



# THE FARM IS HERE

*Lessons and wisdom cultivated at the world's leading organic farm*



**JEFF TKACH**  
CEO, RODALE INSTITUTE



**MEDIA KIT**

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*Lessons and wisdom cultivated from the world's leading organic farm.*

By: Jeff Tkach  
CEO, Rodale Institute

## PRAISE FOR THE FARM IS HERE

Agriculture is a key piece to solving the climate and ecological crisis. "The Farm Is Here" is an honest look into how the humble act of regenerative organic farming may be our best bet to heal the planet—and ourselves.

*-Yvon Chouinard, Founder, Patagonia*

"The Farm is Here" is a powerful testament to how deeply our lives are interwoven with the soil beneath our feet. With clarity and conviction, Jeff Tkach shows us that regenerative organic farming is not only about healing the land, it's about healing ourselves, our communities, and our planet.

*-David Bronner, Cosmic Engagement Officer, Dr. Bronner's*

## SYNOPSIS

When I was 37, I got sick and thought I was going to die. The seventh doctor I saw told me I could farm my body back to health. I had no idea what he meant, but I was desperate, so I went with it. As I followed where it led, I began to see how deeply my health is connected to the health of the soil my food comes from. That realization opened the door to a deeper understanding of how our food is grown and the vital role farming plays in all our lives. It pulled me into the economics, politics, and cultural implications of agriculture and introduced me to countless people who are waking up to these same truths.

Eventually, I became CEO of Rodale Institute, a global leader in the regenerative organic farming movement. Now I spend my days surrounded by people who are constantly learning, exploring, and innovating new ways to grow healthier food in healthier soil. This book is about that movement. Because the farm is here.

## BOOK DETAILS

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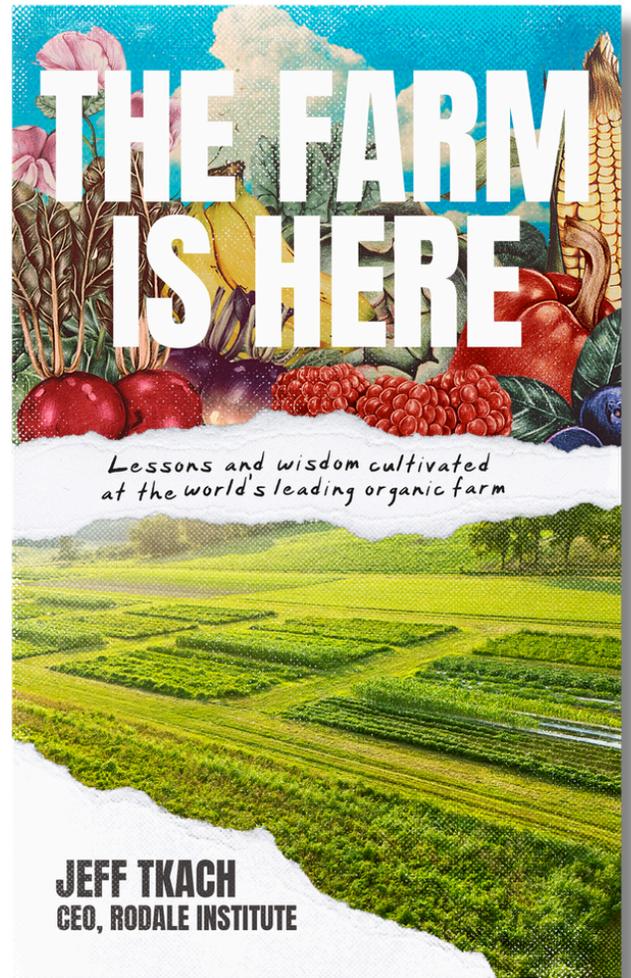
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## ABOUT THE AUTHOR

Jeff Tkach is CEO of Rodale Institute, where he works every day with farmers, educators, and researchers to advance regenerative organic agriculture worldwide and improve human health.

