



RODALE
INSTITUTE™

2018 ANNUAL REPORT

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



Rodale Institute was founded on a **commitment to soil health**, and we're still focused on this critical, life-giving resource more than 70 years later. Through the decades, we've made breakthrough after breakthrough that's changed the way we farm in the US and around the globe. But visionaries like you have pushed us to think bigger. You've inspired us to see that stewarding our soil does more than protect our planet—it **protects the health of its people as well**.

Rodale Institute has always been, at its core, **a human health organization**. We've always known that **Healthy Soil = Healthy Food = Healthy People**. We've heard your stories about improving your health with an organic diet and your concerns about pesticides in your food. With your help, in 2018 we strived to make the connection between soil health and human health even more clear through consumer education, research, and farmer training.

In this report, you'll read about how your gift to Rodale Institute forged new partnerships between **healthcare professionals and farmers**. You'll read about how your gift funded research focused on **growing more nutritious food** and protecting **clean water**. These issues are essential to the health of your family, and all are directly linked to farming practices.

We'll tell the story of how your gift has bolstered farmer training and internship programs, welcoming students with diverse career goals in fields like **nutrition and healthcare**. You are helping train the next generation of farmers to not only be stewards of the land, but also stewards of human health.

Your story has made a difference. You've helped to shape Rodale Institute's future, strengthening the **clear connection between soil health and human health**. We built a foundation in the soil, but you're continuing to grow the organic movement.

We have a responsibility to you and your family to continue improving our food, our planet, and most importantly, our future.

Thank you for your support of this work. **Together, we have the power to heal the world.**

Sincerely,
Jeff Moyer

JEFF MOYER

Executive Director, Rodale Institute



CONNECTING AGRICULTURE WITH HEALTHCARE

Healthy Soil=Healthy Food=Healthy People. At the end of the day, even as we focus on crops and livestock, Rodale Institute is a human health organization. We believe, as farmers, our job is not to produce food. It's to produce healthy people. That's why Rodale Institute is changing the way we think about the connections between healthcare, agriculture, and nature.

THE POWER OF THE PLATE

Rodale Institute's new film "**Food as Medicine**," produced in partnership with **PBS 39**, is a deep dive into the power of food to heal the body. Streaming now and airing on local PBS channels, this film reveals how organic plants can **reverse the course of diseases, improve the function of your body, and enhance quality of life.**

Interspersed with plant-based cooking demonstrations and real-life testimonials, "Food as Medicine" explains how Rodale Institute has prioritized soil health and created healthier food by keeping the nutrients in our plants where they belong. Dr. Scott Stoll of **The Plantrician Project** explains how a whole food, plant-based diet rich in organic food has the ability to reverse the course of diseases like **rheumatoid arthritis, heart disease, and even cancer.** Our collaboration with PBS aims to help the consumer understand the transformative possibilities of following a healthy, organic diet.

"Food as Medicine" is available now at RodaleInstitute.org/FoodAsMedicine.

DID YOU KNOW?

Mushrooms could be the answer to aging. Researchers from Rodale Institute, in collaboration with Penn State University, have found that an antioxidant called ergothioneine, found in mushrooms, has the potential to combat aging and neurodegenerative disorders like Alzheimer's and Parkinson's disease.

REGENERATIVE HEALTH INSTITUTE STARTS A CONVERSATION

The Regenerative Health Institute, a new partnership between Rodale Institute and the Plantrician Project, brought together over 40 doctors, soil scientists, farmers, and food service professionals for a workshop centered around the **connection between soil health and human health.** This "design charrette" will serve as the basis of a **forthcoming white paper**, studying the connections between the food we eat, the soil where it's grown, and the benefits to our health. Look for our white paper in 2019.

Find out more at RodaleInstitute.org/RegenerativeHealth.



PIONEERING INNOVATIVE SCIENCE AND RESEARCH

We've been putting science behind best practices in organic agriculture for more than 70 years. Our mission is to conduct rigorous research designed to help us uncover the most effective, efficient, and regenerative farming practices. Shared with farmers and consumers worldwide, our research acts as a catalyst for change in food systems around the globe.

AREAS OF FOCUS



Growing organic agriculture by helping farmers fight pests, disease and weeds and transition from conventional to organic methods.



