

PULSE

OF THE FOOD MOVEMENT

Giving Thanks for Crazy Abundance

Greetings!

It is the time of year to reflect on abundance and blessings. These briefs reflect ROC's good fortune due to our allies, friends and supporters; the coming holidays and an important celebration in the San Francisco Bay Area. Check them out!



Funding Boost for ROC and Allies

On October 18th, thousands of Californians from San Diego to Sacramento shopped at one of 88 Whole Food Markets on Community Giving Day. This event generated \$398,000 for ROC to use to [advocate and educate](#) for a healthier food and farming system.

Thank you to all the shoppers! ROC will share over \$21,000 of these funds with nine partners. The largest contribution will go to the California Food and Farming Network to help unite the voices of the food movement. We very much appreciate the following eight partners that utilized their social media channels to ensure the success of 5% Day:



[Los Angeles Food Policy Council](#), [Long Beach Fresh](#), [Nutrition and Fitness Collaborative of the Central Coast](#), [Oakland Food Policy Council](#), [Orange County Food Access Coalition](#), [Sacramento Food Policy Council](#), [San Diego Food System Alliance](#) and [Public Health Institute](#). We are especially grateful to [Whole Foods Market](#) for selecting ROC as their recipient for the latest Community Giving Day.

Winners of the 5% Day Raffle

Congratulations to the winners of our raffle!

Nancy Acosta - \$250 Whole Foods Market gift certificate

Cynthia Sasaki - two tickets to a ROC farm tour and meal event

Robert Lewis - two tickets to a ROC farm tour and meal event



Esther Tahrir - a box of organic produce

Nicole Ureda - a box of organic and grass-finished Belcampo meat

Anonymous - a "Vote for Your Food" Organic Tee Shirt

Shopping Guide: Remember Your Local Farmers and Ranchers this Thanksgiving

Farmers and ranchers are critical to our health and happiness. Buying local food is [good for your community](#). Here in California we have a vast array of local produce to feature for the Thanksgiving meal. If you include meat in your diet, it is very important when buying a turkey or ham that you consider humane livestock treatment, antibiotic use and environmental standards. Here are ROC's suggested sources for holiday meal shopping that is good for you, for food chain workers and for the planet:



Farmers Markets - Always the preferred choice if you want to know your food producer. Turkey or ham are not always easy to source there, but all your typical produce needs will be.

[Heritage Foods](#) - National source for pasture-raised pork and heritage breed turkeys. Heritage breeds were developed in the 17-19th centuries. They taste better and cook faster than the big breasted industrial breeds from factory farms where birds and workers can face difficult conditions.

[Mary's](#) - California source for heritage and organic turkeys.

[Slow Food Russian River](#) - Northern San-Francisco Bay Area source. 4H kids pasture-raise their heritage birds using organic feed.

[Whole Foods Market](#) - National source for organic meats and heritage breeds.

Reminder: November 27 is Giving Tuesday

We hope you will remember Roots of Change on that day. We will use contributions to support our advocacy in Sacramento. Please look for our messages on how to give on that day.





San Francisco's Best Annual Party for Advocates of Healthy Food and Agriculture

On Tuesday, November 13, at The Pearl in San Francisco, [Civil Eats](#) will hold its annual bash to celebrate food, farms and independent journalism. We'll be there. Please join us to ensure

the food movement's best source for in-depth journalism on our issues continues to thrive. Tickets available [here](#).

Thank you!

A handwritten signature in black ink, which appears to read "Michael R. Dimock".

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

The logo for "Roots of Change" features the words "Roots of Change" in a bold, sans-serif font. The word "Roots" is in green, "of" is in a smaller green font, and "Change" is in orange. A stylized orange carrot with green leaves is positioned behind the word "Roots".



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