**THE FARM IS HERE**  
is Jeff's first book.



# PRAISE FOR THE FARM IS HERE

Agriculture is a key piece to solving the climate and ecological crisis. *The Farm is Here* is an honest look into how the humble act of regenerative organic farming may be our best bet to heal the planet—and ourselves.

– **Yvon Chouinard, Founder, Patagonia**

An important book rooted in hope for our planet.

– **Rose Marcario, former CEO of Patagonia and founding board member of the Regenerative Organic Alliance**

*The Farm is Here* is a call to consciousness. Jeff Tkach reminds us that soil is not simply the ground beneath our feet, but the living foundation of our health, our societies, and our future. Drawing on his journey and the pioneering work of Rodale Institute, he combines personal experience with the science and spirit of regenerative organic agriculture, offering a vision where ancient wisdom meets modern innovation, and where caring for the land becomes caring for ourselves. Jeff's work conveys a strong commitment on the fundamental role of regeneration, which we share as Davines Group, leading to the creation of the European Regenerative Organic Center, in Parma.

– **Davide Bollati, Davines**

Jeff Tkach reveals a way of seeing our relationship with the land as an opportunity for hope and healing.

It reads like a soulful guide with practical steps that connect the human spirit to the resilience of nature. Through his extraordinary humility, we find a glimmer of our own, and an offer to join the journey.

This book is a love letter to life – to the soil, to the seasons, and to the possibility that we can grow something better together.

– **John Chester, Founder of Apricot Lane Farms, Director of The Biggest Little Farm**

I just completed *The Farm Is Here* by Jeff Tkach. Let me just say, Jeff nailed it. I heartily recommend this book.

– **Will Harris, White Oak Pastures, Bluffton, Georgia**

*The Farm is Here* is a powerful testament to how deeply our lives are interwoven with the soil beneath our feet. With clarity and conviction, Jeff Tkach shows us that regenerative organic farming is not only about healing the land, it's about healing ourselves, our communities, and our planet. This book is both an invitation and a roadmap for the regenerative future we know is possible, grounded in ancient wisdom and urgent truth.

– **David Bronner, Cosmic Engagement Officer, Dr. Bronner's**





# MEET JEFF TKACH

**CEO, RODALE INSTITUTE**

Jeff Tkach is nationally recognized as a leading voice in regenerative organic agriculture, with a lifelong commitment to the intersection of agriculture and human health. His journey, both personal and professional, reflects a deep belief in the connection between how we farm and how we live, mirroring Rodale Institute's mission that healthier farming leads to healthier people and communities.

As CEO at Rodale Institute, Jeff brings more than 20 years of leadership experience primarily in for-profit and business sectors. His background has effectively translated to drive innovation and impact in the nonprofit world, bridging scientific research, sustainable strategy, and strategic partnerships with practical farming solutions.

Jeff leads the Institute's comprehensive research, technical assistance programs, and national advocacy initiatives, all focused on making regenerative organic agriculture viable at scale across the U.S. and the world. His approach aims to drive prosperity and health for farmers and their communities by setting new standards for how America farms. Under Jeff's guidance, Rodale Institute remains at the forefront of regenerative organic agriculture.

Jeff is a frequent thought leader on many national platforms, including Fast Company, Forbes, Newsweek, and more. He is also the author of *The Farm Is Here*, which emphasizes the global movement for regenerative organic agriculture and its deep connection to soil health and human well-being. He is a passionate advocate for the power of soil health, economic opportunity, and conscious leadership in food and farming to advance the future with global change.

