



**RODALE**  
INSTITUTE™

ANNUAL REPORT **2007**

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## BOARD OF DIRECTORS

Ardath Rodale, Co-Chair  
Paul McGinley, Esq., Co-Chair  
Mark Kintzel, Secretary  
Christiane Baker  
George Bird, Ph.D.  
Lorna Donaldson  
Joseph McMahon  
Helen Piszek Nelson  
Maria Rodale  
Louise Schorn Smith  
Anthony Rodale, Chairman Emeritus

## LETTER FROM THE BOARD CO-CHAIRS

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Dear Friends,

In the very first issue of *Organic Farming and Gardening* magazine, J.I. Rodale wrote:

*“One of these fine days, the public is going to wake up and will pay for eggs, meats, vegetables, etc., according to how they were produced.”*

J.I. recognized a revolution and decided to place himself on the front lines. In 1972 J.I.’s son Robert Rodale purchased a 333-acre farm in Kutztown, Pennsylvania, which became the site of the Rodale Institute.



Looking back to 1972, we are amazed at what we started. Back then, hardly anyone had heard the word “organic” now, it’s a way of life. The Rodale Institute marked its 60th anniversary in 2007 and celebrated our worldwide efforts to implement organic research and education.

We’re entering our seventh decade of leadership in the field and are still on the cutting edge of the organic revolution. We’re communicating the health and environmental benefits of organic food and farming, and pioneering groundbreaking research on the role organic farming can play in reducing global warming.

The organic revolution started in our back yards and has spread across our planet. Today it continues to grow in influence with every swipe of the supermarket scanner as millions of shoppers make the conscious choice to buy organically grown food. We are profoundly grateful to the staff, volunteers and supporters of the Rodale Institute, and are confident the organic revolution is redefining our food system from seed to table.

A handwritten signature in cursive script that reads "Ardath Rodale".

Ardath Rodale  
Board Co-Chair

A handwritten signature in cursive script that reads "Paul McGinley".

Paul McGinley  
Board Co-Chair



## LETTER FROM CEO TIM LASALLE

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*Timothy J. LaSalle, Ph.D. came to Rodale Institute in June, 2007 as the Institute's first CEO. Tim LaSalle holds his doctorate in depth psychology at Pacifica Graduate Institute, a master's degree in populations genetics from Virginia Polytechnic Institute and State University, and a bachelor of science degree from California Polytechnic State University (Cal Poly). For 12 years he was a full professor at Cal Poly, where he taught dairy science classes and served as the president and CEO of California's Agriculture Education Foundation. More recently, LaSalle served in an executive capacity with various nonprofit organizations, including the Environmental Center of San Luis Obispo County and the Allan Savory Center for Holistic Management.*

Dear Friends,

J.I. Rodale began seeding the vision more than 60 years ago that healthy soil = healthy food = healthy people. Today, the scientific and health communities are not only confirming that “you are what you eat,” but revealing that your health is critically dependent on what you do to your soil.

In my first six months, I took up the Board's challenge to build upon our rich heritage of leading-edge research by broadly communicating that regenerative, organic farming can solve some of the world's most pressing challenges, especially climate change, hunger, clean water, drought resistance and flood prevention.

Changing the way we eat and the way we farm may be the single biggest action the world can take to address climate change and to help the world's most vulnerable end the cycle of hunger. It's our moral imperative to share this research-based knowledge with leaders who can change policy to support the transition of farmers globally to regenerative food production. Furthermore, it is imperative to educate consumers that buying organic food invests not only in their personal health, but in a healthy environment.

In 2008 and beyond, we will show the world how to change agriculture from a global-warming contributor to a global warming inhibitor, from a source of ever-increasing pollution to a source of regeneration, from an industrial commodity to a cultural staple.

We warmly invite you to visit and join us in this urgent effort to regenerate the health of our population and that of the planet.

Sincerely,

A handwritten signature in black ink that reads "Tim LaSalle". The signature is fluid and cursive.

Tim LaSalle, Ph.D.  
CEO



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# 2007 MILESTONES

# RESEARCH

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- Updated the Farming Systems Trial® to add conventional farming practices of no-till with herbicides coupled with GM seed stock and cutting-edge organic no-till practices.
- Received Pennsylvania Energy Development Authority (PEDA) grant to improve measurement and identification of changes in soil organic matter and carbon sequestration.

- Received Organic Farming Research Foundation (OFRF) grant to evaluate organic biological controls for cutworms in corn.
- Research agroecologist Matthew Ryan completed his master's degree in weed ecology from The Pennsylvania State University.



- Provided key inputs for the Pennsylvania Climate Roadmap, collaborating with the Pennsylvania Environment Council and key stakeholders.
- Received Northeast IPM (Integrated Pest Management) research grant to experiment with cover crops for weed suppression.
- Worked with USDA researchers to develop “Purple Bounty”, a new early flowering hairy vetch cultivar, which will allow farmers in more northern climates to utilize this important legume cover crop.

# EDUCATION AND OUTREACH

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- Published “Studies and Advances in Composting Technology” in ACRES USA magazine (Vol 37, No 9), summarizing research from a Pennsylvania Department of Energy Nutrient Sequestration Grant.

