



ethos
FARM
PROJECT

Pioneering Campaign

PHASE ONE

*Promoting the renewal and healing of humans,
our communities, and our planet.*



"Let food be thy medicine"
- Hippocrates

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Philip C. Scott bought and consolidated several parcels of land in 1951 to reconstitute the original 18th century Leonard Neighbour farmstead. Beloved by the community, Mr. Scott died suddenly of a heart attack on the farm at the age of 63. His grief-stricken wife, Ellen, placed this memorial marker at the entrance to the farm. Ethos Farm Project honors Mr. Scott and strives to fulfill this blessing by continuing his care for the community and those less fortunate.

Pioneering a New Paradigm: Farm-based Healthcare

**Cancer. Heart Attacks. Strokes.
Diabetes. Overweight. Hypertension.
Autoimmune Disease. Asthma. Kidney Disease.
Alzheimer's. Anxiety. Depression.**

Like drumbeats, these chronic illnesses pervade American life. Who amongst us has not been affected by these illnesses, either directly or through a loved one or friend?

The Centers for Disease Control and Prevention estimates that 90% of the more than \$3.5 trillion spent annually on healthcare pays for the care of chronic illnesses¹. Chronic disease is the culprit of every seven out of ten deaths².

Sadly, we spend trillions of dollars every year to keep people suspended in states of chronic illness with costly pharmaceuticals, procedures and hospitalizations. We in fact, don't have a healthcare system; we have a medicalcare system.

According to the CDC, the lion's share of the chronic disease epidemic is primarily due to poor nutrition. Our poor nutrition is driven by the nation's industrialized food production.

Antithetical to health, this system has inspired Dr. Ron Weiss to create Ethos Farm Project (EFP), the world's first farm-based healthcare system, where health emanates literally, from the ground up. From the 2500-year-old Hippocratic teaching, farm-based healthcare recognizes that food is the most powerful medicine.

Ethos Farm Project achieved 501(c)(3) non-profit status in 2021 with a mission of promoting the renewal and healing of humans, our communities, and our planet. EFP's focus is on the regenerative production of whole plant foods grown in healthy soils. These "living medicines" are the essential tools utilized by the lifestyle primary care physician

to prevent and reverse the chronic diseases that plague our society today.

Ethos Farm Project in partnership with Ethos Primary Care is a farm-based healthcare system that is community-based, resilient, and cost-effective. It is a replicable model.

Ron Weiss, M.D., is dual board-certified in internal medicine and lifestyle medicine and practices



primary care in New Jersey and New York. In addition to practicing medicine, Dr. Weiss is an Assistant Professor of Clinical Medicine at Rutgers New Jersey Medical School. He offers an evidence-based and food-as-medicine approach to optimizing wellness and healing from chronic illness. He has been featured in *The New York Times*, *The New York Post*, *The Today Show*, *New Jersey Monthly Magazine*, and the feature-length documentary, *Eating You Alive*.

Dr. Weiss founded our partner entity, Ethos Primary Care, located in an old wooden farmhand's house, surrounded by the growing fields of Ethos Farm, a 342-acre farm in Long Valley, NJ. EFP employs conscientious, chemical-free regenerative farming methods to restore the vitality of the land. Its bounty is available to patients as well as the general public through The Doctor's Farm Market.

References: 1. <https://www.cdc.gov/chronicdisease/about/costs/index.htm> 2. https://www.fightchronicdisease.org/sites/default/files/docs/GrowingCrisisofChronicDiseaseintheUSfactsheet_81009.pdf

"Whole plant foods are the most powerful disease-modifying tools available to the medical practitioner."

– Ron Weiss, M.D.

Pioneering a New Paradigm: Farm-based Healthcare

(continued)

Making the connection between food and our health, Dr. Weiss says, "Health is not luck. For the vast majority of us, health is predetermined by our living habits and driven by our desire to feel well. It can not be granted by the government, health insurer or drug-maker. And although a government-provided safety net of universal healthcare is essential to catch us for the unexpected, "unlucky" occurrences, it need be only a small component of overall American healthcare. Healthcare is self-care.

This idea of healthcare is very American in nature, as it has a decidedly self-reliant, Libertarian bent. And because the greatest determinant of health is the food we eat, by necessity our food system must also be self-determined; It must be decentralized, local, and community driven. Farm-based healthcare takes two broken, industrialized systems, rife with profiteerism and government control and localizes them, placing food and health back into the hands of the community and individual."

This new systematic approach of farm-based healthcare offers the perfect demonstration

project to positively shift the community's health through mindful eating of food while honoring the land on which it is grown.

