



RODALE
INSTITUTE™

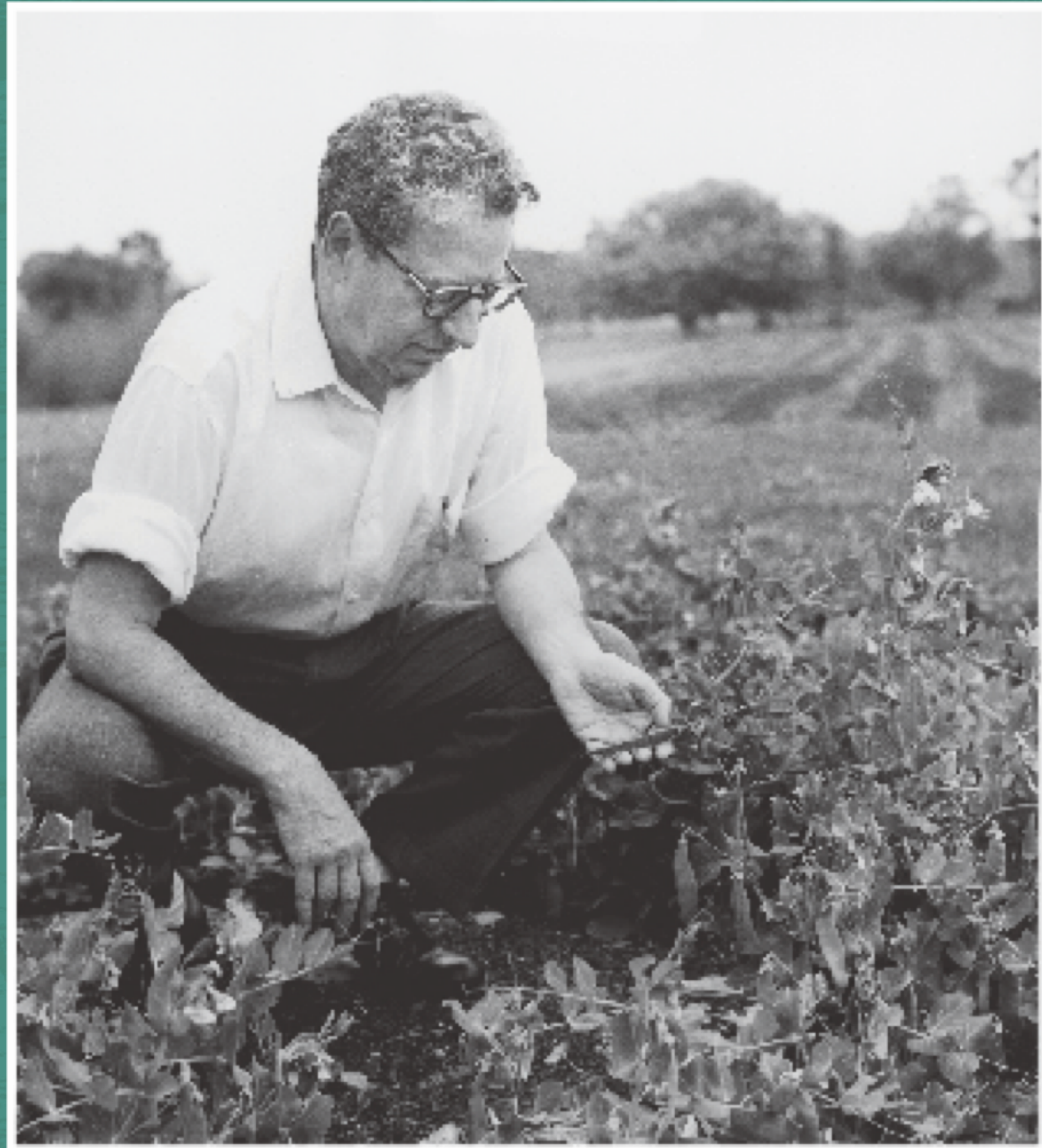




ABOUT RODALE

INSTITUTE

Rodale Institute is a 501(c)(3) nonprofit dedicated to advancing regenerative organic agriculture through research, education and outreach. For seventy years, we've been researching innovative techniques to manage pests and diseases in organic agriculture while providing nutritious food and adapting to and mitigating climate change. Our findings, shared with farmers and scientists throughout the world, advocate for policies that support farmers, and educate consumers about how organic is the healthiest option for people and the planet.



