

Gaining Ground:

The 10 Million-Acre Solution to Restoring Our Soil

Rodale Institute's Transformational Campaign
to Improve Human and Planetary Health

RODALE INSTITUTE™



Dear Friends,

Nearly 80 years ago, J.I. Rodale planted an idea far ahead of its time: that the health of our soil is inseparable from the health of our food and our people. What began as a radical belief has grown into a movement, grounded in decades of scientific discovery and strengthened by generations of farmers, researchers, partners, and supporters who believe a healthier future is possible.

Today, we stand at a defining moment.

Our farmers, communities and ecosystems face extraordinary challenges. But within these challenges lies an equally extraordinary opportunity to reshape the future of agriculture. We have the science. We have the knowledge. And we have nearly eight decades of experience demonstrating that organic and regenerative organic agriculture offers a path forward.

Now we must bring these solutions to scale.

Through the 10-Million Acre Solution, we are taking the next bold step in our history: turning generations of scientific discovery into meaningful change with the goal of catalyzing the transition of 10 million-acres of farmland to organic and regenerative organic practices by 2030.

This is about more than changing how we farm. It is about restoring the health of our soil, strengthening rural economies, protecting our natural resources and creating a healthier, more resilient world for generations to come.

The next chapter of this movement will be written by what we choose to do together. We invite you to help shape it.

With gratitude and hope,

Jeff Tkach
CEO

THE URGENT CASE FOR TRANSFORMATION

We are living through a defining moment. Our communities, farms, and ecosystems are facing overlapping crises.

Across the globe, we face a convergence of crises that threaten the health of people, communities, and the planet itself: degrading soils, rising rates of chronic disease, climate disruption, a broken food system, and a rapidly aging farming population. Every one of these challenges is connected — and they all lead back to the same place: the soil.

Every second, the equivalent of four football fields of healthy soil is lost.

Conventional agriculture — dependent on synthetic fertilizers, pesticides, and monoculture — has helped create a cycle of soil destruction, water pollution, biodiversity loss, economic instability, and declining human health.

These are not separate challenges. They are symptoms of the same underlying problem: a food and agricultural system disconnected from the health of the soil. Without bold action, these trends will continue to intensify.

- **Soil erosion threatens long-term food security.**
- **Chronic disease is becoming the defining health challenge of our time.**
- **Farmers face increasing economic pressure and uncertainty from rising costs of inputs and fuel.**
- **40% of U.S. farmland is projected to be lost to development by 2040.**
- **The average U.S. farmer is approaching 60 years old.**

The stakes are high.

But there is another path forward. →



Soil is the solution.

For 80 years, Rodale Institute has championed a simple yet transformative truth:

True healing begins in the soil.

Healthy Soil = Healthy Food = Healthy People™
— J.I. Rodale



As the birthplace of the modern organic movement, Rodale Institute has spent decades proving that regenerative organic agriculture is not merely an alternative farming system—it is one of the most powerful and scalable solutions to the interconnected challenges of our time.

Through rigorous scientific research, farmer training, education, healthcare partnerships, and on-the-ground implementation, Rodale Institute is uniquely positioned to turn healthy soil into measurable outcomes for people, farms, and the planet.



Regenerative organic agriculture restores more than soil.

With an integrated model, Rodale Institute has demonstrated that healthy soils can:

- Produce healthier, safer, more nutrient-dense food
- Improve human health outcomes
- Strengthen farm profitability and resilience
- Protect biodiversity and water quality
- Draw down carbon and mitigate climate disruption
- Revitalize rural communities and local economies

The science is clear. The solutions exist.

Healthy soil leads to healthy food.

Healthy food leads to healthy people.

Healthy people create healthier communities and a healthier planet.



A BOLD VISION FOR A TRANSFORMATIONAL SYSTEMS CHANGE

By 2030, Rodale Institute will help catalyze the transition of 10 million new acres of farmland to organic and regenerative organic practices—restoring soil as the foundation of human and planetary health.



