



Time Will Tell, But Real Change May be Possible

Greetings!

Reflections on the Moment

The Black Lives Matter movement fills my mind. It is framed by COVID-19 and the rants of a racist President who seems committed to destroying the nation's cohesion. Ironically, this may cure the dis-ease that has plagued the national soul for centuries. Perhaps delusions are being revealed and rejected in favor of truth and reconciliation, which would set us up to begin reparations. Maybe this President, the epidemic and their economic destruction and this latest national uprising over racist murders of blacks by whites is what will finally force us to look in the mirror and transform our culture and alter our trajectory. I fervently hope so. I see three indicators that provide me a modicum of hope for change.

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Update on ROC Policy & Organizing Work

The COVID pandemic and related budget deficit has forced the California Legislature to greatly reduce its deliberative time and the number of bills it will consider. As a consequence, ROC's primary policy agenda items related to climate smart agriculture, the



California Green New Deal, a statewide sugary beverage tax and relief for small poultry producers have been altered or delayed. Our lead actor in Sacramento is our former policy director, Justin Rausa, who is now with [Everyday Impact Consulting](#). He covers all issues for us except sugary beverages. On that tax issue, our longtime lobbyist Kathleen

Mossberg of [MVM Strategy Group](#) leads the way. Together, they keep ROC's voice in the Capitol dialogues and debates related to all agenda items that are in motion. The one place we see real potential progress may be improving school meals, a priority of California's First Partner, Jennifer Siebel Newsom. Allies, particularly at NRDC, have been leading the work in this area, which we support. *(Photo credit: Doris Meier/ROC)*

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In Addition to Communications, ROC Now Offers Consulting Services

In addition to our social media communications and the Flipping the Table podcast, ROC has begun to greatly expand our consulting practice. As mentioned above, UC Davis Professor, Dr. Tom Tomich, has engaged ROC to work with his team from the UC Davis Food Systems Lab, to develop white papers and other materials that make cases for climate smart agriculture and regionally-based, humane and healthy meat processing as well as produce supply chains that are resilient in the face of pandemics and climate related disruptions that are sure to accelerate in the years ahead.



(Photo credit: Doris Meier/ROC)

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Special “Beyond Your Table” Podcast

[Erin Fitzgerald of US Farmers and Rancher Alliance provides a pandemic update.](#)



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I hope our range of action to create a just, resilient and healthy food system is of interest to you. Please consider making a donation for our policy work, which is very hard to fund from traditional philanthropic sources, but is badly needed.



Thank you!

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