

Paleo Solution - 323

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Robb Wolf: Hey folks Robb Wolf here with another edition of the Paleo Solution Podcast. Today's going to be a little bit different. We're going to talk a little bit of sustainability, a little bit of booze, and I have Todd White from Dry Farm Wines, to talk to me about all that stuff.

Todd was referred to me within a 48 hour period from Julie Mayfield of Paleo Comfort Foods and also Mark the Sisson, Sisson and so it was kind of interesting, because both these people recommended that I reach out to you, Todd, and check out what you guys had going on. So it's super exciting to have you on the podcast.

Todd White: Hey man thanks. I'm glad to be here. It's just awesome. I think you have a great show and I'm really looking forward to being a part of helping your listeners think about sustainability and how to drink better wine and how to think about alcohol.

Robb Wolf: Cool, cool. Well it's funny because in my first book my drink of choice was a Norcal Margarita and I actually ragged on wines in the book. Part of that I actually like how they taste but I've hated how they make me feel.

I've tried finding like low sulfite wines, organic wines and everything. I knew that Mark Sisson had gone through a little bit of a similar process. Like he had been in a mode where he was doing a glass or 2 of wine in the evening and then he was like I don't know if my sleep's so good and he pulled it out. I guess you met him or talked to him and you were like hey man this stuff is really different and he's like yeah, yeah, yeah whatever. and then he actually gave it a shot and now I think he's vigorously promoting your offerings now. So tell the folks a little bit about that.

Todd White: Well Mark and I met at the Bullet Proof Conference last year where the official wine for many health and performance conferences including Bullet Proof and were the official wine for PaleoFX coming up next week where I know we'll see you.

I met Mark, Mark was just kind of wandering around the exhibit hall and I approached him. I have been a follower and I have never met him but I knew who Mark was. So I approached him and started talking to him about wine and he was like dude to tell you that he was highly skeptical is

an understatement. Like you know Mark is one of those guys, I like to say I talk about Mark's blog, Mark is one of the most credible people in the health influence marketplace right? And I know he's a longtime friend of yours but he's just super credible. He has a terrific research team. Mark really takes that responsibility very seriously.

So that being said he was like listen I don't drink wine anymore and I was like well listen you have to, you got to hear me out here because this is different. He's like, no, no, no, I don't really drink wine anymore and it makes me feel bad. I was like dude, I'm trying to tell you that this is different. So anyway after really kind of just being very persistent with him like 3 or 4 times while he was there he was finally, like okay, listen get in touch with me and you know maybe I'll take a look at it.

So I ended up going to his house in Malibu and doing a tasting for he and his wife and it was on a Saturday afternoon. Even he was still super skeptical when I got to his house. In fact, when I got there he was in the middle of watching a football game. It was like okay the wine guy's here to do the tasting so I got to put the football game on hold.

Anyhow did the tasting. We had an amazing connection. I said I'll get in touch with you in a week. I left some wine behind with them. I emailed a week later and Mark's always super short in his emails. He's super busy as he right so he's like one sentence, you were right, I'm a believer.

Since then, you know I did his podcast and we did his blog and he just been, a terrific friend and supporter of our wines. I know I sent you guys some wine, you definitely had a different experience with it right?

Robb Wolf:

Yeah, I really did. And this is where you know so before Todd and I were rolling on this, we were actually talking about ad placement podcast and different stuff like that and what's cheesy and what's not cheesy, and so this thing's going to sound like a big advertorial in a lot of ways.

But when you find something that works or like you enjoy it, it's kind of hard to do anything other than describe what actually happened. But I've been very blasé about wine for a long time because I would get like this really puckery mouth feel sometimes. And then within about 30 or 40 minutes after having a glass of wine, I just didn't feel good. Like it was kind of cognitive thing kind of foggy headed, it's not just booze because the Norcal Margarita didn't have the same effect on me.

