

PULSE
OF THE FOOD MOVEMENT

ROC is ROCKin and hopein you're shopin!

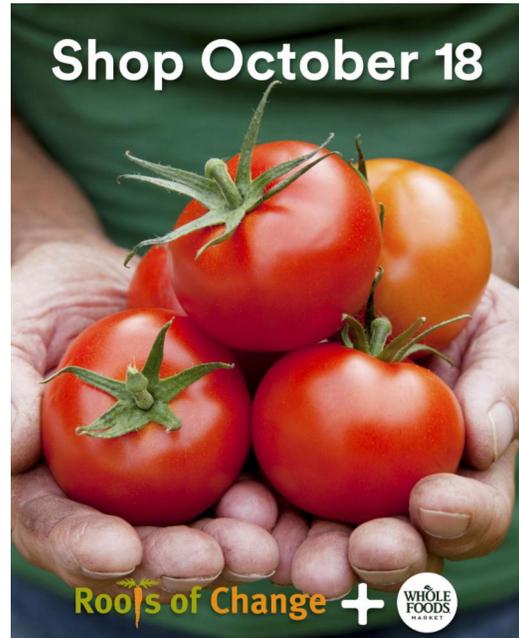
Greetings!

Farmers throughout the state are completing their harvest season. Many will soon take a brief respite before again cultivating California's abundance.

As farmers slow down, ROC is speeding up! See the exciting announcements about our 2018 successes and actions. BUT first, an amazing opportunity to empower our work.

Shop October 18! Whole Foods Market to donate 5% of sales to Roots of Change to create healthy food from farm to fork.

We are thrilled that Whole Foods Market chose to support ROC this year. All 88 stores in California will donate 5% of net sales on October 18th. We urge you to shop at any Whole Foods store in your area on that day. Buy fresh, organic fruits and vegetables, grass-finished meats and dairy and any other products from their wide selection of high-quality brands. Your shopping on that day for healthy meals will fuel our work as a well as your family! Hit [this link](#) to see how we will use funds and where you can find the closest store.



The Big ROC Win This Year: \$15 million for CA Nutrition Incentives that make fresh produce affordable for low income families!

With your support (financial, letters, calls and social media posts) we successfully expanded the California Nutrition Incentive Act. This program improves healthy food access and small farm revenue. ROC sponsored [AB](#)

[2335](#), authored by [Phil Ting, San Francisco](#) and co-authored by East Bay member [Rob Bonta, Alameda](#). As the chair of the Assembly Budget Committee, Mr. Ting imbedded the

language of AB 2335 into a budget trailer bill achieving our goals in June. California now has \$5 million for a corner store pilot program and \$10 million for the ongoing nutrition incentive program featured in farmers markets, at farm stands and through CSA box programs. We are grateful to you, our co-sponsors and our legislative allies for achieving ROC's primary policy goal of 2018.

A Partial Win: Small Poultry Producer Protection Act

On April 25th, the Assembly Agriculture Committee passed with bipartisan support the ROC-sponsored Small Poultry Producer Protection Act [AB 2909](#) ([Dr. Jim Wood, Healdsburg](#)).

Despite support from an [impressive list](#) of farmers, chefs, sustainable agriculture advocates, environmental health officers and retailers from across the state, the Assembly Appropriations Committee killed the bill. Still this is a partial success because we marshaled broad support and passed it through the Ag Committee. We believe the appropriations challenges are surmountable and will pursue the policy again in 2019. When passed, small farm incomes will rise, jobs will be created, more safe, local, organic, pastured poultry and rabbit will become available.



Learn more about both policies [here](#) and see future newsletters with plans for the 2019-20 session.



Shepherding the nation's toughest law on antibiotic use in animal agriculture

Public health experts cite animal overuse as a critical cause of antibiotic resistance. In 2014-15, ROC was an important ally in NRDC's successful campaign to pass SB 27, [the nation's most stringent protection](#) of antibiotics through limits on their use in livestock operations. In 2016, the California Department of Food and Agriculture appointed ROC to its stakeholder advisory committee for implementing the law. In 2017-18, as a member of the committee, ROC has joined NRDC and CALPIRG in safeguarding the law's intentions as they

are embedded into the general industry guidance documents recently issued. The process has reached its most critical stage as the antibiotic use rules for specific livestock species are developed. ROC is playing a dynamic role in achieving agreement on language among key parties.

Relaunching our effort to pass a tax on sugary beverages

Over the summer [Big Soda blackmailed the California Legislature](#) into banning local taxes on sugary beverages until 2031. This outrageous act changed the strategic landscape. Many legislators are very angry as are ROC's allies in

the long struggle to tax these drinks that fuel the diabetes epidemic. ROC is again helping to lead the Coalition for a Healthy California as two new ballot initiatives to tax sugary beverages take shape in preparation for the 2020 general election. We remain committed to passing the best source of revenue to fund investments in local food systems and nutrition incentives. Look for calls to action in the months ahead.



Working with the UC Davis Agriculture Sustainability Institute (ASI)

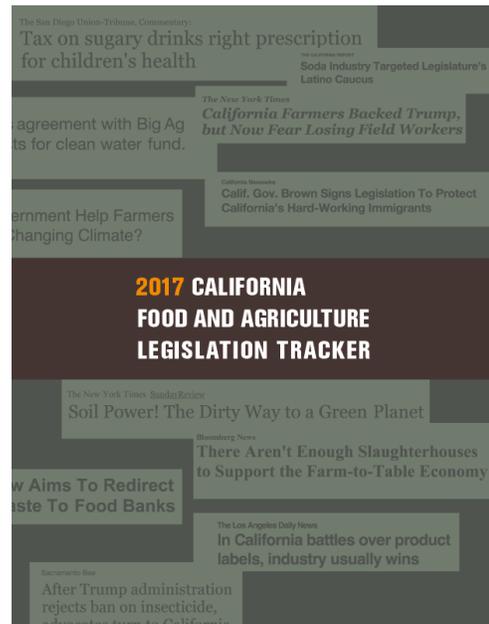
Good science is a key to meeting food and agriculture challenges. That is why we are excited that the [Agriculture Sustainability Institute](#) has hired ROC to work with its director Dr. Tom Tomich and his team in the coming year.

The project will feature dialogs with leaders from California agriculture and the Legislature. These dialogues will focus on cutting edge science related to soil, climate and agroecological concepts that support resilience in the age of global warming, diet related disease, pest and water quality challenges.

The 2018 CA Food and Agriculture Legislation Tracker and Scorecard

Although no longer the primary publisher and organizer, a role assumed in 2018 by the California Food and Farming Network, ROC remains a core team member. The [Tracker and Scorecard](#) are the California food movement's annual assessment of the Legislature and the Governor related to our policy goals. This year ROC is drafting key sections of the document and co-hosting the Tracker and Scorecard release event. The event will feature presentation of awards to agriculture and food policy champions.

Please join us on Tuesday evening, January 15, 2019, at [Mulvaney's B&L](#) in Sacramento. Chef-owner Patrick Mulvaney will be co-host and sponsor for the 3rd year in a row. Watch for the next email to get your ticket. It is the food movement's biggest policy bash of the year!



Thank you!

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



mail@rootsofchange.org | www.rootsofchange.org