Mitigating and adapting to climate change with resilient farming systems.



Solving food insecurity by growing nutrient-dense foods.

WHAT WE'RE WORKING ON

In 2018, our Vegetable Systems Trial and Industrial Hemp Trial entered their second years of research.

REDUCED TILLAGE CAN IMPROVE NUTRIENTS

The Vegetable Systems Trial is the first study of its kind to conduct a side-by-side comparison of conventional and organic produce, developed to analyze nutrient density in crops like potatoes, butternut squash, lettuce, green beans, and sweet corn.

In its second year of research, VST found that regenerative agricultural practices like reduced tillage systems enhance nutrient concentrations in crops such as winter squash. As the trial continues for over twenty years, we plan to keep answering questions about improving human health through agriculture.

Learn more at RodaleInstitute.org/VST.

HEMP HOLDS ITS OWN

The 2018 Farm Bill brought industrial hemp back to the agricultural market as a commodity, opening the door for farmers to improve their livelihoods. Rodale Institute is halfway through a four-year Industrial Hemp Trial exploring the plant's potential to suppress weeds, diversify crop rotations, and boost bottom lines.

Preliminary results show that hemp grows quickly and performs just as well—if not better—than other cover crops. Our research has also shown that hemp is extremely resilient to environmental conditions and is a benefit to pollinators like bees, birds, and bats.

Learn more about our hemp research at RodaleInstitute.org/IndustrialHemp.

LOOKING FORWARD: HELPING HANDS

Rodale Institute recently launched a new farmer consulting arm. Mentoring and support is available to farmers working to transition their farms to organic, aimed at increasing the number of organic farmers across the country.

Learn more at RodaleInstitute.org/Consulting

GROW CLEAN WATER

Almost 5 percent of the U.S. population receives their drinking water from the Delaware River Watershed, an area that encompasses more than 13,500 square miles.

The byproducts of conventional farming, like pesticides, soil erosion, and fertilizers, run off into nearby rivers and streams, eventually making their way to the Delaware River, threatening our health. Elements in this runoff also cause algae to grow faster than aquatic life can handle, suffocating plants and animals and causing “dead zones.”

In 2018, Rodale Institute partnered with Stroud Water Research Center and the William Penn Foundation to launch the **Watershed Impact Trial**, a new long-term study aimed at finding out how regenerative agriculture can improve our water quality.

The Watershed Impact Trial is a **comparison of organic and conventional agricultural systems on water quality**. Located on 40 acres of sloped land at Natural Lands’ Stroud Preserve in Chester County, PA, the Watershed Impact Trial is **experimenting with grain crops** grown in a variety of management systems and studying their relative effects. By showing concrete results of the effects of agriculture on water quality, we are hoping to take steps to protect the Delaware River Watershed from agricultural pollution.