CONDUCT → **10**
major research trials

EDUCATE → **100,000**
farmers, professionals, and consumers

REACH → **100M**
consumers

CATALYZE → **10M**
new acres in transition

These are more than goals. They represent the scale of change needed to transform agriculture—and the scale at which Rodale Institute's unique combination of research, education, consulting, and market development can drive lasting impact.

We know regenerative organic agriculture works. More than 75 years of research has demonstrated its ability to build healthier soils, reduce reliance on synthetic fertilizers and pesticides, improve water quality, strengthen biodiversity, and improve long-term farm profitability. Proving the model is no longer the challenge. Enabling more farmers to adopt the model will drive meaningful change.

By expanding Rodale Institute's research, farmer education, technical assistance and market development over these next five years, we can significantly accelerate the global transition to regenerative organic agriculture, bringing about a tipping point that would otherwise take more than 50 years to occur.

What 10 Million New Acres Makes Possible



1.5B pounds of toxic synthetic fertilizer kept out of our food system per year



20M tons of CO_2 removed from the atmosphere per year



$1.1B more profit for farmers per year



230B pounds of living microorganisms restored in the soil per year

Nearly triples the nation's organic acreage, accelerating progress that would otherwise take decades.

Without acceleration, it will take roughly 60 years for the United States to double its current organic acres.

Brings demand in line with supply.

U.S. demand for organic food currently outpaces production by U.S. farmers, forcing billions of dollars in imports every year. Expanding domestic organic acreage keeps more value on American farms.

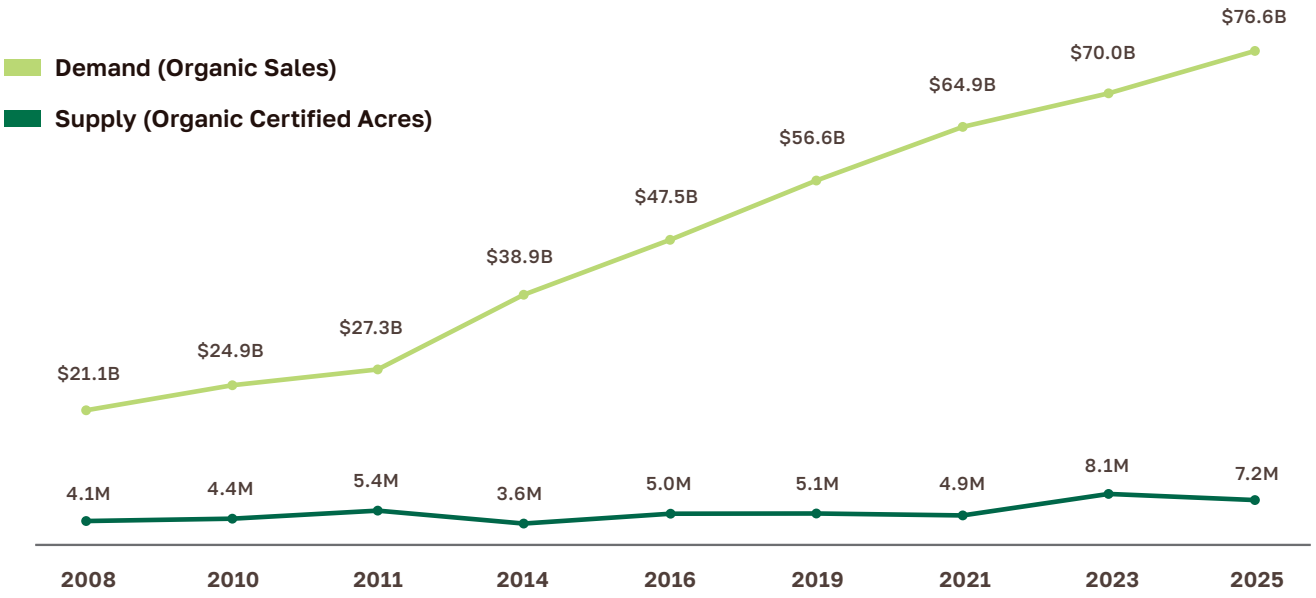
Places an organic acre within driving distance of most Americans.

