



## Vote For Your Food Campaign Begins

Greetings!

After seeking input from experts and allies across the nation, a crucial moment has arrived: ROC's **Vote for Your Food Campaign** is coming to fruition with the hiring of a new team member.

We are very excited to announce that **Tay Lotte** has joined the ROC team in the role of **Campaign Outreach & Community Engagement Specialist** for our Vote For Your Food campaign. The goal of this campaign is to build a powerful rural-urban alliance and provide a helpful antidote to the polarization of our country. Given ROC's established catalyzing role within the food movement and our nationwide network of allies, we believe that we are in a unique position to help rebuild trust, connections, alignment, and action on national goals that will strengthen the food system and our democracy.

In this issue of the PULSE you will find:

- **New ROC Team Member: Tay Lotte, Campaign Outreach & Community Engagement Specialist**
- **Policy Update: New Policy Platform**
- **Latest Flipping the Table Podcast with Glyphosate Girl Kelly Ryerson**
- **Old Salt Festival: Get Your FREE Ticket!**
- **A Dose of Inspiration from Amador County**
- **Bioneers Conference, March 26-28: 20% Discount**
- **Regenerative Meat Purchasing Guide**

## Meet our New Team Member: Tay Lotte

**ROC has hired Tay Lotte as our new Campaign Outreach & Community Engagement Specialist**

We are thrilled to announce that ROC has a new team member: Tay will focus on **shaping and kicking-off the Vote for your Food campaign**. She will design an outreach and implementation strategy to **inspire people to 'vote for their food'—through everyday choices, conversations, and community action that strengthen our food system and our democracy.**



**MORE ABOUT TAY LOTTE**

## Policy Update



Shaping policy to build a healthy, fair, and affordable food system is a central pillar of ROC's approach. This year, **we're releasing a new policy platform that outlines the principles that guide the policies we support, grounded in ROC's values, evidence, and years of listening to producers, ranchers, advocates, and communities.** The platform is designed to evolve over time as conditions and learning continue to change. We encourage you to review it and stay tuned for more on the California legislation and budget items ROC will be supporting in the coming months that reflects the priorities in the platform. Click below.

**ROC's New Policy Platform**

## Flipping the Table Podcast

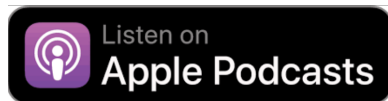


**Kelly Ryerson, known as Glyphosate Girl and a MAHA mom, shares her thoughts on MAHA's response to the Trump Administration's support for the controversial herbicide.**

In February 2026, President Trump signed an Executive Order defining glyphosate as critical to national security. This created a firestorm among the mostly mother-powered stream of the MAHA movement insisting HHS Secretary Robert F Kennedy Jr., eliminate risky or toxic chemicals from agriculture and food ingredients. Kelly Ryerson



as a nationally recognized MAHA member, often seen lobbying Congress, shares her perspective on the current battle with the Administration.



## Old Salt Festival 2026

Join us under the big Montana sky at the **Old Salt Festival** in Helmville, MT, June 19 - 21!

The ROC team had such productive and fantastic time at this amazing festival last year that we've decided to return.

See our [photos from last year's event](#).

The festival focus on on land stewardship and community featuring open-fire, locally sourced meals, live music, and lots of educational talks on regenerative agriculture.

Through ROC's sponsorship of the event we have received **35 free tickets**. Please let us know if you are interested in receiving a free ticket (first come, first served). Click the link below to email us about your intentions to attend the festival.



[Claim Your FREE TICKET to Old Salt Festival](#)

## New Farm to School Project



We want to share a very inspirational **news story** about **Kathleen Carter**, a nutrition educator with the University of California Cooperative Extension of CalFresh Healthy Living from Jackson, Amador County, who we met at our **Slow Meat Pavilion** at the Terra Madre Americas event in Sacramento. What started with **her idea for a school farm** became reality: **Amador County Unified**

**School District opened its first-ever district-wide farm earlier this year.**

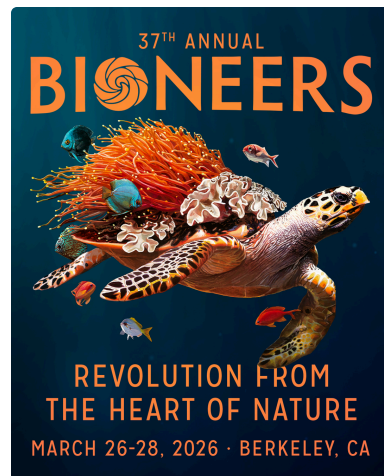
**Congratulation to Kathleen Carter on such a bold and beautiful idea** and to all those who turned it into reality. The farm supplies fresh food to district schools and offers agricultural education and career opportunities for students.

*Image source: @acusd.acoe (Instagram)*

## Bioneers Conference - 20% Discount for ROC Community

**Last chance to get a ticket with a 20% discount!**

For 37 years, the Bioneers Conference has led conversations around **Food Justice issues and cutting-edge organic/regenerative farming practices, delving into the impacts of agriculture on our ecosystems and the role food has on our health.** Every year they highlight a few leading food visionaries as well as cutting-edge food-related projects. **[READ MORE](#)**



**Bioneers Tickets 20% Off - Code 360b20**

## Regenerative Meat Purchase Guide

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/butcheries that should to 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!

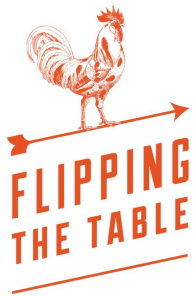
*Doris Meier*  
Editor of the *PULSE*  
*Roots of Change*

### Projects

### Policy

### Podcast

 The San Joaquin Valley Collaborative to Protect Vulnerable Waters and Families from Extreme Heat Events (SJV Water) Learn More	 Roots of Change New Meat Partners at Terra Madre America Roots of Change New Meat Partners at Terra Madre America (1) Learn More	 Resilient Food System Infrastructure Project Overview Led by the California Department of Food and Agriculture (1) Learn More
 Food & Farm Policy Champion Awards Learn More	 Honoring GRASP USDA Climate Smart Community Grant Project Secretary (1) Learn More	 Honoring The Achieving Resilient Communities (ARC) grant recipient along with (1) Learn More



# Roots of Change

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