



JIM YOUNG

CEO & VINEYARD MANAGER OF ROBERT YOUNG VINEYARDS

A fourth-generation farmer with old-fashioned values and innate integrity, Jim Young enters the 21st century as a natural leader in California winegrowing. Jim is the oldest son of Robert Young. Like his father, he has a profound connection to the land and uncompromising attention to detail in caring for this land. "I learned from my parents that when you work hard at something, it has greater meaning." And nothing means more to Jim than family and the legacy of farming that he inherits with his siblings.

"We grow wine" has been the proverb for Robert Young Vineyards for almost four decades. The Young family has worked in partnership with other families and companies in the creation of superior California wines. While continuing to provide these associates with fruit from the Robert Young Vineyards, the Young family is embarking upon a new tradition. Jim Young stands at the helm of winegrowing for the Robert Young Estate Winery.

A graduate of the University of California at Davis, Jim earned a degree in plant science with a specialty in viticulture and enough credits for a double major in enology. This degree merely augments a lifelong education in farming. Picking prunes and then grapes, driving tractors and forklifts - this cyclical work of life on a farm offers the foundation of Jim's childhood.

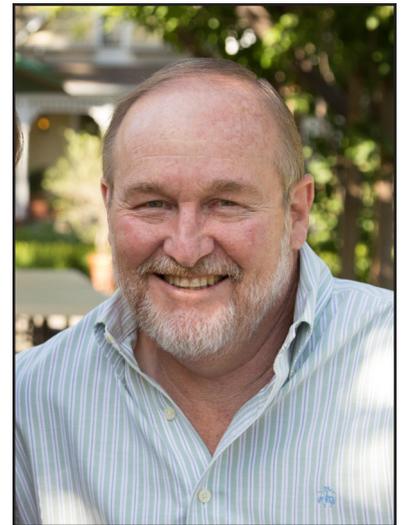
Upon graduation from university in 1975, Jim returned home to Robert Young Vineyards. Three years later, he tried his hand at amateur winemaking and entered six wines in the 1978 Sonoma County Harvest Fair. His efforts were greatly rewarded, as he swept the amateur division, receiving one gold medal, five silver medals and one bronze, while being honored with the highest award of the event - sweepstakes.

His apprenticeship with Robert Young Vineyards throughout this time was heightened, from taking out prune trees and expanding vineyards and crews, to working with wineries in negotiating grape prices. "I like the challenge of it," said Jim, who each year strives to produce a better crop. Aiming for that perfect balance includes using greater sustainable farming practices in the vineyards.

Robert Young's tradition of innovative farming continues with Jim. As early as 1987, Jim implemented the planting of 6-foot-wide vine rows. In an effort to create a more balanced vine within these narrower rows, he introduced the Scott Henry trellising system. "This system opens up the canopy and moderates the vigor of the vine. Assuring a larger canopy surface area and, therefore, healthier exposure of the grapes to sunlight, greatly improves flavors of the wine," explained Jim.

"We're doing something special with our Robert Young Estate wines," said Jim. "To arrive at the best possible quality for our

wines, we are dropping half of the crop. Maintaining respectful and collaborative relationships with other growers, vintners and educators is another tradition that Jim holds dear. "Dad taught us that research and experimentation are important.



He saw what the new trend was and that's where he would go. We always had university trials here, and working with the farm advisor, Dad experimented with different rootstocks. Having to pick the grapes and weigh them separately created more work, which was inconsequential to Dad," said Jim. "I am proud to carry forth this spirit of cooperation."

Jim Young is entrusted with the details of winegrowing that assure quality wine. Now, with his brother Fred and sisters JoAnn and Susan, he oversees the new winery. It is the balance - this perfect balance of family, tradition and respect - that provides the character and secures the future of the Robert Young Estate Winery.

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