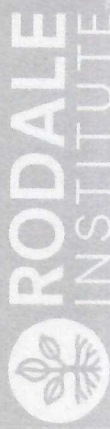


Jeff Moyer

Chief Executive Officer

Ask me about:

- Regenerative agriculture
- Regenerative Organic Certification
- Organic no-till farming
- History & mission of Rodale Institute



Jeff Moyer is a world-renowned authority in organic agriculture. His expertise includes organic crop production systems with a focus on weed management, cover crops, crop rotations, equipment modification and use, and facilities design.

Jeff is perhaps most well-known for conceptualizing and popularizing the No Till Roller Crimper for use in organic agriculture. His vast experience and knowledge regarding organic farming has provided the media with a reliable source and perspective for information on current agricultural issues.

Jeff has been on staff at Rodale Institute for over 44 years, starting at Rodale Institute in 1976 in the position of farm laborer. He became Farm Manager in 1982 and later served as Farm Director, supervising research and operations of the 333-acre experimental farm for 15 years. Jeff was named executive director of the institute in 2015. Jeff was appointed CEO in September of 2019.

Jeff's expertise includes organic crop production systems with a focus on weed management, cover crops, crop rotations, equipment modification and use, and facilities design. Jeff's hands-on experience in organic agriculture brings a farmer's perspective to the research, farmer training, and consumer education conducted by Rodale Institute.

Jeff was project leader on the highly acclaimed Organic No-Till project and is the author of the book on this subject: "Organic No-Till Farming – Advancing No-Till Agriculture Crops, Soil, Equipment." In conjunction with his position at Rodale Institute, Jeff currently serves as Board Chair of the Regenerative Organic Alliance and holds a director's position on the board of the Soil Health Institute. He previously served as Chair of the National Organic Standards Board, a founding Board Member of Pennsylvania Certified Organic, Chairman of the Board of The Seed Farm, part of the Green America Non-GMO Working Group, a Project Member of The Soil Renaissance Project, and a Board Member of PA Farm Link.

As CEO, Jeff focuses on strategic planning, outreach monitoring and fund-raising activities. He also supervises the research, training, and education mission of Rodale Institute, as well as act as liaison to the board of directors and the Rodale Institute campuses across the country.

About Rodale Institute: Rodale Institute is a 501(c)(3) nonprofit dedicated to growing the organic movement through rigorous research, farmer training, and consumer education. Widely considered the global leader in regenerative organic agriculture, Rodale Institute has been researching the best practices of organic agriculture and sharing findings with farmers, scientists, and consumers throughout the world since 1947. Learn more at RodaleInstitute.org.

Media Contact: Margaret Wilson, Content Creation & Media Relations Specialist, Rodale Institute
611 Siegfriedale Road, Kutztown, PA 19530-9320 USA
Email: Margaret.Wilson@RodaleInstitute.org Phone: 610-683-1427

Jeffrey W. Moyer
Chief Executive Officer, Rodale Institute
611 Siegfriedale Rd, Kutztown, PA 19530
Phone: 610-683-1420 Cell: 610-393-6977 Fax: 610-683-8548
Email: jeff.moyer@rodaleinstitute.org

Personal Information: Jeff has been on staff at Rodale Institute for over 44 years and he spent over 30 years as Farm Manager/Director. Jeff was appointed as Executive Director of the Institute in September 2015 and CEO in September of 2019. Jeff's vast experience and knowledge regarding organic farming has provided the media with a reliable source and perspective for information on the current agricultural issues. Jeff was project leader on the highly acclaimed Organic No-Till project and is the author of the book on this subject; "*Organic No-Till Farming – Advancing No-Till Agriculture Crops, Soil, Equipment*". He is a past chair of the National Organic Standards Board, and currently sits on the boards of Regenerative Organic Alliance as Board Chair and the Soil Health Institute. Jeff is a founding board member of Pennsylvania Certified Organic and past Founder and Board Chair of The Seed Farm, a new farmer incubator project.

Education:

- Lehigh County Community College, 9/1974 - 6/1975 AAS Civil Engineering and Construction Technology
- Paul Smiths College, 9/1973 - 6/1974 Pre-professional Forestry/Surveying

Professional Experience:

Rodale Press, Emmaus PA

3/1976 - 3/1981: Field Technician: Worked on greenhouse production and vegetable garden areas, small scale livestock, and facilities management.

