



RODALE
INSTITUTE™



2019 ANNUAL REPORT

GROWING *the* ORGANIC MOVEMENT
SINCE 1947





At Rodale Institute, we know it's not enough just to talk about the benefits of regenerative organic agriculture. **You have to get your hands dirty.**

Our conventional, industrial agriculture system is putting people and the planet at risk. Human health, the climate, and our environment are all struggling under our broken food system. That's why we're forging a new path—providing real, on-the-ground solutions directly to farmers and consumers across the globe.

Your support of our mission has put trained consultants on farms across America to help transition them to organic and reduce the use of chemical inputs. Because of you, Rodale Institute has been able to expand from our home state of Pennsylvania into agricultural heartlands throughout the country, bringing research and education straight to the farmers that desperately need it.

We know that every farm and region is different. "One size fits all" doesn't work in organic agriculture, a holistic approach that focuses on regenerating the soil. **You've allowed Rodale Institute to tailor solutions to a region's farmers, crops, and soil types—ensuring that we grow this country's organic acreage.** Because of you, we're out in the farming community, building a network of regenerative organic pioneers that are taking the next steps to improve their soil, build resilient agriculture, and deliver healthy food to your families.

You're investing in a better world: one that is productive for future generations. You're meeting the challenge head on. You've trusted Rodale Institute to shake the hands of the farmers that are changing your food system.

In this report, you'll read exactly how your gift has brought the groundbreaking research of Rodale Institute directly to farmers, as well as how you've helped take the regenerative organic mission straight to grocery stores and doctor's offices with new food labels and health initiatives.

As a supporter of Rodale Institute, and our shared mission of regenerative organic agriculture, you're making a tangible difference in our food system, one day at a time. We're committed to being part of the solution with you—for your family, and the planet.

Thank you for your leadership in building the most important community of our lifetimes. **Together, we're out there changing the world—because the future is organic.**

Sincerely,

JEFF MOYER

Chief Executive Officer, Rodale Institute



ROOTED *in* SCIENCE

At Rodale Institute, we have three primary research objectives: creating solutions for farmers that don't rely on chemical inputs, mitigating and responding to climate change, and growing the most nutrient-dense food possible. We believe change is best effected when it's backed by rigorous science—that's why our comparison trials run for years—even decades—making us the global leader of regenerative organic agriculture research.

RESEARCH RESULTS



FARMING SYSTEMS TRIAL

Started in 1981, FST is the longest-running side-by-side comparison of organic and conventional grain cropping systems in North America, representing 70% of U.S. agriculture.

In 2019, research in FST found that organic oats contained higher levels of essential amino acids, confirming that the nutrients in food may be significantly altered by farming practices.



WATERSHED IMPACT TRIAL

A collaboration with Stroud Water Research Center and the William Penn Foundation, the Watershed Impact Trial compares organic and conventional management systems to determine their impact on clean water.

Water infiltration data has shown that organic soils can absorb 3 to 5 times the water of conventional soils, making organic systems more resilient to extreme rainfall and other weather events.



VEGETABLE SYSTEMS TRIAL

Completing its third growing season in 2019, VST compares organic and conventional vegetable systems, with a specific focus on nutrient density in crops like potatoes, squash, sweet corn, and green beans.

Preliminary results from VST show that after only three years, soil health has improved significantly in the organic systems, while the conventional systems are slowly degrading.



INDUSTRIAL HEMP TRIAL

A multi-year research project, the Industrial Hemp Trial is exploring hemp's potential to suppress weeds, add diversity, and improve soil health after its re-legalization in the 2018 Farm Bill.

Results from 2019 show that hemp is able to mine and accumulate heavy metals in its tissues, making it a viable bioremediation crop.

Wait...there's more! While Rodale Institute's research is focused on long-term comparison trials, our scientists are working on more than 25 research projects ranging from pastured pork to carbon sequestration.

BOOTS *on the* GROUND

Rodale Institute is committed to growing the organic movement by supporting the farmers who are at its core.



