



## FOR IMMEDIATE RELEASE

### **IROQUOIS VALLEY FARMLAND REIT AND RODALE INSTITUTE ANNOUNCE STRATEGIC PARTNERSHIP TO SUPPORT FARMERS TRANSITION TO ORGANIC**

*Impact Investor Continues Its Mission to Support Farmers as They Grow Organic Footprint Across the Country*

**Chicago, Ill. — February 18, 2025**—[Iroquois Valley Farmland REIT](#), PBC, an impact-driven leader in the investment and stewardship of organic, regenerative farmland, is excited to announce a new partnership with [Rodale Institute](#), the global leader in regenerative organic agriculture. This collaboration will focus on accelerating the movement of more farmland to USDA Certified Organic production, by providing essential, locally-relevant support to Iroquois Valley’s growing community of organic farmers.

Rodale Institute will offer a suite of comprehensive, science-backed services designed to enhance farm profitability, operational performance and ecological sustainability through their expertise in regenerative organic farming practices. As part of this partnership, Rodale Institute’s Organic Consulting Team will launch two key pilot programs in 2025 aimed at helping farmers transition to and thrive in organic agriculture.

In 2025, up to 10 Iroquois Valley growers will receive free access to Rodale Institute’s services to support their organic transition. The program will include site visits, remote agronomic technical assistance and guidance on topics such as weed and pest management, fertility recommendations, crop rotation planning, tillage reduction strategies and certification assistance.

“By combining Rodale Institute’s decades of regenerative organic research with Iroquois Valley’s commitment to organic farming, we are confident that this partnership will have a lasting, positive impact on the land and the farmers we serve,” said Chris Zuehlsdorff, CEO of Iroquois Valley. “Together, we can accelerate the movement to organic, regenerative practices on more farmland and help create a more resilient and equitable agricultural future.”

Rodale Institute will also work closely with two to three Iroquois Valley farmers to provide in-depth “wrap-around” support, which includes the development of strategic, business and financial plans over a three to five year period. This support will empower farmers to refine their operations, identify challenges, pinpoint opportunities and develop actionable roadmaps for growth, profitability and sustainability.

“The Rodale Institute’s organic transition experts provide long-term, on-the-ground training to farmers as they transition their land from conventional to regenerative organic production, enabling them to avoid costly errors as they learn to manage land in accordance with USDA Organic regulations,” said

Rodale Institute CEO Jeff Tkach. “With support from both Iroquois Valley and Rodale Institute, the participating farmers will be able to grow their businesses, improve their bottom line, and meet the surge in demand for certified organic products in the United States.”

Rodale Institute’s commitment to providing data-driven, practical and locally-relevant guidance supports Iroquois Valley’s mission to partner with farmers, rather than buy the land and dictate to the farmer how to farm it. As a Public Benefit Company, Iroquois Valley’s investment portfolio balances the needs of farmers, investors and the planet. The partnership with Rodale Institute is a unique opportunity for Iroquois Valley’s farmers to strengthen their operations and improve the health of the land they steward.

Iroquois Valley receives support from more than 925 impact-driven individual and institutional investors. Their investors are accredited and non-accredited, and investments range from \$5,000 to over \$9 million. Patient investor capital is the cornerstone of Iroquois Valley’s long-term support of organic, regenerative farmers.

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#### **ABOUT IROQUOIS VALLEY FARMLAND REIT**

*Iroquois Valley Farmland REIT is a pioneering farmland investment company focused on organic agriculture. The company provides long-term, low-interest financing to organic farmers and works to build a more sustainable food system by preserving farmland for organic production. Structured as a real estate investment trust (REIT), a public benefit corp and a B Corp that is registered with the SEC, they offer impact-driven individuals and institutions the opportunity to invest in transforming our agricultural system in partnership with land stewards. To learn more about investing, visit [iroquoisvalley.com](http://iroquoisvalley.com).*

#### **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](http://www.rodaleinstitute.org).*

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