***Contact [rodaleinstitute@seesparkgo.com](mailto:rodaleinstitute@seesparkgo.com) for speaking opportunities.***



# MEDIA ENGAGEMENT

**JEFF TKACH**  
CEO, RODALE INSTITUTE

## EXPERTISE AND SPEAKING TOPICS

- **The Soil Health x Human Health Connection** - How soil health influences the health of our food, our bodies, and our communities.
- **How Businesses Can Embrace Regenerative Practices** - Practical ways food and consumer brands can integrate regenerative principles into sourcing, supply chains, and corporate responsibility.
- **Innovations in Regenerative Organic Agriculture** - Emerging research, technologies, and on-farm practices from Rodale Institute, shaping the future of productive, resilient agriculture.
- **The Economics of Regenerative Organic Agriculture** - Market trends, business models, and the long-term financial case for regenerative organic farming across the supply chain.
- **The Next Generation of Farmers** - How younger farmers are reshaping agriculture through innovation, sustainability, and new economic opportunities.
- **The History and Mission of Rodale Institute** - The legacy and ongoing global impact of Rodale Institute's research, education, and advocacy to heal people and the planet.

## MEDIA COVERAGE

- [Fast Company Contributing Writer](#) (2025)
- [Forbes](#) (November 2025)
- [AgFunder News](#) (November 2025)
- [Prevention](#) (September 2025)
- [EcoWatch](#) (June 2025)
- [Newsweek](#) (November 2024)
- [Fast Company](#) (September 2024)
- [Whole Foods Magazine](#) (August 2024)
- 

## SPEAKING ENGAGEMENTS & PODCASTS

- Google Food is Medicine Advisory Council
- SXSW Panel
- USDA Agricultural Outlook Forum
- New Hope Organic Summit
- Climate Week NYC
- Eat Better Food Today

## ABOUT RODALE INSTITUTE

Named one of Fast Company's Most Innovative Companies in 2025, Rodale Institute is a nonprofit dedicated to growing the regenerative organic agriculture movement through rigorous research, farmer training, and education. Over its 78-year history, Rodale Institute has proven that organic farming is not only viable but essential to humanity's survival. The Institute's groundbreaking science and direct farmer support programs serve as a catalyst for change in farming and food production worldwide.



### **What is The Farm Is Here about?**

It's about the deep connection between soil health and human health and how regenerative organic farming can heal land, people, and communities at the same time.

### **Why the title “The Farm Is Here”?**

Because farming isn't distant or abstract. The farm shows up in our bodies, our meals, our health care system, our communities, and our environment. What happens on farms shapes everyday life, for everyone, whether we're aware of it or not.

### **What inspired Jeff Tkach to write this book?**

A personal health crisis. At 37, Jeff was told by a doctor he could “farm his body back to health.” That idea led him to explore the connection between soil, food, and wellbeing—and ultimately, to become the CEO of Rodale Institute.

### **What makes this book different from other food or farming books?**

This book is grounded in lived experience and real-world science, not ideology, guilt, or the latest wellness trends. It blends personal storytelling, regenerative organic farming research, and thought leadership to show how soil health touches nearly every aspect of our lives.

### **How does regenerative organic farming differ from conventional agriculture?**

Regenerative organic agriculture works with nature, instead of extracting from it. Living, regenerative soil is built through natural cycles, omitting the use of synthetic chemicals, rotating crops, supporting biodiversity, and strengthening the health of our food and our communities.

