

# PULSE

OF THE FOOD MOVEMENT

## Buckle up for an Action-Packed 2024

Dear Doris,

We hope you had a restful holiday break and are ready for an exciting and prosperous New Year!

ROC's 2024 projects are already in full swing and we have **three important events coming up that are open to the public:**

- [Food & Farm Champion Award Ceremony, Feb 6](#)
- [Sacramento Screening of Common Ground, Feb 7](#)
- [Regenerative Meat Tasting & Dinner, March 11](#)

See below for details. We hope many of you will join us in person to contribute to the growing public and political regenerative ag movement, and to celebrate the many impactful ripple effects of making our food system more climate-smart, resilient and more viable and profitable for regenerative ranchers.

## 2023 Food & Farm Scorecard Release and Food Champion Award Event

Please join us for the annual Food & Farm Scorecard Release and Food Champion Award ceremony at Mulvaney's B&L in Sacramento on **Tuesday, February 6th, 5:30pm to 7:30pm.**

Our **2023 Food Champions** are:

**Senator Caroline Menjivar and Assemblymember Lori Wilson**

Doors open at 5:30pm, program starts at 6pm. Appetizers will be served, no host bar.

CALIFORNIA FOOD + FARMING NETWORK



[EVENT REGISTRATION](#)

# Sacramento Screening of Common Ground

**FEB 7TH | 7PM**  
**SACRAMENTO PREMIERE**

JOIN US FOR THE **CREST THEATRE**  
SCREENING AND PANEL AT 1013 K ST, SACRAMENTO, CA 95814

POST SCREENING Q&A FOLLOWING WITH:

**JOSH AND REBECCA TICKELL**  
COMMON GROUND FILMMAKERS

**MICHAEL DIMOCK**  
EXECUTIVE DIRECTOR,  
ROOTS OF CHANGE

**ALEGRIA DE LA CRUZ**  
DIRECTOR, OFFICE OF  
EQUITY, COUNTY OF SONOMA

**LEONARD DIGGS**  
DIRECTOR OF FARMER & RANCHER  
OPPORTUNITIES AT PIE RANCH

WINNER  
TRIBECA  
FESTIVAL  
2023

COMMON GROUND  
Saving the planet,  
one acre  
at a time.

COMMONGROUND.FILM.ORG

AREA 23A

ROSARIO DAWSON LAURA DERN DONALD GLOVER WOODY HARRELSON JASON MOMOA IAN SOMERHALDER

NEEDS TO BE SEEN BY EVERYONE.  
DIGITAL JOURNAL

"THE KEY TO SAVING OUR  
PLANET MAY BE IN THE SOIL."  
FILM INQUIRY

"FASCINATING."  
ROGERSBERKELEY.COM

"AIMS TO SPARK A CULTURAL  
AND POLITICAL MOVEMENT."  
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Michael Dimock, E.D. Roots of Change, along with [Alegria De La Cruz](#), Director, Office of Equity, Sonoma County, [Leonard Diggs](#), Director of Farmer & Rancher Opportunities, Pie Ranch, and the filmmakers Josh & Rebecca Tickell will be on the post-film panel.

**Wednesday, Feb 7 at 7pm at the Crest Theater in Sacramento.**

If you're in the area, don't miss this fantastic and highly educational film about regenerative agriculture!

**FILM TICKET - SACRAMENTO  
SCREENING**

## Regenerative Meat Tasting Event & Dinner Celebrating Local Meats

As a follow up to our regenerative meat summit in Sacramento in June and as a response to the supply chain needs emerging from that meeting, we are bringing together **producers, processors, buyers, butchers and chefs for a full day workshop** to connect and learn from each other and further impact the supply chain to benefit small to mid-size producers.

