

# PULSE

OF THE FOOD MOVEMENT

## Raise the Barn! ROCK the State!

Friends & allies,

We are thrilled to report that long time friends of Roots ofChange, Kim and Jack Johnson have thrown in to spur our [Barnraiser campaign](#) forward! We say Mahalo to the Johnsons for their belief in our work to create policy change that will fix food and farms.

I know Kim, Jack and the other [75backers](#) would like to double the number of campaign supporters over the next week. We are calling all those who care about food and farms to give any size donation you can. It all helps: \$10, \$20 or \$25 will add to our minimum goal of \$40,000. Remember, we lose it if we don't hit that number!

Most importantly, the food movement needs more people willing to give a little of their hard earned dollars to help us counter BIG Food and BIG Soda and to end the industrial farming mentality. This election cycle, those hoping to stop change contributed \$1.3 million to members of the California Legislature to win votes. Those of us seeking change donated less than \$30,000!

By backing [this campaign](#), you help us improve our advocacy work and that evens the playing field. We can show politicians there is a real political movement growing in our state. Plus, when you back us you get to choose from an amazing list of gifts that reflect the beauty and bounty of the food movement! Please join Kim and [Jack Johnson](#) in backing our [Barnraiser campaign](#).

Thank you!



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



DONATE

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