

PULSE

OF THE FOOD MOVEMENT

A ROC Call to Action!

We need your voice today!

ROC has been working with many allies since February to win a \$5 million budget request to support [nutrition incentives](#) that help low income families afford fresh produce at farmers markets, farm stands, locally owned retail and through a [CSA subscription program](#). We've gotten the request approved by the California Legislature! Now it is up to Governor Brown, Assembly Speaker Anthony Rendon and Senate Pro Tem Kevin de León. They will decide whether or not the money remains in the 2016-17 budget. Last year it was lost at the 11th hour, but not this year with your help.

We need you to write or call the Governor by June 3rd! Hit [this link](#) to see the call script or to download and email a letter.

[Read More](#)



ROC to Launch Crowd Funding Campaign in June

We have been working hard to shape policy by introducing our own policies and supporting those of many allies in the food movement. We need to refill our campaign coffers in order to continue the work. We are assembling an amazing array of rewards at many levels for all of you willing to support our crowd funding campaign coming up next month. We believe this campaign will show that the good food movement is a viable political force that can raise money from its members to drive policy work. Look for our emails, Facebook posts, and tweets.

Please [donate](#) and please share the campaign with your friends and ask them to donate too. If you have items that would make good rewards to donors please email Tiffany Nurrenbern at tiffany@rootsofchange.org who will manage the campaign!

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