We estimate that 10 million-acres would place one certified organic acre for roughly every nine American households.

Source: USDA NASS; OTA (2025); Rodale Institute FST; USDA ERS; USGS; U.S. Census Bureau; Rodale Institute analysis.

The Gap Continues to Grow Between U.S. Organic Acreage Data and Demand

U.S. organic retail sales is roughly 42% of global organic sales but only 3% of global organic acreage.



Sources: Wolf & Associates; Sales Data: Organic Trade Association. Acreage: USDA NASS/ERS; 2025 Argus estimate cited by USDA ERS.

Transforming Systems

Farmers Follow Farmers

Growers can see neighboring operations succeeding and have proven Rodale Institute research to know why

Markets Mature

Buyers gain confidence in supply

Scale Triggers Investment

Institutional capital flows including credit, equity and infrastructure

Threshold Achieved

Result: a healthier agricultural system, stronger rural economy, and more resilient future




The future
of human &
planetary health
is in your hands.

The 10 Million-Acre Solution

One campaign. Three connected ways to transform our soil.



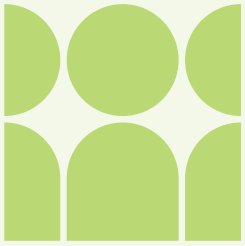
Power today's work

Funding the mission supports our yearly operating budget and the strategic investments needed to level up our work.



Build the future

Funding the infrastructure provides a hub for our world renowned staff to achieve our goals.