### **Is this book only for farmers?**

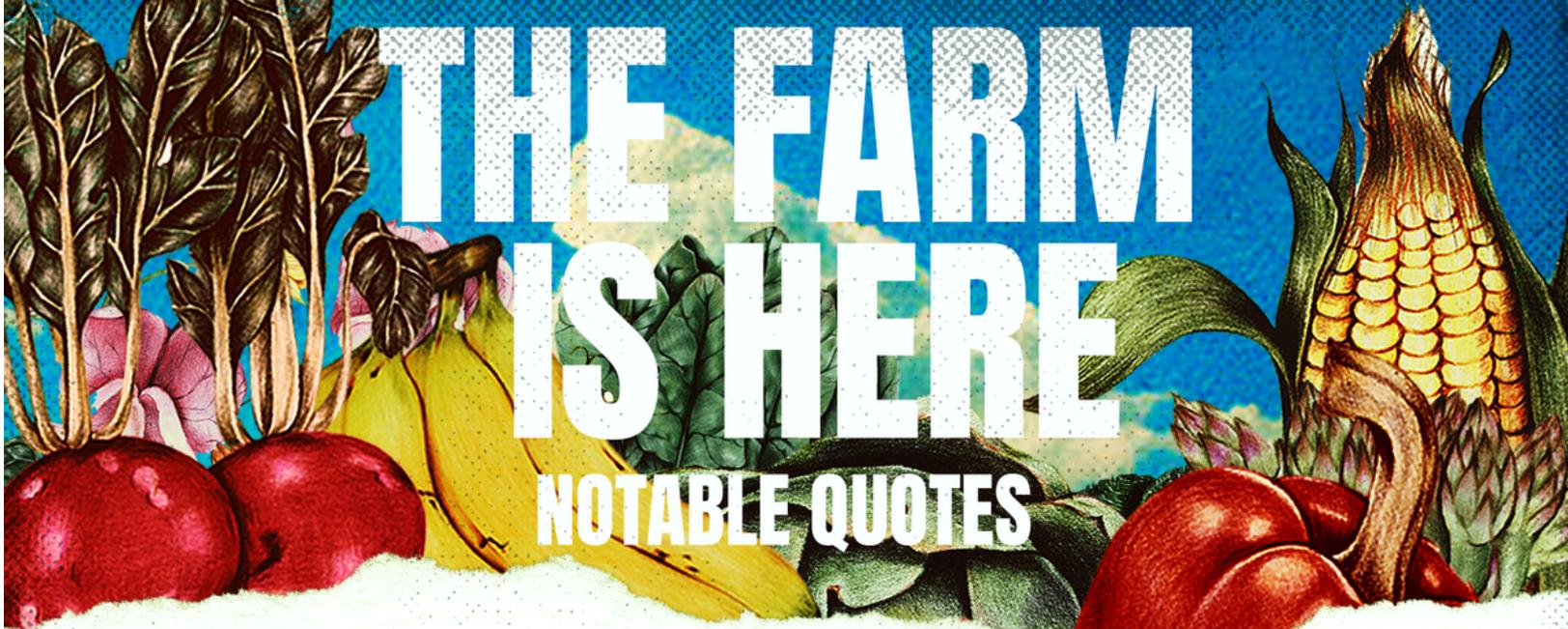
It's for anyone who feels the pull to live differently. Everyone plays a role in the regenerative system: one meal, one choice, one day at a time.

### **What role does Rodale Institute play in the book?**

Rodale Institute serves as a living laboratory and global hub for regenerative organic research, farmer training, and innovation, demonstrating that healthy soil is essential to humanity's survival. The book is rooted in decades of scientific research, all happening at Rodale Institute.

### **What is the biggest takeaway for readers?**

There's a different way to live your life. One that is rooted in nature. Healing starts in the soil, and when we feed the land, it feeds us. Regeneration is not only possible; it's already happening and you're a part of it.



# THE FARM IS HERE

## NOTABLE QUOTES

**“What we put on our plate can change the future of humanity.”**

**“Everything we thought was separate – food, health, politics, belonging – is actually connected.”**

**“The farm contains answers to our world’s greatest problems.”**

**“Industrial agriculture is turning soil into dirt.  
Regeneration brings it back to life.”**

**“When we feed the land, it feeds us—physically,  
economically, and culturally.”**

**“Healing starts in the soil.”**

**“People don’t realize there are more than 10 billion microorganisms in a teaspoon  
of healthy soil— and they’re directly connected to our immune systems.”**

**“The food system is one of the fastest ways to heal people  
and the planet at the same time.”**

**“One person, one meal, and one farm at a time—  
that’s how change actually happens.”**



# THE FARM IS HERE

## *Book Excerpt*

### *Chapter 1: The Farm Speaks to Me*

The Farm speaks to me.

