

2024 ANNUAL REPORT



Advancing regenerative
organic agriculture
through rigorous
scientific research,
farmer training, and
education.





A MOMENT DECADES IN THE MAKING

Rodale Institute accelerated the conversion of farms to regenerative organic practices.



In 2024, Rodale Institute supercharged its mission to transform cropland from conventional to regenerative organic production, fueled by soaring demand for our expertise. Backed by decades of groundbreaking, independent research, the Institute has proven that regenerative organic farming boosts soil health and creates vibrant, thriving ecosystems—setting the stage for a brighter future.

The Institute amplified its impact through exciting collaborations that are changing the landscape of agricultural communities. Our nonprofit supported farmers in the USDA's Transition to Organic Partnership Program (TOPP), collaborated with General Mills on a strategy to advance regenerative agriculture on one million acres by 2030, and worked with Holdfast Collective, Patagonia's nonprofit shareholder, and the California Department of Food and Agriculture to bolster resilient food systems for California farmers. These initiatives reflect the Institute's commitment to scaling regenerative farming nationwide.

This year, the Institute's Regenerative Healthcare Conference (RHC) served as its primary platform

for connecting agriculture and medicine. Since its inception in 2022, RHC alumni have emerged as leaders in preventative medicine, launched innovative wellness ventures, and built a global network of regenerative healthcare professionals.

Rodale Institute's impact has garnered significant recognition. In 2024, the U.S. Secretary of Agriculture visited our Main Campus to discuss our efforts to expand access to regenerative organic farming models and markets, underscoring our influence in transforming the nation's agricultural landscape.

We are proud to share these collective achievements in this report and hope you are inspired to join us in building on this momentum.

Jeff Tkach

Chief Executive Officer, Rodale Institute



RODALE INSTITUTE & GENERAL MILLS: ACCELERATING REGENERATIVE ACREAGE IN AMERICA

Growing to Meet Demand

Rodale Institute is partnering with General Mills to provide technical assistance to farmers in the global food company's supply chain who want to transition to organic and regenerative organic farming systems. Rodale Institute advisors offer one-on-one coaching to small grains farmers within General Mills' Northern Great Plains supply chain who are transitioning to organic or who are certified organic by the United States Department of Agriculture. Through this partnership, Rodale Institute and General Mills are laying the groundwork to support the long-term sustainability of producers and the food system.



The Expert

NIC PODOLL

Nic Podoll was born into organic farming on his family's 480-acre Prairie Road Organic Farm & Seed in southeast North Dakota, where the Podoll legacy began in the early 1970s. Growing up immersed in this hands-on world, Nic learned directly from innovators in the organic movement, working the land and absorbing generations of knowledge.

This foundation propelled Nic's expertise: he earned a Master's in Agricultural & Extension Education, became a Certified Crop Advisor, and gained IOIA certification in crops and livestock. Before joining Rodale Institute, he applied his skills in extension roles at the University of Minnesota and North Dakota State University, solidifying his status as a leading voice in sustainable agriculture.

Presently, he manages his own diversified farm in Minnesota with a market garden, beef cattle, hogs, turkeys, meat chickens, and laying hens.



A TRUSTED PARTNER OF THE USDA

With funding from the USDA's Transition to Organic Partnership Program (TOPP), Rodale Institute is improving the landscape of American farmland.