**The workshop will take place in Novato on March 11.** It is followed by a reception with a blind tasting of previously frozen and fresh ribeye steaks (to hopefully prove our hypothesis that there is no difference in taste), and a delicious dinner celebrating local regenerative meat. Both [the reception/meat tasting event and the dinner are open to the public.](#)

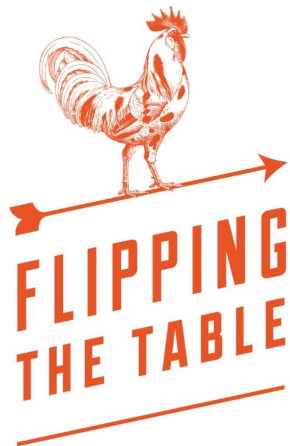
**Don't miss this opportunity to mingle with major players in the local regenerative ag/meat/restaurant industry - it will be very fun event!**

# REGENERATIVE MEAT DINNER WITH RECEPTION & BLIND MEAT TASTING @ TOAST, NOVATO, CA

MONDAY, MARCH 11, 2024



GET YOUR TICKET: Reception with Blind Regenerative  
Meat Tasting & Dinner



## Flipping the Table Podcast

Rick Clark, a large-scale  
Midwestern regenerative organic  
farmer from Indiana, shares his  
story of transition away from  
conventional commodity  
agriculture to the center of the film  
Common Ground.

A 5<sup>th</sup> generation commodity crop farmer from Indiana, the Heartland of America, [Rick Clark](#) had an awakening during a one-inch rain event in 2007 that washed topsoil from his fields. That moment spawned a ten-year journey during which Rick created rich healthy soil that captures carbon and holds water, diversified his crops and increased his profits. This success placed him at the center of the film [Common Ground](#). As the film says, Rick “cracked the code” of large-scale organic regenerative farming.





## Berry Good Food Foundation's Generation Regeneration: Women Forging Change



As part of its mission to educate, connect, and support a local and regenerative food system in San Diego and Baja California, the [Berry Good Food Foundation](#) recently held its 12th Future Thought Leaders panel: [Generation Regeneration: Women Forging Change](#)



**ROC's Policy Director, Lesley Kroupa**, joined a panel of farmers, winemakers, and community builders at the forefront of the regenerative food movement to discuss how to make nutritious food accessible to all without depleting the earth. The Berry Good Food's Future Thought Leaders panels have won 12 San Diego Press Club awards, are filmed by University of

California Television (UCTV), and are distributed on its platforms with 15+ million combined views. A link to the recording can be found [here](#).

[Click Here for Recording](#)

## A Look Back at ROC's 2023 Projects & Accomplishments and a Preview of 2024

A short visual summary, in case you haven't seen it...



Thank you for your interest and support of our work!

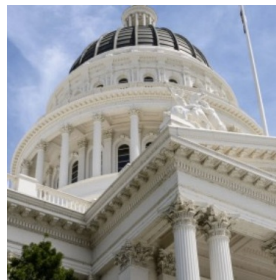
*Doris Meier*  
*Editor of the PULSE*  
*Roots of Change*

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### Current Projects

<p><b>Achieving Healthy Communities (AHC)</b> Hearst County is among the nation's most productive agricultural regions. Learn More &gt;</p>	<p><b>Transformation of California's Local Food Systems</b> As COVID-19 has fully revealed, the interconnectedness of laughter and... Learn More &gt;</p>	<p><b>Food &amp; Farm Resilience Coalitions (FCR)</b> RCC and its 40 coalitions promote support case investments in a community. Learn More &gt;</p>
<p><b>Health Equity &amp; Racial Justice Food (HERJF)</b> The California Health Equity and Racial Justice Food is a... Learn More &gt;</p>	<p><b>Podcast: Flipping the Table: Conversations About Food, Housing and... Learn More &gt;</b></p>	<p><b>Healthy Soils Preservation</b> RCC works with state allies to advance the... Learn More &gt;</p>

### 2023 Policy Work



### Podcast



Roots of Change is a program of the [Public Health Institute](#)

**Roots of Change**



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