Sometimes it's loud. Like really loud. Especially in July.

My office is in a 250-year-old stone farmhouse.

Like other CEOs, I have a desk, a conference table, a laptop, and a phone. But when I take one step outside of my office door, I enter a 400-acre farm.

This farm is teeming with life.

Several times per day, I go for walks on the farm. The farm calls me to walk, and at some point in my day, I always answer. It is the moment in my day that I most cherish.

In the heat of early July, there's a hummmmmm coming from the ground. A pulsation. Proclaiming I'm alive, I'm alive, I'm alive.

Everywhere I look, nature is thriving. Apple orchards pumping fruit, amber waves of grain swaying in the breeze, vegetables pushing up from the earth, wildflowers splashing color onto the landscape. All growing in harmony, like a natural symphony.

I realize that this is a rare gift that very few people get to experience these days. Life on a farm.

We grow many different kinds of crops on our farm, while most farms focus on just a few crops like corn and soybeans.

Here on our farm, the land is alive with diversity, just as nature intended. The beauty here isn't only in the plants; the animals are essential too.

The air is filled with birds singing. Some rare species have recently returned to our farm as if they know something significant is happening here.

We have pigs roaming freely in the pasture. Same with our cows. Pigs and cows are not meant to live in buildings, which is how most livestock are raised these days.

I am not interested in a debate as to whether or not we should be consuming them. Animals simply make the land healthier. Research shows that they need the land to thrive, and the land needs them too.

In one field, we let the meadow grow without mowing it in order to create a habitat for pollinators.



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On some days, my job requires me to be on the farm late into the evenings. Around 9 p.m., millions of fireflies light up the night sky. It always stops me in my tracks. Like nothing I've seen before. Fireflies used to be prevalent. Until humans started spraying chemicals. But here, they're flourishing, thanks to a healthier ecosystem that we have created on our farm. Another sign that when we give the land what it needs, it gives back in ways we never could have imagined.

On a summer day, when I walk the farm and listen, I deepen my relationship with the life beneath my feet and all around me. But I also cherish connecting with the part of nature we often overlook: humanity.

As I walk down one of the pea-gravel paths on the farm, I see Dr. Arash Ghale, our director of research, checking in on one of our many research projects in progress. Our farm is a living laboratory for cutting-edge science.

Arash is from Iran. He was drawn to the organic farming movement as a young boy when his parents would take him on drives into the Iranian countryside. After attending college, he eventually got a job working for a German-based company that certified farms to the organic standards in Iran and throughout the Middle East.

His job was to go out and inspect farms to ensure they were compliant with international organic standards. He once inspected a farm near the volatile borders of Iran, Afghanistan, and Pakistan—an area so dangerous he needed an armed escort just to reach the farm fields.

For Arash, working at Rodale Institute is more than a job; it's the fulfillment of a long-held dream to be a part of a growing movement.

Everyone working here on this farm listens closely to the land, to the farmers, to the rhythm of the work — because that's where real intelligence lives. In an era of the acceleration of artificial intelligence, we turn to nature for the most intelligent answers.

At this moment, as I walk the farm, I feel connected to all the people on all the farms all over the planet. Farmers are some of the most innovative people in the world.

And then, there's this moment in July when I taste my first cherry tomato of the season. That first bite takes me back to being four years old in my great-grandmother's garden in Norristown, Pennsylvania. Her garden holds memories, too.

If I keep walking, I'll pass more of our fields growing a wide range of crops. Blackberries, kale, peas, purple potatoes, scallions, collard greens, green beans, lettuce, and the list goes on. Despite their differences, every fruit and vegetable is rooted in the same soil.

Just like us.



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Our soil is more than dirt. It's expansive with life. If you took one teaspoon of soil from any of our fields and put it under a microscope, you'd find more than 10 billion microorganisms working together. Think about it: That's more than the entire human population.