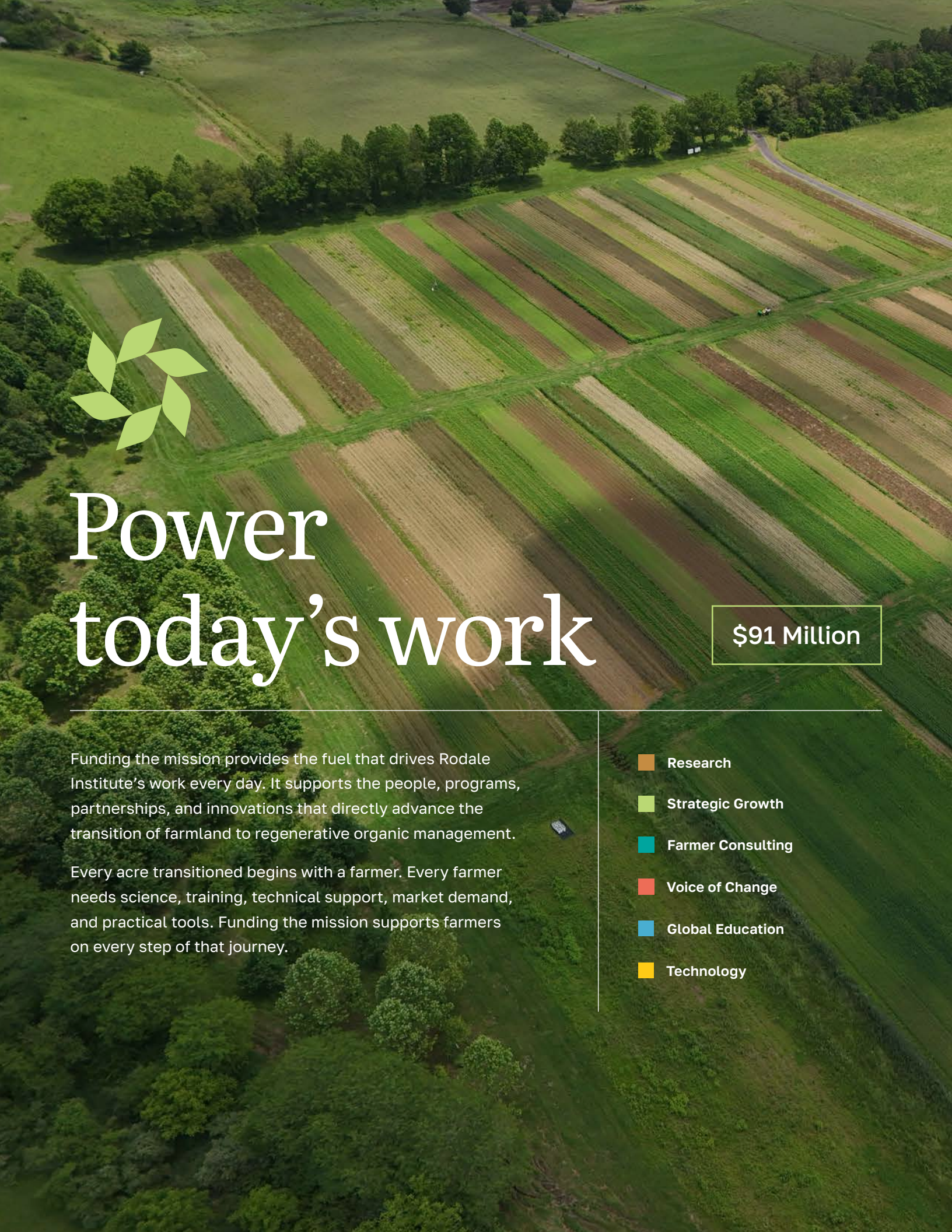


Secure the legacy

Funding our legacy ensures our critical work continues for generations to come.

To achieve our ambitious 5-year vision, Rodale Institute seeks to raise $139 million through three interconnected investment priorities:

Mission	$91 Million
Infrastructure	$40 Million
Legacy	$8 Million
Total Campaign Goal	**$139 Million**



Power today's work

$91 Million

Funding the mission provides the fuel that drives Rodale Institute's work every day. It supports the people, programs, partnerships, and innovations that directly advance the transition of farmland to regenerative organic management.

Every acre transitioned begins with a farmer. Every farmer needs science, training, technical support, market demand, and practical tools. Funding the mission supports farmers on every step of that journey.

- Research
- Strategic Growth
- Farmer Consulting
- Voice of Change
- Global Education
- Technology





Research $37M

Generating the science that powers transformation

For nearly 8 decades, Rodale Institute has generated the independent science that has shaped the modern organic movement. Today, that role is more important than ever.

This investment will expand flagship research initiatives focused on soil health, nutrient density, climate resilience, biological weed management, agroforestry, and the connections between agriculture and human health. It will support more than 10 major research trials over the next 5 years and enable Rodale Institute to continue to be the leading independent source of regenerative organic science in the world.

Outcomes:

- Research supporting the transition of 10 million-acres
- Proven alternatives to synthetic fertilizers and pesticides
- Expanded leadership in soil, food, and human health science
- Increased influence on agricultural policy and market adoption

Strategic Growth $28M

Sustaining the mission, powering the future

Transformational change requires a strong foundation.

As we pursue our most ambitious vision yet, sustaining that foundation is essential.

Strategic Growth investments provide critical annual operating support, ensuring the financial stability, exceptional talent, and organizational resources necessary to advance our work every day. By investing in the strength of Rodale Institute itself, donors help ensure that our mission continues without interruption and that we have the organizational resilience to catalyze the transition of 10 million-acres to organic and regenerative organic agriculture.

Outcomes:

- Sustained excellence and continuity across mission-critical programs and operations
- Retention and support of the talented people who drive our mission
- Greater flexibility to respond to emerging challenges and opportunities
- A strong institutional foundation for achieving our 10 million-acre vision





Farmer Consulting $9M

Accelerating the transition to organic

Science only matters if it reaches the farm.

Rodale Institute's Consulting team helps farmers navigate the challenges of transition. From organic certification planning and agronomic support to financial modeling and implementation strategies, consultants provide hands-on guidance that increases farmer success and reduces risk.

