



ROC Celebrates 20 Year Anniversary

Dear Doris,

The final Pulse and Flipping the Table podcast of 2022 look back on what the ROC team has learned about movement building to make change. Twenty years is a long time for a nonprofit to exist. That is how long it's been since the Roots of Change (ROC) Council was formed, which was the group of advisors who launched the organization. I recently read [an article](#) that clarified over 50% of chartered nonprofits



"fail or stall within a few years." Among the reasons for failure are: unrealistic mission; lack of guiding values or a strategic plan; poor fiscal management, and unwillingness to cooperate with "competitors" or evolve with changing conditions. ROC's philanthropic founders and Council built a firm foundation with a [vision, values, plans](#) and start-up funding. We have consciously evolved to meet the moment ever since. A quick review of ROC's journey provides one example of how movements mature and grow. [READ MORE](#) (blog post by Michael Dimock, Executive Director)

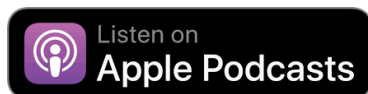
A Look Back Over the Years - A Short Visual Journey of ROC's History



Latest Podcast Episode

A Look Back at the Roots of Change Story in its 20 Years of Existence

Have a listen to Michael Dimock's conversation with four individuals who have been instrumental in the formation and evolution of ROC. It is a reflection on why our organization was created, what has worked, what has not, and what we hope might transpire with ROC and the larger movement to transform the food system into an engine for solving a host of challenges faced in this century.



Susan Clark

Philanthropic executive. Co-founder and core contributors to



Tiffany Nurrenbern

Director of Programs for Zero Food Print. Former Roots of

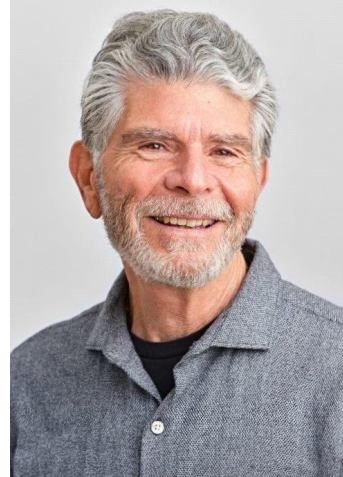
the Roots of Change Fund.

Change employee involved in facilitating the California Food Policy Council and Urban-Rural Roundtable Program.



Melanie Wong

Active member of California's Nutrition and Fitness Collaborative of the Central Coast, chair of the Central Coast Healthy Food Access Committee. She is also the principal co-ordinator of the CA Food Policy Council, which ROC initiated.



Oran Hesterman

Founder & Chief Executive Officer of Fair Food Network pioneer in building the good food movement. Former director of the W.K. Kellogg Foundation's Integrated Farming Systems and Food & Society programs.

The Next Critical Milestone in Food Systems Work



A veteran philanthropist recently asked what is the next critical milestone in food systems work? ROC's answer: to re-regionalize the food system. This age of climate, epidemiological and hacker disruptions requires robust system resilience. ROC is spawning an initiative with allies to connect and build synergy among the nearly 30 California efforts to recreate functional

regional food systems, something lost due to short-sighted 1960s policies. We work to reconnect farmers, ranchers, fishers, processors, distributors, grocers, food service and restaurant chefs willing to feed their communities with healthy food. **Please join our campaign by making a contribution. Every donor will receive a campaign plan, event invitations, and be kept up to date on our progress. Thank you!**

**Please donate \$25, \$50 or \$100 for this important project.
We appreciate your support**

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Recording of Online Event: *How Your Diet Affects the Planet*

Thank you to the dozens of participants who joined us for the Zoom presentation "**How your Diet Affects the Planet**", with Q&A at the end.

[Dr. Benjamin Halpern](#), Director of the UC Santa Barbara National Center for Ecological Analysis and Synthesis (NCEAS) and Professor of Marine Ecology and Environmental Planning at the Bren School of Environmental Science and Management presented his report on the [Environmental Impact of Global Food Production](#) and answered questions from the audience. **If you weren't able to make the call, here is the recording. Make sure you get to the end to hear responses to the most interesting questions at the end:**



Recording: How Your Diet Affects the Planet

Video Messages from Healthy Soils Week, December 5 - 9

CDFA's Healthy Soils Week concluded last Friday after several online and in-person events focusing on educating the public and legislators on the importance of soil health. **Check out the messages from CDFA's Secretary of Agriculture Karen Ross and ROC's Michael Dimock:**



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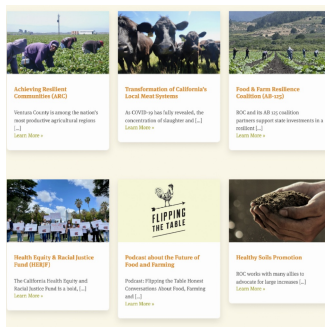
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Thank you for your interest and support of our work and happy holidays!

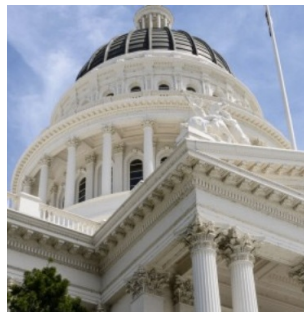
Doris Meier
Editor of the PULSE
Roots of Change

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Current Projects



2022 Policy Work



Podcast



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

Roots of Change



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