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So we got a couple of bottles of wine and we cracked one open. I'm like oh, this thing's pretty good, and you know just flavor wise. And then I had

a glass and waited about 30 min and I'm like huh I feel pretty good and I had another glass and I'm like okay we'll see how that goes and I always still try to keep my booze intake well away from my sleep window just to try to mitigate any possible effects with that. So it's not like I was drinking and then going to bed but I slept that night, I woke up the next day and I felt fine where normally I would have my usual glass of wine feeling in the morning and I just didn't really have that.

I was probably even more suspicious than Mark was if that's even possible because Mark's seen it all, he's done it all. So I mean he just has a profound bullshit detector and you know mine was maybe even at a tighter tuned level than that. But I'm like okay I'll give this thing a shot and I dug around a little bit with what you guys were doing on the sustainability side. So I was like well okay, we'll give this thing a go and I really enjoyed it and didn't feel horrible afterwards.

That sounds kind of crazy because most people, I would've said okay wine is wine, all wines contain some sulfate, all wine have some alcohol, they've got water. They've got some grape you know components in there. So Todd what's really different about these wines such that I'm not feeling like complete crap afterwards?

Todd White:

Well I had the same experience. So as my nutritional programming became more and more regimented and tighter over the last few years, I've been cyclically ketogenic for probably 5 or 6 years. I've been in fulltime ketosis for almost 2 years and so I think it's my body and aging, and as I am going to explain to you in just a moment the wines have actually changed. How wine is being made has changed very materially over the last 2 or 3 decades and we'll talk about that in a moment.

But I think as like many of your listeners and you and Mark, and all of the people who endorse us and that we work with are all pretty tight on their diet and nutrition and fitness. As you become more sensitive, as your body you know kind of adjust to a healthier lifestyle then these components coming from the outside that are not healthy or more noticeable I think. So from my perspective, I just couldn't drink wine anymore. I lived right in the heart of the Napa Valley. I've been drinking wine in my entire life. I love wine and I love the taste of wine. I love the community around wine. I love the story around wine.

You know when you drink wines from around the world and all of our wines come from Europe. We don't represent any California wines and I'll tell you why when we talk about how wines are being made and particularly how US wines are being made.

But when you drink, when you're drinking from Hungary or Austria or Italy or France, it's kind of pretending around the dinner table with your friends and family, to explore and have this story of international exposure to the terrific wines. So that's part of the enjoyment factor as well.

The other thing with wine and particularly the wines that we select and curate which are all low alcohol so one of the aspects of wine that we curate is that all of our wines are 12 and half % in alcohol or below. And alcohol's a big deal. Alcohol is toxic and poisonous and it can be very dangerous and so we need to be careful with how we think about alcohol as a recreational drug and how we think about alcohol with health.

So we know that there's a ton of studies out there and all of your listeners have heard it. There's a ton of studies saying moderate red wine consumption is good for your health. The fact is that moderate is kind of where we get in to the problem.

So what's happened with the way alcohols being made over the last few decades is that the alcohol levels have risen steadily. So now typical wines are coming in at 14 and a half to 16 or 16 and a half percent. As I said, nothing we sell or represent or recommend that people drink is over 12 and a half percent. So the alcohol is the fundamental underlying issue that we begin with. So we just don't think that...we believe that using alcohol as a recreational drug and as a cultural drug is really interesting and very illuminating and raises that level of euphoria in the right dosage. But as I said alcohol is a toxin so is water and oxygen in the wrong dosage.

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Si with alcohol, like most everything else dosage really matters. So what I'm seeking in that dosage Robb is around the dinner table, I want to be able to have 2 or 3 or 4 glasses over the course of an evening. If I'm going to consume that amount of volume then I have to start with the lower dose in the underlined product. If not then we're going to leave that state of euphoria.

What I like to, what we're looking for and what enhances the community of dining and having wine and sharing stories and love and being around the community at the table with your friends and family is when you have a proper dosage of alcohol. You're having a rise in euphoria and expansion of creative expression right? So you're having like this kind of what I call the happy zone, right?

Robb Wolf: Right.