The COVID-19 pandemic has pulled back the curtain on our industrialized food system and its links to chronic disease and poor COVID-19 outcomes. Simultaneously, the pandemic revealed how food insecure all Americans are and how easily food supply chains are disrupted. The next pandemic, likely vastly more lethal, is coming. It is not a matter of if, but when.

Ethos Farm Project promotes a food system based on the small regenerative organic farm, a model that builds soil health. Revitalizing soil health is one of the most powerful solutions to reverse climate change, which is increasingly driving drought, fires, and hurricanes. Small regenerative organic farms also build resilient local food systems that help to address food insecurity.^{1,2}

References: 1. <https://rodaleinstitute.org/wp-content/uploads/rodale-white-paper.pdf> 2. <https://rodaleinstitute.org/wp-content/uploads/Rodale-Institute-The-Power-of-the-Plate-The-Case-for-Regenerative-Organic-Agriculture-in-Improving-Human-Health.pdf>

Rockefeller Foundation Semi-Finalist

The Ethos Farm Project was honored in 2020 as a semifinalist from more than 1,300 applicants worldwide for the Rockefeller Foundation Food Vision 2050 Prize implemented to develop a regenerative and nourishing food system. Although not chosen to move forward as a finalist, Ethos' new systemic approach of farm-based healthcare received global recognition as a solution-based model. The media's considerable exposure has further empowered and revitalized the Ethos Farm Project's commitment to bring plant-based healthcare to the mainstream. (Ethos' 2050 Food System Vision can be accessed from ethosfarmproject.org)



Ethos Farm Project's Origins

Thirty-two years ago, a young Dr. Weiss embarked on a two-year journey to learn about his home state of New Jersey. It was then that he first set foot on the farm that would become Ethos, a centuries-old farm threatened by development.

Prior to Dr. Weiss' purchase of the farm in 2011, the land was threatened by development three times. Finally, in the first farm preservation act of its kind in the nation, the Long Valley community banded together to protect the farm, and permanently prevent development. It was the "ethos", or guiding principles of the people of Long Valley that saved this beautiful land, preserving it for future generations and inspiring its name.



"If we don't take notice of what we have and try to protect it, there will come a day when all we have to remember the state's treasures by are a few photographs in history books or those hanging in a lobby."

– Ron Weiss, MD New York Times, 1988

To read the full article, go to: www.nytimes.com/1988/06/12/nyregion/a-doctor-and-his-images.html

Ethos Farm Project is Unique and Contributes to Regenerative Agriculture and Medical Education

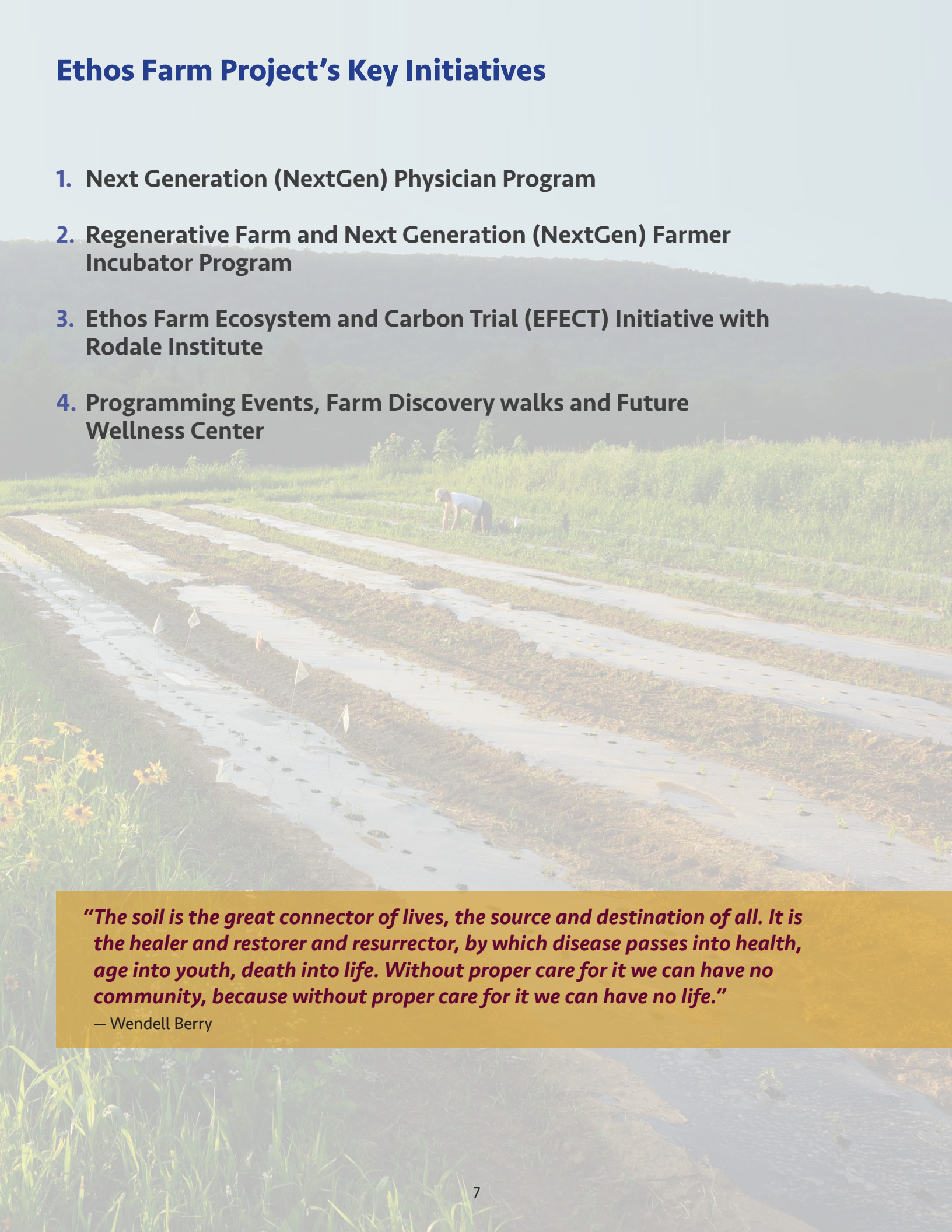
Ethos Farm Project offers a new paradigm in American healthcare. As a farm-based healthcare system, Ethos powerfully links human health to the natural environment and fosters the fundamental connections between all living things in an ecosystem. One of the cornerstones of change is educating the next generation of physicians and farmers. Young physicians benefit from Dr. Weiss' vast experience in the medical and nutrition fields to optimize their patients' health and wellbeing.