Marcie Boettger and Michael Conner have transitioned over 800 acres of their Gilbertsville, PA farm to organic with the help of Rodale Institute's Organic Crop Consulting Service.

FARM CONSULTING

Rodale Institute's Organic Crop Consulting Service, launched in 2019, puts trained agronomists and certification experts on farms in a one-on-one mentorship model, advising transitioning farmers on everything from field planning to certification.

At Sarahsway Farm in Gilbertsville, Pennsylvania, owners Michael Conner and Marcie Boettger are working with Rodale Institute to transition more than 800 acres to organic production.

To Conner, the biggest obstacle to becoming certified was the lack of resources and education. Rodale Institute was able to provide the resources he needed, helping him realize that transition was not only possible, but provided a better future for their farm and the planet.

"Since we've transitioned, we have so many people that want to support us and give us land," said Conner. "They're happy about what we're doing in the neighborhood because we're not putting stuff there that's going to affect their kids or the food supply or the underground water supply. When we applied, we were at 280 acres, and now we're at over 820."

The Institute's Organic Crop Consultants worked with Sarahsway Farm to conduct soil tests and complete organic certification paperwork. Thanks to generous funding from the PA Dept. of Agriculture, this service is free for Pennsylvania farmers for a limited time.

Find out more at RodaleInstitute.org/Consulting.

SHARING RESOURCES: RODALE INSTITUTE CAMPUSES

Rodale Institute is currently comprised of 7 campuses, including:



The St. Luke's Rodale Institute Organic Farm, which provides organic produce for hospital patients and hosts medical students as farm interns, supplementing their training in nutrition.



Pocono Organics, a rapidly expanding hub in Long Pond, PA, which recently added 300 acres to their operation and is building new greenhouses.



The Rodale Institute Founders Farm, the original site of the Institute, which was gifted to Rodale Institute by the Rodale family in 2018.

2019 IMPACT: BY THE NUMBERS

- Worked with **66 farms** to begin transitioning **3,700 acres** into organic production
- Hosted **9 beginning farmers** in the Agriculture Supported Communities internship program
- Trained **11 military veterans** in the Veteran Farmer Training Program
- Graduated **6 students** in collaboration with the Delaware Valley University Organic Farming Certificate Program
- Engaged more than **1,600 participants** in over **45 educational events** including workshops, webinars, tours, and field days
- Connected with **over 47,000 visitors** at the 2019 Pennsylvania Farm Show

BRINGING *the* FARM *to* YOU

Our movement is rooted in the families that choose organic for their health and the health of the planet. That's why we're doing more to help everyday people make informed decisions about their food.

A NEW LABEL FOR A NEW ERA

Products bearing the Regenerative Organic Certification (ROC), a new high-bar label pioneered by Rodale Institute, Dr. Bronner's, Patagonia, and other members of the Regenerative Organic Alliance, have officially hit store shelves.

The ROC goes above and beyond certified organic to not only remove chemicals from our food, but to ensure that the health of the soil, welfare of animals, and well-being of farmworkers are protected. This label serves as a signal for consumers that their purchase was produced with every care possible to protect the health of people and the planet.

With a pilot program that spanned 9 countries completed in 2019, the certification has officially rolled out.



Here's some of the products you can now find with the Regenerative Organic Certified label:

- Dr. Bronner's Coconut Oil
- Grain Place Foods Popcorn
- Patagonia Provisions Chile Mango Snacks
- Nature's Path Regenerative Organic Instant Oatmeal

Learn more at RegenOrganic.org.



Each year, Organic Farmers Association members travel to Washington, D.C. to bring the concerns of organic farmers to policymakers.



GIVING A VOICE TO ORGANIC

In 2019, the Rodale Institute-sponsored Organic Farmers Association (OFA) made significant strides in getting organic agriculture on the national policy stage. This included a climate change forum held in Iowa attended by Senator Bernie Sanders, as well as soliciting policy positions on organic agriculture from other Presidential candidates. OFA also welcomed a new Policy Director, Patty Lovera, who will lead OFA's policy priorities and relationships on the Hill.