Todd White: But if you leave that happy zone, it doesn't mean you're messy or drunk. But if you leave the happy zone, you're going to start to have some compression and euphoria. You're certainly going to start to lose cognitive connection with your guest and you're going to start to lose that creative expression. So when the dose of alcohol gets too low or too high too quickly, you just lose that kind of freshness. And so it's really important to watch dosage.

Let's talk about for just a moment how US wines in particular and this is not only US issue but this is a global thing as well but particularly in the US. So you've got 51% of all wines made in the United States are made by just 3 giant companies. So you've had a consolidation in the industry.

Those 3 giant companies, they don't want you to know that. So you don't understand that when you go to the shelf, you see all of these. These 3 giants companies manage thousands of brands and labels and so they want you to believe you're drinking from a chateau or a farm house. In fact your drinking a highly manipulated, mass produced, factory product and this consolidation like in much agribusiness has happened over the last 30 or 40 years and wine is not unique to that. Many industries have been consolidated about these large, wealthy companies that have used their public buying power to scoop up all their competitors.

Robb Wolf: Right.

Todd White: So if you take it one step further, 70% of all wine made in the US is made by just the top 30 companies right? So here's what else has happened. As the alcohol levels went up so did the sugar levels. So residual sugar from fructose and glucose are high in wines to appeal to the American sweet tooth. So we believe that sugar, I believe, my company believes sugar is public enemy number 1.

Robb Wolf: Right.

Todd White: So I'm sugar free. We're anti-sugar and all of our wines are sugar free, and carb free which makes them also friendly to my ketogenic diet. Standard wines will not fit with my dietary program. They're simply too high in sugar and carbs.

So in addition to that and I'm going to stop here in a second, but in addition to that there are 76 chemical additives approved for the use in wine making in the US. We're going to talk about farming in a moment

because I know you want to talk about round up and the other poisons that are going on the vineyard and that's also, round up is the number one herbicide used in the US vineyards.

We'll get to that in a moment but the 76 chemicals additives that are approved by the FDA for the use in wine making, some of them are pretty nasty. Now the wine industry, has worked vigorously and very successfully to keep labeling off of wines. So you pick up a wine label, there's no contents there, there are no nutritional facts. The only thing reported is alcohol and guess what, the FDA does not even require that the alcohol stated in the bottle be correct. So by law they have a tolerance of a 1.5% and there's no enforcement even on that.

So what's happened is in the quest to make wines more profitable and to make wines faster, we've started to use a lot of chemicals to mitigate risk and to make wine faster not better. Cheaper, not better and the health aspect, nobody's even thinking about the health aspect.

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Robb Wolf:

A piece of that is the actual yeast that are used. Like in these traditional processes, they're using the yeast that naturally occur on the grape skins themselves, whereas the high production wine is using kind of an industrial yeast. Talk about that like that was super interesting.

Todd White:

Well there's a couple of things that are really contributing substantially to why you feel bad in commercial wines. The top 2 reasons in these long term in addition to the additives, I mean in addition to the additives that we just talked about.

But in the addition to the additives, there are 2 other problems with, 3 of the problems, sugar which we already covered. The 2 of the problems are, because Americans believe that the darker a red wine is most drinkers drink red wine. So Americans believe that the darker red wine is the better it's quality. Now there's no truth to that statement at all but that's just a perception so darker, richer, better. Not true.

But in order to get those darker colors, you have to have a long term soak on the skin. So grape juice from a white grape and grape juice from a red grape are both clear. How you get color in red wine is from soaking the clear juice on the skins, so keeping the skins and the seed and the juice in contact that's what gives red wine it's color.

Well when you have these long term soaks or macerations as they're called when you make wine, when you have a long maceration period will

soak on the skin, you have the significant increase in the bio amine like histamine and tyramine right.

So what's making most people feel bad is histamine. That's the reason you get this thing on the top of your head or you wake up with a brain fog or sort of attention or people feel flush that's all from histamine, or tyramine or other bio amine that is in wine.

