

PULSE

OF THE FOOD MOVEMENT

\$3.9 Million for Farm to Fork Office & Action Alert!

Dear friends & allies,

Great news! The US Department of Agriculture has just [awarded over \\$3.9 million to the Farm to Fork](#) office of the California Department of Food and Agriculture (CDFA). In addition to the CDFA money, two other programs in the state received funds, meaning in this latest round of Food Insecurity Nutrition Incentive (FINI) program grants, our state received over \$5 million dollars! California was the largest recipient of FINI funds this year.



ACTION ALERT: Sign the petition and call your legislator to support a statewide tax on sugary beverages!

We think this fabulous success resulted from the California Legislature's appropriation of \$5 million in state funding for nutrition incentives last year. The USDA has matched the state! The support of [Assembly member Phil Ting](#) has been instrumental. He led our California budget campaign in 2016 and, previously, in 2015, the passage of the California Nutrition Incentive Act. And none of the federal or state funding would have arrived without [the network](#) of nonprofits, farmers markets, farm stands, CSAs and corner stores that run local incentive programs. Californians have done the work to attract the money. In fact, since FINI began making grants in 2015, California has received over \$13 million, 21% of the FINI funds awarded in the nation.



ROC's creation of [Market Match](#), the state's largest incentive program operating in over 300 farmers markets, and our efforts to pass the federal and state legislation creating these funding programs, are two of ROC's most enduring contributions to the emergence of a healthy and sustainable food system. All tolled, our work has led to over \$21 million in incentive funding. These dollars have helped thousands of families to afford healthy food and hundreds of small farmers to enhance their businesses.

ACTION ALERT: Sign the petition and call your legislator to support a statewide tax on sugary beverages!

ROC is now working to create even more investment in local, sustainable and just food by organizing communities across the state to support a statewide tax on sugary beverages. When we succeed, the \$21 million mentioned above will seem like a small amount. The tax will generate hundreds of millions annually for nutrition incentives and community food projects. Local sustainable food could become the norm for every family! You can help us achieve this reality in two ways:



1. [Sign our petition or make a call](#), asking your legislator to support a tax.
2. [Make a tax-deductible contribution](#) to ROC. We use your money to educate, organize and advocate. ROC is a catalytic force that exists to serve you and future generations.

DONATE

We are now hard at work tracking the Legislature and Governor's response to food movement policy priorities, another important ROC contribution. We will release results in January 2018. Keep your eyes peeled for our updates and links.

Thank you,



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