



RODALE
INSTITUTE™



2020 ANNUAL REPORT

GROWING *the* ORGANIC MOVEMENT
SINCE 1947





Throughout 2020, as our global community was ravaged by the deadly coronavirus pandemic, the words our founder J.I. Rodale penned on a blackboard in 1942 took on new meaning.

As farmers, we've always felt our job is not to simply grow food, but to grow healthy people. This priority took center stage as our friends and families fell sick to a strange new disease.

In the early days of the pandemic, people had the opportunity to witness first-hand the shortcomings of our industrial food system: bare grocery shelves even as farmers dumped milk or plowed under crops. The closing of massive meat processing facilities. Kids and families going hungry as schools and institutions shuttered. And—perhaps most evident—a society riddled with diet-related diseases, such as obesity and diabetes, that left us vulnerable to this novel virus.

But we also found hope. Our community of generous supporters and partners like you has long known that there is another path. We saw a surge of support for local organic farmers and CSAs. We saw a renewed interest in gardening, as families took to the soil to plant precious, life-sustaining seeds. **We saw a shift in our society, and a growing interest in food and soil as medicine, as a greater number of our neighbors made connections between their food, health, and community resiliency.**

This is the true power of regenerative organic agriculture. At its best, **the way we farm has the power to heal both people and the planet.** It has the power to rebuild our soil health, to bless our earth with clean air and water and a sustainable climate, to nourish our bodies and to create community. Regenerative organic agriculture has the power to create the shared future we'd all like to see.

In these pages, you won't see the struggles of 2020. Sure, they were certainly there. But what you will see is the hope—the power of our community, who came together to educate beginning farmers, to transition farmland to organic, and to rebuild a food system that's centered on health and well-being.

Thank you for being part of that community. If we work together, the future can truly be organic.

Yours in partnership,

JEFF MOYER

Chief Executive Officer, Rodale Institute





RESEARCH *and* REGENERATE

Rodale Institute is a global leader in regenerative organic agriculture research. Our research is focused on having real-world impact and developing solutions to:

1 EMPOWER FARMERS TO GROW WITHOUT CHEMICAL INPUTS

Real-world solutions require real-world scenarios. That's why we're proud to celebrate the 40th year of the **Farming Systems Trial**, our organic vs. conventional comparison study that mimics the lifecycle of a grain farm over decades of weather patterns, soil changes, and more to develop strategies for organic farmers to succeed without pesticides.

But grains aren't the end of it—we have more than **25 active research projects!** We're constantly innovating to address the current needs of farmers—like our **new study on organic hog parasites** where we're experimenting with biofumigation and composting to prevent their spread without chemicals or pharmaceuticals.

2 MITIGATE AND RESPOND TO CLIMATE CHANGE

Preliminary results of our 40-acre **Watershed Impact Trial** have shown that higher soil organic matter under organic management systems leads to less soil compaction and higher water infiltration rates—making healthy, organic soils more resilient to extreme weather spurred on by climate change.

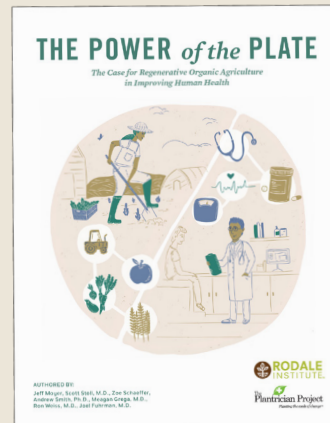
This, combined with findings from our **Industrial Hemp Trial** that show using hemp as a cover crop could reduce tillage for organic farmers, is building an even stronger case for regenerative organic farming as a more resilient farming system.

3 GROW HEALTHY, NUTRIENT-DENSE FOOD

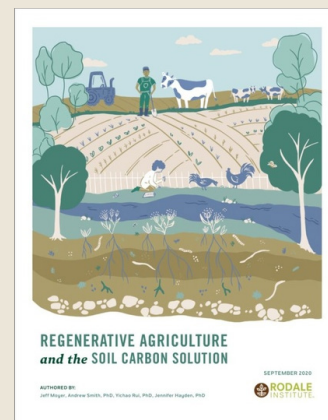
One of the first studies to measure side-by-side nutrient density of organic and conventional vegetables, our **Vegetable Systems Trial** is already demonstrating that organic sweet corn has a higher percentage of protein than conventional corn, making organic management a viable option to combat hidden hunger.

