

# Jordan<sup>®</sup>

BRENT YOUNG  
Viticulturist

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Brent Young has served as Jordan viticulturist since 2008. His work as a harvest intern at the winery in 2005 led Winemaker Rob Davis to later create a new strategic position for Young focused on elevating our precision farming techniques and sustainable agriculture practices.

A fifth-generation resident of Sebastopol, Calif., Young comes from a long line of farmers specializing in Sonoma County dairy and agriculture. He was born in 1980 and attended Sebastopol schools before leaving for California Polytechnic State University in San Luis Obispo, Calif., where he received a Bachelor of Science degree in Wine & Viticulture with a Viticulture Concentration in 2005. He worked for Kunde Family Estate from 2006 to 2008 before returning to Jordan.

Under the guidance of Davis, Young led an extensive soil mapping study of every Jordan Estate vineyard block, which was completed in 2009. “It’s so great to work with a winemaker that has such history with the land and such passion for his work,” Young says. “The only tool Rob didn’t have available was a window to the soil, and I wanted to provide it using the latest advancements in soil research.” Rows are now micro-farmed according to soil type, texture and water-holding capacity, which in many cases means Young and Vineyard Manager Dana Grande now change irrigation, cover crops, thinning and other farming practices within a single row and many times within a single acre. Young is also using Global Positioning System technology to further divide the Jordan vineyard blocks, which will assist Grande and the vineyard crew to

effectively target each vine’s needs. The roughly 30 existing blocks were broken into an estimated 60 vineyard blocks by the end of 2010.

Young spearheads the ongoing project of rebuilding of our hillside irrigation systems, which began in 2009 to decrease water and electricity use while strategically targeting specific vines with water only when necessary. He’s also helped implement an electronic soil moisture program to measure soil moisture content and vine stress remotely from iPhones and computers. His latest project is integrating iPads into Jordan’s vineyard management.

Precision farming is closely linked to the sustainability philosophy Young follows. From diversity of cover crops and beneficial insects to composting and recycling, our sustainable practices span all aspects of viticulture. Young and Grande recently started Jordan’s certification process for Fish Friendly Farming and the new Certified California Sustainable Winegrowing program.

Named the 2011 “Outstanding Young Person in Agri-Business” by the Sonoma County Harvest Fair for his extensive community service and leadership in the Sonoma County farming community, Young is active with the Sonoma County Farm Bureau, Sonoma-Marin Young Farmers and Ranchers, Sonoma County Vineyard Technical Group and is a board member of the Analy High School agriculture department in Sebastopol. Other memberships include Sonoma County Winegrape Commission, American Society of Enology and Viticulture and California Certified Organic Farmers. He and his wife spend their free time showing cutting horses. He also shares his father’s love of restoring vintage cars, especially Woodies.

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