

PULSE

OF THE FOOD MOVEMENT

Raise the Barn! ROCK the State!

Help ROC Break New Ground Again! We've been quiet, but busy this year building the good food movement. This email announces a [new frontier](#) for the movement. But first a quick update!

ROC won a three-year effort to create and fund the **California Nutrition Incentives Act!** It improves the lives of low-income families and small farmers in your community. Our campaign to pass a state tax on sugary beverages to fund vibrant local food sources continues. In November we'll issue the nation's first state-focused food and farm legislative scorecard!



And there's more! This email is a special request to accelerate the change. Please participate in our [Barnraiser crowd funding campaign](#) that begins today and will run until November 18th!

This is the first crowd funding campaign of food policy nonprofit working at the state level. Let's prove it can work! It began when four generous friends of ROC gave us donations totaling \$50,000 dollars with a challenge to raise more. They did this because we have momentum! ROC and allies are working strategically to light a fire under state government. Join us to

- Grow food enterprises and green jobs
- Protect our kids from too many sugary drinks and agrochemicals
- Improve school meals
- Empower farmers and ranchers to build healthy soil and recapture CO2
- Ensure all Californians can access and afford organic, fresh food
- Preserve precious water, healthy soil and agricultural lands.

So please hit [the link](#) and take a look at our rewards, make a donation, share with friends and fund a brighter future. Together we'll rock the state and nation by transforming food and farms.

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

PS: ROC will be in close touch during the campaign to reveal the scope of our actions and the reasons why

your pledge is wise and profitable for all!

DONATE

 **Roots of Change**

mail@rootsofchange.org | www.rootsofchange.org

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