



Preparing for a Year of Action, Impact and Connection

Greetings!

The ROC team hopes your New Year is off to a great start!

We are getting ready for a particularly busy and impactful year. ROC is launching the *Vote for Your Food* campaign that seeks to end the divide between urban-rural communities and to make the rural-urban interdependence visible and actionable. By elevating food and the food system as powerful tools for dialogue, understanding, and civic engagement, the campaign will bring rural and urban people together around shared values and concrete actions that strengthen communities across the country. The campaign invites people to “*vote for their food*” with their feet, dollars, voices, and ballots, showing how everyday choices and democratic participation can help build a healthier, more resilient, and more united nation. More details to come soon.

Given the huge success of our **Terra Madre Americas Slow Meat Pavilion** we are also in the planning phase of replicating a similar event in Denver, CO, and other places. Stay tuned for more information.

In this issue of the PULSE you will find:

- **Food Champion Award Ceremony: Join us on Tue, Feb 3rd!**
- **Blog post by Michael R. Dimock: New Dietary Guidelines**
- **Food 2050 Film Premier with Executive Producer & Actress Viola Davis**
- **Flipping the Table Podcast: A conversation with Sara Jenkins, Founder & Chef of *Nina June* and Final Two Terra Madre Americas Segments**
- **End of Year Review: ROC's Accomplishments & Impacts**
- **Regenerative Meat Purchasing Guide**

Join Us in Sacramento!

Join us in celebrating CA legislative food & farm policy champions,

along with the annual release of the 2025 Food & Farming Scorecard!

2025 Food & Farm Champion & Scorecard Release Ceremony



Roots of Change, in collaboration with the California Food & Farming Network, along with over 50 organizations working across the food & farming system, are excited to **celebrate our annual Food and Farm Policy Champions, along with the release of the 2025 Food & Farm Scorecard.**

The 2025 award recipients are Senator Sasha Renée Pérez and Assemblymember Alex Lee.

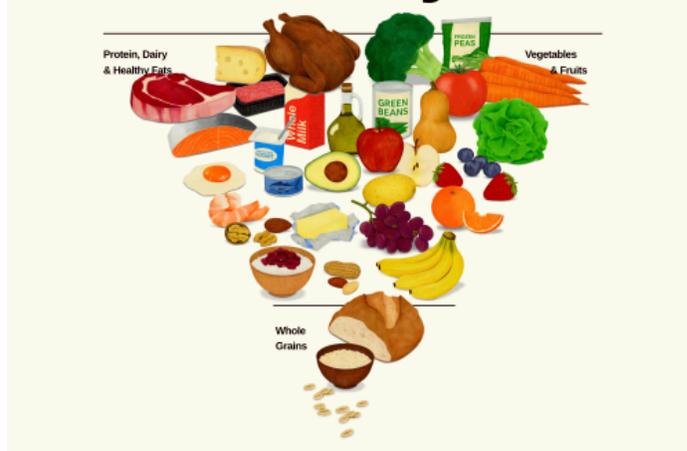
The scorecard annually tracks the voting records of California state legislators on key food and farming policies and honors a select few legislators who have demonstrated political leadership in building a more just and sustainable food system.

[Please Join us in Celebration - RSVP Here](#)

[Blog](#)

As we begin a new year, many of us follow the age-old tradition of making resolutions, often with a commitment to make choices that improve our own health. Last week the release of the new Dietary Guidelines for Americans brought a timely signal in that direction, and they've already sparked strong reactions. Some have welcomed the update, while others have offered **pointed critiques**, including concerns about what the administration has proposed and what the Guidelines **do** or **do not** emphasize.

The New Pyramid



[Read Full Blog Post](#)

FOOD 2050 Film Premier

The ROC team was honored to be invited to attend last week's premier of the "FOOD 2050" film in Los Angeles. The event was co-hosted by **The Rockefeller Foundation**, **Media RED** and **Food Tank**. The film explores how the next generation of innovators is feeding a planet of 10 billion people. Highly acclaimed **Actress Viola Davis**, executive producer and narrator of the film, **gave a deeply moving and personal speech about her own experience with hunger and poverty** and encouraged everyone to do their part in helping to make the food system more sustainable and regenerative. Here a few highlights...



*Highly acclaimed actress Viola Davis, executive producer and narrator of the FOOD 2050 film, accepted her **Global Humanitarian Achievement Award** at the*



Michael R. Dimock (l) with panelist Marion Nestle (c), author, nutritionist and public health advocate, and Michael T. Roberts

film premiere and gave a **powerful speech** about her own experience with poverty and hunger.

(r), ED of the Resnick Center for Food Law and Policy UCLA School of Law.



The ROC team connected with many old and new LA-based and national allies in our work.



Event program lead Danielle Nierenberg, President, Food Tank, moderated a **panel** with Matte Wilson of the Sicangu Food Sovereignty Initiative, Sara Farley, VP of the Global Food Portfolio at The Rockefeller Foundation, and Matthew Thompson, director of FOOD 2050.

Flipping the Table Podcast



S 7, Episode 20:

Sara Jenkins, Founder & Chef of Nina June

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Sara Jenkins, Founder & Chef of Nina June

Chef Sara Jenkins of New York City fame shares her journey to open & run her convivial restaurant *Nina June* in the small town of Rockport, Maine.

Ep. 21, Segment 8, Terra Madre Americas Series:

Lamb & the Land: How Shepherds Are Feeding People & the Land

The relationship between sheep & humans stretches back 12,000 years. These docile and productive animals provide delicious meat & high-quality fiber. Robert Irwin, Dylan Boeken [boy-ken] and Sallie Calhoun share why lamb matters, how thoughtful grazing



sustains ecosystems & how their industry can reduce toxic waste and us of herbicides, while it reduces fire danger.



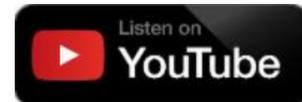
Ep. 22, Segment 9, Terra Madre Americas Series

Meat as Medicine for People & the Planet: The Gifts of Nutrient Density

Flipping the Table Co-host Coco Sanabria engages Mary Purdy, Sara Keough and Stephan van Vliet to answer

the question can meat heal both our bodies & the environment? They share the emerging nutrient density science & how **regeneratively raised meat** supports human health while restoring ecosystems.

Click on your preferred podcast streaming service below to hear all of these episodes:



2025 Accomplishments & Impacts

In case you missed it...have a look at ROC's 2025 accomplishments & impacts in this short 5 minute clip:

Roots of Change

Catalyzing Food System Transformation

Accomplishments & Impacts

2025



Purchase Regenerative Meat

As part of our Regenerative Meat project, we developed a **portal** that features a list of **NorCal regenerative meat brands and butcheries**. Please add your brand/butchery via **this link** if you're not already on the list, and please share with us if you know of other brands/butcherries that should be added to the list. Our ally, the Good Meat Project, also has a very useful guide for **nationwide options**.



Directory: Regenerative Meat Brands & Butcheries

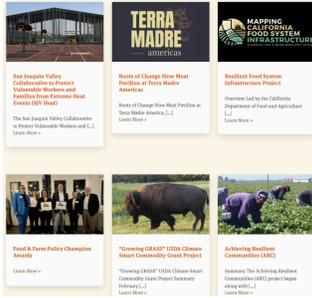
We need your help to continue making positive changes in the California Food System - your donation is very much appreciated! Any amount helps us continue to build a healthy, resilient and peaceful future. THANK YOU!

DONATE

Thank you for your support of our work!

Doris Meier
Editor of the PULSE
Roots of Change

Projects



Policy



Podcast



Roots of Change

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