

PULSE
OF THE FOOD MOVEMENT

Preparing for a Busy Fall

Dear Doris,

We hope that you have had a pleasant Summer break and are entering the Fall season rested and inspired!

ROC is gearing up for a very busy Fall season. We are starting **the second phase of our Northern California [meat project](#)**, issuing a report on the June Summit and organizing future regional meetings to implement more marketing building activities. See the newly released [Summit report](#) and stay tuned for more specific updates.

Additionally, ROC is getting involved in a new project; see below the item about our launch of the USDA Climate-Smart Commodities project called [Growing GRASS](#). We also include below a number of links to important information including the latest podcast and news items revealing real momentum for change.

New ROC Project

The [Growing GRASS project](#) is a 5-year USDA funded project to develop the *Generalized Regenerative Agriculture Sourcing Specification (GRASS)* verification system with a specific focus on **climate smart byproducts**.

The overarching goal of Growing GRASS is to increase the value and production of

regeneratively grazed beef and bison in ways that benefit U.S. farmers,



ranchers, market partners, rural economies and the climate. The vast majority of the \$32 million in grant funding will flow to producer and processor participants to support their certifications, equipment, and other expenses associated with market access.

ROC's role in the implementation is to reach 5,000 beef and bison producers across the nation, including indigenous producers, to invite their participation and to facilitate the flow of information between producers and the science and technical teams developing the claim validation and market information system. [READ MORE](#)

Image source: Ggrass.org

Policy Update

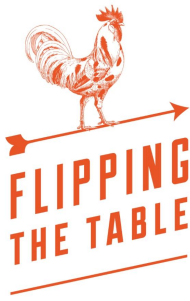
By Lesley Kroupa, ROC's Policy Specialist



Members of the ROC team recently had the opportunity to be in Washington, D.C. to connect, collaborate, and learn from fellow food system, nutrition, and public health colleagues. First, they joined nutrition and public health professionals from across the country at the Society for Nutrition Education and Behavior's (**SNEB**) annual conference. There, ROC's Policy Specialist, Lesley Kroupa, organized a plenary session for SNEB's Advisory Committee on Public Policy that examined the role of local, state, and federal policy in supporting food is medicine programs.

Pictured left to right: Matthew Marsom, Senior Vice President, PHI; Jennifer Chandler, Chief of Staff, Rep. Jim McGovern's office; Lesley Kroupa, Policy Specialist, ROC.

Additionally, while in Washington, Lesley Kroupa joined with Michael Dimock, Executive Director of ROC, and Matthew Marsom, Senior Vice President, Programs, Public Policy & Government Relations for the Public Health Institute to meet with staff for a number Congressional offices, fellow advocates, and various offices at USDA to discuss their work and potential opportunities for future collaboration around nutrition, agriculture, and food system policies and programs. The team left inspired by the impactful work being done by food system advocates across the country and energized to continue their advocacy for a just and resilient food system.

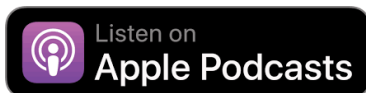


Flipping the Table Podcast 100th Episode!

The Good Food Movement Is Advancing
More Quickly Each Year

In our **100th Flipping the Table podcast episode**, Michael Dimock, ROC's executive director, offers evidence for his optimism about the future. He contends the good food movement is steadily advancing and there is reason to believe it will ultimately transform food, farming the civilization as a whole. There is plenty of evidence that extreme weather combined with activism and consumer demand will force it. If you are not into pods, his comments are available as a blog [here](#).

*Please note that the **Stitcher streaming service is shutting down on August 29**. SiriusXM, the owner of Stitcher, is focused on incorporating podcasts into its flagship SiriusXM subscription business. Subscribers can listen to podcasts within the SiriusXM app. **To replace Stitcher as a streaming option we are linking to Google Podcasts instead.***



Update on AB 408 Climate-Resilient Farms, Sustainable Healthy Food Access, and Farmworker Protection Bond Act of 2024

Together with the [Food and Farm Resilience Coalition](#), ROC has continued to advocate for the Climate-resilient Farms, Sustainable Healthy Food Access, and Farmworker

California needs a resilient food system

Learn How AB 408 Helps Create One!

Protection Bond Act of 2024 ([AB 408](#)). The bill has made great progress to date. It has passed through the Assembly, Senate Agriculture Committee, and Senate Government and Finance Committee. Next, it heads to the Senate Appropriations Committee. With a

number of proposed general obligation bonds moving through the legislature this session, the FFRC Coalition remains focused on ensuring that funding for the infrastructure needed to build a resilient and sustainable food and farming system here in California is included on the ballot in 2024.

As AB 408 moves through the legislative process, we encourage individuals and organizations to [sign the AB 408 letter of support](#) or [email us](#) directly to get involved with future efforts.

Soil Biodiversity in California Agriculture

The [California Department of Food and Agriculture's report on soil biodiversity](#) is out! The report provides an overview of the importance of and threats to soil biodiversity in agriculture and guidance on how to select indicators for different users/goals across California.