Ethos Farm from the air

Ethos Farm Project's Key Initiatives

1. Next Generation (NextGen) Physician Program
2. Regenerative Farm and Next Generation (NextGen) Farmer Incubator Program
3. Ethos Farm Ecosystem and Carbon Trial (EFECT) Initiative with Rodale Institute
4. Programming Events, Farm Discovery walks and Future Wellness Center



“The soil is the great connector of lives, the source and destination of all. It is the healer and restorer and resurrector, by which disease passes into health, age into youth, death into life. Without proper care for it we can have no community, because without proper care for it we can have no life.”

— Wendell Berry

Ethos NextGen Physician Program

Training Physicians to Reverse and Prevent Chronic Disease

The Ethos Medical Internship provides an ambulatory patient setting to train the next generation of physicians. Medical students are educated in lifestyle medicine and regenerative food systems during their month long rotations at Ethos. They learn how to reverse and prevent chronic disease, something that is not currently taught in medical schools.



Rich Wolferz, MD, during his Ethos internship – preparing plant-based recipes in Ethos’ test kitchen and assisting NextGen farmer Andrew in seeding a new crop

In an outpatient setting, Ethos’ objective is to provide a rich clinical training experience by exposing interns to a diverse patient population and a wide range of human illnesses. At the center of this training is the utilization of whole, unrefined plant foods accompanied by lifestyle changes as disease modification tools.

The Ethos Internship is four weeks in duration and offers various experiences, including the care of patients with Dr. Weiss. The NextGen physician will benefit from Dr. Weiss’ years of experience to diagnose a patient’s health challenges and learn how to support them as they make lifestyle changes. Dr. Weiss strongly believes that one of the most critical factors in improving and reversing disease is patient support; support equates to sustainable lifestyle changes.

At the end of the internship, participants should be able to:

- Understand the critical role of whole food plant-based physicians within any healthcare system.
- Determine quality sources for evidence-based medical advice for primary care.
- Develop evidence-based health promotion/ disease prevention plans for patients of any age or gender.
- Understand the fundamental components of behavior change and motivational interviewing and know how to apply them in working with patients.
- Gather information, formulate differential diagnoses, and propose plans for the initial evaluation and management of patients.
- Explain and apply the principles of a whole food plant-based diet and lifestyle change in patients’ treatment.
- Effectively use electronic health records to create medical documentation.
- Manage follow-up visits with patients having one or more common chronic diseases.

For a list of our partner organizations, see bottom of page 12.

“Ethos Farm Project provides a groundbreaking medical education learning experience that serves as a living laboratory for clinical rotations—educating physicians about the urgent need to shift to a system focused on regenerative agriculture and regenerative health. The time is now to identify and eradicate the root cause of disease, and Dr. Ron Weiss and Ethos Farm are leading the way!”

