



Highlights of the Year

Greetings!

As the year comes to a close, we look back with pride and a deep sense of gratitude for the work we have accomplished with our small team and with the support of countless individuals and other organizations who are equally as passionate about fixing the food system. **You have all helped us to get closer to realizing our vision of a regenerative food system that is healthy, fair and affordable. THANK YOU!**

It was another year in which ROC's leadership in advancing the work to fix our food system was very clear. Have a look at [Michael Dimock's blog](#) highlighting our impacts and our [end-of-year video](#) below that provides visual highlights and some data points. Please note our request for [a contribution to Roots of Change](#). Every amount keeps our momentum alive. Thank you.

In this issue of the PULSE you will find:

- [Blog post by Michael R. Dimock: Annual Report on Roots of Change Impacts](#)
- [End of Year Review: ROC's Accomplishments & Impacts](#)
- [Flipping the Table Podcast: Four Special Terra Madre Americas Segments](#)
- [Bioneers Conference 2026 - 20% Ticket Discount](#)
- [Regenerative Meat Purchasing Guide](#) (for the holidays!)

Blog

Dear friends and allies,

This year, I offer my annual update on Roots of Change from NYC, where I am completing the manuscript of a book I have long labored over and sought to finish. Before sharing about that, let me say it was another year in which ROC's leadership in advancing the work to fix our food system was very clear. See my highlights below and **please consider supporting our work** once again. [READ FULL BLOG POST](#)



2025 Accomplishments & Impacts

Have a look at ROC's 2025 accomplishments & impacts in this short 5 minute clip:

Roots of Change

Catalyzing Food System Transformation

Accomplishments & Impacts

2025



Flipping the Table Podcast

Special Weekly Terra Madre Americas Series Through Mid January - Enjoy!



Segment 4:

Who Can You Trust? Understanding the Range of Regenerative Certifications on Meat Packaging



If you are confused by all the labels on meat packaging, listen to Andy Naja-Riese, Carrie Balkcom [ball come] & Elizabeth Whitlow unpack the meanings behind the array of labels. Learn how your choices online, in the store, or farmers markets impact the land, animals, rural families and economies.

Segment 5:



Buy Direct, Grow Change: Regenerative Ranchers Share How Direct Sales Heal the Land & Support Ranchers



Kathy Webster of TomKat Ranch Education Foundation discusses the value and importance of direct ranch to consumer sales with Carrie Richards of Richards Regenerative and Jason Walker of StarWalker Organic Farms. Learn how you can erode the power of the American meat oligopoly when you shop.



Segment 6:

Banking on Regeneration: Financing the Ranches of Tomorrow



Today's ag financing system traps most farmers & ranchers in debt. Zach Ducheneaux, rancher & former Administrator of USDA's Farm Services Agency, has a better approach allowing farmers & ranchers more time to grow & prosper. Learn about it in his conversation with Mark Squire, owner of Tara Firma Farms & CFO of Good Earth Natural Foods.



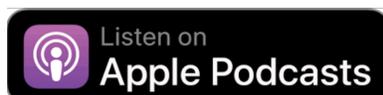
Segment 7:

Harvest Path: A Tool for Regenerative Producers



Technology is a powerful ally in advancing regenerative agriculture. Learn from CEO, Tom Richards, about Harvest Path, a new tool designed to help producers track practices, impacts, & financial results in order to support relationships with shoppers & wholesale buyers who value regeneration.

Click on your preferred podcast streaming service below to hear all of these episodes:

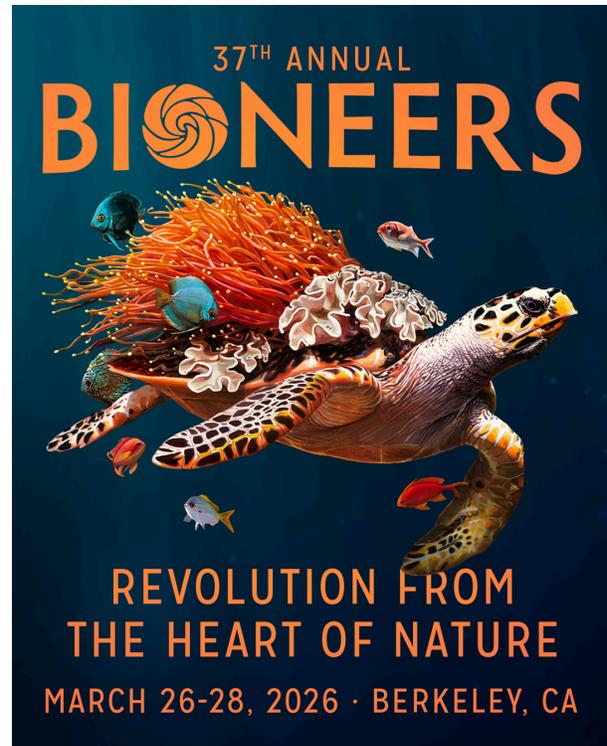


Food and Farming at Bioneers

SAVE THE DATE:
Bioneers is returning to
Berkeley, CA
March 26-28, 2026

Bioneers 2026 will feature an exciting line-up of visionaries, authors, and activists across a diverse spectrum of social justice movements and in the area of **food and farming**.

The Bioneers team realizes the importance of agriculture on our ecosystems and health. [READ MORE](#)



Bioneers is generously offering a 20% discount
to the ROC Food and Farming Community!
Discount code: **360b20**

[Register HERE \(20% Discount\)](#)

Purchase Regenerative Meat

As part of our Regenerative Meat project, we developed a **portal** that features a list of **NorCal regenerative meat brands and butcheries**. Please add your brand/butchery via **this link** if you're not already on the list, and please share with us if you know of other brands/butcherries that should to be added to the list. Our ally, the Good Meat Project, also has a very useful guide for **nationwide options**.



[Directory: Regenerative Meat Brands & Butcheries](#)

We need your help to continue making positive changes in the California Food System - your donation is very much appreciated! Any amount helps us continue to build a healthy, resilient and peaceful future. THANK YOU!



The ROC team wishes everyone a relaxing and happy Thanksgiving holiday!

Doris Meier
Editor of the PULSE
Roots of Change

Projects

A grid of six project thumbnails. Each thumbnail includes a small image and a title with a 'Learn More' link. The titles are: 'Growing OARS' USDA Climate Smart Community Grant Project', 'Advancing Resilient Communities (ARC)', 'Transformation of California's Local Food Systems', 'Food & Farm Resilience Conditions - All cash', 'Podcast about the Future of Food and Farming', and 'Healthy Soils Promotion'.

Policy



Podcast



A program of the [Public Health Institute](#)



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