

A woman wearing a grey baseball cap with purple sunglasses, a light blue long-sleeved shirt, and purple overalls is smiling and holding two sliced beets in her hands. She is standing in a field of green leafy plants under a clear blue sky. The background shows more greenery and a clear sky.

The 10-Million Acre Solution

Restoring Soil Health as the Foundation
of Human and Planetary Health



RODALE
INSTITUTE™



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 depleted.

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 cost 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 nearly 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 our 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 lead a radical transformation of agriculture to restore 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**
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. The challenge is no longer proving the model—it is helping enough farmers adopt it.

By expanding our research, farmer education, technical assistance and market development over these next five years, Rodale Institute 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 Acres Makes Possible



\$1.1 billion more profit
for farmers **per year**



20M tons of CO₂
removed from the
atmosphere **per year**



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

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

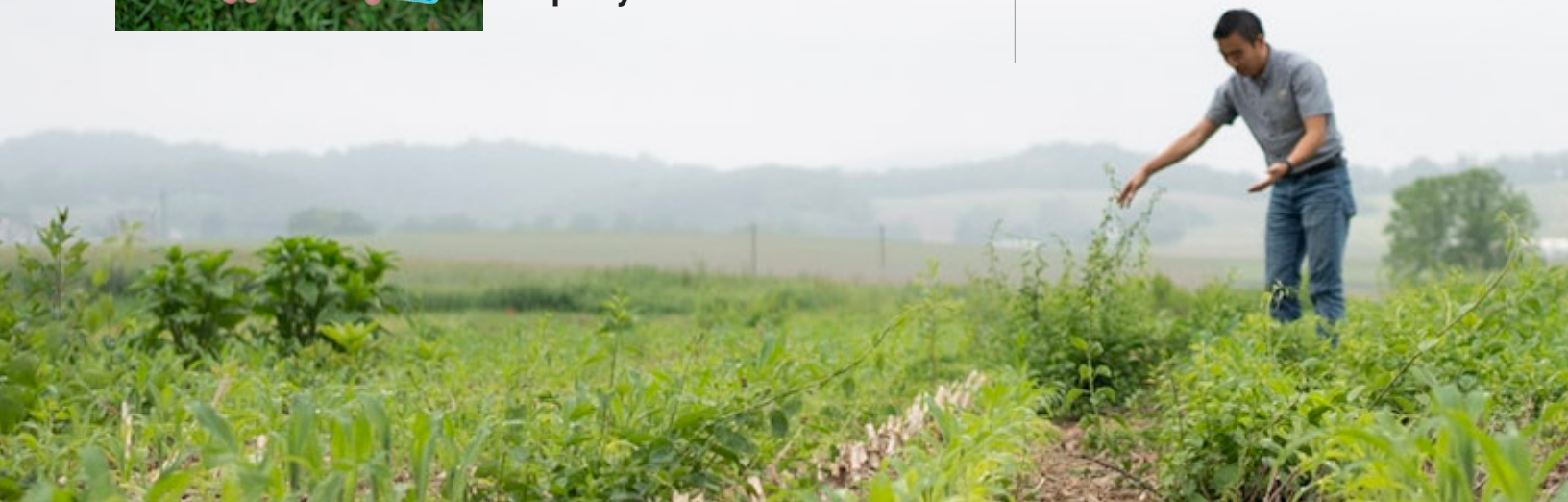
Without our acceleration, it
will take roughly 60 years for
the US to double its current
organic acres.

Brings demand in line
with supply.