The yeast, now here's the very critical difference between natural wines and I'm going to define on you for a moment, what makes a naturally made wine. You think all wines are naturally made but in fact they're not. There are hundreds of thousands of winemakers worldwide. Only about 500 of them make natural wines, truly natural and I'll describe those in a moment.

But one of the concepts or one of the aspects of a natural wine, is that the wine is fermented with the native yeast off of the grape skin that isn't indigenous to the vineyard in which it is grown, right? What happens with commercial wines and frankly you may as well call 99% of all US wines are made with a commercially manufactured yeast and the reason that they, which is not a natural product. It's a factory product, it's a chemical product and so the reason that the wine maker uses a commercial yeast as opposed to the native, and indigenous yeast to the grape is because that native yeast is difficult to control and needs a lot of coddling. So what happens now when a commercial wine maker makes a wine, he immediately kills the indigenous yeast. That's the first thing he does, because he can't control it so he just kills it and then he inoculates the juice with the commercial yeast. There's just a lot of thought that these commercial yeasts are also making people feel bad but there's not a lot of research to support any of this because there's nobody able to fund it.

Robb Wolf:

Right.

Todd White:

I mean the industry doesn't want to fund it and there's no one to fund it. In fact probably, virtually the only person in the US, certainly in the health influence market who's even talking about wine and educating people about the problems with these wines and why they're feeling bad.

You don't have to stop drinking wine. You just have to choose the right wines to drink. We obviously sell those wines and but there are other ways to get them. What we do is take our process further down the path. So we do independent lab testing. We bio certify a number of aspects of the wines that we sell. So we use a third party independent certified analyst to test wines on our behalf.

I'm drinking the same wines that you are, I'm drinking the wines that I'm selling my customers. And I don't want to put that poison in my body and I don't want to take the soul representation of the person who's selling it to us. We're doing independent lab testing to ensure that the alcohol is low, to ensure that it is sugar and carb free. To ensure that the sulfites are low. All of these things, that's the reason why the wines I have sent you or the wines that Mark drank or the Dave Asprey or Able James or all the folks who endorse us, the reason they do is because they drink these wines and they're like "Oh wow, I feel different, I can drink wine and enjoy this again."

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Robb Wolf:

Todd so all that stuff is absolutely fantastic. What about just like where your namesake comes from, the Dry Farm Wines? I was completely ignorant of like root depth in vineyards of the way that they should be versus the way that they actually are. I live in Nevada now but we're right over the mountains from California. We've had a extended drought which has let up this year but there's all kinds of concerns about water utilization and whatnot. Talk to folks a little bit about that kind of water utilization story when I guess the grapes are grown in a little bit more by bio dynamic fashion versus the way we have happening say in the wine country or you are currently.

Todd White:

Well where I live and all over California and all over the US, more than ninety-nine percent of all vineyards are irrigated. So our company Dry Farm Wines, the premise of our existence was that to purchase wines that were dry farmed and here's why.

Let's talk a bit about the farming and we can move over to some of the poisons from there in farming. So what I'm looking for in the food that I consume, what I'm looking for in the way I live my life, what I'm looking for in the wine that I drink is I want the purest, whole, natural product that I can get.

I'm looking for intervention against nature's logic. I happen to believe that nature has grape growing figured out pretty well after a few-thousand years. So after 10, 20,000 years of grape growing, I think nature has that figured out. So irrigation when we talk about intervention and farming, well chemicals are one intervention but let's start with the very foundation of intervention.

What begins to interrupt nature's logic? Water is the first intervention in that interruption of what I call nature's logic. so I want a whole natural product. In most of Europe, almost all of Europe irrigation is illegal. So in

the US it's virtually practiced almost at a hundred percent and there's a reason for that it's because the wine maker and the grower have better control over the outcome or more importantly the weight of the fruit.

See the fruit is sold by the ton. So the more water that's in it, the more it weighs all right. So again we're back to agro business putting profits before quality. So irrigation is the first point of intervention.

