



Support ROC - Shop or Dine at any Whole Foods Market in California tomorrow, Thursday, October 18th



Greetings!

Tomorrow you can support Roots of Change and our many allies in the work to create a nutritionally healthy, socially just and ecologically regenerative food system. Shop or dine at any of the 88 Whole Foods Markets in California and 5% of net sales will flow to ROC and our allies.



With your purchase of healthy food and beverage for your family, the good food movement will build the momentum to ensure a healthier future for all Californians no matter their zip code, skin color or nation of birth. Please tell your friends and family.

We salute you for remembering us tomorrow and the following organizations for their efforts to help us with Whole Foods 5% Day.

[Civil Eats](#)

[Farm to Pantry](#)

[Long Beach Fresh](#)

[Los Angeles Food Policy Council](#)

[Nutrition and Fitness Collaborative of the Central Coast](#)

[Oakland Food Policy Council](#)

[Orange County Food Access Coalition](#)

[Public Health Institute](#)

[Sacramento Food Policy Council](#)

[San Diego Food System Alliance](#)



To find a Whole Foods Market in your area click [here](#).

Thank you from Roots of Change and our allies statewide for your support!

A handwritten signature in black ink, appearing to read "mrdimock".

Michael R. Dimock
President, Roots of Change
Strategic Advisor, California Food Policy Council

The logo for "Roots of Change" features the word "Roots" in green, "of" in a smaller green font, and "Change" in orange. A stylized carrot with green leaves is positioned between "Roots" and "of".



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