

# PULSE

OF THE FOOD MOVEMENT

## Raise the Barn! ROCK the State!

Our [Barnraiser crowd funding campaign](#) has gotten underway. We are 36 hours in, with \$2,875 pledged by 18 backers. We only need \$37,125 more to reach our minimum goal! There's time to #raisetherooft with your help!

We hope you saw Michael Pollan's [piece in The New York Times](#). It said, "the food movement still barely exists as a political force." He's right when you focus on Washington DC. Large corporations still control Congress and blunt the forces of change. Food and farming are still too low on the list of national priorities. [Help us change that.](#)



Cheap food makes it seem like everything is okay. But food is not really cheap and the price is being paid in our malnourished bodies, in poverty stricken rural communities, in our depleted soil and polluted waters and ecosystems. The industrial approach to food and farming must end. An **organic, ecological and just** approach is needed to bring health and resilience to our families, communities and our wounded natural world.

In California, the nation's trend-setter and largest agricultural state, you see an organic, ecological and just approach beginning to take hold. Universities are teaching it. More farmers are embracing it. People are changing what they buy and eat. **Policy makers are heading the calls to help all Californians share in the bounty and to help farmers and ranchers protect water and soil.** [ROC is a key force in the state driving these changes!](#)

We are building momentum. On September 22nd, ROC president, Michael Dimock, offered the [closing keynote](#) at the inaugural Farm Tank Summit in Sacramento. He described the growth of the food movement and shared recent policy victories. He called us to work together, think big and believe change is possible. [Answer his call](#) by helping ROC raise the roof on a bigger barn. Fuel the tractor of change that will inspire our Legislature and Governor to reframe the goals of food and farming with smart policies. We don't want cheap empty calories. We want abundant, healthy and delicious ingredients. We want resilient and profitable farms, ranches and food companies that enrich and heal their communities and nature. So please join our campaign, [make a pledge](#) and share our call to action.

Thank you!

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

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