Rodale Institute, Kutztown PA

7/1981-12/2007: Farm Manager: Direct all farm operations involving all planted areas, fields, gardens, and grounds. Manage all physical plant structures and facilities including office, commercial, lab, conference, and residential areas

1/2008 – 9/2015: Farm Director: Responsible for generating resource funds, grant writing, and strategic planning as related to farm operations. Allocate and direct resources to all farm operations projects including research and production growing areas. Directly responsible for all research in the area of organic no-till.

9/2015 – 2019: Executive Director: Oversee the daily operations of the organization – including planning, programming, and human resources – and manage the Institute's financial and physical resources and facilities. Support the operations and administration of the Board of Directors by advising and informing Board members, Rodale family, and staff regarding current and emerging program, administrative, and strategic issues.

9/2019 – present: Chief Executive Officer; Responsible for long-range strategic planning and funding development along with budget management. Continues to support the operations and administration of the Board of Directors by advising and informing Board members, Rodale family, and staff regarding current and emerging program, administrative, and strategic issues.

Recent Presentations:

- February 2018 – OSU Small Farms Conference, Corvallis, OR: Speaker
- December 2018 – Regenerative Earth Summit, Boulder, CO: Panelist
- December 2018 – Acres USA Conference, Louisville, KY: Speaker
- January 2019 – Sustainable Foods Summit, San Francisco, CA: Speaker
- January 2019 – University of WI OGRAIN Conference, Madison, WI: Speaker
- March 2019 – Expo West, Anaheim, CA: Speaker

Recent International Projects:

- 2015 – IFOAM Global Soils Week, Berlin, Germany: Presenter
- 2015 – ACORN Conference, Charlottetown, PEI Canada: Keynote and Presenter
- 2016 - Seminar at Håndverkeren and Kings Farm, Oslo, Norway
- 2016 - EFAO Conference, Kingston, ON Canada: Presenter
- 2017 -Conference of the Working Group Sustainability of the Danube region – Absdorf, Austria
- 2018 – Australian Biological Farming Conference and Expo, Gold Coast, Australia: Keynote and presenter
- 2019 - Conference of the Working Group Sustainability of the Danube region – Absdorf, Austria

Recent Media Events:

- Summer 2010 - PBS, Filming, of “Growing A Greener World”
- Summer 2010 – CarbonNation
- Summer 2012 – GMO-OMG Film on GMOs’ in our food supply
- Fall 2018 – PBS Filming of “Food As Medicine

Executive Boards and Panels:

- Founding Board Member and Education Chair for Pennsylvania Certified Organic 1999 thru 2004
- PA Farm Link Board Member
- Penn State University Organic Research Advisory Board, 2002 to present
- Penn State University Department of Crops and Soil Science, 2010 advisory panel
- Organic Farming Research Foundation (OFRF), 2011-2014
- Lehigh County Seed Farm – Founding Board Member /Board Chair 2010 - 2016
- Leonardo Academy Standards Committee for the Sustainable Agriculture Practice Standard, Committee Member, 2008 – 2016
- Non-GMO Working Group member, 2013 to 2016
- Soil Health Institute Board Member, 2016 –present
- International Federation of Organic Agricultural Movements (IFOAM) North America Board Member, 2016 -2019
- Regenerative Organic Alliance, Board Chair and Board Member 2018 – Present

Publications:

- 1996 Moyer J.W., Saporito L.S., Janke R.R., Design, Construction, and Installation of an Intact Soil Core Lysimeter, Agron.J. 88:253-256 (1996)
- 2002 Michalak P., Moyer J.W. Organic Grain Cropping System and Marketing, Inservice Education for Northeast US, Funded by SARE
- 2007 World Association of Soil and Water Conservation, No-Till Farming Systems, Book Chapter,

Organic No-Till, J.W.Moyer

- 2009 Organic Farming: The Ecological System by C. Frances; American Society of Agronomy; Chapter 9 Climbing Mt. Organic, co-author
- 2010 Book Authorship *Organic No-Till Farming: Advancing No-Till Agriculture – Crops, Soils, Equipment* by J. Moyer, ACRES USA
- 2011 Monitoring the decline in AM fungus populations and efficacy during a long term bare fallow Douds David, Nagahashi Gerald, Wilson David, Moyer Jeff;
- 2012 Cover crop-based organic rotational no-till grain production in the mid-Atlantic region, USA; Mirsky, Ryan, Curran, Teasdale, Maul, Spargo, Moyer, Grantham, Weber, Way, Camargo
- 2016 Starter fertilizer for managing cover-crop-based organic corn ; *Agronomy Journal*, 109(5), 2214–2222. By: R. Vann, S. Reberg-Horton, H. Poffenbarger, G. Zinati, J. Moyer & S. Mirsky