- *National Geographic* magazine photographer Jim Richardson visited our farm to capture images for a story on the state of soil worldwide.

- Hosted a group of six South Korean sustainable agriculture students from Gyeongsang National University, and their professor, throughout the month of July.

- Hosted a no-till field day here on our farm.



- Co-hosted the International Conference to Develop Educational Strategies for Sustainable Agriculture at Cornell University.

- Published “The Organic Farming Response to Climate Change,” covering Rodale Institute carbon sequestration research, in *Pesticides and You* magazine (Vol 27, No 1).

- Held composting workshop in Lancaster, Pa.
- Hosted Women In Agriculture workshop here on our farm.



- Research director Paul Hepperly delivered keynote address to Beyond Pesticides Conference in Chicago.

- Developed and implemented custom educational programs for students from Lehigh University, Delaware Valley College, Albright College, Lafayette College, Bristol Community College, Alfred State College and Earth University.



- National Sustainable Agriculture information service (ATTRA) interviewed research agronomist Dave Wilson for a "Conversations in the Field" column featuring movers and shakers in the sustainable agriculture movement.

- Research agronomist Dave Wilson presented research results at the American Society of Agronomy/Crop Science Society of America/Soil Science Society of America International Annual Meeting in New Orleans. Wilson also presented at the Northeast Agriculture Expo in Raleigh, North Carolina, and the 10th Anniversary of the Long-Term Agroecological Research (LTAR) plots at the Neelly-Kinyon Field Day in Iowa.



- Hosted Organic No-Till: Reducing the Environmental and Economic Costs of Farming field day here on our farm.



- Developed and implemented corporate educational programs for staff from Mars, Inc., and Seeds of Change.



# FARM OPERATIONS

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■ Expanded organic no-till research work, based on management of cover crops with the Rodale roller/crimper, to include many new farmers and research organizations.

■ Successfully implemented all research field projects and managed the farm production areas with record net farm returns due to high grain prices and good yields.



■ Organic Price Report (OPR) gathered more momentum with inclusion of new price suppliers.

■ Jeff Moyer voted in as vice-chair of USDA National Organic Standards Board for 2008.

■ Constructed wetlands project for waste water treatment for our Visitor Center took a few giant steps forward in 2007 with the acceptance of the USDA-EPA grant.

# INTERNATIONAL

- Rodale Institute teamed up with Food and Agriculture Organization (FAO) and the Swiss Research Institute for Organic Agriculture (FiBL) to explore low-level greenhouse-gas agriculture and food systems.
- Cultivated partnerships to pursue internationally focused programs with Africare, World Neighbors, North Carolina State University, University of Florida, the Regional Research Center for Adaptation of Drought (CERAAS), the Food and Agriculture Organization (FAO), the International Fund for Agricultural Development, the World Bank and USAID.

- Rodale Institute International Programs director Amadou Makhtar Diop, Ph.D., invited by government of Norway to conduct two workshops at an international conference on the topic “Can Africa feed itself? Poverty, Agriculture and Environment – Challenge for Africa.” Dr. Diop presented our global young farmer leadership development initiative and described the role that organic farming and agroecology should play in the developing world. The symposium led to publication of a book entitled “Africa Can Feed Itself” (The Development Fund, 2007), which includes Dr. Diop’s presentation.



- Rodale Institute signed a memorandum of understanding with Shumei, a Japanese organization, to collaboratively work on a Natural Agriculture Garden Project.



- Rodale Institute research director Paul Hepperly selected as Fulbright scholar to teach organic practices to agricultural leaders in Uruguay.



- Bike Town Senegal launched in partnership with Rodale Inc.’s Bicycling Magazine and the healthy living publisher’s Bike Town Africa program. Twenty five specially made cargo bikes have been distributed to farmers to date to help them get their products to market.



- Research agroecologist Matthew Ryan presented Institute research results at the 7th European Weed Research Society workshop on Physical and Cultural Weed Control in Germany.

# COMMUNICATIONS

- Completed USDA Risk Management Agency (RMA)-funded online Organic Transition Course, along with complementary Organic System Plan and Crop Conversion Calculator tools.

- Posted farmer-centered stories and sustainable/organic farming news in monthly updates to [www.newfarm.org](http://www.newfarm.org).

- Kidsregen.org Organic School Garden Awards contest received entries from around the country. Learning Gate Community School in Lutz, Florida, took first-place honors.

- Continued weekly updates of the Organic Price Report (OPR).



Organic Price Report

View current prices by: **the category: 1 market** **the volume: 1 market**  
**the product: 10 markets** **the category: 3 markets (shown)** and...

Compare prices for Fruit in Philadelphia, PA and San Francisco, CA

View market reports

View other reports

Physical Category Review: Week of July 22, 2008

San Francisco: Higher prices are for fruit delivered to large organic earth-units east of the San Francisco area. Individualized prices are from the San Francisco delivery reports. San Francisco was chosen for its wide range of organic and conventional products.

Philadelphia: Organic prices are for fruit delivered to organic earth-units east of the Philadelphia area. Conventional prices are from the Philadelphia delivery reports. Philadelphia was chosen for its wide range of organic and conventional products.