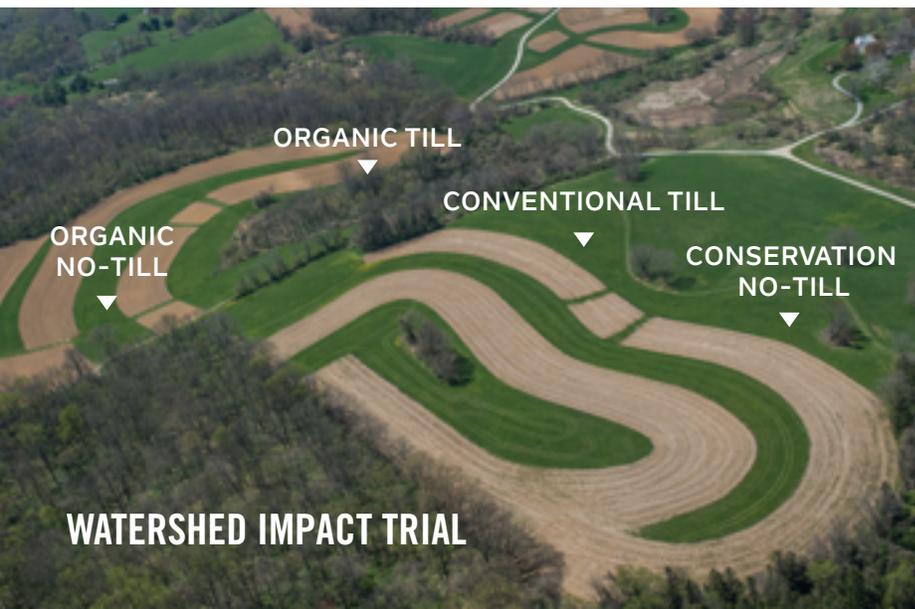
LOOKING FORWARD: SOWING NEW SEEDS

Rodale Institute is proud to announce the opening of the Rodale Institute Midwest Organic Center in Cedar Rapids, Iowa in 2019. The first Rodale Institute “regional resource center,” the Center will be able to expand research on regenerative organic methods in new climates, soils, and communities, as well expand access to our research and increase organic acreage.



WE’RE GROWING!

Thanks to your investment in organic agriculture research, we’ve added new soil scientists to our team.



WATERSHED IMPACT TRIAL

INVESTING IN THE FUTURE



GROWING CAREERS

Jay Vilar, a Nutritional Therapy Practitioner (NTP), knows the connection between soil health, nutrition, and human health. When Vilar became an **Agriculture Supported Communities** intern at Rodale Institute, he aimed to use what he learned to better serve his clients and eventually gain the skills to start an educational farm of his own.

Vilar realized that Rodale Institute was the perfect place to launch the next phase of his journey as a health professional. Eating organically and locally, with its unique focus on soil health, was a natural solution for his clients who looked to **reverse disease** or **gain more energy**. When the soil is full of nutrients, plants **absorb those nutrients** and pass them on to the people they feed.

Through his internship at Rodale Institute, Vilar was able to **experience firsthand** the care and dedication to soil health it takes to produce abundant, nutritious food and feed a community. “When I’m in the dirt, it all becomes clear,” said Vilar. “Heal the soil and the soil heals us.”



MAKING VOICES HEARD

In April 2018, members of Rodale Institute-sponsored **Organic Farmers Association (OFA)** gathered in Washington, D.C. to advocate on behalf of certified organic farmers to policymakers. OFA priorities were ultimately encompassed in the **2018 Farm Bill**, including: strengthening organic import tracking, guaranteeing funding for organic research and reimbursement programs, and improving data collection. OFA continues to gather policy priorities from members and relay its concerns to federal policymakers in Washington, D.C. each year.

Learn more at RodaleInstitute.org/OFA.

OUR 2018 IMPACT

- Hosted **18 interns** for on-site internship programs.
- Trained **6 military veterans** in the Veteran Farmer Training Program
- Graduated **11 beginning farmers**, including **3 veterans**, from the Organic Farming Certificate Program
- Hosted over **1,800 participants** at **31 events** and educational workshops

DONOR STORY

ASHLEY WALSH

Ashley Walsh had a vision for her family’s Pocono Raceway to include a regenerative organic farm providing fresh food for the Pocono community. In 2018, her dream was realized when we broke ground on Pocono Organics, an organic farm at the racetrack in collaboration with Rodale Institute.

At 25, Walsh was diagnosed with a medical condition that made absorbing nutrients difficult. “They wanted to cut out my stomach and give me feeding tubes,” Walsh said. “[But] I wanted to start a family.”

Six years ago, Walsh switched to an organic diet. “I went from being sick 5 days a week to 5 days a month,” she described. Her drastic improvements encouraged Walsh to share her organic lifestyle with her community.



Ashley Walsh is pictured center.

Rodale Institute’s expertise inspired Walsh to reach out. “My Grandpop always taught me not to be afraid to reach out to the best in the business for whatever you’re looking to do,” said Walsh. Today, Pocono Organics is a 90-acre “farm-to-track” organic farm in Long Pond, PA. The farm will draw power from a solar farm, compost waste from the track, and serve organic foods at the raceway. This connection helps Walsh bring the benefits of an organic diet to a new audience. “We want to be able to feed the world with more nutrition,” she said. “Not just more food.”

Ashley Walsh is the President/Founder of Pocono Organics and Secretary/Treasurer of Pocono Raceway. She is a current member of the J.I. Rodale Leadership Society. Pocono Organics was recognized as “Innovators of the Year” by the Green Sports Alliance.