OUR

HISTORY

Rodale Institute was founded in 1947 by J.I. Rodale, who is considered the pioneer of modern organic agriculture in North America. At the time, the concept of “organic” was revolutionary, as chemical fertilizers, pesticides, and herbicides became standard practice after WWII. Even then, J.I. understood that **Healthy Soil=Healthy Food=Healthy People**, which is the motto we still follow today.

J.I. was the author of numerous books and founded the publishing company Rodale Inc., which still produces many well-known health and wellness titles such as **Prevention, Men’s Health, Women’s Health, Organic Life** and more.





OUR

RESEARCH

Rodale Institute is an experimental farm, and we currently have more than 20 active research projects. Our overall research goal is to maximize soil health.

We believe that to address current and future agricultural needs, all working lands – croplands, grazing lands, gardens, and lawns – need to be converted to regenerative, organic systems that improve soil, food, human, and planetary health.

OUR RESEARCH FOCUS AREAS INCLUDE:

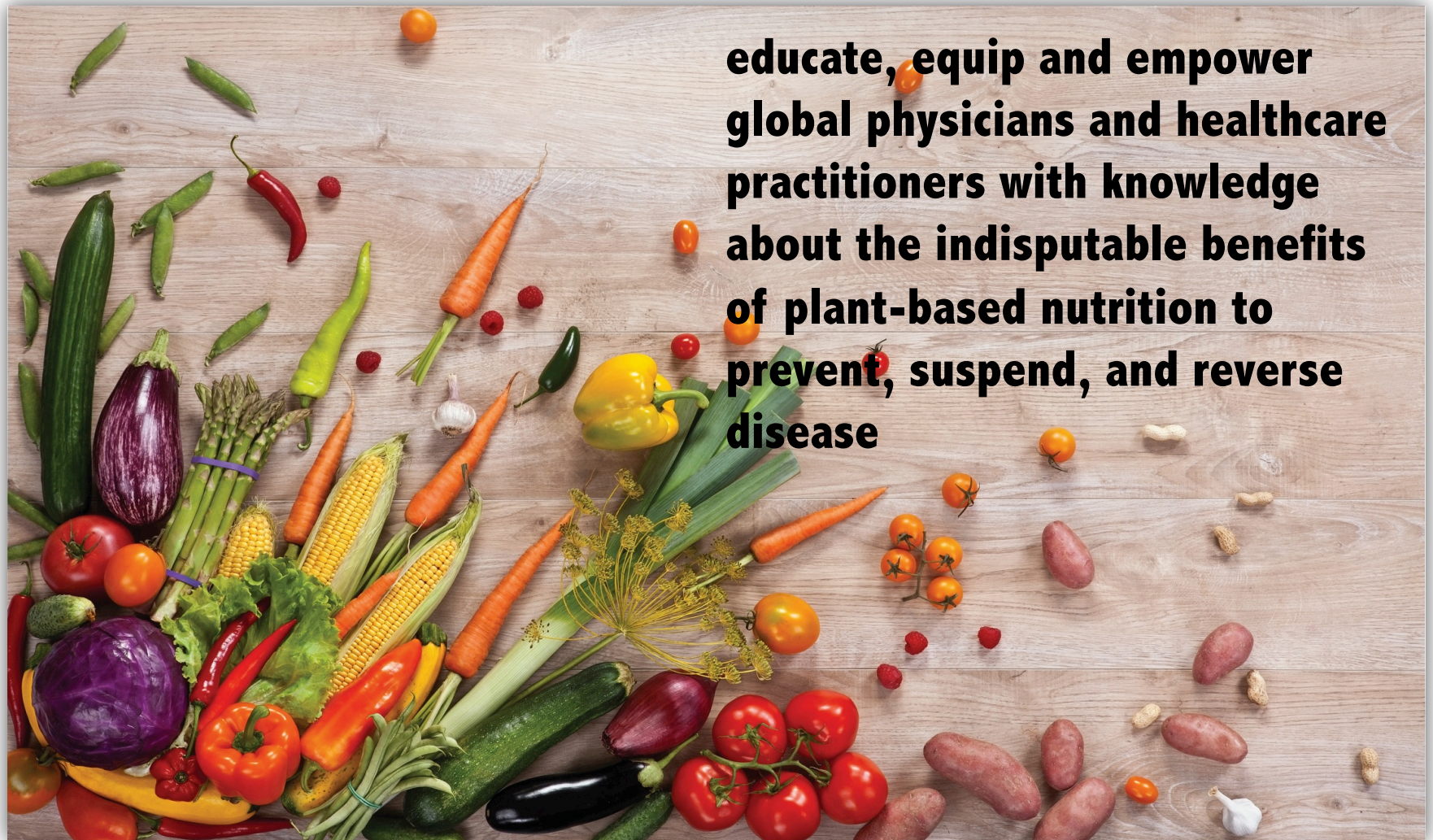
- Helping to Grow Organic Agriculture
- Mitigating and Adapting to Climate Change
- Improving Human Health and Nutrition