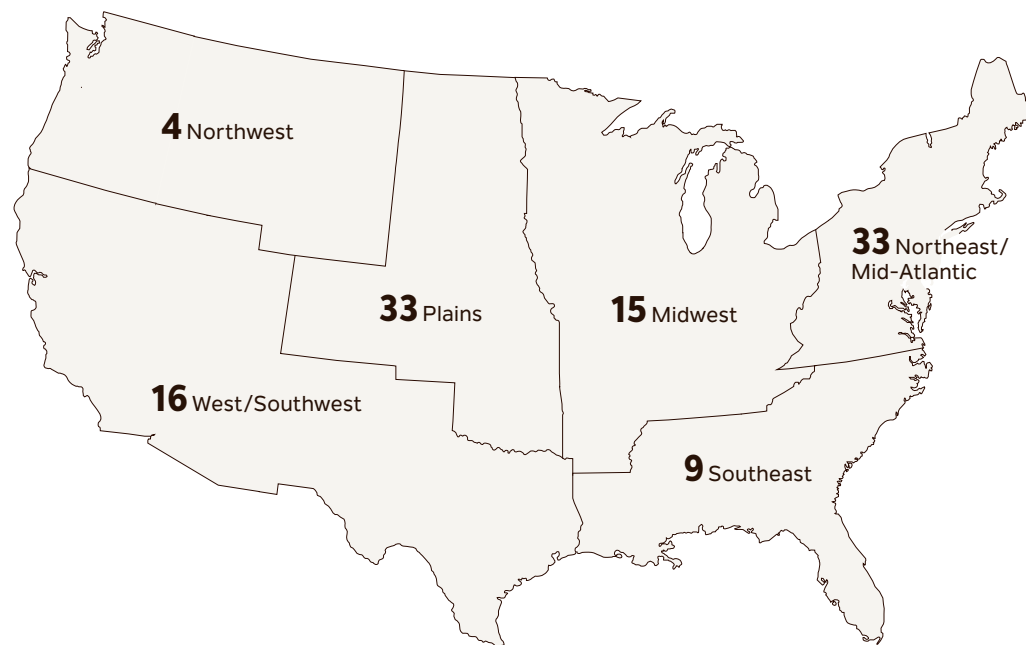


U.S. farmers are the backbone of a thriving, healthy, and affordable food system, dedicating themselves to growing the food that nourishes our nation. With support from the United States Department of Agriculture, farmers are being empowered through the innovative Transition to Organic Partnership Program (TOPP).

Targeted investments from the United States Department of Agriculture are actively supporting U.S. farmers as they modernize and advance their agricultural practices through the Transition to Organic Partnership Program (TOPP). As part of the TOPP program, the Institute provides multi-year on-the-ground training to farmers as they work to achieve their goal of transitioning all or part of their land from conventional to organic production. The Institute's experts also hosted more than 15 TOPP events nationwide, including market development events to connect buyers and suppliers and informational field walks where producers can discuss equipment options and land management techniques.

These strategic investments and expert guidance are vital to the success of America's organic farmers.

Rodale Institute served 110 TOPP clients nationwide in 2024.



39,940 ACRES

In total production
(conventional and organic)

2,634 ACRES

Now certified organic
because of Rodale Institute
& TOPP

11,150 ACRES

In transition to organic



RODALE INSTITUTE, HOLDFAST COLLECTIVE, & THE CALIFORNIA DEPARTMENT OF FOOD AND AGRICULTURE INVEST TO ‘**REVOLUTIONIZE**’ CALIFORNIA’S FARMS

A Transformation is Underway



This year, the Institute received \$1M in funding from Holdfast Collective, Patagonia’s non-profit shareholder, igniting a wave of opportunity for historically underserved farmers and ranchers in Ventura County, California. This generous funding is fueling Rodale Institute’s mission to empower these hardworking producers with top-notch technical assistance, dynamic business planning services, and exciting equipment stipends. Adding to the momentum, the California Department of Food and Agriculture infused an additional \$1.5M investment to uplift the state’s passionate farmers.

The Institute’s agronomists are also working hand-in-hand with farmers enrolled in the program to help with crop selection, marketing coordination, and achieving the highly sought-after USDA Organic and Regenerative Organic (ROC) certifications.

At the heart of this movement is Rodale Institute’s California Organic Center, now a bustling hub of inspiration and education, championing regenerative organic practices across Ventura County and paving the way for a sustainable, flourishing agricultural community.