JOIN THE J.I. RODALE LEADERSHIP SOCIETY

Thank you for your support in 2018

In 2018 we launched this new community of change-agents that are on a mission to heal the world.

To become a member of our community, please contact Jeff Tkach at 610-683-1405 or Jeff.Tkach@RodaleInstitute.org.

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\$10,000 and above

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*And thank you to our
anonymous donors.*

J.I. RODALE
**LEADERSHIP
SOCIETY**



2018 FINANCIALS



13% - \$1,378,650
Grants

3% - \$308,368
Program Revenue

91% - \$9,443,091
Contributions

7% - (\$701,228)
Other/Investment Loss



12% - \$645,148
Management & General

10% - \$544,863
Development

78% - \$4,065,895
Program Services

STATEMENT OF ACTIVITIES

REVENUE, GAINS, AND SUPPORT	WITHOUT DONOR RESTRICTIONS	WITH DONOR RESTRICTIONS	TOTALS	
			2018	2017
GRANTS	\$940,623	\$-	\$940,623	\$446,417
FEDERAL AWARDS	438,027	-	438,027	456,012
CONTRIBUTIONS	1,230,775	8,212,316	9,443,091	2,339,126
EDUCATION AND STORE	108,436	-	108,436	160,030
FARM SALES	199,932	-	199,932	241,167
OTHER	153,604	-	153,604	182,525
Spending policy distribution from investments without donor restrictions	365,403	-	365,403	965,665
TRANSFERS				
Endowment spending policy distribution	457,660	(457,660)	-	-
Net assets released from restrictions	1,081,126	(1,081,126)	-	-
TOTAL REVENUE, GAINS AND SUPPORT	\$4,975,586	\$6,673,530	\$11,649,116	\$4,790,942

EXPENSES

PROGRAM SERVICES				
STRATEGIC SOLUTIONS TEAM	\$2,917,134	\$-	\$2,917,134	\$2,612,846
COMMUNICATIONS	1,148,761	-	1,148,761	838,427
SUPPORTING SERVICES				
MANAGEMENT AND GENERAL	645,148	-	645,148	448,573
DEVELOPMENT	544,863	-	544,863	596,759
TOTAL EXPENSES	5,255,906	-	\$5,255,906	\$4,496,605
CHANGE IN NET ASSETS BEFORE OTHER CHANGES	(\$280,320)	\$6,673,530	\$6,393,210	(\$294,337)
OTHER CHANGES				
Investment income (loss), net of spending policy distribution from investments without donor restrictions	(777,325)	(368,691)	(1,146,016)	691,395
change in value of beneficial interest in perpetual trust	-	(74,219)	(74,219)	60,854
TOTAL OTHER CHANGES	(777,325)	(442,910)	(1,220,235)	752,249
CHANGE IN NET ASSETS	(\$1,057,645)	\$6,230,620	\$5,172,975	\$1,046,586

STATEMENT OF FINANCIAL POSITION

ASSETS	TOTALS	
	2018	2017
CASH	\$189,963	\$7,209,933
CONTRIBUTIONS RECEIVABLE	1,187,935	1,136,736
ACCOUNTS RECEIVABLE	829,231	305,128
PREPAID EXPENSES AND OTHER ASSETS	62,985	77,531
INVESTMENTS	21,298,130	11,531,404
BENEFICIAL INTEREST IN PERPETUAL TRUST	491,478	565,697
PROPERTY AND EQUIPMENT, NET	4,776,601	3,118,550
TOTAL ASSETS	\$28,836,323	\$23,944,979

LIABILITIES

ACCOUNTS PAYABLE AND ACCRUED EXPENSES	\$444,747	\$831,240
DEFERRED INCOME	114,477	-
NOTES PAYABLE	38,458	48,703
TOTAL LIABILITIES	\$597,682	\$879,313

NET ASSETS

WITHOUT DONOR RESTRICTIONS	\$14,104,970	\$15,162,615
WITH DONOR RESTRICTIONS	14,133,671	7,903,051
TOTAL NET ASSETS	\$28,238,641	\$23,065,666
TOTAL LIABILITIES AND NET ASSETS	\$28,836,323	\$23,944,979