– Susan Benigas, Executive Director
American College of Lifestyle Medicine

Regenerative Farm and NextGen Farmer Incubator Program

Training the NextGen Regenerative Farmers

Through our global, regional, and local food systems, we feed our planet. Food systems can nurture human health and support environmental restoration; however, they are currently threatening both.

Agricultural production is at the highest level it has ever been but is neither resilient nor sustainable, and it is a significant driver of environmental degradation. We must collectively transform our food system by engaging and educating all the stakeholders, from policymakers to individual consumers. Farmers are at the very core of our agricultural system. This needed transformation will come through their hard work and commitment to producing high quantities of food and high-quality food using innovative methods and tools that support and enhance biodiversity throughout the system. Farmers are the front line, and they must lead this transformation.

Most US farmers are aging out of farming, and their children are not pursuing this path. Farmers who are age 65 and older outnumber those under the age of 35 by 3-1. The USDA estimates that about 70% of farmland will change hands over the next two decades.



NextGen farmer, Andrew Patterson, learning regenerative farming practices

As part of the Ethos mission, we prepare and support NextGen farmers for the challenges ahead and help change our food system's course through the Ethos NextGen Farmers Incubator Program.



Farm Manager and mentor, Nora Pugliese

Under the guidance of a skilled farm manager, Ethos' objective is to provide a practical training experience in organic, regenerative, and small-scale diversified vegetable production using restorative methods with a strong focus on soil health, biodiversity, and good land stewardship. Ethos works with NextGen farmers by providing specific resources and services that are difficult to access independently to minimize the barriers to establish their own successful businesses.

For a list of our partner organizations, see bottom of page 12.

Regenerative Agriculture Education

Nora Pugliese, Organic Farming

Nora Pugliese is a member of the Northeast Organic Farming Association and featured in local media such as *New Jersey Monthly Magazine*. She started as a backyard gardener, becoming an apprentice organic farmer in 1994, at Farmer John's Organic Produce - the first organic farm in New Jersey. She went on to work with John Canright, who mentored an entire generation of organic farmers in New Jersey. In 2000, Nora started her own organic CSA, Stone's Throw Garden, and ran it for over twelve years. She has taught and lectured both locally and nationally about organic farming. In 2014 Nora became the farm manager at the Ethos Farm Project. Nora transitioned the farm to a certified organic operation and acquired a recent certification from The Real Organic Project.



A visual sampling of
Ethos Farm's bounty



Celebrating a bumper crop
of organic produce every weekend
during the growing season



Ethos Farm Ecosystem and Carbon Trial (EFECT) Initiative

Helping to Reverse Climate Change

Ethos Farm Project has joined efforts with the Rodale Institute to create a research project of global significance. We intend to explore native grass plantings' potential to capture atmospheric carbon and return it to the soil for long-term storage. If agricultural lands become proficient at carbon sequestration, it could prove to be one of the most effective ways to respond to climate change and restore our degraded soils.¹



Conventionally farmed with GMO soybeans and corn for decades, all chemical inputs from a 100-acre parcel of land at Ethos have been successfully removed. In 2020, with the help of a Natural Resources Conservation Service-US Dept. of Agriculture grant, we replanted this field with the same native warm-season grasses that covered this valley before the European settlement in the early 18th century. These prairie grasses have superior qualities when capturing atmospheric CO₂ with massive roots reaching 6-12 feet below the surface.

These root systems have the long-term potential to sequester large amounts of carbon deep down

in the soil. After some time, the reconstituted portion of land will be returned to regenerative crop production, which we fully expect to continue the process of soil carbon sequestration, based on Rodale's prior scientific work.

We intend to show that when an agricultural soil is initially prepared by planting prairie grasses, the soil can sequester even more significant carbon amounts than had previously been determined by The Rodale Institute. If our hypothesis is proven correct, prairie grass plantings can offer a viable solution to combat climate change when combined with regenerative agriculture methods.

Together with our partners, Ethos Farm Project is committed to carrying out this vital research. The long-term research project requires additional funding of approximately \$2 million to complete the initiative. We are confident the results will help to elucidate how best to sequester carbon in agricultural soils worldwide.

We are partnered with **The Rodale Institute** (EFECT), **New Jersey Audubon** (EFECT, NextGen Farmers program), **North Jersey Resource Conservation & Development** (NextGen Farmers program). We are partnered with and have received grants from **USDA Natural Resources Conservation Service** (EFECT, NextGen Farmers program). We have proposed partnerships with **Princeton University** (EFECT), and **American College of Lifestyle Medicine** - (NextGen Physicians program).