RESEARCH PROJECTS

FARMING SYSTEMS TRIAL

Our Farming Systems Trial[®], started in 1981, is America's longest running, side-by-side comparison of organic and chemical agriculture. FST is a 12-acre, 72-plot trial focused on grains. Scientific data from FST shows that organic yields match conventional yields, and outperform conventional in years of flooding and drought. The organic plots also have higher soil organic matter, use less energy, and are more profitable than conventional systems.



**educate, equip and empower
global physicians and healthcare
practitioners with knowledge
about the indisputable benefits
of plant-based nutrition to
prevent, suspend, and reverse
disease**

Rx

MEDICAL CENTER

A whole food,
plant-based
lifestyle

M.D.

M.D.



International
Plant-Based Nutrition
Healthcare Conference

- 2017 5th annual conference
- 1000 physicians and healthcare professionals from 25 countries



The Plantrician Project

Planting the seeds of change™

- **CURRENT Projects**

- [Regeneratie Health Institute](#)
- [International Journal of Disease Reversal and Prevention](#)
- [International Plant Based Nutrition Healthcare Conference](#)
- [Culinary Rx](#) Prescribable interactive online educational nutrition and cooking course in partnership with Rouxbe cooking school
- [PlantBasedDocs.com](#) Searchable, global directory of food as medicine physicians/healthcare practitioners
- [Quick start Guide and Pediatric Quick Start Guide](#) Patient directed resource in Spanish and English.





**REGENERATIVE
HEALTH INSTITUTE**

A PARTNERSHIP OF FOOD & MEDICINE



**WE KNOW OUR CURRENT PATH
IS NOT SUSTAINABLE.**

THE ISSUES

MORE THAN ONE THIRD OF THE WORLD'S SOIL HAS ALREADY BEEN DEGRADED.

If we continue at this rate, all the world's top soil could be gone within 60 years.

WORLDWIDE, WE'RE USING 5.2 BILLION POUNDS OF PESTICIDES PER YEAR.

OUR FRUITS AND VEGETABLES ARE LESS NUTRIENT DENSE THAN PREVIOUS GENERATIONS.

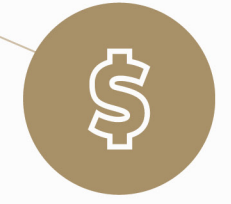
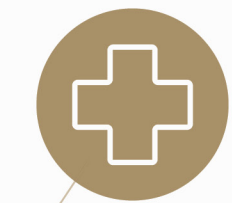
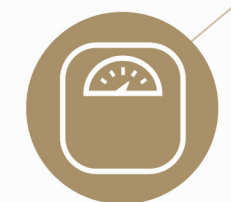
OUR PLANET IS WARMING.

MEANWHILE...

WE'RE FACING A GLOBAL EPIDEMIC OF OBESITY AND LIFESTYLE-RELATED DISEASES including cardiovascular disease, type 2 diabetes, and Alzheimer's disease.

