

We build movement power

Roots of Change works to unify diverse elements of the good food movement. We collaborate with farmers, ranchers, processors, community-based organizations, universities, policy makers, philanthropists, and food movement and public health leaders to knit trusting relationships, align strategic goals, and priorities. We conceive transformative actions, and attract the resources needed to effectively plan, organize, and execute campaigns and projects that create systems change.

OUR VISION is a regenerative food system that is climate smart, healthy, fair, and affordable.

OUR MISSION is to catalyze action, provide expertise, and deliver policies to create food system change from soil to plate.



REGENERATIVE AGRICULTURE is a holistic practice that aims to make the planet more healthy and resilient and farming more productive and profitable. It improves soil health and biodiversity while combating climate change. Regenerative agriculture is an evolution of conventional, sustainable, and organic agriculture that considers the wellbeing of local economies, humans, and all other species.

OUR STRATEGY TO CATALYZE FOOD SYSTEM CHANGE



Four activities define our strategy



THOUGHT LEADERSHIP

We identify intervention points to propose new ideas, projects, and policies for our current and potential allies, and policy makers who share our vision. We engage in research, publish reports and opinion editorials, develop innovative funding proposals, and dialogue with those who can influence the evolution of the food and farming system. A key to our success is our ability to attract a diverse ecosystem of collaborators who work with us to implement projects and new policies.



POLICY AND ADVOCACY

We develop policy proposals and advocate for policy change. We have been pioneers in the realm of nutrition incentives and central players in local, state, and national policy campaigns that have transformed public investments to support healthy food access, regenerative and organic agriculture, and protections for farmworkers. Our trusted relationships with local, state, and federal policymakers have been another key to our success.



DEMONSTRATION PROJECTS

We assemble teams of collaborators to implement demonstration projects that show how to scale up and accelerate change. In collaboration with a wide array of allies including our partner programs within the Public Health Institute, we formulate, fund, and lead or co-lead impactful projects. We help farmers and ranchers make agriculture healthy, resilient, and profitable; protect farmworkers from the mounting impacts of global warming; increase access to healthy food for our most vulnerable communities; and expand local and regional food system infrastructure.



OUTREACH AND EDUCATION

We educate the public to raise food system literacy and inspire conscious purchasing decisions that drive needed change. We use our website, social media, newsletter, podcast, and public events to educate and motivate those we touch. We invite them to join us in making change and offer ways to act. The purchasing and voting power of the public is required to aid our mission and achieve our vision. **People power is needed to temper corporate power.**

We deliver—here are some examples of our impact

2004–06 Funded and published the *Vivid Picture Report: A Sustainable Food Agenda for California*, the first vision document for a new food and farm system in our state. We advocated for California Dept. Food and Ag (CDFA) to embrace it, leading to creation of the *California Ag Vision*, the Department’s roadmap to the future that includes significant elements of our vision.

2007–11 Awarded 60 Roots of Change Fellowships to knit a network of leaders with whom we still work.

2008 Co-sponsored Slow Food Nation, the largest good food movement event ever held in the US.

2009–10 Created Market Match®, California’s largest nutrition incentive program involving over 240 farmers markets. ● Implemented the first of three Urban-Rural Roundtables with then Mayor Gavin Newsom, helping shape his policies to this day. ● Created the first system dynamic map of the entire California food system.

2011–12 Launched the California Food Policy Council and began to advocate with a national coalition for what is now the August Schumacher Nutrition Incentive Program (GusNIP), passed in the 2014 Farm Bill.

2013 Created the annual report that tracks food & farming policy votes of California legislators and Governor.

2014–Present Proposed & led the two-year campaign to create the California Nutrition Incentive Program and worked with many to provide nearly \$40 million via the state budget, matched by GusNIP funds, to make fresh produce affordable for thousands of families.

2016–Present Launched the annual Food Policy Champions Award and Celebration. ● Work with a coalition that evolved to become the Food and Farm Resilience Coalition to successfully fund groundbreaking agriculture policies: Healthy Soil; State Water Efficiency Enhancement; Sustainable Ag Land Conservation and more. \$1.2 billion in state investment has resulted so far.

2019–Present Produced over 115 Flipping the Table podcasts featuring honest conversations about food, farming, and the future with food movement leaders from across the nation and globe.

2020–24 Co-led the Achieving Resilient Communities project, involving community-based organizations, farmers, and public health experts to protect farmworkers from heat stress and

illness and ensure a healthy workforce for agriculture. ● Under contract to LA County, ROC co-led a PHI team that designed and implemented a COVID-relief program that has provided nearly \$40 million in nutrition benefits to almost 50,000 families through partnerships with 18 community-based organizations.

2022–24 Created and co-led with UC Davis the USDA-funded NorCal Regional Regenerative Meat project, which involves over 300 ranchers and processors and moved the University of California to commit to purchasing meat from regenerative ranches for its 10 campuses and 5 medical centers.

2023 Awarded \$35 million with 14 national partners, a 5-year USDA Partnerships for Climate Smart Commodities grant, to help 1000 bison and beef producers adopt regenerative practices and develop markets for hides and other byproducts.

2024 Awarded a 2-year CDFA contract to develop a vision and plan for building food system infrastructure that will serve small and mid-scale farmers and increase access to healthy food for low income communities.



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Catalyzing Food System Transformation