COMMUNICATING RESULTS

Our research is a catalyst for change. That's why Rodale Institute released two high-profile white papers in 2020 addressing critical issues: human health and climate change.



Published in partnership with The Plantrician Project, "**The Power of the Plate: The Case for Regenerative Organic Agriculture in Improving Human Health**" brought together doctors, nutritionists, and farmers to introduce the concept of "regenerative healthcare," a system in which regenerative organic farming and healthcare work together to inform a prevention-based approach to health.



"**Regenerative Agriculture and the Soil Carbon Solution**," published in partnership with The Carbon Underground and the Paloma Blanca Foundation, explores regenerative agriculture's capacity to remove carbon dioxide from the atmosphere and lock it underground—a win-win-win solution for farmers, consumers, and the climate.

Download these resources and more at:
RodaleInstitute.org/Resources



2020 IMPACT

by the numbers

- ▶ Worked with **266 farmer clients** to begin transitioning **11,963 acres** to organic
- ▶ Trained **9 beginning farmers** in growing, managing, and operating an organic farm through our on-site internship program, with **3** immediately beginning their farming careers
- ▶ Welcomed **10 military veterans** to our Veteran Farmer Training Program
- ▶ Engaged at least **4,500 participants** in workshops, webinars, and other events while pivoting to a virtual format
- ▶ Enrolled **over 500 students** in Rodale Institute's new Virtual Campus for on-demand learning
- ▶ Engaged **47,500 attendees** at the 2020 Pennsylvania Farm Show

EMPOWERING FARMERS

is at the Core of Our Work

FARM CONSULTING: ORGANIC OHANA

They say it takes a village to raise a child, but it also takes a village to grieve one. Francine and Scott Huber know that firsthand—they lost their son, Kainoa, to a drug overdose in 2017.

The Hubers have redirected their grief into their community, starting the nonprofit Kainoa's Ohana, an organization that helps people struggling with addiction and other issues reconnect to themselves, each other, and the land through hands-on training in organic farming. But before they could start, they needed to learn to farm.



“Rodale Institute is synonymous with an organic lifestyle,” said Francine Huber. “I reached out directly to inquire about consulting services. With help from the staff at Rodale Institute, we are now able to move in the direction of our vision.”

From a vineyard to chicken coops and vegetable fields, Kainoa's Ohana is now working with Rodale Institute's Organic Farm Consulting Services to promote healing through the land—a philosophy that is close to Fran's Hawaiian heritage. Going organic was a crucial part of that mission.

“We didn't feel that we could offer green therapy if we are wearing chemical gloves and respirators,” said Francine. “We want to be able to see earthworms and reach into the dirt with bare hands. Something about that makes you feel good.”

Alongside Rodale Institute's Organic Consultants, Kainoa's Ohana will obtain grant funding, certify their land as organic, and find ways to not only grow food, but to heal souls, through the land.

“Human health does not occur unless you have mental health, and we offer a place of non-judgement,” explained Francine. “If we can help one young adult, our mission is accomplished and Kainoa's name lives on.”

Read about Kainoa's Ohana and their mission at:

KainoasOhana.com

Learn more about our farmer consulting services at RodaleInstitute.org/Consulting

PAY IT FORWARD

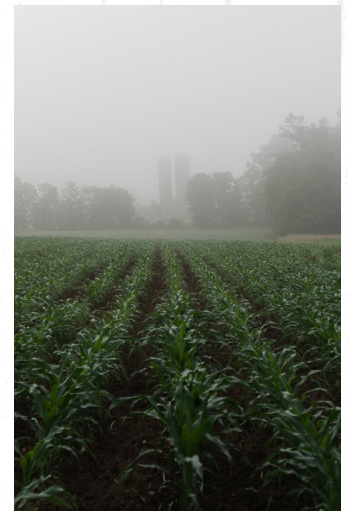
The regenerative organic community is built on support: of the soil, of the ecosystem, and of each other. Learn how our community projects are supporting farmers and families.



