



VINEYARD TEAM

Promoting Sustainable Winegrowing

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Fritz Westover Joins the Vineyard Team

The Vineyard Team, a leader in sustainability for almost 20 years, bolsters its technical research and outreach.

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The [Vineyard Team](http://www.VineyardTeam.org) is proud to announce that Fritz Westover has joined the Vineyard Team in the newly created position of Technical Program Manager. In addition to being a technical resource for members and those involved in the [SIP™ \(Sustainability in Practice\) Certification](#) program, Westover will be responsible for further developing the scope and content of the Vineyard Team's research, demonstration, and educational programs.

"This is a great move forward for us," said Kris Beal, Vineyard Team Executive Director. "Having a staff member with Fritz's technical expertise will not only help strengthen our current programs, but also help identify and develop our future work. It's also exciting to have someone with his breadth of experience join our team. It really speaks to the values of the organization and to our commitment to provide progressive programs relating to sustainability - everything we've been working towards since our inception in 1994."



Westover has been involved in the viticulture industry since 1999, and went on to earn his degree in Horticulture and masters in Plant Pathology from Penn State University. He worked as an assistant winemaker in the Tuscany region of Italy, and then became the Viticulture Research - Extension Associate for the Virginia Tech Cooperative Extension. From there, he served as Viticulture Extension Program Specialist for the Texas A&M AgriLife Extension Service where he worked statewide, developing viticulture education and research programs.

"It has been a tremendously fulfilling journey to start my career in viticulture in Pennsylvania, then move south to Virginia, then Texas, and now to arrive on the West Coast with the eclectic diversity of viticulture knowledge I've absorbed along the way," said Westover. "I believe this diversity will provide a great foundation on which to build as I work with grape growers in California. In addition, the Vineyard Team is an award-winning team, and the industry leader in promoting sustainable vineyard practices. I really couldn't have found a better or more influential group to work with."

The Vineyard Team is a 501(c)3, non-profit organization dedicated to sustainable farming since 1994. Recipient of DPR's IPM Innovator Award and EPA's Sustained Excellence Award, the organization's outreach program reaches thousands of growers representing over 100,000 acres statewide. For more information, go to www.vineyardteam.org.