Dig Deeper

WHY VENTURA COUNTY, CALIFORNIA?

Ventura County is a major agricultural producer in the Golden State. Strawberries, lemons, avocados, and raspberries are among the top crops cultivated in the region.



HOLD THE LAND: HOW A FAMILY IS PRESERVING THEIR ROOTS IN AGRICULTURE WITH THE HELP OF RODALE INSTITUTE

One family with historic links to their community is reversing the trend of farmland sales as values hit record highs.



The Warehime family, proud stewards of the iconic Snyder's of Hanover food brand legacy, is passionately committed to celebrating and safeguarding South-Central Pennsylvania's rich farming heritage.

In a bold and inspiring move against the tide of selling farmland to developers, Warehime Enterprises is championing sustainable land management and regenerative farming practices that nurture the environment and protect natural resources.

Teaming up with Rodale Institute's innovative organic farming experts, Warehime is transitioning its managed cropland to USDA Certified Organic status. The Institute delivers on-farm support, cutting-edge agronomic guidance, and valuable market connections, fueling Warehime's farmers to create thriving, resilient businesses.

This collaboration showcases Warehime's dedication to improving community health in South-Central Pennsylvania—by preserving vibrant farmland, boosting soil vitality, and spreading the incredible benefits of regenerative organic agriculture. Together, we're fortifying the local economy and building a prosperous, enduring future for farming in the region.

“

Warehime Enterprise is excited to partner with Rodale Institute to assist in our strategic goal of preserving farmland in South Central Pennsylvania and more importantly, improving the soil health of our land through regenerative/organic practices.

”

Steve Yelland

President, Warehime Enterprise

RODALE INSTITUTE & PROPAGATE JOIN FORCES TO EXPAND AGROFORESTRY IN NORTH AMERICA

Planting Our Future



Agroforestry systems are a game-changer, delivering incredible wins for farmers and the environment alike. This innovative practice opens up new streams of income for farmers while supercharging the resilience and vitality of their operations.

Regenerative practices like agroforestry promote overall soil health, store carbon in soils and woody biomass accumulation, improve water quality, promote biodiversity, and support pollinators—paving the way for a more sustainable era in food production.

With such tremendous economic and ecological rewards, the potential for agroforestry is boundless, currently gracing just 1% of agricultural land and ready for growth. Our organizations are perfectly poised to champion this transformation and unlock new possibilities.

Through our partnership, cutting-edge agroforestry educational hubs will be launched at the Institute's research sites in eastern Pennsylvania. These demonstration farms will spark innovation, offering research and education opportunities for scientists and farmers, fueling a wave of positive change in regenerative organic agriculture.

Dig Deeper

WHAT IS AGROFORESTRY?

“Agroforestry is the intentional integration of trees and shrubs into crop and animal farming systems to create environmental, economic, and social benefits.”

Source USDA





REGENERATIVE HEALTHCARE CONFERENCE 2024: ROOTING HEALTH IN THE SOIL

A Focus on Prevention and Healing

In 2024, the Rodale Institute’s annual Regenerative Healthcare Conference (RHC) brought together doctors, nurses, healthcare professionals, farmers, and food system change-makers for an immersive, retreat-style learning experience focused on the connection between soil and human health.



RHC serves as Rodale Institute’s premier public health forum, fostering collaboration between the medical and agricultural sectors. Grounded in the intrinsic link between soil health and human health, the conference promotes a systems-based approach to patient care. Its innovative education model prepares healthcare practitioners to incorporate “food as medicine” as a standard of practice.

