



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 \$240 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 5,000 listeners per month overall.

With 30 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 5,000 listeners within 30 days of publishing.

PREVIOUS GUESTS



ERIC RYGG

Eric Rygg is president of Huntsinger Farms, the world's largest grower & processor of horseradish and its subsidiary, Silver Spring Foods.



SONIA ROLDAN

Sonia Roldan, the Member Services Director at UnitedAg, exemplifies unwavering commitment to helping members. Her dedication highlights the importance of personalized care and empathy in the healthcare industry.



GARY THIARA

Gary Thiara is President & CEO, Empire Farming Company, a diversified farming operation engaged in growing prunes, walnuts, almonds, peaches and raisins in the northern and central valleys of California.

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

Let's connect! 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, Spotify and YouTube*
- *Detailed written show notes summarizing the entire interview.*
- *Episode posted to UnitedAg Instagram, Twitter & LinkedIn*
- *Episode posted to dedicated webpage unitedag.org/thisisag*
- *Distributed via digital communication channels and member focused newsletters*

PAST EPISODES

Sustainable Business Practices, Creating a Healthy Workforce, and Remaining Resilient

Featuring Eric Rygg, President of Huntsinger Farms & Silver Spring Foods

Proactive Leadership: Embracing Goodness and Mental Health

Featuring AJ Cisney, General Manager at Rancho Guadalupe, LLC

Optimism, Perseverance, Connections and Much More

Featuring Tony St. James, Host of All Ag, All Day and Owner of Paramount Broadcasting

Grit, Resilience, Empathy, and Much More

Featuring Kim McConnell, Director of Clinical Programs at Spring Health

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