Photo: Green Heffa Farms

◀ Rodale Institute recently launched a micro-grant program specifically for small-scale Black, Indigenous and People of Color (BIPOC) farmers to encourage involvement in the organic movement. We awarded 12 projects in our inaugural round of funding.

► Rodale Institute's Board of Directors put our money where our voice is by investing \$2 million of the organization's endowment in Iroquois Valley Farmland REIT, an organic farmland real estate investment trust that provides leases and mortgages to organic farmers that otherwise struggle to access land.



▲ Produce grown by beginning farmers at Rodale Institute's headquarters was distributed to local hospital patients as part of the Food Pharmacy Project, a research trial studying the impact of organic fruits and vegetables on lifestyle diseases in food desert communities.

Sharing Knowledge, SHARING HOPE



HOW FARMS FLOW DOWNSTREAM

Grow Clean Water, a family-friendly consumer education campaign from Rodale Institute connecting issues of food and farming to clean water, has expanded its outreach to families in the Philadelphia region.

A new mural by Philadelphia artists at Amber Art & Design called “Farming in Harmony” was installed at Rodale Institute’s headquarters in Kutztown, Pennsylvania. Using art from the Rodale family as well as images of farms, water, and nature, Farming in Harmony reminds us that we are all connected through soil, the land, and the water.

Grow Clean Water also established its first educational hub at The Viaduct in the Spring Arts neighborhood of Philadelphia, in collaboration with the creative studio Cohere. This secret garden space includes educational signage explaining the importance of organic agriculture, healthy soil, and more. A center for gathering, Rodale Institute held its first Earth Day event at The Viaduct in 2021.

For those who can’t visit a farm, Grow Clean Water has also developed a new virtual reality, 360° tour of the Rodale Institute headquarters, transporting kids and adults alike to the place where food, farming, and water all connect.

Learn more at [GrowCleanWater.org](https://www.GrowCleanWater.org)

ORGANIC, ON DEMAND!

2020 was the year of virtual, so we’ve launched a Virtual Campus featuring on-demand courses taught by our experts, partners, and more. Courses features topics such as Transition to Certified Organic and Hobby Beekeeping.

Check us out at [Courses.RodaleInstitute.org](https://www.Courses.RodaleInstitute.org)

AMBASSADORS OF CHANGE

Rodale Institute is proud to engage our Ambassador Network—a community of influential changemakers—to spread our shared message of regenerative organic agriculture to a larger audience.

Some of our committed ambassadors include:



CHRISTA BARFIELD
Organic Farmer,
Activist & Entrepreneur



MARCI ZAROFF
Ecolifestyle
Pioneer & CEO



TIMOTHY HAMMOND
Gardener & Grower



GREGORY ALAN ISAKOV
Organic Farmer & Musician



JEAN-MARTIN FORTIER
Organic Farmer,
Author, & Educator

See the full list at [RodaleInstitute.org/Ambassadors](https://www.RodaleInstitute.org/Ambassadors)



**Regenerative
Organic
Certified™**

100% REGENERATIVE ORGANIC

The Regenerative Organic Certified™ standard is officially open for business! Farms across the globe can now apply for the only certification that regulates guidelines for “regenerative organic” products. This high-bar standard, co-developed by Rodale Institute and other members of the Regenerative Organic Alliance, uses USDA Certified Organic as a baseline on which to build even higher requirements for soil health, animal welfare, and social fairness.

Learn more at [RegenOrganic.org](https://www.RegenOrganic.org)

RODALE INSTITUTE *in your backyard*

As the organic movement grows, so does our community. We're proud to be working in the country's largest agricultural communities to find regionalized solutions to farmers' most pressing challenges.



