

PULSE

OF THE FOOD MOVEMENT

Fall Activity Heating Up

Dear friends & allies,

Like for farmers, late summer and fall may be the busiest time for ROC. Below find some juicy blurbs on our catalytic activities.

Food and Agriculture Legislation Tracker and the Legislators Scorecard

With our allies, CA Food and Farming Network, [CA Food Policy Council](#) and [Watershed Media](#), ROC has begun designing and writing the two 2017 reports that reveal how Legislators and the Governor responded to food movement policy initiatives. Among our favorite sections of the [Tracker](#) is the **CA Food and Farming Index**. It provides factoids that highlight the challenges that our policy goals seek to solve.

Watch for our newsletters each month until January 16th 2018. On that day the new Tracker and Scorecards will be released in Sacramento during an event at [Mulvaney's B&L](#). We hope these monthly Index selections will inform and inspire you to action and that you will join us for the event that will feature great food and beverage!



RSVP for the Legislative Tracker Release Party in Sacramento, January 16, 2018.



Senator Bill Monning addressing Christine Dressler Moss at the Salinas listening session.

Listening Session Across the State on the Campaign to Tax Sugary Beverages

ROC is organizing community meetings across California designed to build support for a statewide tax on sugary beverages. Among other actions, the tax revenue will fund community groups and agencies implementing nutrition incentive programs, community food projects; managing small farms; and providing healthy school food, nutrition, garden-based and physical education. The first three sessions in Santa Barbara, Inglewood and Salinas revealed that communities are suffering deeply the impacts of poor access to healthy, affordable food. This week, an Assembly Select Committee chaired by [Assemblyman Richard Bloom](#) (Santa Monica) began a series of three hearings to explore prevention strategies. ROC is organizing for both listening sessions and hearings. Future events include Fresno, Ukiah, the Inland Empire and Stockton.

ACTION ALERT: Sign ROC's Petition and Call Your Legislator to Support a Statewide Tax on Sugary Beverages



Here is a [brief report](#) on the Salinas session held on September 19th in concert with [the Nutrition and Fitness Collaborative of the Central Coast](#). This input from communities is required to convince legislators to pass a tax that reflects the true cost of these health-destroying beverages.

Rural Hunger - New White Paper Coming Soon

In related work, we are also close to releasing a white paper, commissioned by the CA Department of Public Health, that reviews innovative ways to reduce rural hunger and food waste while aiding small farms and school systems. Watch for the release of the paper in November.

Tribute to Gus Schumacher

We are deeply saddened by the passing on September 24th of August (Gus) Schumacher, a ROC hero. He moved us to play a [pivotal role](#) in creation of the national and state nutrition incentive programs.

Gus knew how to push the big bureaucracies to change, for good cause, for many people. In our minds, he is the father of nutrition incentives. Please see this [Civil Eats tribute to Gus](#) to learn more about a true inspiration.



Image credit: Dan Rosenbaum

Annual Action Fund Drive!

In October we will launch our annual fundraising campaign. We need your support to effectively organize and advocate for healthy and sustainable food policies. In addition to our sugary tax campaign, which you can support by clicking the green ACTION ALERT banners, we have four other priorities:

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- In Sacramento, we will seek to amend state law in order to aid small-scale poultry farmers seeking to remain profitable while serving local markets **and** to reauthorize the California Nutrition Incentives Act.
- In Washington DC, we will join the campaign to reauthorize FINI, the federal nutrition incentive funding program.
- Finally, we will support development of a local food and farm bill in a key county of California. We believe this important local ordinance will set the bar for other counties throughout the nation.

More details will be forthcoming on all these important campaigns.

To do this work will require \$100,000 in additional funding. We cannot do it without you. Please respond to our appeals in the weeks and months ahead.

[DONATE](#)

Thank you!



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