



**RODALE**  
INSTITUTE™



*Rodale Institute*  
**2022 ANNUAL REPORT**

**GROWING *the* ORGANIC MOVEMENT  
SINCE 1947**

# A NEW HORIZON *for* ORGANIC AGRICULTURE

**As agriculture around the world experiences challenges and disruptions, Rodale Institute has continued to invest in innovations that will secure the future of farming worldwide.**

In 2022, the United States Congress invited the Institute to provide expert testimony on the topic of soil health before the House Committee on Agriculture. The federal government also invested \$25 million in the work of the Institute and our partner organizations to advance farming practices in the American Southeast. When it comes to industry, we joined forces with organizations such as General Mills and Mad Agriculture to accelerate the transition of farms in the United States to regenerative organic production.

Expanding Rodale Institute's reach in agricultural communities around the nation was a priority in 2022 as the Institute

opened campuses in the Poconos region of Pennsylvania and the Pacific Northwest. Revolutionizing agricultural education in the United States—for farmers and healthcare professionals—was also a core accomplishment of our nonprofit this year.

As you go through our 2022 Annual Report, I hope you recognize the positive impact we are having on the future of farming worldwide. In the years to come, Rodale Institute will build on the successes outlined in this report to further advance organic farming methods. Because if there's one thing we know for sure, it's that regenerative organic agriculture is essential to humanity's survival.



**JEFF TKACH**

*Chief Executive Officer, Rodale Institute*





# OUR IMPACT

## RESEARCH

### USDA CLIMATE- SMART GRANT

In 2022, Rodale Institute received a **\$25 million grant**—the largest governmental grant in the Institute’s 75+ year history. The grant, which is part of the **USDA’s Partnerships for Climate Smart Commodities program**, will allow the Institute and our partners to research and measure the effectiveness of various cover crops in sequestering carbon while also promoting climate-smart commodities at the consumer level in the Southern Piedmont.

This historic multi-million-dollar investment brings together farmers, producers, organizations, and academic institutions to improve the well-being of the farming community in the American Southeast.

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EDUCATION

## INAUGURAL REGENERATIVE HEALTHCARE CONFERENCE

Rodale Institute hosted its first-ever **Regenerative Healthcare Conference** where world-renowned agricultural and medical experts gathered to learn about the benefits of regenerative organic farming and its implications for human health.

From physicians, nurses, and neurologists to medical students and nutritional psychiatrists, attendees came together to learn how to use food as medicine and reframe the healthcare system's approach to treating chronic illness. Rodale Institute will continue to host conferences like this in the future with the goal of educating healthcare providers about the inherent link between soil health and human health.

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# OUR IMPACT



## FARMER TRAINING

### STUDENT SPOTLIGHT: **ADAM STRICKLER**

After years of struggling with PTSD, veteran **Adam Strickler** found a new purpose for his life in organic farming. Through Rodale Institute's Veteran Farmer Training Program, Strickler gained the technical skills needed to become an independent organic farmer and embark on a new career.

In the future, he plans to serve his community in Florida by providing fresh, healthy food to local residents. Strickler's story is one of hope, survival, and the beautiful power of nature.

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## CONSULTING

# RODALE INSTITUTE X MAD AGRICULTURE



In the Fall of 2022, Rodale Institute and **Mad Agriculture** announced a partnership to reduce barriers for farmers transitioning to organic agriculture in the Midwest.

Mad Agriculture, a Colorado-based nonprofit that supports farmers pursuing regenerative organic agriculture, will provide its farmer clients with access to capital, markets, business and planning support. Rodale Institute will provide on-the-ground technical assistance to farmers through our Organic Consulting Service.

By combining our knowledge, connections, expertise, research, and strategies, Rodale Institute and Mad Agriculture will be able to support farmers from the field to the marketplace and ultimately transition more farmland in America's heartland to regenerative organic production.

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## POLICY

# RODALE INSTITUTE TESTIFIES BEFORE CONGRESS

**Jeff Moyer**, Rodale Institute's CEO emeritus and renowned farmer, provided expert testimony on soil health and regenerative organic management at a **House Committee on Agriculture** in September 2022.

Moyer's valuable testimony helped inform lawmakers on the dangers of soil degradation for America's economy, climate, and food security. As he encouraged officials to invest in regenerative organic agriculture, Moyer emphasized that the path to greater and healthier food is through healthy soil and called on lawmakers to support regenerative organic practices in the upcoming Farm Bill.

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# 2022 News & Updates

## Partnerships

2022 was a year of collaboration. From universities and government agencies to corporations, Rodale Institute forged new partnerships all across the country.

Through corporate collaborations with brands like **General Mills** and **Ancient Nutrition**, Rodale Institute opened new paths to transitioning farmland to organic and regenerative organic production. These multiyear projects will bring more organic and regenerative organic food to the marketplace and will give farmers in Tennessee, Missouri, California, Montana, Idaho, and Wyoming more stability by protecting and regenerating their natural resources for years to come.