THE FOOD/HEALTH CONNECTION

Rodale Institute's Mobile Market, a portable food stand that delivers organic products to food desert communities throughout the Lehigh Valley, took the next step to strengthening the link between food and health by partnering with Lehigh Valley Health Network (LVHN). One of the biggest hospital systems in Eastern Pennsylvania, LVHN worked with Rodale Institute to set up pop-up Mobile Market locations, with live cooking demonstrations, at four of their hospital campuses.

Future plans for the Mobile Market include providing organic fruits and vegetables directly to LVHN patients in the course of their treatment through a prescription produce initiative. Mobile Market products can be purchased using Supplemental Nutrition Assistance Program dollars.

GROWING *our* ROOTS

Our three new Regional Resource Centers ensure that farmers can access relevant research and education—on their soils, crops, climates, and in their backyards.

REGIONAL RESOURCE CENTERS

Rodale Institute's Regional Resource Centers serve as research and education hubs in U.S. agricultural hotspots, aimed at providing tailored science and programming to farmers across the country.



Rodale Institute Southeast Organic Center
in Chattahoochee Hills, GA

Rodale Institute Southeast Organic Center

PARTNERS:

Rodale Institute, Many Fold Farm

WHERE:

Chattahoochee Hills, Georgia

WHAT:

Located on a former cheese house, this Center will establish long-term research trials, as well as study cover crop options for organic corn, livestock integration, and organic vegetable production.



Rodale Institute Midwest Organic Center in Marion, IA

Rodale Institute Midwest Organic Center

PARTNERS:

Rodale Institute, Indian Creek Nature Center, Frontier Co-op

WHERE:

Etzel Grove Sugar Farm, Marion, Iowa

WHAT:

The heart of Rodale Institute's organic crop consulting program in the Midwest. Current research trials include cover crop water usage, soil respiration, pest detection, soil health recovery, and improving plant growth.



Rodale Institute California Organic Center in Ventura County, CA

Rodale Institute California Organic Center

PARTNERS:

Rodale Institute, Ventura Seed Company

WHERE:

McGrath Family Farm, Ventura County, California

WHAT:

This Center will provide resources for farmers in the nation's number one organic state with research trials studying crop nutrition, weed management, crop rotation, irrigation and organic pest and disease control.

Donor Story

REBECCA & ROSS WILLIAMS

Rebecca and Ross Williams host the Rodale Institute Southeast Organic Center at their property, Many Fold Farm, where they are working with Rodale Institute to continue their life's work of improving soil.



When the owners of the recently closed Many Fold Farm in Chattahoochee Hills, Georgia heard the news that Rodale Institute was seeking a location for a new southern Regional Resource Center, they knew it was an important opportunity.

“I remember hearing about it and feeling like I was floating in my chair,” laughed Rebecca Williams. “It seemed like a great way to revive our operation and tell our story while providing resources to the Southeast that aren’t there.”

Many Fold Farm is now the site of the Rodale Institute Southeast Organic Center. To Williams, Rodale Institute’s dedication to scientific research and long-standing reputation made contributing her life’s work to the organization a no-brainer.

Looking forward, Williams is excited to solidify a partnership built on soil health that she feels is a new level of giving back.

“There are many ways that people can be supportive of organizations,” said Williams. “It is a gift to get to partner with one that I am aligned with. I would love to see more opportunities in the world for philanthropic partnerships like this.”

JOIN THE J.I. RODALE LEADERSHIP SOCIETY

Thank you for your support in 2019.

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.

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\$10,000 and above

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Christopher and Deirdre Ely
Alice Franklin
Jerry and Carolyn Holleran
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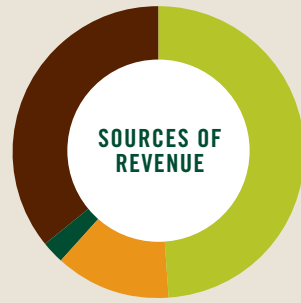
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*And thank you to our
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J.I. RODALE
**LEADERSHIP
SOCIETY**



