been heavily exposed to negative campaigning, consumer pressure, and legal and regulatory pressures, often as a result. So which lessons can the wine sector learn about sustainability from other industries? Our panel of non wine but very much sustainability experts, will debate.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"><li>- Ignacio Gavilan, director, The Consumer Goods Forum</li><li>- David Grayson, emeritus professor of corporate responsibility, Cranfield School of Management, UK and chair of the Institute of Business Ethics</li><li>- Caroline Hermann MW, attorney</li><li>- Dr Simon Lord, independent palm oil and sustainability expert</li></ul> <p><b>Moderator:</b> Toby Webb, co-founder, Sustainable Wine</p> <p><b>Session objectives:</b> Offer concise insights into lessons from palm oil, sugar, and other commodities, and reflect on the progress made that is relevant for wine. Insight into how the wine sector can accelerate progress based on what has been learned elsewhere.</p>
<p>10.00 - 10.05 am Central Time USA</p>	<p>Mini Break</p>
<p>10.00 – 11.00 am Central Time USA</p>	<p><b>'Misinformation in wine: How transparency and science can change the debate on 'clean' and 'natural wine'</b></p> <p>Well, where do we start with this? Aveline and other 'clean' and 'natural' wines serve to raise the blood pressure of various wine experts like almost no other issues. But natural marketing is an old game, and so shouldn't the wine industry just live with it, and focus on the best ways to do real, meaningful communications about wine, its provenance and impacts? With ingredient labelling apparently coming to European wine in 2022, this will be a session you won't want to miss...</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"><li>- Anna Brittain, executive director, Napa Green Sustainability Program</li><li>- Kathy Clancy, founder, The Natural Wine School</li><li>- Fintan du Fresne, general manager and winemaker, Chamisal Vineyards</li><li>- Joel Peterson, executive director, Paso Robles Wine Country Alliance</li></ul> <p><b>Moderator:</b> Wendy Narby, wine educator and founder, Insider Tastings</p> <p><b>Session Objectives:</b> Offer insight into how wine companies should position products, assess levels of disclosure and engage customers with transparent approaches. Help attendees consider where the trends are headed with regard to customer expectations.</p>

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11.00 – 11.05 am Central Time USA	Mini Break		
11.05 am – 12.10 pm Central Time USA	<p><b>Social fairness: How can wine tackle equality well, and meaningfully?</b></p> <p>In this session we'll discuss how large and small wine businesses can get better at community engagement and youth empowerment, vitally important issues in the communities surrounding wine businesses. Health, wellbeing, education, training, youth empowerment, community training, cultural and educational awareness, are all important factors in how wine businesses can work with communities to create shared value. Santa Rita also helps empower the next generation of wine workers, makers and consumers with technical training, along with environmental awareness around issues such as biodiversity. We will discuss how this works, what it costs, and the business and social benefits</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>- Yannick Benjamin, co-founder, Wine on Wheels</li> <li>- Alicia Towns Franken, board member &amp; mentor, Wine Unify</li> <li>- Francis Hutt, production manager, Indevin Gisborne</li> <li>- Lia Jones, executive director, Diversity in Food and Beverage</li> <li>- Karissa L. Kruse, president, Sonoma County Winegrowers</li> </ul> <p><b>Session Objectives:</b></p> <p>Assist attendees in understanding how to take a broad but effective approach to the plethora of social issues out there. Offer insight into best practice and effective programs that make a difference.</p>		
12.10 – 1.00 pm Central Time USA	Lunch break		
1.00 – 2.00 pm Central Time USA	<p><b>The black box of soil: What does the latest research say about how to improve soil health</b></p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>- Gabriel Bloise, winemaker, Chakana Winery</li> <li>- Neil Collins, winemaker and vineyard manager, Tablas Creek</li> <li>- Miguel Garcia, sustainable agriculture program manager, Napa Resource Conservation District</li> <li>- Dr. Cristine Morgan, chief scientific officer, Soil Health Institute</li> </ul>	<p><b>Lower carbon distribution: Is LOOP et. al. the answer?</b></p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>- Susan Cholette, VP of consulting services, CleanMetrics &amp; professor, Decision Sciences, San Francisco State University</li> <li>- Marie-Odile Fortier, Ph.D., assistant professor, Department of Civil and Environmental Engineering University of California</li> <li>- Elton Potts, managing partner, Vine Vault</li> </ul>	<p><b>Community engagement and license to operate: How to listen and respond, effectively</b></p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>- Katie Pease, program manager, Sustainable Winegrowing British Columbia (SWBC)</li> <li>- Brian Talley, president and CEO, Talley Vineyards</li> </ul>

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	<p><b>Moderator:</b> Toby Webb, co-founder, Sustainable Wine</p> <p><b>Session objectives:</b> Insight into the links between regenerative practices and soil health. Discuss tips on measurement of soil health. Examples of that in practice.</p>	<p><b>Session objectives:</b> Insight into the latest initiatives, technologies and methods of reducing GHGs in wine distribution. From trucking to packaging to consumers, a look into the viable options for GHG reduction beyond the winery.</p>	<p><b>Session objectives:</b> Provide practical tips on the process of community outreach, how to listen better, and what a credible response to community issues looks like.</p>
2.00 – 2.10 pm Central Time USA	Mini break		
2.10 – 3.10 pm Central Time USA	<p><b>Climate adaptation and polyculture in the vineyard, benefits and practices</b></p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>- Caleb Mosley, vineyard manager, Matthiasson Family Vineyards</li> <li>- Laurel Marcus, executive director, California Land Stewardship Institute</li> <li>- Cristóbal Undurraga, technical director, Viña Koyle</li> <li>- John Williams, co-founder, Frog's Leap</li> </ul> <p><b>Moderator:</b> Linda Johnson-Bell, author and founder, The Wine and Climate Change Institute</p>	<p><b>Title and speakers to be confirmed very shortly.</b></p>	<p><b>Migrant labour: Best practices in monitoring conditions, and enhancing human dignity</b></p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>- Steve Matthiasson, owner and winemaker, Matthiasson Family Vineyards</li> </ul>