Reference: 1. <https://rodaleinstitute.org/wp-content/uploads/rodale-white-paper.pdf>

“At Rodale Institute we believe healthy soil will lead to healthy food which leads to healthy people. Nutrient concentrations in foods have declined and chronic disease increased over the past 70 years of modern agriculture. Ethos Farm Project aims to reverse those trends by regenerating degraded soil through modeling organic production methods. It also serves as a medical practice and hub for lifestyle medicine. Our EFECT partnership thus provides great potential to understand the relationships between soil health and human health.”

— Andrew Smith, Ph.D., Chief Operating Officer/Chief Scientist, Rodale Institute

Ethos Regenerative Meadow Orchard

The future 10-acre meadow orchard site location is situated in the middle of a 100-acre field at Ethos Farm. This field is being restored after decades of industrialized GMO corn and soy production. It has been seeded with native prairie grasses as part of our EFACT carbon sequestration initiative. The orchard site was painstakingly chosen by Michael Phillips, the world's leading authority on the regenerative production of orchard fruit. Mr. Phillips is advisor to the Ethos Regenerative Meadow Orchard Project.



In 1998, Mr. Phillips published "The Apple Grower: A Guide for the Organic Orchardist," which introduced highly innovative concepts at the time for growing apples without the

use of chemical pesticides. In his subsequent books he has further refined these concepts, advising on the elimination of common fungicide sprays in favor of organic compounds¹. *To learn more about Mr. Phillips' work, go to [nytimes.com/2011/11/17/garden/growing-apples-without-pesticides.html](https://www.nytimes.com/2011/11/17/garden/growing-apples-without-pesticides.html)*

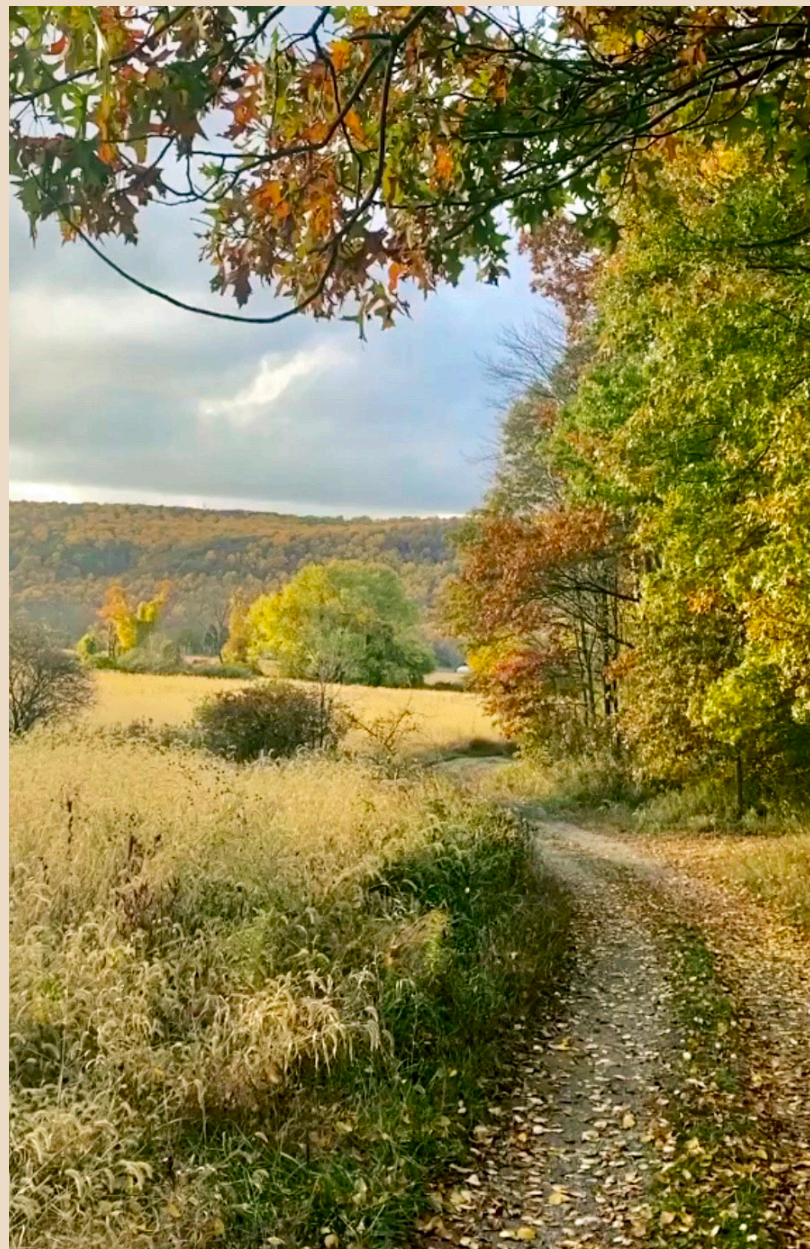
Ethos' vision is to repatriate New Jersey's lost heritage apples to this orchard. Many of these ancient apples, with names like Jersey black, Tewksbury winter's blush, Nero, Tompkins County King, yellow bellflower, winesap, summer rose, are among the world's best apples, and some face extinction.

