

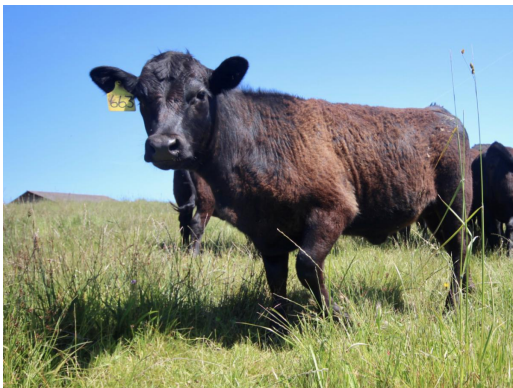


## Celebrating Regenerative Ag Heroes

Dear Doris,

As we head into the Fall season while witnessing horrendous climate change related hurricanes, fires and flooding all around the world, we cannot pretend that we are not deeply concerned about what the future of intensified weather events and weather related disasters holds. What we *can* do, however, is focus on our various projects advancing climate-smart and regenerative agriculture, and offering solutions to farm workers who are at the forefront of climate change effects to alleviate their heat, fire or smoke-related stresses. See below our ROC project and policy updates as well as a few opportunities to **celebrate the regenerative ag heroes in our midst.**

### Quick ROC Projects Update



#### Regenerative Meat Supply Chain Project

##### Organizing a Second Event and Post-summit Regional Meetings

In the aftermath of the meat summit in June the procurement officials from University of California have started conversations with [CreamCo](#) regarding

supplying regenerative meat to the campuses and medical centers. In February 2024, there will be a second event with producers, chefs and butchers that may include a dinner for the public. For this event, we are developing the agenda which will focus on providing resources for producers to develop their brands, and to support their participation in the [CERF regional meetings](#) to increase infrastructure for regional meat systems. Stay tuned for updates.

For more information on CERF (Community Economic Resilience Fund), click [here](#). For more information on this project, click [READ MORE](#).

# ARC (Achieving Resilient Communities) Project

## Cool Water For Farmworkers, Ventura County

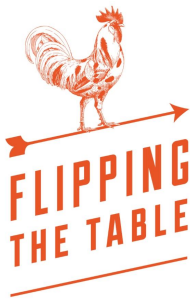
The ARC Team has been working with our agricultural partners to test the effectiveness and uptake of different water-cooling prototypes for field workers. If testing is successful, the ARC Team and Ag Brain Trust will explore ways to work with the agriculture industry to bring prototypes to market.



## Protection from Heat in Hoop Houses: Collaboration with UC Cooperative Extension

The workgroup designed a questionnaire for growers to identify the most effective practices to protect workers from becoming heat stressed or ill while working in hoop houses. The literature review and interview phases of this project are complete. The ARC team is preparing a final draft of its findings and plans to conduct an outreach effort for sharing best practices with the industry in the coming months.

For more information on this project, click [READ MORE](#).



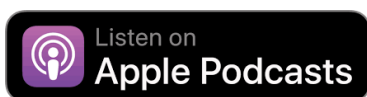
## Flipping the Table Podcast

### The Long Strange Trip of Loren Poncia of Stemple Creek Ranch

In this episode, hear how Loren Poncia, a former Monsanto sales rep, became a model regenerative rancher.

He and his wife faced the omnivore's dilemma to transform the family dairy into a multimillion dollar iconic grassfed organic meat brand: [Stemple Creek Ranch](#)

Have a listen!

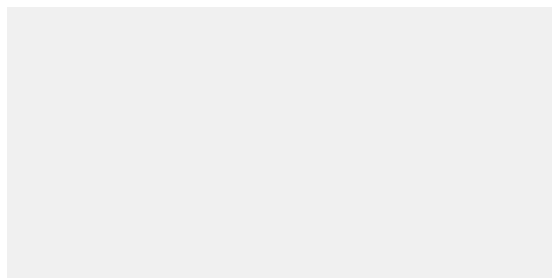
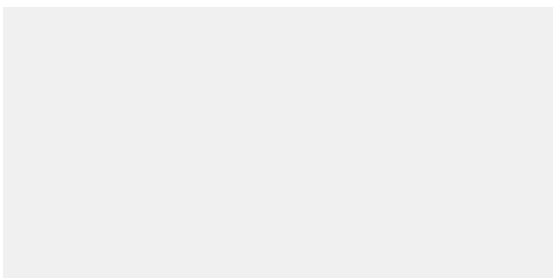


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## Policy Update

By Lesley Kroupa, ROC's Policy Specialist

ROC's Policy Specialist, Lesley Kroupa, represented Roots of Change and its partner program - the [Center for Wellness and Nutrition](#) - last week in Washington, D.C. at two food system related events. She joined nutrition advocates from across the country at the Consumer Federation of America's Food Policy Conference. She also attended the International Fresh Produce Association's (IFPA) annual Washington conference that brings together specialty crop growers and distributors as well as school nutrition professionals and others to discuss a variety of issues, including how best to use the fresh produce supply chain to address nutrition insecurity. At top of mind throughout the week was the looming expiration of the federal budget and the farm bill on September 30. As Ellyn Ferguson, long time Agriculture and Trade Reporter for CQ Roll Call succinctly described it to the IFPA attendees, "the chaos has started." As of the time of this writing, Congress remains in the thick of negotiations to avoid a government shutdown and the expiration of the 2018 farm bill.