Through partnerships with **TAZO** and **Kutztown University**, Rodale Institute invested in a new generation of farmers in 2022. The Institute's BIPOC microgrant, funded in part by TAZO Tea, gave financial assistance to 35 people of color who are leading the organic movement. An academic agreement with Kutztown University will establish a new regenerative organic track for ag students and will facilitate collaboration between the Institute and the university's agriculture department.

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## Expanding Campuses

Rodale Institute saw significant growth in 2022 with the expansion of our headquarters and the addition of two new Regional Resource Centers.

In January, we grew our main campus from 333 acres to 386 acres. We plan to use this plot of land for perennial systems research.

In April, we officially opened the **Pocono Organic Center at Pocono Organics** in Long Pond, Pennsylvania. Pocono Organics is known for its cutting-edge facilities, 3-story-high greenhouses, and regenerative organic certified hemp—the first in the world!

The Institute expanded once more in September with the acquisition of Cascadian Farm Home Farm in Rockport, Washington. This historic farm was generously donated by General Mills and will be used for research and education in the region under its new name, the **Pacific Northwest Organic Center at Cascadian Farm**.

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[RodaleInstitute.org/AnnualReport2022](https://RodaleInstitute.org/AnnualReport2022)



## Celebrating 75 Years!

October 2022 marked the 75th anniversary of Rodale Institute's founding. As leaders of the modern organic movement in the United States, Rodale Institute has been instrumental in shaping the 60-billion-dollar industry we know today. From our humble beginnings as the Soil and Health Foundation in Allentown, Pennsylvania, to the Rodale Institute of today—operating eight regional campuses and spanning two continents—we have never strayed from our mission of creating a healthier food system for both people and planet.

To celebrate this milestone of 75 years of organic leadership, we launched a social media campaign with the hashtag #MyWhyOrganic asking our followers to share why they care about organic food and farming.

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[RodaleInstitute.org/AnnualReport2022](https://RodaleInstitute.org/AnnualReport2022)



# 2022

## *Funder Stories*



### CORPORATE DONOR

OXO is partnering with 1% for the Planet to fund research at both at our Midwest and California Organic Centers for the second year in a row. It is also underwriting the work of our Organic Consulting Services team to increase technical support for farmers who wish to transition to organic farming throughout the U.S.

We are proud and honored to partner with OXO, whose commitment to future generations through the production and consumption of healthy food aligns perfectly with our own vision and mission. Thank you, OXO and 1% for the Planet!

### INDIVIDUAL DONOR

Chrissy Auman and her husband, Tod, live in Sinking Springs, Pennsylvania, and first became Rodale Institute donors in 2018 when they learned about the Institute's role in training farmers. As owners of Dundore & Heister, an artisan butcher shop specializing in whole-animal butchery less than 25 miles from the Institute's main campus, the Aumans believe passionately in the power of supporting organizations in their community to build real and lasting environmental change.

***“As a family and through our business, Dundore and Heister, we are advocates for educating farmers by helping them implement regenerative farming methods. Regenerative agriculture is one of the “win-wins” in our society because it improves our soil, our water, our health and family farm viability. Today the world desperately needs leadership for environmental change. Rodale is that ‘North Star’ institution.”***

**CHRISSY AUMAN**

# 2022 IMPACT

## *by the numbers*



### RESEARCH

- **14 PhD** scientists on staff
- **13 peer-reviewed** journal articles
- **30** active research projects



### CONSULTING

- **321 farmers** in transition to organic and regenerative organic methods
- **32,670 acres** in transition with our organic consulting program
- **14** consulting staff
- **25 states** served



### EDUCATION

- **20 webinars** with **2,450 participants**
- **13 virtual courses** with **3,440 students**
- **1,200 workshop, tour, and event attendees**
- **20 farmer training interns**



### MORE

- **7,500+** media mentions
- **78** full-time staff members (**30%** increase from 2021)



### *Top Media Headlines*

**NBC NEWS** | *American Vets: Beyond the Battlefield*

**READING EAGLE** | *Senator celebrates Berks farming program for veterans*

**WFMZ** | *Rodale CEO tells Congress “America’s food system is broken”*

**READING EAGLE** | *Rodale Institute awarded \$25 million federal grant*

**WITF** | *Rodale Institute will invest \$3 million Pa. grant to build organic farming research center*

► **FIND THE FULL STORIES AT**  
[RodaleInstitute.org/AnnualReport2022](https://RodaleInstitute.org/AnnualReport2022)



# 2022 JOIN THE J.I. RODALE Leadership Society

**Thank you, major donors, for your support in 2022!**  
**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](mailto:LeadershipSociety@RodaleInstitute.org) or call 610-683-1400.**