2019 FINANCIALS

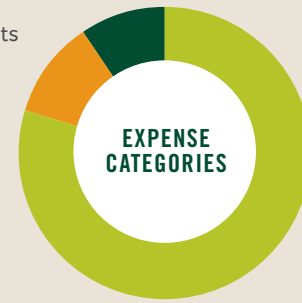


49%
\$5,317,356
Contributions & Corporate Grants

36%
\$3,863,556
Other/Investments

13%
\$1,381,007
Federal, State, & Local Grants

2%
\$280,999
Program Revenue



80%
\$4,903,075
Program Services

11%
\$665,346
Management & General

9%
\$577,316
Development

STATEMENT OF ACTIVITIES

REVENUE, GAINS, AND SUPPORT	WITHOUT DONOR RESTRICTIONS	WITH DONOR RESTRICTIONS	TOTALS	
			2019	2018
CONTRIBUTIONS AND CORPORATE GRANTS	\$2,222,959	\$3,094,397	\$5,317,356	\$9,668,872
FEDERAL, STATE AND LOCAL GRANTS	1,131,007	250,000	1,381,007	1,152,869
EDUCATION AND STORE	102,872	-	102,872	108,436
FARM SALES	178,127	-	178,127	199,932
OTHER	175,220	-	175,220	153,604
Spending policy distribution from investments without donor restrictions	-	-	-	365,403
TRANSFERS				
Endowment spending policy distribution	538,886	(538,886)	-	-
Net assets released from restrictions	1,855,901	(1,855,901)	-	-
TOTAL REVENUE, GAINS AND SUPPORT	\$6,204,972	\$949,610	\$7,154,582	\$11,649,116

EXPENSES

PROGRAM SERVICES				
STRATEGIC SOLUTIONS TEAM	\$3,499,578	\$-	\$3,499,578	\$2,917,134
COMMUNICATIONS	843,282	-	843,282	1,148,761
EDUCATION	560,215	-	560,215	-
SUPPORTING SERVICES				
MANAGEMENT AND GENERAL	665,346	-	665,346	645,148
DEVELOPMENT	577,316	-	577,316	544,863
TOTAL EXPENSES	6,145,737	-	\$6,145,737	\$5,255,906
CHANGE IN NET ASSETS BEFORE OTHER CHANGES	\$59,235	\$949,610	\$1,008,845	\$6,393,210
OTHER CHANGES				
Investment income (loss), net of spending policy distribution from investments without donor restrictions	1,901,050	1,709,161	3,610,211	(1,146,016)
Change in value of beneficial interest in perpetual trust	-	78,125	78,125	(74,219)
TOTAL OTHER CHANGES	1,901,050	1,787,286	3,688,336	(1,220,235)
CHANGE IN NET ASSETS	\$1,960,285	\$2,736,896	\$4,697,181	\$5,172,975

STATEMENT OF FINANCIAL POSITION

ASSETS	TOTALS	
	2019	2018
CASH	\$1,349,586	\$189,963
CONTRIBUTIONS AND GRANTS RECEIVABLE	2,437,016	1,187,935
ACCOUNTS RECEIVABLE	122,816	829,231
PREPAID EXPENSES AND OTHER ASSETS	37,324	62,985
INVESTMENTS	24,395,187	21,298,130
BENEFICIAL INTEREST IN PERPETUAL TRUST	569,603	491,478
PROPERTY AND EQUIPMENT, NET	4,692,659	4,776,601
TOTAL ASSETS	\$33,604,191	\$28,836,323

LIABILITIES

ACCOUNTS PAYABLE AND ACCRUED EXPENSES	\$639,480	\$444,747
DEFERRED INCOME	-	114,477
NOTES PAYABLE	28,889	38,458
TOTAL LIABILITIES	\$668,369	\$597,682

NET ASSETS

WITHOUT DONOR RESTRICTIONS	\$16,065,255	\$14,104,970
WITH DONOR RESTRICTIONS	16,870,567	14,133,671
TOTAL NET ASSETS	\$32,935,822	\$28,238,641
TOTAL LIABILITIES AND NET ASSETS	\$33,604,191	\$28,836,323