ROC Policy Specialist Lesley Kroupa advocating for protection of fresh fruit and vegetable benefits in the WIC program.



USDA Under Secretary Jenny Moffitt addressing the attendees at the International Fresh Produce Association Conference.



Discussions on outlook for the upcoming farm bill and appropriations package. On left: Robert Guenther, Chief Public Policy Officer, IFPA, interviewing Senator Debbie Stabenow (D-MI), Chairwoman, Senate Ag Committee. On right: Rebeckah Adcock, VP, U.S. Government Relations, IFPA, interviewing Rep. GT Thompson (R-PA), Chair, House Ag Committee.



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## Update on AB 408

### Climate-Resilient Farms, Sustainable Healthy Food Access, and Farmworker Protection Bond Act of 2024

The California legislature ended the 2023 session on

## California needs a resilient food system

Learn How AB 408 Helps Create One!

September 14 and Governor Newsom has until October 14 to sign or veto bills that made it to his desk. The Climate-Resilient Farms, Sustainable Healthy Food Access, and Farmworker Protection Bond Act of 2024 ([AB 408](#)), sponsored by the [Food and Farm Resilience Coalition](#), which ROC is a member of, did not advance. However, it

is eligible to continue moving through the legislative process in 2024. ROC and its allies will continue to advocate for these important investments needed to build a climate resilient food and farming system in California.

## Common Ground Documentary

### Join us at the Movie Theater!

Join us for a viewing of the documentary film "Common Ground" hosted by filmmakers [Josh and Rebecca Tickell](#). Michael Dimock, ROC's Executive Director, will be moderating the panel discussions following the film.

[Rio Theater, Santa Cruz](#)  
Saturday, 10/21

[Smith Rafael Film Center, San Rafael](#)  
Sunday, 10/22

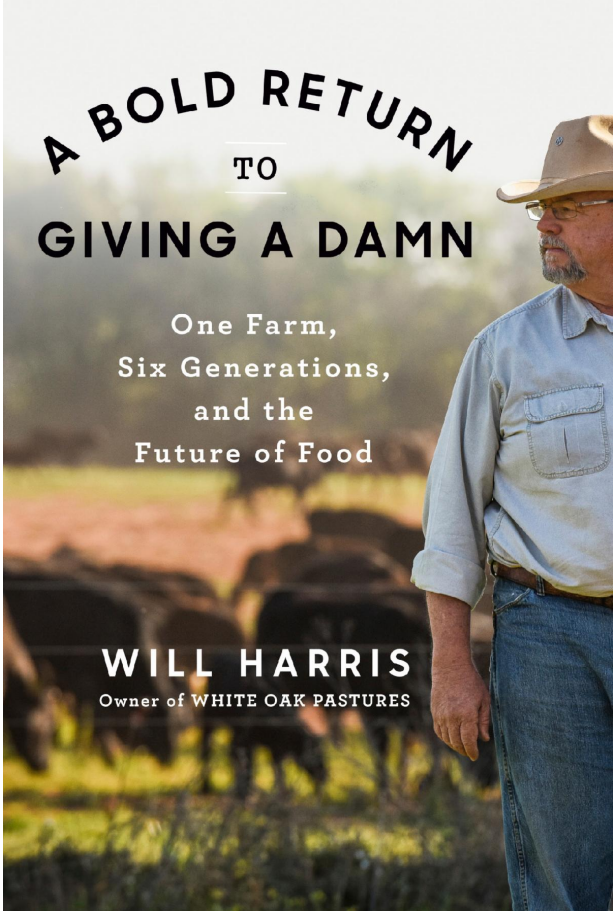
[Roxie Theater, San Francisco](#)  
Wednesday, 10/27

For information on screenings in other cities, click [here](#).

This documentary by [Kiss the Ground](#) provides hope for future generations with concrete ways to fix a broken planetary system. The film explores how regenerative agriculture can help heal the soil, our health and the planet. [READ MORE](#)



[See the Trailer](#)



# Support a Regenerative Hero!

Will Harris of [White Oak Pastures](#) wrote a book that everyone needs to read:

## [A Bold Return to Giving a Damn!](#)

From a pioneer of the regenerative agriculture movement, a memoir-meets-manifesto on betting the farm on a better future for our food, animals, land, local communities, and our climate. Click below to pre-order the book that will be out October 10.

[Click Here to Pre-order the Book: "A Bold Return to Giving a Damn!"](#)

Thank you for your interest and support of our work!

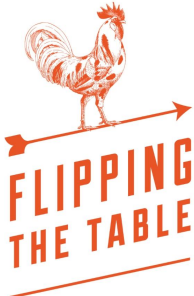
*Doris Meier*  
Editor of the *PULSE*  
*Roots of Change*

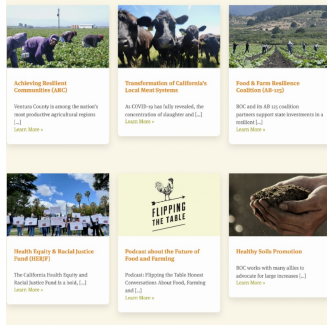
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Roots of Change is a program of the [Public Health Institute](#)

# Roots of Change



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