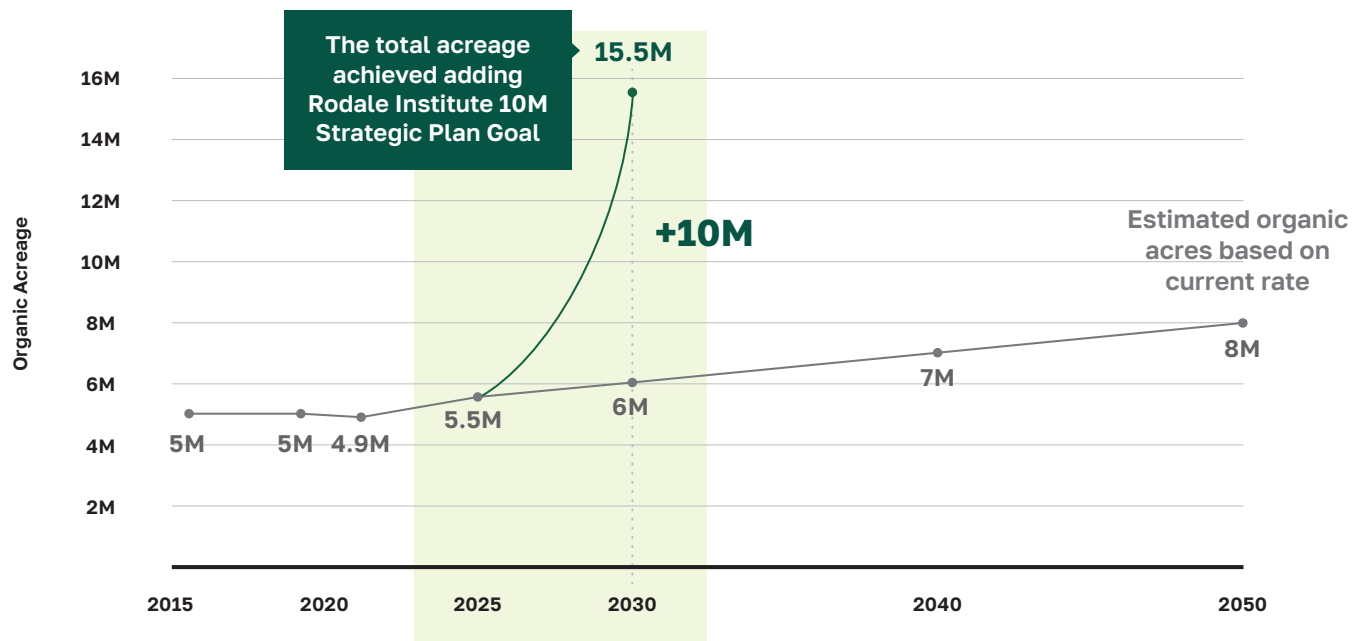
U.S. demand for organic
food currently outpaces
production by U.S. farmers,
forcing billions of dollars
in imports every year.
Expanding domestic organic
acreage keeps more value on
American Farms.

Places an organic acre
within driving distance of
most Americans.

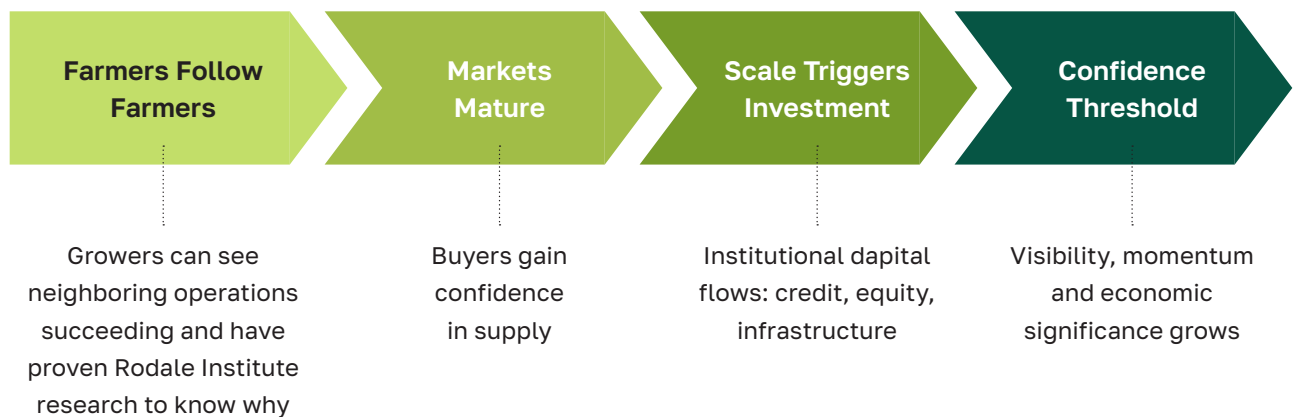
We estimate that 10 million
acres would place one certified
organic acre for roughly every
nine American households.



Accelerating Change



A Tipping Point





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

The 10-Million Acre Solution

One campaign.
Three connected ways to
transform our soil.