Here's what an irrigated grape vine looks like most of everything I'm telling you common sense well if you think about it just comes to the same conclusion. But an irrigated grape vine has a root ball that's about three feet in diameter. Runs about three or four feet deep, runs three to four feet across. Because it gets all of its water and nutrient directly from the surface. Just above it is a little drip hose and that's how it gets fed. Right? That's where it gets its water and it gets water regularly. We're going to talk about that in a moment when we get to how these chemicals maybe getting in wine.

It gets dripped on a regular basis right from the surface. So the roots are quite lazy and the plant is quite lazy because it just doesn't have to do anything. One of the principles in dry farming and the reason it's illegal in Europe is because the quality and character of the fruit that it creates. You may have seen dry farmed tomatoes and other fruits that tout this kind of dry farming process. The reason being is because it creates a more concentrated, more interesting fruit.

So you've got the irrigated grapevine it has very small root ball. However an un-irrigated grapevine over time will have roots that reach 30, 40, 50 even 60 feet deep because this vine is in search of water and nutrients, constantly struggling to produce its fruit. The grapevines' job is to produce fruit and then to have birds eat its seed and propagate, that's the grapevine's job is to produce this beautiful fruit the birds want to eat. They don't know anything about wine.

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Anyway when it struggles and when a vine stresses, it just produces a much more interesting quality of fruit which is again why irrigation is illegal in most of Europe because the European Appalachians do not want any single farm or irrigating and affecting the overall quality of the wine's produce from the Appalachia.

But once you get past the irrigation and if you're drinking American wines, there's a 99.9% chance you are drinking an irrigated product. I mean there's just so little that is not irrigated. Grapevines live for thousands of years without irrigation. In fact irrigation didn't come to

California until 1975. Again everything pre, early, mid1970's in California was un-irrigated as well. Again this agri-business evolved and we had this pursuit of profit and not quality, profit and not health. This is what's happened.

Then let's talk about Monsanto for a moment. Then you got roundup. Roundup is the number one herbicide used in US vineyards and as you know, in fact you forward me the study that came from Moms Across America who just recently—now the study had some problems but it did point out that roundup was testing positive in these wines, in California wines.

Robb Wolf: Like 99, essentially a hundred percent of them. Yeah.

Todd White: Well the study had some problems in fairness to the US wine industry. I kind of deconstructed the study a bit because that's the business I'm in, I understand these things. Now I would tell you that I think any tolerance is too high and you ought to have not poison in any of your wine.

The study is a little bit sketchy. It's anonymously funded. There were only 10 wine samples across three Appalachians. The lab, after a little bit of scrutiny, even admitted that their testing method had not been validated for wine.

All that being said, even though there was no peer review of the study, it seems that it's present and not in really terribly dangerous. Well any amount is dangerous from my perspective. So all the vineyards that we worked with are either organic or bio dynamic, meaning that there's no chemical of any kind being used in the vineyard or fed to the grape.

We don't really know how roundup is making its way into the wine. Nobody really knows that. It's speculated that irrigation may be playing a role. That's been the primary speculation. I don't know. No one really knows how it's getting there. You know Monsanto has told us that the plants themselves cannot absorb the poison. You can believe that for what you think its worth but it's concerning.

All of the farms we work with are completely chemical free.

Robb Wolf: I'll throw in probably, just for my nitpicky biochemistry background, synthetic chemical free.

Todd White: Yes a hundred percent chemical free.

Robb Wolf: Yeah.

Todd White: So think of it this way. In fact I'm going to guess about 30%, maybe a little more, about 30% of the farmers we work with still plow by horse, these farmers. When I use the word farmer, you see the people who make our wines and we work with about 150 natural farmers throughout Europe. The people who make our wines, the farmer is also the wine maker. They are not separate people because in the way that these wines are made, they're really grown in the vineyard. The wine is grown in the vineyard. So the quality of wine—about 90 percent of wine's quality is driven by the quality of the fruit from which the juice comes from.

