



# This is Ag!

*with* **KIRTI MUTATKAR**

**HEAR INSPIRING STORIES FROM LEADERS IN AG**

## ABOUT

This is Ag! is a podcast series led by our President and CEO Kirti Mutatkar. The podcast challenges you to think differently about how you lead your life and your organizations by learning from the inspiring and captivating stories of leaders in Agriculture. Each interview is set to uncover how a guest's leadership journey has contributed to their legacy and success.

Since launching in 2022 the podcast has already established a loyal audience with an impressive lineup of past guests.

## THE HOST

Kirti Mutatkar is a forward-thinking leader passionate about making an impact in the community by providing high quality, innovative, and affordable health care accessible to the agricultural community of California and Arizona.

Under Kirti's leadership, UnitedAg, has become the largest health plan. With more than \$230 million in annual contributions, the health plan, is empowering its members and employer groups to take a unique, empathetic, and collaborative approach in working together to provide innovative and cost-effective approaches to health care.





# AUDIENCE REACH

Currently the podcast is averaging 3,000 listeners per month overall.

With only 18 episodes, This Is Ag has established a core audience of agricultural leaders and industry supporters. Since launch, listener figures have grown steadily. Each new episode typically gets 3,000 listeners within 30 days of publishing.

# PREVIOUS GUESTS



**AJ CISNEY**

A.J. Cisney is the General Manager at Rancho Guadalupe, a family-owned grower of fresh produce based in Santa Maria Valley, California.



**SANTIAGO (CHAGO) MARTIN, JR.**

Chago Martin is the Owner and President of Trilogy Personnel & Land Management, providing dependable agricultural personnel and land management services in the Central Valley.



**STEVE NELSON**

Steve Nelson is the President and CEO of Plant Sciences, a premier agricultural research company with emphasis on plant breeding and propagation of berry crops for the global marketplace.

**TELL YOUR LEADERSHIP STORY ON THE ONE AND ONLY  
AG LEADERSHIP PODCAST**

Let's connect! [kmutatkar@unitedag.org](mailto:kmutatkar@unitedag.org)



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# This is Ag!

with **KIRTI MUTATKAR**

*A monthly podcast series*



## EPISODE PROMOTION

**Each episode is distributed & promoted in the following ways:**

- *Distribution to all major platforms including Apple and Spotify*
- *Detailed written show notes summarizing the entire interview.*
- *Episode posted to UnitedAg Instagram, Twitter & LinkedIn*
- *Episode posted to dedicated webpage [unitedag.org/this-is-ag/](http://unitedag.org/this-is-ag/)*
- *Distributed via digital communication channels and member focused newsletters*

## PAST EPISODES

**Topic: UnitedAg's Ethos, Health Innovation, Patient Member Experience, Increasing Access to Quality Care, Social Determinants of Health and Much More**

*Featuring Dr. Rosemary Ku, UnitedAg*

**Topic: Ethics & Business and Turning Obstacles into Opportunities**

*Featuring Eric Bream, Bream Family Farms*

**Topic: The Power of Human Connections and Staying True to Your Values**

*Featuring Steve Nelson, Plant Sciences, Inc.*

**Topic: What Does Taking Care of People Really Mean and People Centric Culture and Profits**

*Featuring Steve Church, Church Brothers Farms*

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