2024 Pillars	By the Numbers	
<p>1 Farmers as frontline healthcare workers</p> <p>2 Soil is medicine: The role of regenerative organic agriculture in food as medicine.</p> <p>3 Investing in life-long health: Regenerative food ways & equitable, accessible, community-centered food as medicine.</p> <p>4 Roots to rise: Applying a regenerative healthcare framework to system’s change.</p>	<p>81 Attendees</p> <p>25 Speakers</p> <p>110,068 Potential reach</p> <p>7 Countries represented including Canada, Denmark, Germany, Guatamela, Mexico, The Netherlands, United States</p>	<p>“ It was powerful to hear from and connect with farmers, doctors, pharmacists, scientists, and many others intersecting with these professions in unique ways. ”</p> <p>Tara Enthwistle Colorado Department of Public Health</p>

Speakers



Dr. Stephen Chen

Board-Certified Family Medicine Physician



Dr. Gary Soffer

Director of Integrative Medicine / Assistant Professor at the Yale University School of Medicine



Dr. Geeta Maker-Clark

Co-Director of Culinary Medicine at the Pritzker School of Medicine at the University of Chicago

Director of Integrative Nutrition and Medicine at Endeavor Health

U.S. SECRETARY OF AGRICULTURE JOINS ANNUAL FARMER FIELD DAY AT RODALE INSTITUTE'S MAIN CAMPUS

U.S. Secretary of Agriculture Tom Vilsack joined hundreds of farmers, researchers, and scientists at Rodale Institute's Annual Organic Field Day in 2024.

Secretary Vilsack joined Pennsylvania's Agriculture Secretary Russell Redding to discuss efforts to expand producers' access to sustainable agriculture, expand the market for organic products, and help producers transition to organic production.

The Secretary also discussed ways to create additional income opportunities for producers and entrepreneurs by building more, new, and better markets, along with the ways USDA is providing expansive options for consumers to access healthy, locally-produced products, investing in rural infrastructure, and strengthening local and regional supply chains.



BY THE NUMBERS



Research

15

PhD scientists across 12 campuses

33

Active research projects at the Institute's farms and education centers

27

Peer-reviewed manuscripts published

8

Active research projects

Consulting

20

Consultants

over

102,000

total acres transitioning away from conventional systems

749

Active farm clients receiving services

41,618+

Acres in transition to organic

Nearly

5,000

acres already transitioned

Education

15

Rodale Institute Farmer Training students graduated

1,200+

Farmers, students, educators, and professionals hosted for tours, workshops, seminars, farm walks, and field days

3,712

Participants in educational webinars

11

Courses on our Virtual Campus

7 Rodale Institute courses

4 partner programs

Available in 14 languages

5,500+ students have signed up for a course

Reach

58,000+

Subscribers to e-newsletters

1.5M

Page views and 450,000+ active users on RodaleInstitute.org

175,000+

Followers across social media

20,000

Visitors annually to the Main Campus

NEWS & UPDATES

NEW BOARD OF DIRECTORS APPOINTED



Christa Barfield
Founder and CEO of FarmerJawn

James Beard Winner Christa Barfield is a health care professional turned farmer and lifelong Philadelphia resident. Her business is a reincarnation of her career in health care with a focus on regeneration and nutrition security. With around 130 acres across three counties in Pennsylvania, she has built FarmerJawn with an equitable focus on Food as Medicine, and she is leading conversations nationwide on how to take a Farm First approach to America's relationship with food and health.



Brian Lenhart
Vice President of Global Talent Acquisition Strategy, Marketing, and Workforce Planning, American Express

Brian Lenhart is a Vice President at American Express with a 20-year career covering advertising, product management, marketing, digital development, human resources, strategic consulting, and partnerships and has served premium customers, small businesses, and large corporations. He has proven to be deeply invested and involved in the Rodale Institute mission for nearly five years. Brian and his wife, Lisa, were some of the first Pennsylvania-based clients to engage with the Institute's Organic Consultancy when they moved back to their family farm in 2019.



Dr. Scott Stoll
International leader in lifestyle medicine and whole food plant-based nutrition

Dr. Scott Stoll is an international leader in lifestyle medicine and board-certified physician specializing in sports and regenerative musculoskeletal medicine. An innovator, he is the co-founder of the Plantrician Project and served as a member of the Whole Foods scientific and medical advisory board and consults with healthcare organizations globally to integrate lifestyle medicine solutions. As a past keynote speaker at the Institute's Regenerative Healthcare Conference, he has been a long-time thought leader to the organization.