This investment will expand Consulting's capacity, enabling more farmers, landowners, institutions, and brands to adopt regenerative organic systems.

Outcomes:

- → Accelerated transition of farmland globally
- → Increased farmer profitability and resilience
- → Stronger regenerative organic supply chains
- → Expanded farmer-to-farmer proof points that drive adoption

Voice of Change $8M

Shaping the future of food and farming

The science is clear. The challenge is scale.

Transforming food systems requires changing public understanding, consumer behavior, market demand, and advocacy.

Rodale Institute's Voice platform translates science into compelling narratives that reach consumers, brands, healthcare leaders, investors, and policymakers. Through media, strategic partnerships, thought leadership, public engagement, and advocacy, the Institute is shaping the global conversation around food, farming, climate, and health.

Outcomes:

- → Reach 100 million consumers
- → Expand public awareness of regenerative organic agriculture
- → Influence policy and industry decision-making
- → Build demand for healthier food systems





Global Education $6M

Training the next generation of leaders

Farmers, food manufacturers, healthcare professionals, and consumers all have so much to gain from Rodale Institute's research and expertise.

Funding will expand our educational ecosystem, including a best-in-class Learning Management System (LMS) that supports farmer training, workforce development, healthcare education, and knowledge sharing around the world.

With these investments, Rodale Institute will extend its reach far beyond its campuses, creating a scalable platform for regenerative organic education that empowers learners worldwide.

Outcomes:

- 100,000 farmers, professionals, and students educated
- Expanded workforce development pathways
- Growth of future regenerative organic leaders
- Global access to practical, science-based training

Technology $3M

Building the infrastructure to scale measurable impact

Technology is the multiplier.

This investment will create integrated systems that connect research, education, consulting, and impact measurement. Advanced data platforms, AI-enabled tools, and real-time outcome tracking will allow Rodale Institute to monitor progress toward 10 million-acres while accelerating farmer adoption and organizational effectiveness.

Outcomes:

- Real-time tracking toward 10 million-acres
- Faster adoption through actionable insights
- Increased efficiency and scalability
- Better measurement of environmental and human health impact

Build the future

$40 Million

Funding the infrastructure will transform Rodale Institute's Main Campus in Kutztown, Pennsylvania into a world-class destination where research, education, innovation, and implementation converge.

These facilities are not simply buildings; they are catalysts for transformation.



North View, Center of Regenerative Organic Innovation

Center for Regenerative Organic Innovation

$24M



This state-of-the-art education and collaboration hub will dramatically expand Rodale Institute's ability to train, convene, and inspire future leaders.

The Center will bring together farmers, researchers, students, healthcare professionals, policymakers, and corporate partners in a shared environment designed to accelerate learning and innovation.

Your investment will make possible:

→ Modern classrooms and training facilities

→ Distance-learning studios and digital education infrastructure

→ Collaborative meeting and convening spaces

→ Expanded capacity for workforce development programs

→ Greater engagement between researchers and practitioners

Strategic Outcomes

→ Increased global educational reach

→ Expanded farmer training capacity

→ Stronger cross-sector collaboration

→ Premier destination for regenerative organic learning

A World-Class, State-of-the-Art Science Center

$16M



The future of regenerative organic agriculture depends on scientific leadership.

The LEED Platinum-certified Science Center will serve as the global hub for collaborative agricultural research and innovation, providing scientists with the facilities and resources needed to tackle the most urgent challenges facing food and farming.

Your investment will make possible:

→ Advanced laboratories

→ Research greenhouse facilities

→ Enhanced research capacity

→ New opportunities for interdisciplinary collaboration

→ Expansion of scientific talent and research programs

Strategic Outcomes

→ Accelerated scientific discovery

→ Expanded research capabilities

→ Increased publication and policy influence

→ Global leadership in regenerative organic science



Secure the legacy

$8 Million

The challenges facing food, farming, and health will not be solved in a single decade.

