

# PULSE

OF THE FOOD MOVEMENT

## ROC's Holiday Update and Appeal

Greetings!

One year ago, I sent you our annual holiday appeal letter. It began with a quote from *A Tale of Two Cities* by Charles Dickens, "*it was the best of times, it was the worst of times...*" I had just lived through the terror of the wine country fires. Yet, I remained positive about the future because of the resilience I witnessed in people and my community. Today, a year later, despite having lived through the smoke and horror stories that flowed from the tragic destruction of Paradise, California, I am even more positive in my outlook. People are more informed and activated than any time since the 1960s.



Roots of Change had a big year in 2018. Our leadership brought millions more to the state budget for nutrition incentive programs that make fresh organic fruits and vegetables affordable for low income families and increase the incomes of our small farmers. Our participation in the campaigns of allies brought more dollars to support farmers capturing carbon in their soil to reverse global warming and make farms and ranches more resilient.

**DONATE**

**We played a critical role with key allies NRDC and CalPIRG and the California Department of Food and Agriculture to improve the new regulation that bans dangerous use of antibiotics in livestock operations.** We sponsored new legislation, long sought, but never successfully introduced, to **improve the economic opportunity for small poultry and rabbit producers who want to deliver pastured, organic meat to local retailers and restaurants.** Sadly, it was held by the Legislature at the final hour because

bureaucracies have a hard time embracing any new idea. But through our Small Poultry Producer Protection Act campaign we formed a whole new network with California's most notable chefs who spoke up for the small farms they seek as meat sources. We are reintroducing the Act this year and we believe we will succeed.



**We have worked the last six months with doctors, dentists and allied advocates from labor, public health, food justice and sustainable agriculture to prepare a thoughtful 2020 ballot initiative that will tax sugary beverages to fund local food system development, healthy school food and an array of disease prevention projects that will make California healthier and more resilient.** Through our many social

media channels we informed, debated, and inspired thousands to weigh in and speak up in support of healthy food and farms. This work attracted significant financial support from 88 Whole Foods Markets in California. Funds from this contribution will support our **new podcast Flipping the Table** which will launch January 15, 2019. And finally, with the election of Gavin Newsom as Governor, with whom I met in September, and with whom ROC worked closely in the past, the next four years may be our most impactful yet.

**ROC is on a roll, but we need [your support](#) to keep going.** Your contribution will help us deliver more economic opportunity for community-minded farmers and ranchers, more access to healthy food for all our families, more awareness among policymakers about the need for smarter food and farm policy.

Please remember us [with a donation](#) this holiday season.



Thank you!

A handwritten signature in black ink, appearing to read 'mrd'.

Michael R. Dimock  
Director, Roots of Change  
A Program of the Public Health Institute

# Roots of Change



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