75% OF ALL HEALTHCARE EXPENDITURE IN THE UNITED STATES (\$3 TRILLION) IS RELATED TO LIFESTYLE DISEASES. And yet, only 12% of medical visits include a discussion of nutrition.

Childhood obesity has tripled in the last 30 years and **MORE THAN 2 BILLION PEOPLE AROUND THE WORLD ARE OVERWEIGHT OR OBESE.**



A VISION
**FOR A BETTER
FUTURE**

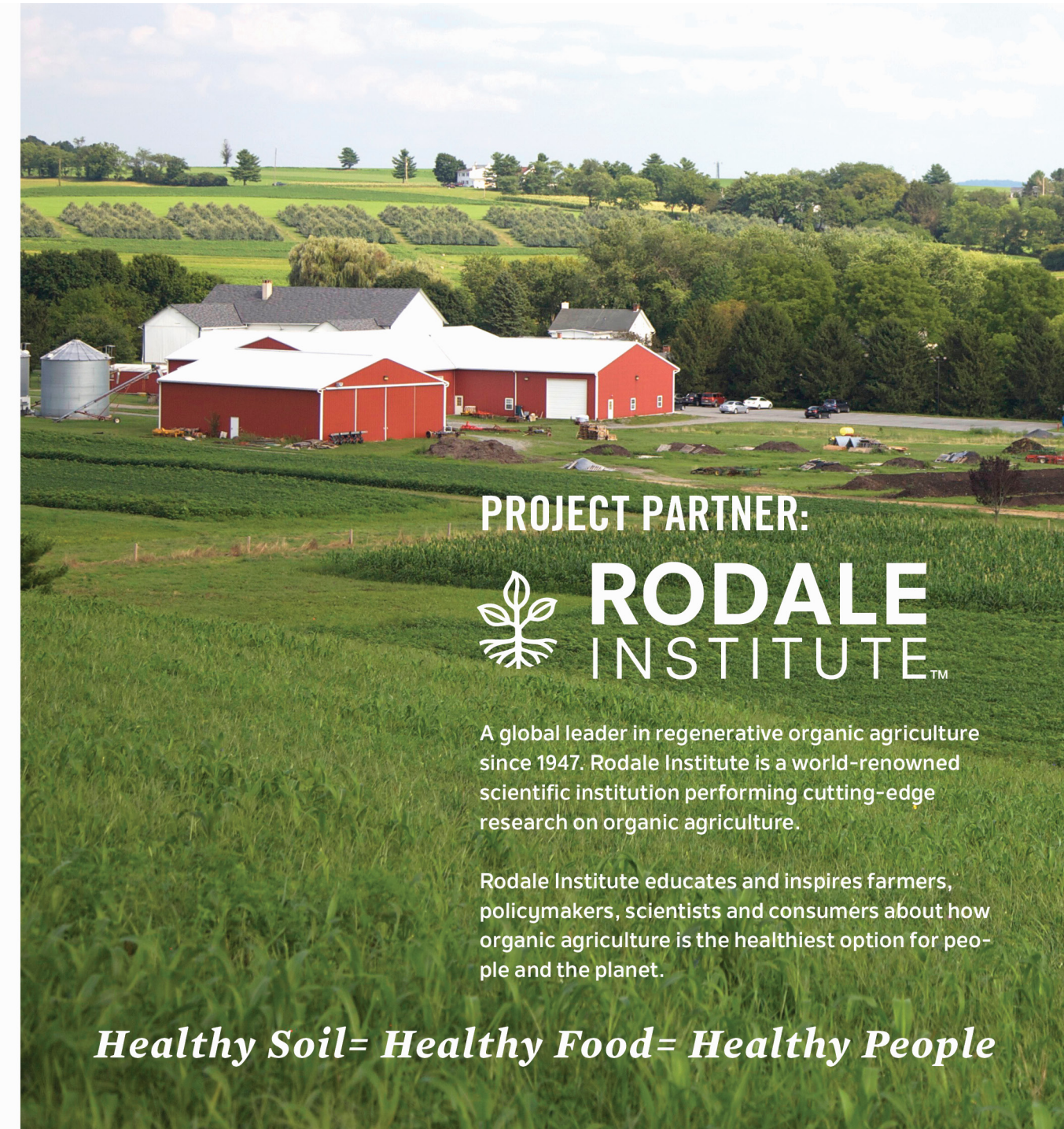
These statistics are not isolated. They are connected. Our food, farming, nutrition, health and the environment can be healed by a holistic vision for the future.

