



## Exciting ROC News For 2018

Greetings!

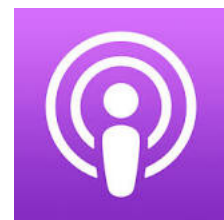
After 10 years at the helm, I have a new vision for the next chapter in the work of Roots of Change (ROC). As a nonprofit, we depend on the contributions of thoughtful, future-focused people who understand and appreciate the role of an activist organization. It is humbling to both seek and receive such support. [And I am hoping you might help ROC and me once again.](#)



Our time of organizing large groups of people is over. We have younger allies who are doing that now. They are on the front lines and they will be far more effective with the very diverse millennial generation that must be brought into the work. ROC's role must shift.

ROC will pursue a more consultative, creative communications role for the next five to ten years. There are three elements in this emerging strategy for spawning change.

- **First and foremost, I will produce and host a Roots of Change podcast.** On this program I will interview and dialogue with those leading the changes we seek. ROC will work to grow the audience, leveraging the 160,000 followers we have cultivated via social media since 2012. This will be the core platform for reaching large numbers of people. We will leverage this platform to support communication campaigns to inspire shoppers and voters to make good choices.



- Second, these campaigns will emerge from our collaborations with Dan Imhoff and Roberto Cara from Watershed Media and will involve both online content and actual poster art that will be placed on the streets in communities that have influence on policymakers and retailers. Our goal will be to compel action by spawning emotion.



- Finally, ROC will also begin to offer strategic consulting services to companies, academic institutions and nonprofits that are aligned with Roots of Change values, principles and goals. This shift will take six to twelve

months. At the end, Roots of Change will become an institute for supporting allied organizations.



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**To make this shift, I need your help**

**Please support me in this effort to effectively serve  
in this final chapter of my work.**

**DONATE**

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May 2018 become a great year for you and all of us who are committed to transforming food agriculture, the foundational system upon which all other human activity rests.

Thank you!

A handwritten signature in black ink, appearing to read "mrd", which is a stylized representation of Michael R. Dimock's name.

Michael R. Dimock  
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Strategic Advisor, California Food Policy Council

**Roots of Change**



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