This diverse temperate orchard's focus will be apples, but it will also produce a range of other tree fruits including pears, Asian pears, cherries, peaches, plums, and persimmons. Plans are for the meadow orchard to be planted with up to 1000 trees.

Reference: 1. <https://www.nytimes.com/2011/11/17/garden/growing-apples-without-pesticides.html>

"We are not at the end of a rope, as it's so easy to think. Humanity can yet choose to turn direction. The moment has come to leap into action with glad hearts. The seeds are germinating. The fungi are willing. And we must be, too."

– Michael Phillips, "Mycorrhizal Planet: How Symbiotic Fungi Work with Roots to Support Plant Health and Build Soil Fertility"



Ethos Farm Project Education and Wellness Activities

Programming Events, Farm Discovery walks and Future Wellness Center

Ethos Farm Project offers enlightening educational programs to our community and beyond. In 2021 we offered Kids' Farm and Food Education events and a Breast Cancer prevention webinar. Our signature event, Ethos Farm Days Festival 2022, is shaping up to be a full weekend of Whole Food Plant-Based and Regenerative Living events.

Our 2019 Farm Days series featured such visionaries as Dr. Joel Fuhrman, Gene Baur, Dr. Caldwell Esselstyn, Dr. Saray Stancic, Dr. Scott Stoll, and Dr. T. Colin Campbell.

Ethos Farm's history and historic buildings are beautiful and waiting to be developed as an education and wellness center for treatments, conferences, special events, and ongoing education around regenerative agriculture and evolving medical education.

Ethos intends to engage in community historical preservation societies and explore partnerships with other wellness-minded individuals and entities to create a unique center for healing.

Creating a duplicable blueprint grounded in science and innovation, saving the future of



farming, developing sustainable food sources, and positively impacting the future of healthcare, Ethos Farm is an experiential and historical destination that can inspire and change many lives.

Ethos Farm creates a natural community where people gather for education, entertainment, mindful, gastronomic, and wellness events on a 342-acre picturesque farm setting.

The 17th and 18th century stone farm structures of Ethos Farm are national historic landmarks. As such, they possess national significance in commemorating the history of the United States. Ethos Farm itself is one of the most historic farms in the Garden State. It is a 300-year-old working farm consisting of USDA ranked prime soils, and the farm's forests give rise to headwaters of the Raritan River. Nestled in the German Valley Historic District of Long Valley, the farm is permanently preserved by the State of New Jersey.

