



A Call to Action: Here is How to Create A Better Post COVID-19 World

Greetings!

We have entered the age of [cascading natural disasters](#). These disruptions are defining our future. Science tell us more killer pandemics lay ahead. As do more [mega droughts](#) and extreme weather events that will cause massive floods, polar vortexes, unprecedented winds with immense fires and interminable power shutdowns. Most of the nation’s political leaders remain too enthralled by the economic and political thinking of the past to take the actions required. If we hope to create a brighter future for our kids, it is now clear that the people must act with fervor, take to the streets even, to force leaders to take dramatic actions. [Continue Reading](#) *(Photo credit: Dio Hasbi Saniskoro)*



Two Podcasts on Flipping the Table That Point the Way to a Better Future

Jim Araby is the Strategic Campaigns Director for the United Food & Commercial Workers, the largest union serving food chain workers. He is also an inspiration to me and a ROC ally. Here we talk about his work to protect frontline workers in this crisis, the history and transformation of the labor movement and the brighter possible future coming out of the pandemic. You might also want to



read [his latest blog](#), a powerful explication of what the Corona Virus has revealed about our nation's underlying disease.



Food Producers From the Field: I checked in with four past podcast guests who provide snapshots of their creative responses to the pandemic and the opportunities that are emerging. Judith Redmond of [Full Belly Farm](#), Don Cameron of [Terranova Ranch Inc](#), Chris Sayer of [Petty Ranch](#) and Anya Fernald of [Belcampo Meat Co](#) are inspiring examples of how California's producers face reality and adapt in a crisis.



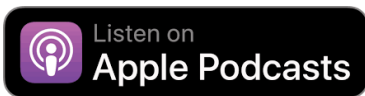
Judith Redmond, Full Belly Farm, and Don Cameron, Terranova Ranch Inc.



Chris Sayer, Petty Ranch



Michael R. Dimock and Anya Fernald, Belcampo Meat Co.



Featured Producer in Need: Sonoma County Poultry Liberty Ducks

In another example of adaptation in a crisis, the nation's most esteemed, humane and sustainable duck farm operates in Sonoma County. Approximately 98% of their product goes direct to restaurants. You can imagine the

impact. Now is the PERFECT time to try out that duck recipe you've always wanted to try, which will help keep our Liberty Duck source afloat for restaurants, markets and you.



[Order directly HERE](#)

ROC Pivots Current Work to Push State and Fed Toward a New Food System



Every crisis creates an opportunity. It is important to meditate on the Greek root of the word “apocalypse.” It means to unveil or uncover. COVID-19 and the climate crisis unveil the fact that our civilization is extremely broken at numerous levels. [This piece](#) from the NY Times is the best I've have seen describing what needs fixing.

ROC is using this moment with our allies and lobbying team to push our leaders to take bold action. We are conferring directly with policymakers, sending letters and developing documents that reveal the path to a safer future. Of course, we will continue to bring you the voices of the people making the changes we seek. AND I need your generous support to continue this work. With your funds we will:

- Describe for local, state and federal elected officials what policies must be expanded or created to heal the underlying causes of the pandemics and extreme weather events that are inevitable if we do not act boldly.
- Rally community-based organizations to articulate what they need to build local resilience.
- Hire additional staff to help us organize public manifestations that demand action.

Thank you!

Please become a contributor to our work

Click here to
DONATE NOW

Spotlighted Ally: Zero Food Print

With the taglines, “Let’s eat our way out of the climate crisis” and “All it takes is 1% to restore the planet,” [Zero Food Print](#) (ZFP) has unlocked a unique and impactful way to help solve global warming. In normal times, participating restaurants ask patrons to add up to 1% to their bill. The restaurant passes this money to the ZFP fund that pays climate smart, regenerative farmers and ranchers to capture more carbon in their soil. This removes harmful greenhouse gas from the atmosphere, improves soil health and the economic conditions of our small producers. Over 2 million gallons of gas emissions had already been returned to the soil when COVID-19 arrived. During the pandemic ZFP has shifted to support [participating restaurants](#) in other ways. You can help these restaurants by ordering take out if offered or by patronizing them when they reopen. And you can make a donation to ZFP directly or projects it supports by visiting [this page](#).



Please stay healthy and envision a brighter future!

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A Program of the Public Health Institute

 **Roots of Change**



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