

# PULSE

OF THE FOOD MOVEMENT

## Spring With Regenerative Purpose

Dear Doris,

Spring has sprung and ROC is advocating for change in Sacramento to Legislators, aiding our regenerative meat producers to build markets, and working to protect farmworkers from heat with leaders like Alegria De La Cruz... See reports below.

### California Regional Regenerative Meat Workshop



On March 11, ROC along with project partners UC Davis Institute of the Environment and IC-FOODS delivered an all-day sold out workshop for stakeholders along the Northern California regenerative meat supply chain to increase the system's resilience. 130 animal producers, processors, butchers, buyers, and brands along with direct-to-consumer marketing and regenerative agriculture experts gathered at restaurant Toast in Novato to network and learn

from each other. Panel discussions included **Infrastructure & Processes for Meat Business Success**; **Approaches for Direct Marketing**, and **Defining Regenerative Agriculture**. Virginia Jameson, Deputy Secretary of CDFA was on the latter panel. As CDFA is currently in the process of defining regenerative agriculture for the state of California her presence and involvement was quite timely and important. *(Photo: participants introduce their businesses)*



Rebecca Thistlethwaite (l) of [Niche Meat Processor Assistance Network](#) and Michele Thorne (r) of [Good Meat Project](#) presenting on **Infrastructure & Processes for Meat Business Success**.

Paul Williams, Chief Procurement Officer, University of California; Michele Thorne, [Good Meat Project](#); and Doniga Markegard of [Markegard Family Grassfed](#) networking during a break.



Koji Fujioka (l) and Caleb Avalos from The [Local Butcher Shop](#), Berkeley, enjoying the Fajita lunch and taking a break.

Joe Morris, [Morris Grassfed](#); Katie Olthoff, [Chop Local](#); and Regina Hanna from [Crown Cattle](#) sharing tips on **direct marketing for regenerative meat businesses**.



Panel on **What is Regenerative**

There were plenty of opportunities for

**Agriculture** with Loren Poncia (2nd from left), [Stemple Creek Ranch](#), [Virginia Jameson](#), Deputy Secretary, CDFA and Carrie Richards (r), [Richards Regenerative](#).



Participants introducing their businesses and networking during a speed dating exercise. For many, this was their favorite part of the day!

participants to connect and network, and have a bit of fun.



Chefs [Emily Lucchetti](#) (l) and [Duskie Estes](#) (r) preparing ribeye steaks for the blind meat-tasting reception which compared previously frozen vs. fresh ribeye steaks. Frozen meat won! It was ranked more tender and flavorful. Emily also provided her famously delicious cookies for dessert.



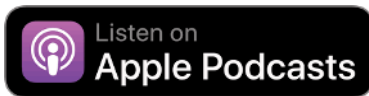
## Flipping the Table Podcast

**Alegria De La Cruz: a Weaver and a Warrior for Equity and Justice**

Alegria De La Cruz has a history of creating spaces and moments for farmworkers and other historically marginalized brown and black people to engage the powers that be: employers, judges and policy makers. She does this



with grace, impeccable logic and a desire to be fair with all stakeholders. She and Michael reveal the story of her incredible journey from Delano, California and the center of the United Farmworkers leadership to Sonoma County, where she directs the Office of Equity at a turbulent time when grape growers and farmworkers are deeply polarized.



## Ag Day

Hosted in partnership with [California Women for Agriculture](#) and the [California Foundation for Agriculture in the Classroom](#), Ag Day is an annual celebration recognizing California's agricultural community by showcasing the bounty of crops produced in our state. The event showcases the bounty of crops and commodities produced in our state. It is also a day for legislators to show their appreciation by hearing from farmers, ranchers and advocates to learn more about agricultural education.



ROC was in attendance catching up with old and new connections and educating folks on our long list of current projects...



Chatting with Fiona Ma, California's State Treasurer and candidate for Lieutenant Governor.

Look who stopped by to say hello! Our First Partner Jennifer Siebel Newsom spoke to the Ag Day crowd and came over to chat briefly about our regenerative meat project.



Our office neighbor for the day...



Assemblymember Devon Mathis, representing Fresno and Tulare counties, came to our Common Ground VIP reception and screening last month and stopped by to say hello.



Assemblymember Lori Wilson, representing Solano, Contra Costa and Sacramento counties, who recently received our Food & Farm Champion award, took time for a chat with the ROC team.

# AB 408 Lobby Day



On March 13, ROC's Lesley Kroupa and Michael Dimock joined fellow members of the [Food and Farm Resilience Coalition](#) in Sacramento to advocate for [AB 408](#) - the Climate-resilient Farms, Sustainable Healthy Food Access, and Farmworker Protection Bond Act of 2024, which would provide critically needed funding to build a resilient and sustainable food and farming

system in California. Over two dozen food system advocates came together to meet with twenty-six legislative offices and discuss the ways in which AB 408 can support sustainable agriculture, farmworker health and wellbeing, healthy food access, and regional food system infrastructure. Bill sponsor - [Assemblymember Lori Wilson](#) - joined the advocates at the start of the day to reinforce her commitment to advocate for agriculture in bond negotiations. As the legislature and administration debate the parameters of a potential state climate bond, ROC along with the FFRC coalition will continue to reinforce the need to support and include California agriculture in our climate change solutions. *(Photo credit: CC Ciralo, CalCAN)*

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## Regenerative Beef Gets a Boost from California Universities



With help from ROC, the University of California is altering its purchasing to source grassfed and regenerative meat from local ranchers for all ten of its universities and five medical centers.

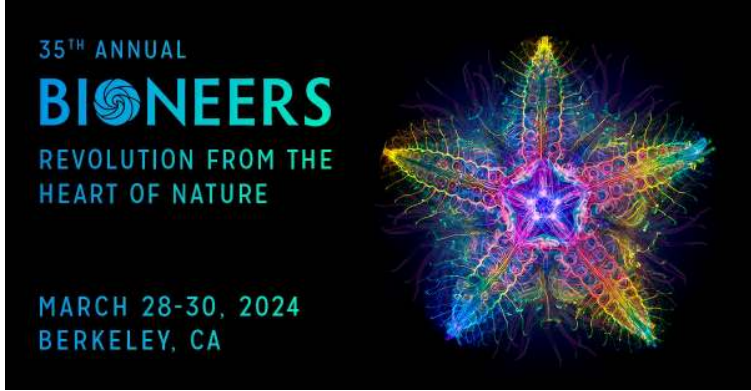
*(Photo source: Civil Eats)*

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## Bioneers Conference in Berkeley Discount for ROC Community

The 35th annual  
[Bioneers conference](#)



takes place next week in Berkeley, March 28th - March 30th. The ROC community is getting a **20% discount**. Find out details and schedule and registration link below.

**Register here, apply "ROC20" discount code**

Thank you for your interest and support of our work!

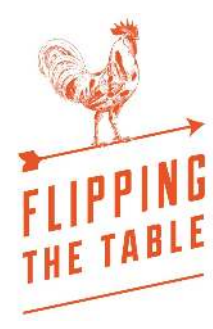
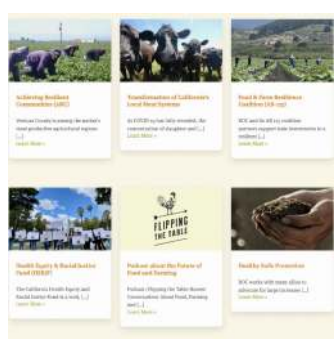
*Doris Meier*  
Editor of the *PULSE*  
*Roots of Change*

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