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	<p><b>Session objectives:</b> Discuss how leading practitioners use innovative vineyard practices to mitigate and adapt to climate impacts.</p>		<p><b>Session objectives:</b> Best practice tips and insights into taking a systematic approach to improving conditions, and assess the positive results of doing so well.</p>
3.10 – 3.20 pm Central Time USA	Mini break		
3.20 – 4.20 pm Central Time USA	<p><b>How can retailers turn sustainability into an opportunity for the wine industry in the Americas?</b></p> <p>The concern in the wine industry is that younger generations are drinking less and less wine switching to spirits and other drinks. So how can sustainability help make wine more relevant again, outside the tiny but growing niches of organic, biodynamic, natural or “clean”. Our panel will debate, and audience views are welcome.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>- Edward Field, owner and founding partner, Natural Merchants</li> <li>- Beth Vukmanic Lopez, program director, SIP Certified</li> <li>- Rob McMillan, EVP &amp; Founder, Wine Division, Silicon Valley Bank</li> </ul> <p><b>Moderator:</b> Toby Webb, co-founder, Sustainable Wine</p> <p><b>Session objectives:</b> Focus on the future of retail, the engaged consumer and how to turn sustainability into a customer-facing opportunity for retailers.</p>		
4.20 - 4.25 pm Central Time USA	Mini Break		
4.25 – 5.40 pm Central Time USA  Keynote Speech	<p><b>'How do we accelerate effective collaboration around sustainability in the wine industry?'</b></p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>- Laura Catena, managing director and founder and board member, Bodega Catena Zapata and Catena Institute of Wine</li> <li>- Fernando Buscema, winemaker and executive director, Bodega Catena Zapata and Catena Institute of Wine</li> </ul> <p><b>Moderator:</b> Toby Webb, co-founder, Sustainable Wine</p> <p><b>Session objectives:</b> Insight into how the industry should evolve current approaches to what we call ‘collaboration’. How we should define and manage successful partnerships and get to pre-competitive sustainability in global and local contexts.</p>		

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## Confirmed Speakers' List:

1. David Amadia, president, Ridge Vineyards
2. Jessica Baum, director of sustainability & regenerative development, Fetzer Vineyards
3. Yannick Benjamin, co-founder, Wine on Wheels
4. Gabriel Bloise, winemaker, Chakana Wines
5. Steve Booher, founder & owner, Smart Guided Systems
6. Anna Brittain, executive director, Napa Green Sustainability Program
7. Fernando Buscema, winemaker and executive director, Bodega Catena Zapata and Catena Institute of Wine Founder
8. Laura Catena, managing director and founder and board member, Bodega Catena Zapata and Catena Institute of Wine Founder
9. Eduardo Chadwick, president, Viña Errázuriz
10. Susan Cholette, VP of consulting services, CleanMetrics & professor, Decision Sciences, San Francisco State University
11. Kathy Clancy, founder, The Natural Wine School
12. Neil Collins, winemaker, Tablas Creek Vineyards
13. Laura Diaz, winemaker and general manager, Ehlers Estate
14. Will Drayton, director of technical viticulture & research winemaking, Treasury Wine Estates
15. Felix Egerer, vineyard manager, Tantalus
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17. Edward Field, owner and founding partner, Natural Merchants
18. Marie-Odile Fortier, Ph.D., assistant professor, University of California
19. Paul Foulkes-Arellano, founder, Circuthon Consulting
20. Alicia Towns Franken, board member & mentor, Wine Unify
21. Fintan du Fresne, general manager and winemaker, Chamisal Vineyards
22. Miguel Garcia, sustainable agriculture program manager, Napa RCD
23. David Gates, senior VP of vineyard operations, Ridge Vineyards
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30. Joanna Griffiths, global food community director, BSI Group
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32. Caroline Hermann MW, attorney
33. Francis Hutt, production manager, Indevin Gisborne
34. Katie Jackson, SVP, Jackson Family Wines
35. Lia Jones, executive director, Diversity in Food and Beverage
36. Allison Jordan, executive director, California Sustainable Winegrowing Alliance
37. Karissa L. Kruse, president, Sonoma County Winegrowers
38. Dr Simon Lord, independent sustainability advisor, DrSimonLord.com
39. Laurel Marcus, executive director, California Land Stewardship Institute
40. Steve Matthiasson, owner and winemaker, Matthiasson Family Vineyards
41. Rob McMillan, EVP & Founder, Wine Division, Silicon Valley Bank
42. Caren McNamara, founder and CEO, Conscious Containers
43. Dr. Cristine Morgan, chief scientific officer, Soil Health Institute
44. Beth Novak Milliken, president and CEO, Spottswoode Estate Vineyard & Winery
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49. Joel Peterson, executive director, Paso Robles Wine Country Alliance
50. Elton Potts, managing partner, Vine Vault
51. Nicolas Quillé MW, chief winemaker and operations officer, Crimson Wine Group
52. Martin Reyes MW, founder, Reyes Wine Group
53. Santiago Ribisich, general manager, Avinea Group
54. Pau Roca, director general, International Organisation of Vine and Wine (OIV)
55. Michaela K. Rodeno, owner, Villa Ragazzi
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