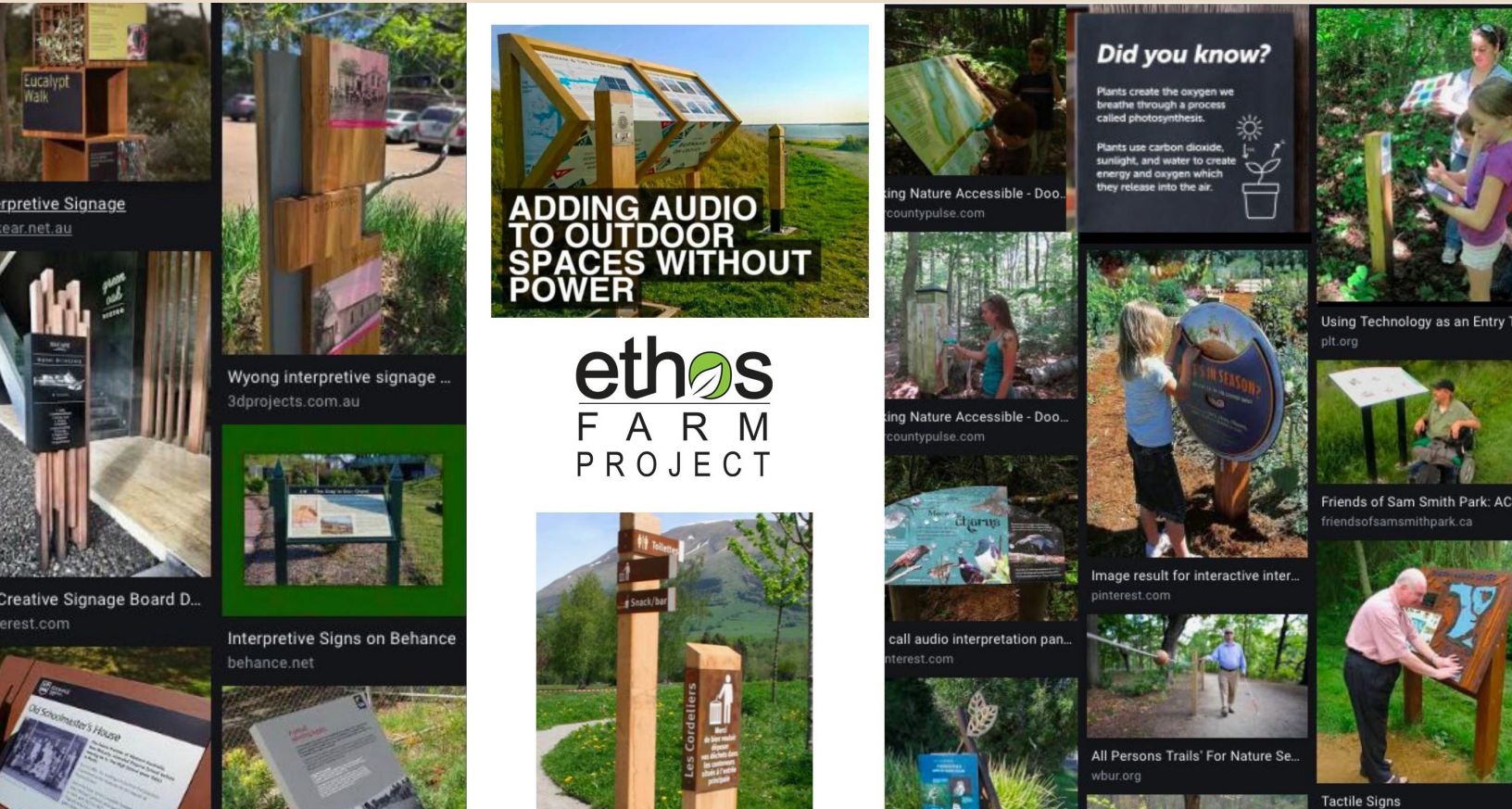


Ethos Farm Project Education and Wellness Activities

(Continued)

The future of Ethos Farm includes engaging with community historical preservation societies to support the restoration of Ethos Farm’s historic buildings. Once completed, these beautiful buildings will serve as an evolving medical education and wellness center for healing and treatments, conferences, special events, and ongoing education around regenerative agriculture. The farm will also provide additional housing for NextGen farmers and their families eager to learn the new techniques of sustainable, healthy food.

Part of the overall plan to engage people of the local community and surrounding area is to take advantage of the self-guided Discovery Walks on the farm’s grounds. Throughout the farm, descriptive signs will tell the history of the centuries-old farm, the Ethos Farm Project story, the science behind sustainable farming, and “fun facts” about the benefits of food as medicine. Walking the land opens the door for a broader reach by teaching and inspiring families, children, schools, camps, hikers, farmers, caregivers, and hospitals.



Ethos Farm Project Education and Wellness Activities (Continued)



FARM DAYS FESTIVALS:
Previous educational events with plant-based community thought leaders, have drawn hundreds of attendees from across the US



The renowned Dr. T. Colin Campbell, father of plant-based nutrition, addresses an overflow crowd

Ethos Farm Project Education and Wellness Activities

(Continued)



Potluck meals, community festivities and educational farm Discovery Walks are among the proposed events.



Ethos Farm Project's 4-Phase Campaign Plan

Campaign Phase 1 – Funding the Farm and NextGen Farmers – \$500,000 goal

- Engage close constituencies
- Fund the farm operations, personnel and NextGen farmer educational program development
- Develop syllabus for NextGen farming
- Support Dr. Weiss to focus on writing to educate the broader public

Campaign Phase 2 – Funding Communications and Expansion of NextGen Farmer and Physicians – goal TBD

- Fund filming of on-farm education – both NextGen farmers and medical student programs
- Develop on-line sustainable educational streaming programs for educational Farm Days events featuring thought leaders, as well as NextGen farmers and medical students
- Expand capacity of NextGen Farmer and Physician programs
- Housing for additional agriculture workers

Campaign Phase 3 – EFECT Initiative with Rodale Institute –TBD

- Fund currently missing critical research on field carbon capture
- Create farm/nature educational walking tour with signage
- Plant a new regenerative meadow orchard with 10,000 fruit trees on the upper 10 acres of the restored field

Campaign Phase 4 – Fund Education and Wellness Retreat Center – goal TBD

- Offer on-line streaming of Farm Days Festivals
- Renovation of historic farm structures
- Offer live-in detox and other programs
- Cooperate/partner with other wellness organizations for full utilization of retreat facilities



Phase One Campaign Goal

Dr. Weiss' medical practice has subsidized the farm since its inception. Benchmarked off Whole Foods prices, all produce sold on the farm is personally subsidized by Dr. Weiss.

