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Time for Action! Join our Campaign & Cool Events!



Dear Friends & Allies,

We face a huge challenge given the changes in Washington DC! We must maintain the drive toward a healthy, just and ecological food system. ROC has three top priorities right now.

First, we need to pass a statewide health impact fee on sugary beverages despite the industry's heavy influence over our Legislature. Here is my most [recent blog](#) on why this is so important. In short, it is all about protecting our kids by keeping California in the forefront of progressive food and health policy. We invite you to join our campaign to generate a petition and thousands of email and calls to our Legislature. [This link](#) allows you to easily communicate directly via petition, email and call with your representatives in Sacramento. Legislators must hear your desire for them to protect our kids from the large corporations that care more about profits than people.

[Sign our Petition](#)

Second, we need to raise funds to fuel our work. Your donations help pay for campaigns like the one above and allow us to [track bills and score legislators](#) so you can make informed choices. [Here is a list of coming events](#). Please have look and join us for one or more. The special guests and hosts will feed your mind and your body, while generating support for our work. You can always [make a donation](#) online.

Upcoming Events

Finally, we need to grow our database of those who want more intelligent food and agriculture policy. [Please forward this email to friends and family](#) so they might join you in advocating for change. We will offer a prize (a book, a dinner, a box of produce) to one lucky person randomly chosen each month who [signs up](#) to be kept informed.

Forward to a Friend

Thank you for your interest and support!



Michael R. Dimock
President, [Roots of Change](#)
Strategic Advisor, [California Food Policy Council](#)

The logo for "Roots of Change" features the word "Roots" in a green, sans-serif font, with a stylized green plant stem and leaves integrated into the letter 'o'. The words "of Change" are in a bold, orange, sans-serif font.

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