Kitchen Table Talks

In collaboration with the **Rodale Institute Midwest Organic Center** in Marion, Iowa, our Organic Farm Consulting Services now have even more experts in the Midwest! Léa Vereecke and Nic Podoll are working directly with farmers in Wisconsin, Minnesota, the Dakotas, and beyond, meeting them in the fields or at their kitchen table. This one-to-one mentorship model empowers farmers to overcome barriers to entry and successfully transition to organic.

Growing Greener in Georgia

The **Rodale Institute Southeast Organic Center** in Chattahoochee Hills, Georgia is certified organic! Our team in the Southeast has successfully certified 85 acres through the Georgia Crop Improvement Association Organic Certification Program.

Thirteen of the Center's 15 growing fields, as well as a brand-new greenhouse, are officially recognized as organic. Our Southeast staff will use the remaining two conventional fields to grow conventional crops for side-by-side comparison research, including a study of organic inputs on vegetable growth, conducted in partnership with Clemson University.



Adopt-A-Row

The **Rodale Institute California Organic Center** has built connections with its Ventura County, California community, including nonprofit The Abundant Table, an organic certified farm and BIPOC- and women-led worker collective. Together, these two organizations allowed local families to adopt a no-till pumpkin patch to maintain and learn about pests, weeds, and growing food.

PA Born & Raised

We may have boots on the ground across the country, but our roots are still in PA. Our four campuses in Pennsylvania (**the Founders Farm, St. Luke's Rodale Institute Organic Farm, Pocono Organics & our headquarters**) are expanding Rodale Institute's impact every day.



And now we're excited to establish a fifth Pennsylvania location in Lebanon County: the **Cornwall Manor-**

Rodale Institute Trailside Organic Farm! This farm will provide organic food for Cornwall Manor, a premier senior living community, and will improve the health and quality of life of their residents each day.

Donor Story

A FATHER'S LEGACY, A DAUGHTER'S MISSION



Cynthia Rintye found herself at a crossroads. Both her parents had recently passed, leaving her with an inheritance mainly gained from her father's work as Vice President of a large agri-processor in Illinois.

The Atlanta-based performer and writer knew that her father's company had led production in corn syrups and soybean oil, staples of highly processed foods produced in chemical-heavy, mono-crop farming operations.

"These were not bad people, but I now see the destructiveness of the fertilizers, herbicides, and pesticides employed in this production," said Rintye. "I believe the industry my father worked in all his life is poisoning people and the planet."

Rintye knew that she wanted to use the money for something that would leave the world better than she found it. She was introduced to Rodale Institute through a podcast on human health and decided to join the Institute's monthly giving program, Perennial Partners.

"Being a Perennial Partner with Rodale Institute allows me to take some of the profits of Big Ag and use it to help make a better path forward for agriculture and the planet," explained Rintye. "If humans are going to thrive, we have to be better stewards of the earth, and regenerative organic agriculture is an essential step in that direction."

Today, Rintye feels that by supporting Rodale Institute every month, she's doing her part to ensure a healthier world for her son.

"My father did well," she said. "I am trying to do good."

JOIN THE J.I. RODALE LEADERSHIP SOCIETY

*Thank you, major donors, for your support in 2020!
You are making a true impact.*

Our community of organic leaders is growing, and we hope you will consider joining this group of change-agents in healing the world. To become a member, email us at LeadershipSociety@RodaleInstitute.org or call 610-683-1400.

HARVEST DONORS \$10,000 and above

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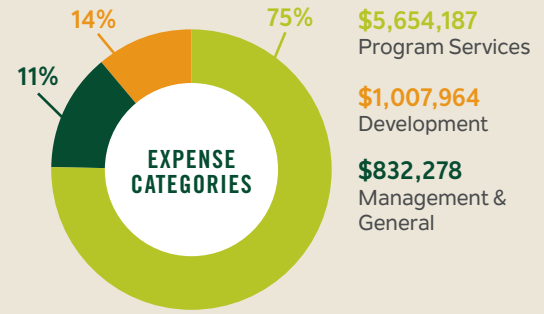
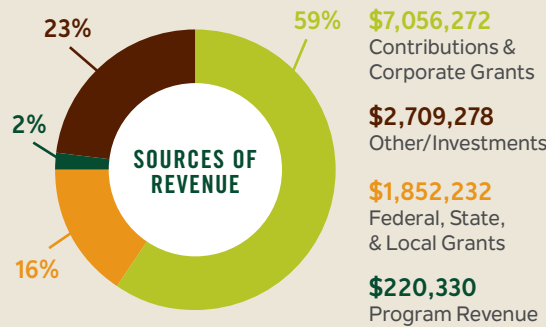
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Elnatan and Lianna
Levine Reisner