To fulfill Ethos Farm Project's vision, the time has come for additional philanthropic support to underwrite the farm's regenerative direction and grow its programs – and to support Dr. Weiss, allowing him time to write and capture his vision to educate the broader public.

Over the years, the equipment to assist in the labor-intensive process of farming has sparingly been purchased. Funding the campaign will support equipment acquisition to more efficiently farm, reduce labor, and allow more significant time to develop educational programming.



**Interested donors can inquire about our
campaign goals and budget by contacting us
at inquiry@ethosfarmproject.org**

Ethos Farm Project Board of Directors

Ron Weiss, M.D., Ethos Farm Project Board President & Founder. Primary care physician. Founder of Ethos Farm Project and Ethos Primary Care. A botanist and farmer who offers an evidence-based, food-as-medicine approach to healing from chronic illness and optimizing wellness.

William J. Garces, Esq., Ethos Farm Project Board Vice Chair. Founder and Managing Partner, Garces, Grabler & LeBrocq. Provides a wide range of practice areas to help clients deal with the multitude of complex legal issues in their daily lives.

Lenora Pugliese, Board Secretary, Ethos Farm Manager. Started as a backyard gardener, becoming an apprentice organic farmer in 1994, at Farmer John's Organic Produce. Worked with John Canright, who mentored an entire generation of organic farmers in New Jersey.

Joan P. Werner, Ethos Farm Project Board Treasurer, formerly Senior Director and Head of Client Services for NYL Investors. She was responsible for managing all institutional client activity for the Fixed Income and Private Placements groups.

T. Colin Campbell, PhD, Cornell University and the T. Colin Campbell Center for Nutrition Studies, Focuses on the association between diet and disease, particularly cancer. Largely known for the China Study – one of the most comprehensive studies of health and nutrition ever conducted

Andrew Chignell, Laurance S. Rockefeller Professor, University Center for Human Values, Departments of Religion and Philosophy, Princeton University. Teaches Religion and Philosophy and directs the new Princeton Project in Philosophy and Religion at the University Center for Human Values.

Cameron C. Dubes, Co-Creator of All1.eco, dedicated to raising resources to regenerate the world. Early roots in traditional American agriculture and more than 40 years of nonprofit management experience. Has provided fund-raising, communications, and nonprofit branding services to some of the world's leading nonprofits.

Caldwell B. Esselstyn, Jr., M.D., Esselstyn Family Foundation. Conducted a ground-breaking study at the Cleveland Clinic to examine cholesterol levels

and heart disease, using whole food, plant-based nutrition to reduce patients' cholesterol levels. Has published over 150 scientific articles about his work.

Asha P. Gala, NBC-HWC, Lifestyle Clinical Director, Ethos Primary Care. Has worked for over a decade as a lifestyle coach in New Jersey, designing and teaching lifestyle medicine classes, facilitating support groups for patients healing from chronic illness, providing one-on-one lifestyle counseling.

Lawrence P. Mahmarian, River Valley Community Grains. One of the founding members of River Valley Community Grains, whose mission is to use a collaborative approach to grain production – encouraging farmers to use regenerative agricultural methods and to help meet the growing demand for nutrient dense grains.

Dan Purjes, The Purjes Foundation. Built several businesses from start-up to profitable revenues of tens or hundreds of millions of dollars, before selling them to larger corporations. Co-founded a non-profit charity to provide funds for worthwhile causes, particularly those involving health.

Andrew H. Smith, PhD, Rodale Institute. Responsible for administrating, facilitating, and implementing farm operations and research activities at the Rodale Institute main campus and six other production and research campuses.

Benjamin G. Walmer, Broadloom Creative, Founding architect and creative director of NJ/NYC-based interdisciplinary design practice, Broadloom, whose diverse capabilities include design strategy, hospitality design, regenerative food systems design and agricultural master planning.

Advisors to Ethos Farm Project

Walter C. Willett, M.D., Dr. P.H., Harvard T. H. Chan School of Public Health, physician, epidemiologist and Professor of Epidemiology and Nutrition at the Harvard T.H. Chan School of Public Health. Focused on development of methods to study the effects of diet on the occurrence of major diseases.

Learn more about our Board at <https://www.ethosfarmproject.org/our-board>

New Jersey's Future: Bringing the Garden Back to the Garden State



The paw paw, a relative of the papaya, is native to New Jersey, but today is rarely encountered in the state. Ethos has planted a paw paw orchard to supply New Jerseyans with a bounty of this delicious, nutrition-packed fresh fruit.



This document was last updated in June, 2022

Ethos Farm Project is a registered 501 (c)(3) non-profit corporation.
To learn how you can support our mission, go to ethosfarmproject.org/donate

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