WHAT IS REGENERATIVE ORGANIC AGRICULTURE?

One solution is revolutionizing farming with regenerative organic agriculture. It all starts with the soil. **SOILS ARE THE BASIS OF LIFE.**

95% OF OUR FOOD
COMES FROM
THE SOIL.

Today's industrial agriculture is killing the soil with toxic pesticides, fossil-fuel intensive fertilizers, erosion, and monocropping. But rather than deplete our resources, we can regenerate and rebuild the planet with a better way of farming: regenerative organic agriculture. This type of agriculture, holistic and biodiverse, heals the planet and creates healthy, nutritious food through better management such as cover cropping, crop rotations, compost, sequestering carbon and avoiding poisonous chemicals.



PROJECT PARTNER:



A global leader in regenerative organic agriculture since 1947. Rodale Institute is a world-renowned scientific institution performing cutting-edge research on organic agriculture.

Rodale Institute educates and inspires farmers, policymakers, scientists and consumers about how organic agriculture is the healthiest option for people and the planet.

Healthy Soil= Healthy Food= Healthy People

WHAT IS REGENERATIVE HEALTHCARE?

Today, **60% OF AMERICAN ADULTS ARE ON AT LEAST ONE MEDICATION.** Our society is based on a “disease” care system, with escalating costs for healthcare and yet not outcomes.

We’re seeing more degenerative disease- obesity, heart disease, diabetes than ever before. And Americans are eating a toxic diet:

63% OF THE FOOD WE CONSUME IS REFINED AND PROCESSED.

Regenerative Healthcare is true health, rather than disease-based, care. We train physicians and healthcare professionals that food is medicine and promote a predominantly whole food, organic, plant-based lifestyle.

PROJECT PARTNER:

The  **Plantrician Project**

Mission: To educate, equip and empower our physicians and healthcare practitioners with knowledge about the indisputable benefits of plant-based nutrition and participate in healthcare transformation. To provide them with the resources they, in turn, use to inform and inspire their patients to shift from the Western industrialized diet to a life-changing, whole-food, plant-based way of living.





IT'S ALL CONNECTED



INTRODUCING THE NEW

REGENERATIVE HEALTH INSTITUTE

A GLOBAL CENTER TO CONNECT

How can regenerative organic agriculture prevent, suspend and reverse disease? How do the choices we make on our plate today impact our children and their future?

Rodale Institute and the Plantrician Project are partnering to create the first global hub connecting the agriculture and healthcare of the future.

The Regenerative Health Institute will serve as an information center providing:

- 1 Innovative Research
- 2 Culinary & Nutrition Education
- 3 Access to Experts and Thought Leadership
- 4 Dynamic Visitor & Learning Center
- 5 Summits and Seminars for Global Education



The Regenerative Health Institute will be constructed on Rodale Institute's bucolic 333-acre certified organic farm in Kutztown, Pennsylvania.

A diverse and healing landscape featuring orchards, grazing livestock, gardens and pollinator habitat, the new building will feature:

- 1 A Rooftop Farm
- 2 Educational Space
- 3 Indoor and Outdoor Dining Areas
- 4 Commercial Kitchen and Cooking Facilities
- 5 Digital Conference Space
- 6 Interactive Exhibits
- 7 Office Space



WE NEED YOUR
SUPPORT

THIS GROUNDBREAKING PROJECT IS VITALLY IMPORTANT TO OUR COLLECTIVE FUTURE.

We know we cannot continue down this path. But the solution is right under our feet.

The word human stems from “humus,” or soil, and it’s time to come back to our roots for a better path forward. Join us. It will be the most important investment of your life.

CONTACT US TODAY FOR WAYS TO PARTNER.

REGENERATIVEHEALTHINSTITUTE.ORG





REGENERATIVE HEALTH INSTITUTE

A PARTNERSHIP OF FOOD & MEDICINE

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