With that much life in a single teaspoon, imagine all that radiant energy circulating across 400 acres. That's a lot of life in one place.

The hummmmmm is the lifeforce that is pulsating across every square inch of this farm.

By the way, the average soil on an industrial farm is rapidly degrading.<sup>3</sup> Most farmland is turning into dirt, not living soil.

If we keep farming the way most farms do using industrial agricultural methods, we will face a soil health crisis in our lifetime. For real.

The good news?

It does not have to be this way. We can turn things around – quickly.

For as long as humans have been farming, natural, organic methods were the norm. Indigenous people across the globe stewarded healthy ecosystems for thousands and thousands of years.<sup>4</sup> It's what kept the human species alive and evolving.

We need to recover the sacredness of the land that humans carefully cultivated for millennia. And we need modern science to understand how we can work in harmony with nature, using biological methods, to improve the health of the soil and to accelerate the healing of our ecosystems.

That's what we're doing here at Rodale Institute.

As J.I. Rodale, our founder, said in 1942,

“Healthy Soil = Healthy Food = Healthy People.”

The farm reminds me of that every day.

Soil health and human health are inextricably linked.

Sometimes, the farm isn't loud. It's quiet. Like really quiet.



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January is the quietest month, if you ask me.

During the winter, the farm hands me a silent invitation to slow down.

An addiction to work can be cured by what the farm says in January. To rest the soil, to rest my body, and to rest the body—the Earth. And yet, winter is one of the most mysteriously powerful times on the farm.

The land appears to be doing nothing, but in that stillness, something is happening.

Like a quiet that's actually quite purposeful.

A silence that's hidden from our eyes, taking place deep beneath the soil.

The snow plays a part in that. It offers the farm a blanket for protection and cover.

Some farmers even plant their seeds right before the first frost. The freezing pulls their seeds deeper into the ground, allowing them to germinate come springtime.

Sometimes growth comes from getting still and allowing things to happen beneath the surface.

The quiet of winter is a "nothing" that's actually a something.

Without this cold stillness, there would be no loud, rhythmic vibrancy in the warmth of summer.

You can't have July without January.

No matter the season, the farm is constantly teaching us.

Rodale Institute is part of this growing movement. It's happening here on our farm in Pennsylvania, on farms all around the world, in local communities, and in backyard gardens.

We're constantly learning more about how monumental this global shift back to the farm is and its implications for society. What it means for our future. And the expansive, abundant implications.

Take politics, for example. This movement is a wrecking ball for polarization.

If you work in regenerative organic agriculture, any division of a right and a left is demolished. We're all humans who need to eat healthy food. And the urban and rural divide gets smashed too. Most of us rely on rural communities to feed us.



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Obviously, this extends to healthcare too, which often operates more like “sickcare.”

In 1960, we spent twice as much on food as we did on healthcare. Sixty years later, we now spend three times more on healthcare than on food.

And yet, we’re collectively getting sicker. So, when we invest in a better food system, we feed people healthier food which makes them healthier and end up spending less on the outrageous costs of a broken healthcare system.

And of course, there’s the chemicals.

For the first time in human history, people are eating food sprayed with significant amounts of chemicals. Many of which we are now discovering are linked to an increased risk of certain forms of cancer.<sup>6</sup> The chemical playbook of commercial agriculture is eradicating life in the soil in the name of extraction, efficiency, yields, and profit. But again, we know how to turn this around.

At the deepest level, our society is beginning to reconnect with where our food comes from, how what we’re eating was produced, and ensuring everything we grow is nutrient rich.

Everything we do in regenerative organic agriculture is rooted in endless innovation combined with ancient wisdom. In our movement, there is no playbook, no chemicals, and no extraction. Simply put: Extraction is no longer sustainable.

Humans long for what is real and enduring.

In a world that is presumably more connected than ever through social media, we are lonelier than ever as a society. The farm has a lot to teach us about authentic community.