Creating lasting change requires permanent resources capable of supporting the mission through political shifts, economic uncertainty, and changing priorities.

Funding our legacy creates the long-term financial foundation necessary to sustain Rodale Institute's leadership for generations.



Hirshberg Endowment for Scientific Leadership

$4.5M

Established through the visionary leadership of Gary and Meg Cadoux Hirshberg, this endowment provides permanent support for Rodale Institute's Chief Scientific Officer and scientific leadership functions.

Strategic Outcomes:

→ Attract world-class scientific talent

→ Sustain independent research excellence

→ Mentor future scientific leaders

→ Ensure long-term research innovation

Endowment Growth

$3.5M

A strong endowment protects mission-critical work and provides stability regardless of external circumstances.

This investment strengthens Rodale Institute's ability to maintain research, education, consulting, and farmer support programs well into the future.

Strategic Outcomes:

→ Permanent support for mission growth

→ Increased institutional resilience

→ Protection against economic and political volatility

→ Long-term sustainability for transformational impact

TRANSFORMATION IN MOTION

The Change We See

Every acre transitioned begins with a farmer. **Through Rodale Institute's Consulting program**, we work alongside farmers to overcome the practical challenges of transitioning to organic agriculture – helping catalyze the transition of 10 million-acres.



Osorio Family Farms

Family farmers working to change their food system

Juan Osorio of Osorio Family Farms in California began working with Rodale Institute when he was farming just eight acres and building his business as he transitioned from farmworker to farm owner. What began with help accessing funding and developing an Organic System Plan grew into comprehensive support, including connections to land, equipment, markets, certification, and business resources.

Today, Juan has expanded into multiple markets, increased revenue, and grown his farm staff as he continues to expand his operation.

> "I decided to become an organic farmer because I believe in growing clean, healthy food while taking care of the land. Rodale Institute has played a big part in my journey."
>
> – Juan Osorio, Osorio Family Farms

Juan's story shows what is possible when science, technical assistance, and practical support come together – and how one farmer's success can become a model for transformation at scale.

Scan to learn more about Juan's story





Reed's Farm

Stewarding farmland for the next generation

When Caroline "Cookie" Till learned that a beloved 78-acre family farm in Egg Harbor Township, New Jersey, was at risk of being sold for development, she saw an opportunity to restore it as a source of healthy food and community connection. As a restaurateur and longtime advocate for healthy eating – not necessarily a farmer – she needed expertise to bring her vision to life.

Rodale Institute's Organic Consulting Team helped Till navigate the early stages of restoring the land and establishing a successful organic farm. With guidance from our team of knowledgeable agronomic advisors, the farm developed a soil-restoration plan using cover crops to rebuild soil organic matter and nourish the soil. That work helped set Reed's Farm on its path to USDA organic certification in 2025.

Today, Reed's Farm is expanding organic fruit and vegetable production, developing regenerative livestock and agroforestry systems, and building a regional food hub to connect healthy food with communities throughout Southern New Jersey. It is just one example of what is possible when farmers are armed with the knowledge and support they need to put organic agriculture into practice – and a glimpse into how investment in Rodale Institute can help catalyze changes like these across 10 million-acres.

Scan to learn more about Cookie's story

When farmers transition to organic agriculture, the benefits extend far beyond a single field.

Soil becomes healthier

Water stays cleaner

Farm profitability improves

Communities gain access to healthier food

The next generation sees a future in farming

Multiply that impact across 10 million-acres, and the result is not simply more organic farmland.

It is a healthier agricultural system.
It is a stronger rural economy.
It is a more resilient future for American agriculture.

This is the systems change Rodale Institute is working to catalyze.





The movement continues with you.

Investors in the **10 Million-Acre Solution** become part of a growing community advancing regenerative organic agriculture at scale through collaboration, leadership, and shared impact.

Together we will build a healthier future — from the soil up — and advance regenerative organic agriculture at scale.

For More Information

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