



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 a quarter-billion dollars 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 6,000 listeners per month overall.

With over 42 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 6,000 listeners within 30 days of publishing.

PREVIOUS GUESTS



TONY RAMIREZ

Tony is the Safety Manager at Plantel Nurseries, is a leader in vegetable transplant production, delivering over a billion high-quality plants annually with advanced facilities, innovative techniques, and a strong commitment to efficiency and customer service.



VERONICA LUNA

Veronica is the Director of Administrative Operations at Rancho Guadalupe, a family-owned fresh produce grower in the Santa Maria Valley committed to high-quality, safety, sustainability, and farming excellence.



BARBARA MEZA

Barbara is the Director of Human Resources at Taylor Farms, a family-owned leader in fresh-cut produce, offering high-quality packed salads, vegetables, and ready-to-eat foods with a focus on safety, sustainability, and innovation.

**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

Employee Wellness and Genuine Connections

Featuring Tony Ramirez, Safety Manager at Plantel Nurseries, Inc.

Advocacy, Empathy, and How to Show Up for Others

Featuring Veronica Luna, Director of Administrative Operations at Rancho Guadalupe, LLC

Confidence, Community, and Connections for Success

Featuring Barbara Meza, Director of Human Resources at Taylor Farms

Tech Innovation, Farming, and Education

Featuring Tim Danley, Owner of North Wind Aerial Imaging

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