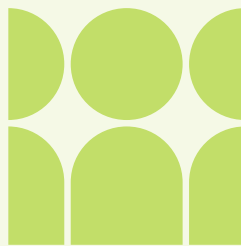
Fund the
Mission

Powers today’s work, our
yearly operating budget, and
the strategic investments
needed to level up our work.



Fund the
Infrastructure

Builds tomorrow’s capacity,
and provides a hub for our world
renowned staff to achieve our
big goals and collaborate.



Fund the
Legacy

Ensures our critical work
continues for generations.

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



Fund the Mission

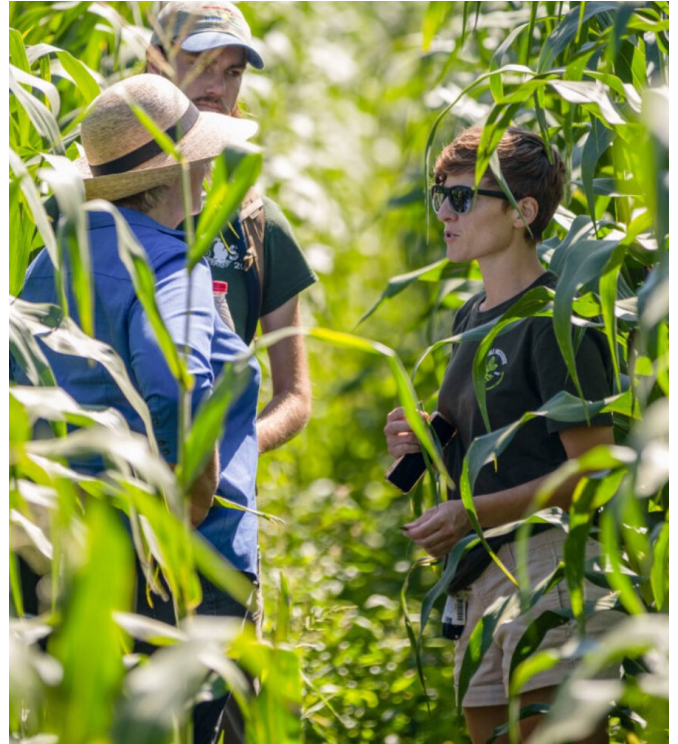
\$91 Million

Powering the Transformation

Fund 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. Fund the Mission supports farmers on every step of that journey.

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



Research

\$37.1M

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

Farmer Consulting

\$8.7M

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



Global Education \$6.2M

Training the next generation of leaders

Transforming agriculture requires transforming knowledge.

Funding will expand Rodale Institute's educational ecosystem, including farmer training programs, workforce development initiatives, healthcare education, online learning, and global knowledge sharing.

A new Learning Management System and expanded educational programming will allow Rodale Institute to reach learners far beyond its campuses, creating a scalable global platform for regenerative organic education.

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



Voice of Change \$7.9M

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



Why Fund the Mission?



Because transformation happens through people.

Scientists

discovering new solutions.

Farmers

implementing new practices.

Students

preparing for new careers.

Healthcare professionals

connecting food and health.

Consumers

demanding change.



Fund the Mission invests directly in the people and programs that will make the 10-Million Acre Solution possible.

Technology

\$3.2M

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



Fund the Infrastructure

\$40 Million

Creating the Global Hub for Regenerative Organic Agriculture

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

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



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
- A premier destination for regenerative organic learning

A State-of-the-Art Science Center

\$16M



The future of regenerative organic agriculture depends on scientific leadership.

The 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



Fund the Legacy

\$8 Million

Ensuring the Work Endures

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.

Fund the 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:

