

FOR IMMEDIATE RELEASE**RODALE INSTITUTE AND DAVINES NORTH AMERICA ANNOUNCE
THE U.S. GOOD FARMER AWARD FOR 2025**

*Climate Week Announcement Focuses on U.S. Farmers Leading the Way
in Regenerative Organic Practices*

Kutztown, Pa. — September 30, 2024—[Rodale Institute](#) and [Davines](#) North America announced their latest effort to support and recognize regenerative organic farmers in the U.S. at an event during Climate Week, featuring Rodale Institute CEO Jeff Tkach and Davines Group Chairman Davide Bollati. After the Davines Group, an international beauty company at the forefront of regenerative organic ingredient research, successfully launched its inaugural ‘The Good Farmer Award’ in Italy, they announced the next iteration in the U.S., which is set to debut next year.

The Good Farmer Award recognizes those who have been farming for less than 10 years and are leading the way in regenerative organic farming, promoting sustainable food production, and driving the ecological transition of agri-food supply chains. One U.S. recipient will receive \$10,000 in funding and a farmer-in-residence visit to the Davines and Rodale research hub, the European Regenerative Organic Center (EROC), located in Parma, Italy. The winner will be announced on Earth Day, April 22, 2025.

“We’ve been leading the conversation on the ties between agriculture, climate, and soil health for more than seven decades and understand the many challenges discussed during Climate Week that our planet faces,” said Rodale Institute CEO Jeff Tkach. “Rodale Institute’s research suggests regenerative organic farming is key to mitigating the effects of climate change. It is one of the Institute’s core Research Pillars.

“This week, it’s been stated that 20-30% of all greenhouse gas emissions come from agriculture,” Tkach continued. “Yet, when we as farmers focus on building healthy soil, the soil has the capacity to draw down carbon. It becomes a carbon sink. So, while agriculture is currently one of the largest carbon emitters, we have the opportunity not only to decrease those figures but to also become one of the leading solutions, when we farm differently.”

“Contributing to the spread of a regenerative growth model is an ambitious challenge we fully believe in,” said Davide Bollati, Chairman of the Davines Group. “Regenerative organic agriculture is key to this new approach to sustainability—where it’s no longer enough to simply reduce our negative impact on the environment. We must go further by actively restoring the planet’s resources. We began this journey with Rodale Institute and EROC, and for the past two years, we’ve been providing training and conducting research on regenerative organic farming. This award is the natural progression of that work.

We are focusing on young farmers because we believe they are already driving this paradigm shift and have the potential to lead the future of sustainable agriculture."

Regenerative organic practices have positive benefits for soil health, watershed health, rain cycles, ecological health, biodiversity, carbon sequestration, human health, and more. A single intervention has the power to positively impact multiple critical environmental and human health issues, and Rodale Institute is working to shift agricultural systems to get there.

"At the moment, less than 1% of U.S. farms are using regenerative organic practices, and we need that to change," said Dr. Andrew Smith, Chief Scientific Officer at Rodale Institute. "At Rodale Institute, we are uncovering the most effective ways to grow nutrient-dense crops without harmful chemical fertilizers and pesticides, how to rear livestock organically and without Confined Animal Feeding Operations (CAFOs), and how to maximize the soil's potential for sequestering carbon."

As the nation's most prestigious agricultural research and education nonprofit, Rodale Institute is invested and committed to training the next generation of farmers and advancing world-class scientific research in the U.S. and in Europe alongside their global partner, Davines. Rodale Institute and Davines established the European Regenerative Organic Center (ERO) in 2021 as the first training and research center in Italy in the field of regenerative organic farming. Investments like The Good Farmer Award will not only celebrate farmers choosing a career in agriculture, but will also provide the critical resources that many farmers early in their career require. To learn more about The Good Farmer Award in the U.S., visit rodaleinstitute.org/contact/.

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ABOUT RODALE INSTITUTE

Rodale Institute is a 501(c)(3) nonprofit dedicated to growing the regenerative organic agriculture movement through rigorous research, farmer training, and education. The Institute's groundbreaking science and direct farmer support programs serve as a catalyst for change in farming and food production worldwide. Over its 77-year history, Rodale Institute has proven that organic farming is not only viable but essential to humanity's survival. More information can be found at www.rodaleinstitute.org.

ABOUT DAVINES GROUP

Founded by, and still 100% owned and run by the Bollati family in Parma, Italy, the Davines Group – Davines and [comfort zone] – is an international beauty company with distribution in more than 90 countries dedicated to balancing beauty and sustainability. All products are care-crafted in Parma using the highest-quality natural ingredients and scientific rigor, and all product packaging is carbon-neutral, plastic-neutral, and produced with clean energy. As a certified B Corp, the Davines Group strives to place social and environmental sustainability at the core of its ethos.

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