Fruit	Philadelphia	San Francisco			
Name	Unit	Conventional	Organic	Conventional	Organic
Apple (red)	lb	\$ 1.00	\$ 1.50	\$ 1.00	\$ 1.50
Apple (green)	lb	\$ 1.00	\$ 1.50	\$ 1.00	\$ 1.50
Apple (yellow)	lb	\$ 1.00	\$ 1.50	\$ 1.00	\$ 1.50
Apple (red)	lb	\$ 1.00	\$ 1.50	\$ 1.00	\$ 1.50
Apple (green)	lb	\$ 1.00	\$ 1.50	\$ 1.00	\$ 1.50
Apple (yellow)	lb	\$ 1.00	\$ 1.50	\$ 1.00	\$ 1.50



- Provided research into organic conversion for policy-makers seeking to incentivize conversion to organic agriculture.

- Provided research updates on the Rodale Institute no-till roller/crimper; soil carbon research; agronomic research; and outside research bearing upon regenerative organic systems.

- Produced content on developing local, organic food networks; strategic analysis on global food production; role of biofuels in sustainable food system; new/young farmers starting out; innovative land access; organic success at farm and regional organic processing level; grass-based dairy opportunities and managing organic weeds.

# DEVELOPMENT

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- New management structure of development office undertaken with hiring of director and, subsequently, a development coordinator.
- Assessment of department infrastructure completed and upgrade to the donor database software prescribed.
- 100-percent financial participation by board of directors.
- Establishment an internal forum for critically evaluating grants and partnerships.
- Acquisition of internet capability for researching prospects.
- Lead role in successful execution of the Institute's 60th anniversary celebration picnic.



# 2007 FINANCIALS

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<b>REVENUE, GAINS AND SUPPORT</b>	<b>Total</b>
Grants	\$ 56,730
Federal awards	1,148,680
Contributions	1,699,972
Education, bookstore and catalog	96,644
Crop sales	132,911
Others	82,695
Interest and dividend income	261,591
Realized and unrealized loss	(113,518)
<b>Total revenue, gains and support</b>	<b><u>3,365,705</u></b>
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<b>EXPENSES</b>	
<b>Program Services</b>	
Research and Training	372,845
NewFarm.org	764,022
International Program	151,223
Farm Operations	742,503
Kidsregeneration Resource Network Programs	134,021
Communications	190,301
<b>Supporting Services</b>	
Management and General	644,598
Development	223,494
<b>Total expenses</b>	<b><u>3,223,007</u></b>
<b>CHANGE IN NET ASSETS</b>	<b><u>142,698</u></b>
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<b>NET ASSETS</b>	
Beginning of year, as previously reported	12,405,613
Prior period adjustments	<u>1,514,540</u>
Beginning of year, as restated	<u>13,920,153</u>
<b>TOTAL NET ASSETS</b>	<b><u>\$14,062,851</u></b>

Year ended December 31, 2007

# 2007 SUPPORTERS

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## Gifts over \$5000

Christiane Baker  
Copernicus Society of  
America  
Merry Hart  
Susie Watts Margolin  
Marisla Foundation  
Joseph McMahon  
Ardath Rodale  
Maria Rodale  
The Rodale Family  
Foundation  
Rodale Inc.  
Toward Sustainability  
Foundation

## Gifts between \$1500 and \$5000

George Bird  
Frederick Buechner  
Seth Cohen  
East Penn Bank  
Freddie Mac Foundation  
Matching Gift Program  
Sandra Fricke  
Terrence Hess  
Marta Jo Lawrence  
The New York Community  
Trust  
The M&T Charitable  
Foundation  
MARS Snackfood  
Paul McGinley  
Mike's Bikes  
Jennifer Parker  
Peter Richardson Grace  
Jones Richardson  
Testamentary Trust  
Nina Rodale Houghton  
Seeds of Change  
Dennis Travis  
Virginia Widenmyer

## Gifts between \$750 and \$1499

Douglas Bixby  
Mary Chavez  
Samuel Clayberger  
Clorox Company Foundation  
Susan Colten  
Evangelical Luthern Church  
Of Our Savior  
Joanne Florian  
Charles Hahn  
Carl Kohls  
Sandy Lerner  
Maurice Meslans  
Eleanor Morris  
Patricia Naguib  
Craig Schiffer  
Louise Schorn Smith  
Daniel Stroock  
Three Z Printing Company  
Conradine Zarndt

## Gifts between \$500 and \$749

Hank Barnette  
Baskets of Africa  
David Brienza  
Dorothy Buckley  
Thomas Camp  
Henrietta Connor  
John Fish  
Judith Jones  
Kane Family Foundation, Inc.  
George Karr  
Stephen Madden  
Amy Martin  
Kamala Martin  
David Myers  
Organic Valley  
Anne Rhodes Lee  
Anthony Rodale  
Heidi Rodale  
Brian Schupbach  
Gary Sheehan  
Wendell Starr  
Harry Thurm  
Walter Wells  
Kim Wennesland  
Ayesha Zafar

We improve the health and well-being of people and the planet.



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