## J.I. RODALE LEADERSHIP SOCIETY



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**\$10,000+**

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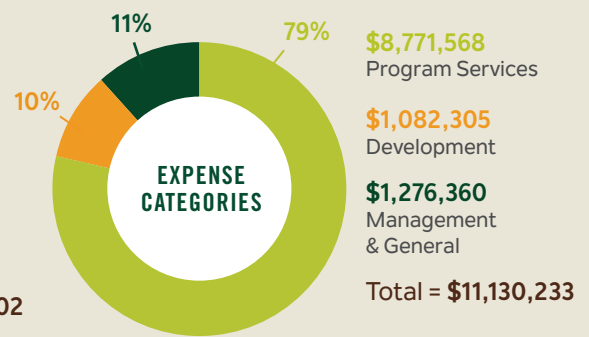
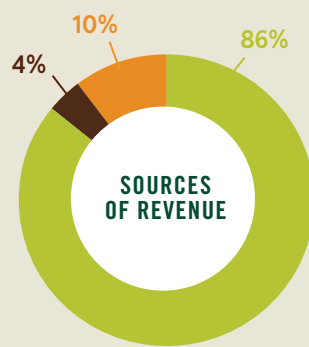
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**And thank you to our  
anonymous donors!**



# 2022

## Financials



## STATEMENT OF ACTIVITIES

REVENUE, GAINS, AND SUPPORT	WITHOUT DONOR RESTRICTIONS	WITH DONOR RESTRICTIONS	TOTALS	
			2022	2021
CONTRIBUTIONS AND CORPORATE GRANTS	\$4,317,346	\$6,665,914	\$10,983,260	\$9,060,812
IN-KIND CONTRIBUTIONS	1,769,224	-	1,769,224	269,117
FEDERAL, STATE, AND LOCAL GRANTS	1,269,604	250,000	1,519,604	1,366,627
EDUCATION AND STORE	253,962	-	253,962	172,437
FARM SALES	134,268	-	134,268	265,861
OTHER	173,784	-	173,784	130,703
TRANSFERS				
Endowment spending policy distribution	607,742	(607,742)	-	-
Net assets released from restrictions	5,085,935	(5,085,935)	-	-
<b>TOTAL REVENUE, GAINS, AND SUPPORT</b>	<b>\$13,611,865</b>	<b>\$1,222,237</b>	<b>\$14,834,102</b>	<b>\$11,265,557</b>

### EXPENSES

PROGRAM SERVICES				
STRATEGIC SOLUTIONS TEAM	\$5,536,096	\$-	\$5,536,096	\$4,575,456
COMMUNICATIONS	1,087,479	-	1,087,479	638,866
EDUCATION	771,004	-	771,004	454,900
ORGANIC CONSULTING	1,376,989	-	1,376,989	713,501
SUPPORTING SERVICES				
MANAGEMENT AND GENERAL	1,276,360	-	1,276,360	925,280
DEVELOPMENT	1,082,305	-	1,082,305	1,029,878
<b>TOTAL EXPENSES</b>	<b>11,130,233</b>	<b>-</b>	<b>11,130,233</b>	<b>8,337,881</b>
<b>CHANGE IN NET ASSETS BEFORE OTHER CHANGES</b>	<b>\$2,481,632</b>	<b>\$1,222,237</b>	<b>\$3,703,869</b>	<b>\$2,927,676</b>
OTHER CHANGES				
Investment income (loss), net of spending policy distribution from investments without donor restrictions	(1,941,241)	(1,436,915)	(3,378,156)	3,658,791
Change in value of beneficial interest in perpetual trust	-	(159,942)	(159,942)	46,081
<b>TOTAL OTHER CHANGES</b>	<b>(1,941,241)</b>	<b>(1,596,857)</b>	<b>(3,538,098)</b>	<b>3,704,872</b>
<b>CHANGE IN NET ASSETS</b>	<b>540,391</b>	<b>(374,620)</b>	<b>165,771</b>	<b>6,632,548</b>

## STATEMENT OF FINANCIAL POSITION

ASSETS	TOTALS	
	2022	2021
CASH	\$ 8,077,717	\$7,929,552
CONTRIBUTIONS AND GRANTS RECEIVABLE	5,409,324	4,016,232
ACCOUNTS RECEIVABLE	350,519	377,898
PREPAID EXPENSES AND OTHER ASSETS	338,139	203,655
INVESTMENTS	23,644,207	26,942,820
BENEFICIAL INTEREST IN PERPETUAL TRUST	522,636	682,578
PROPERTY AND EQUIPMENT, NET	7,083,535	4,700,660
<b>TOTAL ASSETS</b>	<b>\$ 45,426,077</b>	<b>\$44,853,395</b>

### LIABILITIES

ACCOUNTS PAYABLE AND ACCRUED EXPENSES	\$ 1,348,253	\$932,306
NOTES PAYABLE	-	9,036
<b>TOTAL LIABILITIES</b>	<b>\$ 1,348,253</b>	<b>\$941,342</b>

### NET ASSETS

WITHOUT DONOR RESTRICTIONS	22,307,743	21,767,352
WITH DONOR RESTRICTIONS	21,770,081	22,144,701
<b>TOTAL NET ASSETS</b>	<b>44,077,824</b>	<b>43,912,053</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$ 45,426,077</b>	<b>\$44,853,395</b>





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