

PULSE

OF THE FOOD MOVEMENT

Raise the Barn! ROCK the State!

Friends & allies,

Thanks to you, we made our first-week [Barnraiser campaign](#) goal of \$10,000, and are on track to achieve our minimum goal of \$40,000!

Today, I want to feature a special dinner to be held on Saturday evening, January 28th at [HealdsburgSHED](#). Michael Ableman, our featured guest, is a pioneering organic farmer, particularly farming within the urban environment. At our dinner, he will share stories from the book you will receive, *Street Farm: Growing Food, Jobs, and Hope on the Urban Frontier*. It chronicles his journey and that of the street people in Vancouver with whom he worked to heal themselves and a neighborhood by growing good food. Shed's award-winning chef, Perry Hoffman, will create a delicious meal, inspired by Ableman's book, to warm your heart and your tummy. Dinner alone is worth the contribution level of \$200. So join the campaign by joining us for an intimate dinner with [Michael Ableman](#). It will be a time when good humans will break bread, share story and realize a better future based on healthy food and farms is firmly within our grasp! Hit [this link](#) to give and share the campaign.



Before signing off for this week, I want to say that ROC is all about catalyzing change using the power of networks. Just one example: we built the [Market Match](#) brand and consortium with fourteen nonprofit partners that make fresh affordable for thousands of families receiving food stamps. Those families now receive matching dollars to increase their supply of produce purchased at over 250 farmers markets, farm stands or CSA projects. We build networks and depend on them to create change.

Because of this, and many more accomplishments, I am asking you to join ROC's network and become a backer of our [Barnraiser campaign](#). Chip in, [join the list of donors](#), which is inspiring, and receive a gift that comes from the food and agricultural bounty of our amazing state.

Thank you!

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

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Roots of Change

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