Bill Wolf
President, CEO, and Founder of Wolf & Associates

Bill Wolf is Founder and CEO of Wolf & Associates, a leading global organic consultancy, and an innovative thought leader in organic and value-added product development and sustainable agricultural practices. Bill's pioneering work includes founding the first national organic farming supply company and Thorvin, the largest U.S. certified organic seaweed brand and co-founder of New Resource Bank to fund organic and sustainable businesses. He received the Organic Trade Association's top accolade, the Organic Leadership Award for Outstanding Individual Achievement. He and his wife, Bonnie Brooks, operate Second Star Farm in Sinking Creek, Va.

NEWS & UPDATES

KUTZTOWN UNIVERSITY AWARDED \$1.5 MILLION GRANT TO COLLABORATE WITH RODALE INSTITUTE FOR REGENERATIVE ORGANIC AGRICULTURE PROGRAM

Kutztown University (KU) was awarded a \$1.5 million grant from the Commonwealth of Pennsylvania to support its Regenerative Organic Agriculture track within its Environmental Science major in collaboration with Rodale Institute.

KU's track in regenerative organic agriculture leverages program strengths in ecology, environmental science, and earth systems. Rodale Institute's expertise in organic and regenerative agriculture provides students with

additional opportunities for creating and researching regenerative organic agricultural systems and principles, with hands-on experience at Rodale Institute's 400 acre organic farm serving as a living laboratory.

Graduating students will be prepared to serve in many roles in science, gover-



nance, certification, community, and agriculture as societies grapple with the disruptive impacts of anthropogenic climate disturbances and the need to feed the largest human population the planet has ever supported.

Award for Outstanding Individual Achievement. He and his wife, Bonnie Brooks, operate Second Star Farm in Sinking Creek, Va.

ANNOUNCING PHOEBE ORGANIC FARM AT RODALE INSTITUTE'S FOUNDERS FARM

Rodale Institute broke ground in 2024 on its partnership with Pennsylvania-based Phoebe Ministries to revitalize the Institute's historic Founders Farm in Allentown, Pennsylvania.



Through this partnership, Phoebe Ministries—an organization dedicated to promoting healthy aging—will invest in the Institute's Allentown campus to support the establishment of a regenerative organic production farm and agricultural programming that serves Phoebe's community of residents as well as the region surrounding the campus.

FFAR & THE ORGANIC CENTER INVEST IN RODALE INSTITUTE'S FARMER EDUCATION PROGRAM

Funding from the Foundation for Food & Agriculture Research (FFAR) and The Organic Center (TOC) empowers the Institute to expand its online educational portal to further reach and train farmers and agricultural professionals across the U.S. Specifically, Rodale Institute is expanding access to its online course "Transition to Certified Organic Agriculture" by translating it into Spanish, creating a scholarship program to provide free access to additional online courses, and increasing the types of courses offered.

2,847

New users since the course was offered at no cost

IN THE PRESS

yahoo!news

Barton: \$500K in state funding helps fulfill agricultural needs, support veterans

Early on in his term as a freshman lawmaker, state Rep. Jamie Barton was struck by a memorable visit to the Rodale Institute, a nonprofit organization that supports research into organic farming.

Prevention

Rodale Institute Says Regenerative Organic Agriculture Is the Key to Better Health

Non-profit's recent Regenerative Healthcare conference highlighted ongoing research in organic farming—and how we can best position ourselves (and our food) for the future.