Excerpt from Karen Ross, Secretary CDFA:

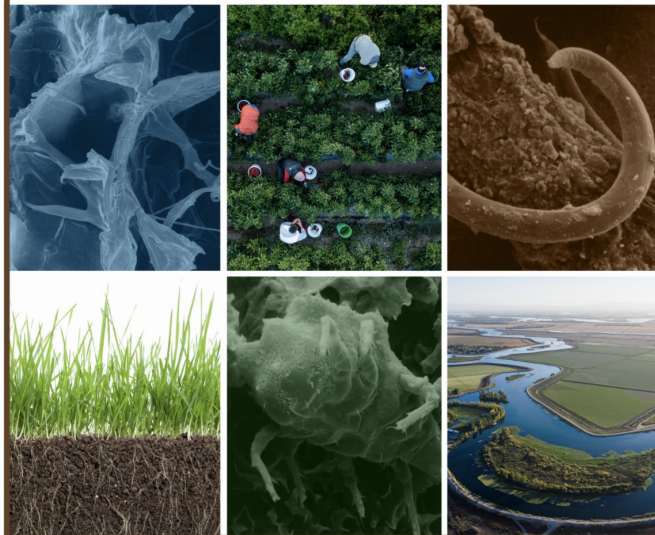
"In his Executive Order, N-82-20, Governor Newsom called out the importance of soils in hosting over a quarter of the world's biodiversity, the wealth of California's 2,500 soil types, and the contribution of our working lands to the global food supply. He called for state agencies to pursue multiple pathways to inventory, preserve, and enhance biodiversity. As California turns toward a carbon-neutral future and a sustainable, resilient food system, it is essential that we develop a better understanding of this **'belowground biodiversity'**, and how our soil

Soil Biodiversity in California Agriculture:

Framework and Indicators for Soil Health Assessment

Prepared by:
California Department of Food and Agriculture
Belowground Biodiversity Advisory Committee

July 2023



management can play a role in helping us not only mitigate for and adapt to climate change, but also to restore degraded lands and enhance crop production – and, to use the term of the day - to truly regenerate our lands. We hope to support the effort of farmers and ranchers to ensure nutritional security for millions of people, while building resiliency and ameliorating climate change. To do this, they will need every tool in the toolbox."

Image source: CDFA.ca.gov

Report on Soil Biodiversity in California Agriculture

ROC Projects & Partners in the News



California Hunger Crisis: How Hungry is California?

Despite the state producing **nearly half** the country's fruits and vegetables, **one in five Californians** are food insecure, meaning they have **limited or uncertain access** to adequate food. Food insecurity **does not necessarily cause hunger**, but hunger is a possible outcome. People experience food insecurity in **different ways**. Some families may only eat lesser quality food, while others may simply eat less.

"By 2040...we can create a system that has the capacity to feed every Californian well."

—Michael Dimock, executive director of think tank Roots of Change

[Read the full article on CALMATTERS](#)



In California, a Prescription Could Pay for Your Fresh Fruits and Veggies

Every other Friday, the **Stockton Emergency Food Bank** hosts two live cooking classes — one in English and one in Spanish. Last week, Brenda Munoz made a classic tuna melt with an orange, romaine and dandelion salad. "Dandelion is completely edible," said Munoz, holding the small leaves from the flower. "They're really high in vitamin A and folate." But this isn't your typical cooking lesson on Zoom and Facebook. It's part of a "food prescription" experiment — prescriptions for healthy food instead of pills. Diabetics get a free box full of fruits, vegetables, chicken breast, quinoa and other nutritious food delivered to their homes every two weeks — and then can learn some recipes.

[Read the full article on CALMATTERS](#)

Background on Healthy Food RX Program






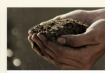
The Food RX program is a collaboration between the Stockton Emergency Food Bank, Public Health Institute (Center for Wellness & Nutrition, ROC's partner program) and Community Medical Centers as part of Abbott's Future Well Communities program, which aims to tackle the diabetes crisis by addressing the social and economic barriers to good health.

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

 <p>Sustainable California Communities (ABC) Ventura County is among the nation's most productive agricultural regions. Learn More »</p>	 <p>Sustainable California Communities (ABC) As COVID-19 has fully revealed, the consequences of hunger and... Learn More »</p>	 <p>Food & Farm Resilience Coalition (FFRC) FFRC and its All-CC coalition partners support state investments in a resilient... Learn More »</p>
 <p>Health Equity & Racial Justice Fund (HERJF) The California Health Equity and Racial Justice Fund is a... Learn More »</p>	 <p>Podcast about the Future of Food and Farming Podcast: Flipping the Table: How Community Medical Centers, Stock Food Bank, Farming... Learn More »</p>	 <p>Healthy Soils Promotion ROC works with many allies to advocate for large investments... Learn More »</p>

2022 Policy Work



Podcast



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

 **Roots of Change**



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