J.I. RODALE
**LEADERSHIP
SOCIETY**



2020 FINANCIALS



STATEMENT OF ACTIVITIES

REVENUE, GAINS, AND SUPPORT	WITHOUT DONOR RESTRICTIONS	WITH DONOR RESTRICTIONS	TOTALS	
			2020	2019
CONTRIBUTIONS AND CORPORATE GRANTS	\$3,338,358	\$3,717,914	\$7,056,272	\$5,317,356
FEDERAL, STATE AND LOCAL GRANTS	1,602,232	250,000	1,852,232	1,381,007
EDUCATION AND STORE	77,951	-	77,951	102,872
FARM SALES	142,379	-	142,379	178,127
OTHER	117,591	-	117,591	175,220
Spending policy distribution from investments without donor restrictions	-	-	-	-
TRANSFERS				
Endowment spending policy distribution	593,646	(593,646)	-	-
Net assets released from restrictions	2,080,010	(2,080,010)	-	-
TOTAL REVENUE, GAINS AND SUPPORT	\$7,952,167	\$1,294,258	\$9,246,425	\$7,154,582

EXPENSES

PROGRAM SERVICES				
STRATEGIC SOLUTIONS TEAM	\$4,267,771	\$-	\$4,267,771	\$3,499,578
COMMUNICATIONS	763,091	-	763,091	843,282
EDUCATION	623,325	-	623,325	560,215
SUPPORTING SERVICES				
MANAGEMENT AND GENERAL	832,278	-	832,278	665,346
DEVELOPMENT	1,007,964	-	1,007,964	577,316
TOTAL EXPENSES	7,494,429	-	\$7,494,429	\$6,145,737
CHANGE IN NET ASSETS BEFORE OTHER CHANGES	\$457,738	\$1,294,258	\$1,751,996	\$1,008,845
OTHER CHANGES				
Investment income (loss), net of spending policy distribution from investments without donor restrictions	1,251,284	1,273,509	2,524,793	3,610,211
Change in value of beneficial interest in perpetual trust	-	66,894	66,894	78,125
TOTAL OTHER CHANGES	1,251,284	1,340,403	2,591,687	3,688,336
CHANGE IN NET ASSETS	\$1,709,022	\$2,634,661	\$4,343,683	\$4,697,181

STATEMENT OF FINANCIAL POSITION

ASSETS	TOTALS	
	2020	2019
CASH	\$5,200,096	\$1,349,586
CONTRIBUTIONS AND GRANTS RECEIVABLE	3,933,302	2,437,016
ACCOUNTS RECEIVABLE	144,433	122,816
PREPAID EXPENSES AND OTHER ASSETS	115,150	37,324
INVESTMENTS	23,304,944	24,395,187
BENEFICIAL INTEREST IN PERPETUAL TRUST	636,497	569,603
PROPERTY AND EQUIPMENT, NET	4,790,265	4,692,659
TOTAL ASSETS	\$38,124,687	\$33,604,191

LIABILITIES

ACCOUNTS PAYABLE AND ACCRUED EXPENSES	\$783,403	\$639,480
REFUNDABLE ADVANCES	42,738	-
NOTES PAYABLE	19,041	28,889
TOTAL LIABILITIES	\$845,182	\$668,369

NET ASSETS

WITHOUT DONOR RESTRICTIONS	\$17,774,277	\$16,065,255
WITH DONOR RESTRICTIONS	19,505,228	16,870,567
TOTAL NET ASSETS	\$37,279,505	\$32,935,822
TOTAL LIABILITIES AND NET ASSETS	\$38,124,687	\$33,604,191



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