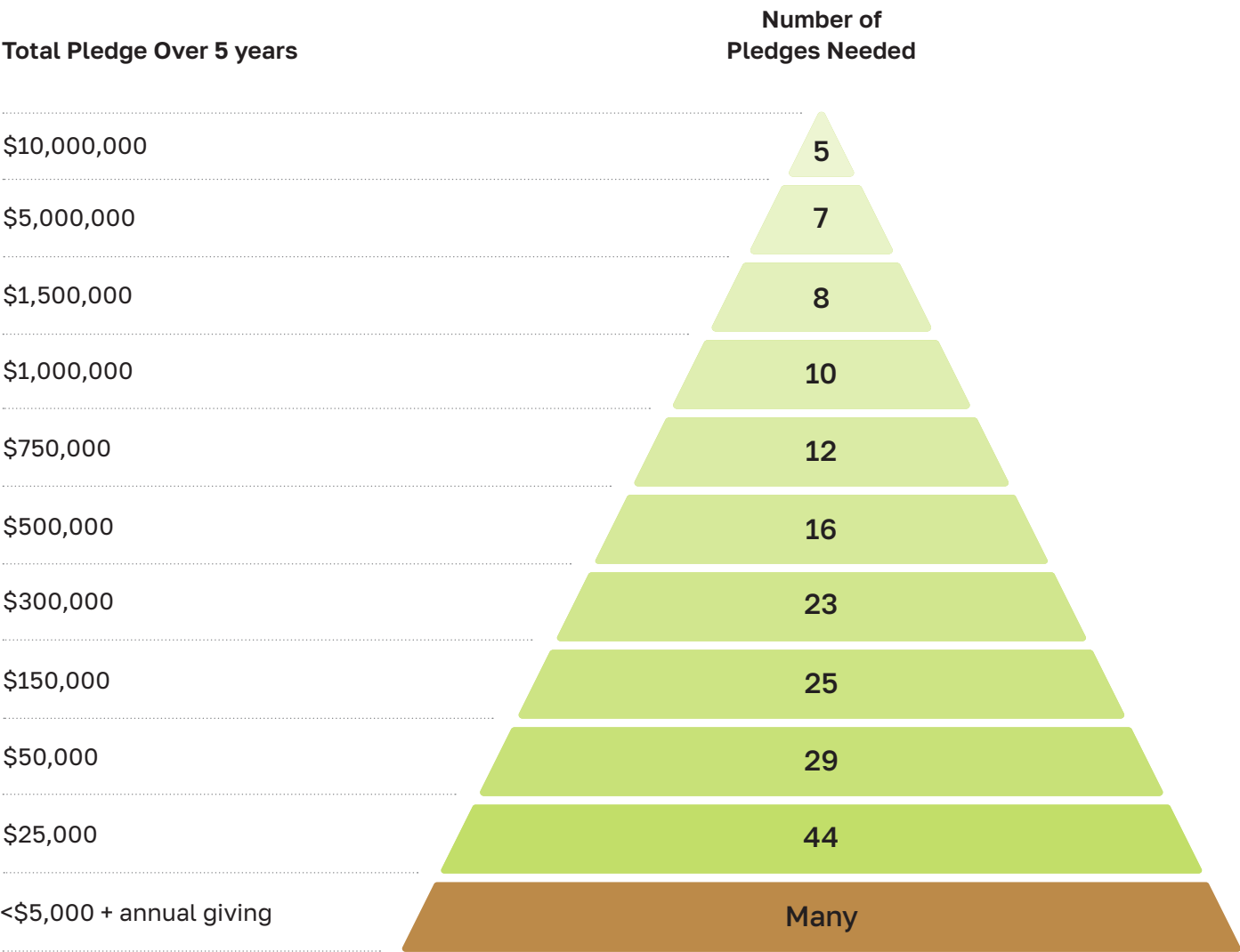
- Permanent support for mission growth
- Increased institutional resilience
- Protection against economic and political volatility
- Long-term sustainability for transformational impact

Transformational Change Requires Leadership at All Levels

A global transformation is underway.

Your contribution can help
scale and shape our:

- Best-in-class Mission Hub & Education Center
- Expansive farmer training and consulting programs
- Acceleration of the adoption of regenerative organic practices



Naming Opportunities



We will honor all campaign supporters over \$25,000 on an installation on our main campus

Our team will work with all funders to find the right recognition opportunity

Center for Regenerative Organic Innovation

Building	\$12M
Science and Innovation Floor	\$6M
Farmer and Student Success Floor	\$6M
Global Classroom	\$5M
The Convening Space	\$3M
Hands on Classroom (2)	\$2M
Conference Room	\$1M
Science Working Bays (12)	\$100K
Student Success Working Bays (16)	\$100K
Private Offices (16)	\$50K

The Change We See

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.



GROWING THE FUTURE:

AN EXAMPLE OF TRANSFORMATION



Juan Osorio

Osorio Family Farms

“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 represents the next generation of regenerative organic farmers.

Through technical assistance, training, and community support, Rodale Institute helped connect science with practice and enabled a pathway toward long-term farm resilience.

The movement begins with you.

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

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

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