FAST COMPANY

Patagonia's nonprofit arm just gave \$1 million to help revolutionize California's farms

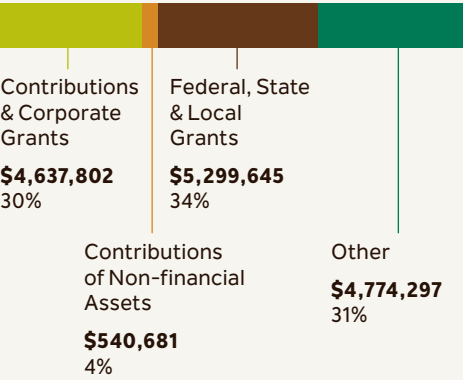
With the funding, the Rodale Institute will help farmers in Ventura County transition away from conventional agriculture toward regenerative, organic practices.



2024 FINANCIALS

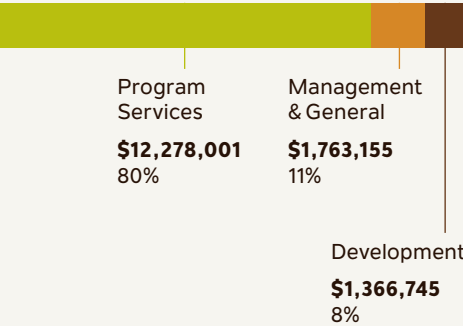
SOURCES OF REVENUE

\$15,252,425



EXPENSE CATEGORIES

\$15,407,901



STATEMENT OF ACTIVITIES

Revenue, Gains, and Support	Without Donor Restrictions	With Donor Restrictions	Totals	
			2024	2023
Contributions and corporate grants	\$4,637,802	\$3,663,341	\$8,301,143	\$11,964,339
Contributions of non-financial assets	540,681	-	540,681	452,103
Federal, state, and local grants	5,299,645	-	5,299,645	4,522,486
Education and Store	273,937	-	273,937	176,574
Farm Sales	178,812	-	178,812	151,922
Other	80,764	-	80,764	255,578
Transfers				
Endowment spending policy distribution	566,722	(566,722)	-	-
Net assets released from restrictions	3,674,062	(3,674,062)	-	-
Total Revenue, Gains, and Support	\$15,252,425	(577,443)	\$14,674,982	\$17,523,002

Expenses

Program Services				
Strategic Solutions Team	\$7,518,236	-	\$7,518,236	\$7,995,779
Communications	1,139,971	-	1,139,971	1,120,941
Education	1,388,867	-	1,388,867	882,259
Organic consulting	2,230,927	-	2,230,927	1,673,372
Supporting Services				
Management and General	1,763,155	-	1,763,155	1,689,456
Development	1,366,745	-	1,366,745	1,346,753
Total Expenses	\$15,407,901	-	\$15,407,901	\$14,708,560

STATEMENT OF FINANCIAL POSITION

Assets	Totals	
	2024	2023
Cash and cash equivalents	\$8,486,786	\$7,950,539
Contributions and grants receivable	6,072,996	10,103,910
Accounts receivable	208,869	239,277
Prepaid expenses and others assets	367,111	250,398
Investments	29,717,285	26,810,109
Beneficial interest in perpetual trust	602,789	561,550
Property and equipment, net	9,281,101	8,445,280
Total Assets	\$54,736,937	\$54,361,063

Liabilities and Net Assets

Liabilities accounts and accrued expenses	\$2,161,737	\$3,536,649
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Net Assets

Without donor restrictions	\$27,575,975	\$26,499,622
With donor restrictions	24,999,225	24,324,792
Total net assets	52,575,200	50,824,414
Total Liabilities and Net Assets	\$54,736,937	\$54,361,063

RODALE INSTITUTE LEADERSHIP SOCIETY

Thank you, major donors, for your support in 2024!

You are making an impact.



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<https://rodaleinstitute.org/get-involved/donate/donor-advised-fund/>

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<https://rodaleinstitute.org/corporate-partnership/>

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To learn more about how you can make a lasting impact through planned giving, contact our Vice President of Development, Annie Brown, at Annie.Brown@RodaleInstitute.org

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