If you start off with lousy fruit, you're going to have lousy win unless you doctor it up with a bunch of additives and colorations and acids and enzymes and all the shit that goes into American wine that makes is palatable o even snackable.

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The farmers who make our wine or grow our wine, I like to say. The farmers who grow our wine because making the wine—when a natural wine is made, it's completely un-manipulated unlike commercial wines. A natural wine is simply just grapes because the yeast is already on the grape. Then it ferments and has some aging period before its bottled. There's nothing else in it, nothing added, nothing taken away. It's a completely natural process.

Now it's more difficult, it's riskier to make these wines. They're harder to make than a commercial wine where you have a bunch of chemical process that are controlling the risk. Wine is a living thing. It has bacteria in it and it's got these enzymes. It's just a living thing. The interesting thing about wine or at least our wines because the alcohol content is about 12% on the average, most our wines are 88 percent water. Then the balance is ethyl alcohol and then polyphenols which make up a really small percentage of the actual content of wine but most of it is water.

Let me just step back to these farmers just one more second. These farmers are like activist farmers. They're like hippies who are like stewards, generally of multi-generational landholdings. These holdings have been in their families for multi-generations and these people are stewards of this very special place, their farm. I mean they take this responsibility and their relationship in the earth and also living soil.

When you poison soil with roundup or any other number or pesticides and herbicides that's all on the soil. When you poison the soil, you know it just looks dead. When you shovel up a piece of living soil, you can see

life in it. You can smell it. You know what I mean when you smell fresh soil that it is alive? You can just look at it, you can just feel it and you can see it and you can see things living in it. That's not what you find in commercially farmed soil. You can barely get a shovel in it in the first place right?

Robb Wolf: Right because of impaction. Which then if you do get some significant rainfall, the water runs off instead of re-pleting ground water and this where—maybe for some folks they're kind of like “I don't know if I'm seeing the connection between wine and sustainability or biodynamic food production.”

This is part of the story, this kind of self-replicated depending on what type of process we're looking at. To your point, some of these other processes are not as easily controlled, not as “Pull this lever, pull that dial and we get the outputs that we expect” but there's always these downstream unintended consequences. This soil compaction is one of the biggest factors. Erosion is a really big deal. Loss of ground water repletion is a big deal. Bio accumulation of toxic products is big deal. It all definitely adds up.

Todd White: Runoffs and living water streams. One of the crazy things is that I just seems so far beyond our control. But if everyone's contributing...the more consumer pressure we put on rejecting these products, rejecting these commercial products, the more support we show to the market place. We can make a difference in sustainability. We've got to be vigilant in supporting the people who are doing their part, who really want to make a difference. They require financial support because they're not getting support from the big man.

Robb Wolf: Right.

Todd White: Right? I think it's incumbent not just for wine or what we do but across food channels and local farmers markets and just being able to touch people who are trying to make a difference and who are living or walking their walk, right walking their talk and who believe that together we can make all a difference.

Robb Wolf: Right.

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Todd White: It does seem a little bit overwhelming, I'll tell you man. It's just like shit, we're just poisoning the whole Earth and it just seems like “Wow. What can we do?” But each of us if we remain vigilant and I know much of your audience feels and understands this. I know you feel this way but if we

each remain vigilant and trying to support the people who are trying to make a difference while rejecting these larger agri-producers who are driving the problem, I think it makes a difference.

Robb Wolf:

Absolutely. When you look at the changes in grass-fed meat production in the last 10 years, it's stunning. Whole Foods actually had on its charter about 10 years ago, they had a five-year plan for phasing out the meat department. Phasing out the meat department, all meat products out of the prepared food section because John Mackie, that's kind of what he promulgates, this vegan kind of approach.

Apparently I met the woman who does the meat buying for all the east coast Whole Foods. When I was cruising through her store she said "Are you Robb Wolf?" I'm like "Yeah." She said "This meat department is still here basically because of what you and all the Paleo folks." By extension and just kind of raising the awareness of about grass-fed meat and the difference in animal husbandry practices. What that does for the soil, carbon sequestration water runoff and etc. So that has seen a really explosive growth.

