

# Rodale Foundation Established In Soviet Union

WASHINGTON, D.C. — The Rodale Institute and Rodale Press have signed an agreement to launch the first non-profit foundation in the Soviet Union for promoting independent farming and environmentally safe agricultural techniques.

The International Rodale Soil and Health Foundation will be based in the rural village of Kudinova on the outskirts of Moscow. It will include a scientific research and conference center and demonstration farm, covering 25 acres of fields and pine and birch forests on a former merchant's estate.

The establishment of the Foundation follows the inauguration by Rodale Press in February of "Novii Farmer" (New Farmer) magazine. Now in its third issue, "Novii Farmer" is a bimonthly practical how-to publication for the new class of independent farmers arising as

Soviet policy shifts away from large-scale collective farms.

The magazine is a product of the Soviet-American commercial joint venture PTS (Periodicals, Trading and Services), which was established in Moscow last year. The partners of Rodale Press in PTS are the Soviet publishing house Vneshtorgizdat (VTI) and the 50th Anniversary of the October Revolution State Farm located in Kudinova. PTS, VTI, and Rodale Institute are the founders of the nonprofit agricultural organization.

"It was clear to me during a recent speech at the Russian Academy just how desperate the need is for agricultural reform in the Soviet Union," said Rodale Group Vice President Chuck McCullagh. "The formation of this unique foundation, and the information in 'Novii Farmer,' couldn't

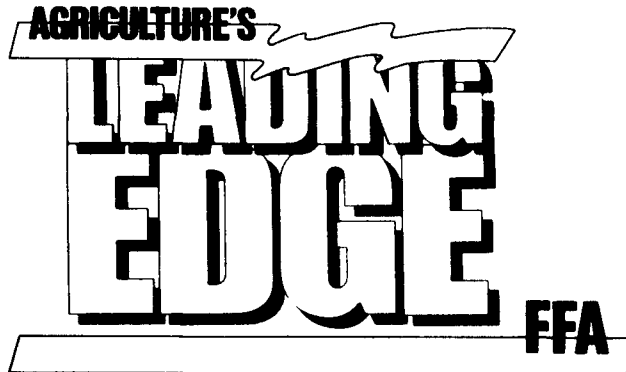
have arrived in the Soviet Union at a more needed time."

The American and Soviet founders will provide the initial funding for the operating foundation. Further support will be contributed by other foundations both in the United States and the Soviet

Union. Corporate sponsorships, as well as individual donations, will also be accepted.

The Foundation is modeled after the Rodale Institute and Rodale Institute Research Center located in Maxataway, Pa. Underlying its activities will be the Rodale philosophy of sustainable agriculture,

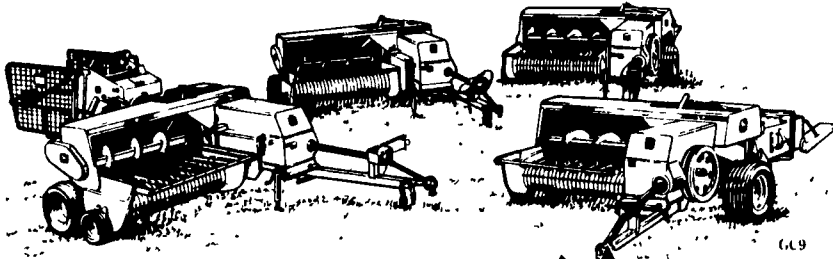
emphasizing high-yield, low synthetic input techniques. Soviet experts regard such organic farming methods as particularly suitable to their circumstances because of the country's limited financial resources and severe ecological damage.



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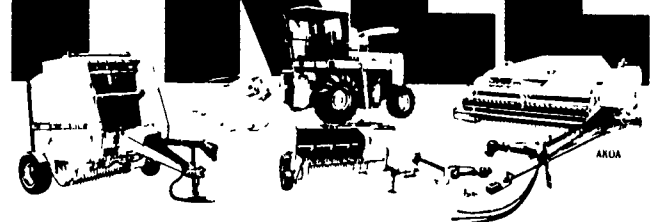
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