

Viticulture Breakout Sessions



Matt Strugnell - Viticulturalist

Matt gained an HND in Wine Studies at Plumpton College and has been managing and helping prestigious vineyards in the South of England for over 25 years. He now operates as an independent viticultural advisor and part-time lecturer for Plumpton College. Matt has a passion for sharing his knowledge, experience and mentoring vineyard talent. He is the current chair of the WineGB Viticulture Working Group.

Joel Jorgensen - BSc Viti & Pom, FACTS

Joel is a highly respected viticulturist who grew up on his family vineyard in South Africa's Cape Winelands, developing a passion for organic viticulture from an early age. After completing a BSc in Viticulture & Pomology at Elsenburg College, Stellenbosch University, he moved to the UK.

With extensive experience managing and advising organic, biodynamic, and regenerative vineyards in the UK and internationally, Joel is now Managing Director of Vinescapes. He is particularly passionate about regenerative viticulture and soil management, helping vineyards become more resilient, productive, and sustainable.



Rob Poyser - BSc Viti & Oen, BASIS

As Technical Director and Viticulturist for Vinescapes, Rob is responsible for managing and advising client vineyards, as well as leading on sustainability, regenerative agronomy and innovation.

Having worked in Bordeaux and Beaujolais, Rob has developed a practical, ecological, and data-driven philosophy on viticulture. Wine and farming are his passions, and he says he is proud to oversee regenerative approaches to winegrowing in the UK.

Rob won the WineGB Sustainability in Viticulture Award in 2024.