Annie Brown in Boulder, Colorado started a community potluck in partnership with her local farmers market. Each month she chose a themed vegetable, like peas. Everyone brought a dish with that vegetable, all sourced from farms in the community. What started as a few people making pea dishes grew into a sought-after event, gathering hundreds of people together in the name of local, organic food.

Here at Rodale Institute, I see a similar phenomenon with our employee CSA. Yes, we give our employees a free share of vegetables each week to take home to their families. This is a component of our healthcare benefits package. We are investing in the health of our employees and their families, and in turn, we create a stronger and more connected workplace culture.



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Further along in my walk, I see our students who have come from all over the world to spend nine months with us, learning how to become regenerative organic farmers.

Every Thursday at noon, the entire Rodale Institute staff gathers to collect produce from the farm grown by our students, which has now become a weekly community celebration and ritual.

We've built a workplace culture that literally breaks bread together.

Turns out, food and regenerative organic farming are the antidotes to loneliness. Creating a shared space for connection, for meeting new people, and for delivering nourishment that goes beyond the body and feeds the ache of the soul.

What we keep discovering is that the farm can transform nearly every area of our lives. The farm contains answers to our world's greatest problems.

What we're learning in this movement is the things we were told had nothing to do with each other are actually interconnected.

Everything from eating a proper tomato to getting good sleep to who you vote for to feeling like you belong, it's all the same thing, endlessly connected, like a giant infinity loop.

Labels, categories, and "us vs. them" become absurd when sharing a meal together from the farm. When we begin to reconnect with our food, we reconnect with each other.

This is the miracle of life on Earth.

What we put on our plate can change the future of humanity.

Really, the farm is a living, breathing organism that needs to be fed and nourished, just like you and me. When we feed the land, it feeds us.

And so, I walk and walk and walk the farm. And I listen for what it has to teach me today.

The farm tells me reciprocity, nourishment, and connection are the way forward. That we are all called to be farmers—stewards, caring for the land, ourselves, and each other.

So, this book is for everyone.

And for me, it's really, really personal.

# RODALE INSTITUTE

**THE LEADER IN REGENERATIVE  
ORGANIC AGRICULTURE SINCE 1947**

## WHO WE ARE

Rodale Institute is a 501 (c)(3) nonprofit organization dedicated to growing the regenerative organic agricultural movement through scientific research, farmer training, and education. Rodale Institute was founded in 1947 by J.I. Rodale, and its headquarters are located in Kutztown, Pennsylvania.

## WHAT WE DO

### FARMER TRAINING

Rodale Institute's farmer training programs support growers at every stage of their organic journey. Through one-on-one transition consulting with trained agronomists, specialized training programs for veterans and beginning farmers, and a wide range of workshops, webinars, and hands-on learning opportunities, the Institute equips farmers with the practical skills, science-backed knowledge, and ongoing support needed to succeed in regenerative organic agriculture.

### RESEARCH

Rodale Institute conducts rigorous, long-term scientific research to advance regenerative organic agriculture. Through on-farm trials and peer-reviewed studies, its research examines soil health, climate resilience, crop productivity, pest and weed management, and the environmental and economic impacts of organic farming systems—providing farmers and policymakers with trusted, science-based solutions for a more resilient food system.

### CONSULTING

Backed by 75+ years of science, Rodale Institute's Regenerative Organic Consulting Service launched in 2019 to accelerate the shift from conventional to organic agriculture practices and production. We put trained agronomists and certification experts on farms in a one-on-one mentorship & personalized coaching model to assist transitioning farmers in adopting organic systems where soil health, social fairness, and animal welfare thrive. Our services are available nationwide.

**LEARN MORE @ [RODALEINSTITUTE.ORG](https://rodaleinstitute.org)**

# THE FARM IS HERE



## CONTACT:

*For more information about **The Farm Is Here**, including book events or speaking opportunities with Jeff Tkach, contact:*

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