The interesting thing is when people pull themselves out of that loop where they are dependent on corn to feed the animals. If oil prices go up then corn prices go up and then they can't feed the animals. If there's a drought then there's problems there. The grass-fed meat producers have really weathered these economic and also environmental ups and downs with very little change to what they do. Whereas the people that are really bought into these super energy intensive, highly—very controlled by highly complex process. If there's a little chink in the system upstream then it can completely scuttle their whole process. It's an interesting time, it will be very interesting to see what all the stuff looks like five, ten years down the road.

Todd White:

Well again I think if we take the perspective of—nature had beef growing figured out long before the factory showed up. If every time we interrupt nature's logic and this is the same approach we take when we look at wine. Every time we interrupt nature's logic, then bad things are going to happen from that. It's going to get complicated and it's going to be unnatural. Nature has this figured out and it works. Cows know how to eat grass. They've been eating grass for a long time. The factory is the problem not the grass.

Anyway I think it's really interesting and you know we're all trying to make a difference in the contributions that we're making. Mine happens to be, at the moment, working on bringing sustainable wines that are

healthy to people who want to drink wine. It's really exciting to see the movement growing all across every spectrum of health and farming and people to the extent that they have time to pay attention, which is another challenge. To the extent that they have time to pay attention, a lot of people are really trying to make a difference.

Robb Wolf: Right. Well it has definitely made a on me. I thoroughly enjoyed the wine and also just learning more about the dry farming. We're getting ready to put in some grapes and we're also putting in some apples. Reno is kind of tough environment to grow things. It'll grow some things but the high desert scene is very extreme in temperatures, very extreme in water availability. But we're already getting that system rigged up for dry farming practice, whereas we were going to do the standard drip system and everything and now we're setting that up to encourage the kind of dry farming outcome on those. It's pretty exciting. It's already impacted my life in a very favorable way.

Todd White: Well it's more work I can tell you that. Anyway prepare yourself for a little bit of more work than dragging a drip hose over it.

Robb Wolf: You know Nikki's plan I think with this farm was to work me until I die and then she can get a younger, better looking husband and so.

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Todd White: Exactly.

Robb Wolf: It's just playing into the grand scheme perfectly. Todd, where can people track you down on the inter-webs if they want to check out the dry farm wines?

Todd White: So dryfarmwines.com. On all other social media we're dry farm wines. Anybody wants to write me, it's Todd@dryfarmwines.com. We have a promotion at the moment to the health community. We're giving a one penny bottle away to our new customers. Just dryfarmwines.com and you'll see the penny offer there.

Robb Wolf: Nice. Fantastic. So we'll have all that in the show notes. Todd, so are you going to be in Austin at PaleoFX? I know you guys are sponsoring the charity dinner there. Will I get to meet you in person?

Todd White: Yes, we will be there. We actually are sponsoring five dinners there.

Robb Wolf: Okay.

Todd White: We're actually doing a dinner, a private dinner, with the Able James and Allison. I'm sure you'll be invited too. We're going to be very, very busy in Austin for about a week.

Robb Wolf: Fantastic. Awesome.

Todd White: Yeah, we're looking forward to be in there. I encourage everybody. It's a great show. I would encourage any of your listeners to come join us at PaleoFX. It'll be a great time.

Robb Wolf: Cool. Well when this shows goes up I think it will be the two days before.

Todd White: That's right, yeah.

Robb Wolf: If they haven't bought tickets by then, they might be out of luck. Definitely we'll inform people how all that stuff goes. Todd it was great connecting with you, really grateful that both Julie Mayfield and The Sisson pinged me and told me that I needed to talk with you. It's been awesome learning about what you're doing.

Todd White: Awesome. High health to you my friend. Much abundance, peace and joy and thanks again for having me on today.

Robb Wolf: Awesome Todd. Take care. Will talk to you soon.

Todd White: Thanks. Bye-bye.

Robb Wolf: Bye-bye.

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