



A Regenerative Holiday Season

Dear Doris,

ROC is busier each year because the times demand it and we have increasing capacity. You have been one of the reasons for our increasing capacity and I am grateful. I ask for **your generous support** of our mission to create a healthy and resilient food system by scaling change and effectively advocating for smart, future-focused policies.

It has been a great year. I share high points below or you can [watch this video](#) to visually experience the breadth of ROC's 2023 action.

- We are creating a **supply chain of regional regenerative meat** for University of California's ten campuses and five medical centers. Meetings with 200 meat producers led to a **June Summit in Sacramento** with farmers, ranchers, government officials and leaders of UC procurement. We will move onto the state college system, hospitals and stadiums in 2024. For videos, click [here](#).
- With our **ARC team**, we are discovering, testing and sharing ways for agricultural employers to protect farmworkers from heat illness. We extended the work beyond Ventura County into Sonoma County where current tension between workers and employers is high, something harmful to both. In 2024, we aim to play a constructive role in easing tensions and fostering collaboration beneficial for workers, employers and agriculture statewide.



Image credit: Pixabay, ArtsyBee

- We began implementing the **Growing Grass Project** with biologists, data scientists, fashion, meat and byproduct brands. Over 5 years our team will bring 1,000 beef and bison producers on hundreds of

thousands of acres across the USA into the regenerative world with new markets using USDA funded incentives and technical support.

- With our PHI colleagues at [Center for Wellness and Nutrition](#) we are strengthening the food as medicine movement by delivering food to thousands of families in Los Angeles County and providing community-based nutrition education and healthy food to clinic patients in Stockton. Using knowledge gained, we are advocating for policy that will prevent disease and lower national healthcare costs by making nutrition incentives, produce prescriptions and medically tailored meals ubiquitous.
- We delivered another \$35 million in state funds for California's Nutrition Incentive Program (CNIP). Since 2017, we have successfully advocated for \$60 million! USDA has matched with nearly \$30 million in the same period. This program supports nutritional health for thousands vulnerable families and increases sales for small farms.
- With our [Food and Farm Resilience Coalition](#) allies, we moved a proposed bond through the Assembly; it is being considered for placement on the 2024 ballot. If passed as written it would provide \$3 billion for regional, organic and regenerative food system infrastructures that enhance the lives of farmworkers and improve access to healthy food for all.
- We continue social media output and [Flipping the Table podcasts](#), all in support of educating eaters across the planet seeking to know about their food. Our content spawned a book, the manuscript for which I aim to complete in 2024. The book is for students in hundreds of college and university programs focused on healthy food, sustainable agriculture and public health. Our future depends on generations Z and Alpha (born between 1996 and 2034) joining the good food movement.

Please remember us as you make your [holiday contributions](#).

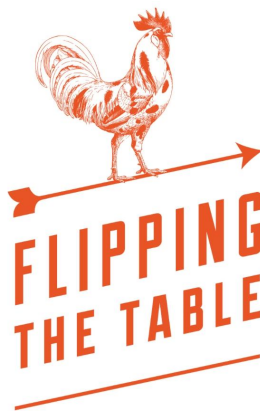
Thank you!

*Michael R. Dimock
Executive Director*

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A Look Back at ROC's 2023 Projects & Accomplishments and a Preview of 2024

A short visual summary. Have a look!

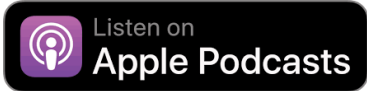


Flipping the Table Podcast

Jim Kleinschmit of Other Half Processing and the Growing GRASS Climate Smart Commodities Partnership Project

Farm boy and entrepreneur [Jim Kleinschmit](#) started a company called [Other Half Processing](#) to ensure that the hides and other byproducts from cattle and bison are fully utilized. When USDA began its funding campaign to promote regenerative agriculture, **Jim hatched an idea that has bloomed into a \$35 million project to build lucrative markets in Europe and beyond for hides and more livestock byproducts.**





Regenerative Gift Guide!



Many thanks to the [Regenerative Food Systems Investments Forum](#) for putting together this **regenerative holiday gift guide** that includes gift ideas from various regenerative organizations and brands. Get inspired to find the perfect regenerative gift!

Image source: Noble Research Institute

[Regenerative Gift Guide](#)

Thank you for your interest and support of our work!

*Doris Meier
Editor of the PULSE
Roots of Change*

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Current Projects

2023 Policy Work

Podcast

 Achieving Resilient Communities (ARC) Resilient Communities to ensure the nation's most productive agricultural regions [...] Learn More >	 Transformation of California's Local Food Systems As COVID-19 has fully revealed, the concentration of slaughter and [...] continues to Learn More >	 Food & Farm Resilience Coalition (FFRC) FFRC and its 40 co-constituent partners support state investments in a resilient [...] Learn More >
 Health Equity & Racial Justice Food (HERJF) The California Health Equity and Racial Justice Food is a bold [...] Learn More >	 Podcast about the Future of Food and Farming Podcast: Flipping the Table: Hear Co-constituents discuss food, farming and [...] Learn More >	 Healthy Soils Promotion FFRC works with more than 40 co-constituents to advance for large investments [...] Learn More >



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





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