

PULSE

OF THE FOOD MOVEMENT

It was the best of times, it was the worst of times, it was the age of wisdom, it was the age of foolishness, it was the epoch of belief, it was the epoch of incredulity, it was the season of light, it was the season of darkness, it was the spring of hope, it was the winter of despair....

Greetings!

Have you lived through a time more like the one Charles Dickens describes in *A Tale of Two Cities*? I have not. I often feel happy, hopeful and relief given the advances in science, creativity of makers and growing activism of shoppers and the electorate. But I also often feel angry, sad and anxious because the actual climate and political climate are so threatening. Given the contradictions a critical question emerges: **how do we best leverage the good to transform the bad?**



My answer: **join more closely together to harness the power of community.** The fires here in Sonoma County confirmed my belief. Through community we possess resilience, the capacity to recover quickly from illness or disaster. It is the multitude of skills and talents of the people and their diverse institutions within a community that give us resilience. No one can make it through the difficult transition underway alone.

But all of us together can ensure a more resilient, a better society, one that will offer our kids a meaningful life.

Roots of Change (ROC) is a community bound by a common goal. We are steadily building a healthy, just and ecological food and farming system, which is the base system of any civilization. **Without a sustainable source of sustenance no community can exist for long.**

ROC has been focused yet adaptable to changing conditions in order to ensure

impact. It has worked. We seeded and cultivated communities of activists all over the state. We keep them informed, give them empowering tools and offer them opportunities to act. Together we have enacted new laws that support our goal. ROC's actions have brought over \$26 million in public and private funds to small farms and nonprofits working to improve our food system.



**Our work can only continue with
[your support](#)**

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In 2018, ROC will enter a new phase. We will produce a podcast that shares the good news about the amazing transformations underway in food, farming and communities, which I will host. In collaboration with [Watershed Media](#), we will develop and run consumer and voter education campaigns using social media and street art to help people make healthy and responsible purchasing choices

when shopping and voting. Finally, we will offer strategic consulting to governments, companies and nonprofits that are aligned with our values and goals.

We need your help to do it. Please [support our effort](#) so we may continue to effectively work for you and the future of our communities.

Donations of \$100 or more will receive our ROC "Vote for your Food! tee.

IMPORTANT: On the PayPal payment page, see the field below your \$100 or more amount that says "Write a Note (optional)". In that field, please stipulate Male or Female cut and size (XL, L, M, S). Thank you!

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Happy holidays and warmest appreciation for your continued interest and support,

Michael R. Dimock

Michael R. Dimock
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Strategic Advisor, California Food Policy Council

Roots of Change



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