



Fighting Climate Change & Saving Family Farms

Dear Doris,

Another bout of devastating fires in California and an early, more intense hurricane season is reminding us of the rapidly intensification of climate change. **ROC is a coalition partner in the [Farm and Food Resilience Coalition](#) whose efforts to get a \$10 billion bond (Proposition 4) on the November ballot succeeded.** We'd like to remind you that your vote next month will have a direct impact on how California approaches this crisis: proposition 4 authorizes \$10 billion in general obligation bonds for water, wildfire prevention, and protection of communities and lands. We hope you will support it!

In the latest *Flipping the Table* podcast episode Michael talks with a **fearless small-scale farmer and motorcycle racer** about the ill-conceived anti-CAFO Measure J in Sonoma County, and, lastly, we hope you will join us for our **3rd regenerative meat reception & dinner on November 18th in Sacramento!** The RSVP link is below.

Reminder

A Ground-breaking Measure: Proposition 4



We don't have to wait.
Waiting will **cost us.**

YES
on **4**

Please support Proposition 4, the \$10 billion California Climate Bond on the November 5th, 2024 ballot.

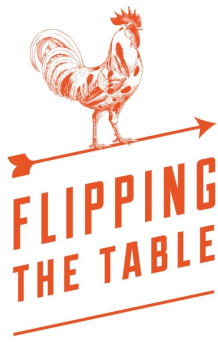
Proposition 4 is a groundbreaking measure that marks the first time in our state's history that a bond will fund climate-smart agriculture investments. Additionally, it will finance a range of critical environmental resilience projects throughout California, including:

- Safe drinking water, drought, flood, and water resilience
- Wildfire and forest resilience programs
- Resilient farms, ranches, and working lands
- Coastal resilience programs
- Extreme heat mitigation programs
- Biodiversity protection and nature-based climate solution programs
- Park creation and outdoor access programs
- Clean air programs

For more details, please visit [California Proposition 4 Overview](#).

If you are part of an organization, please take a moment to fill out the form below to formalize your organization's support.

YES on Prop 4



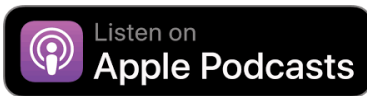
Flipping the Table Podcast

What do Ducati motorcycles and organic dairy farming have in common? Shelina Moreda, a fearless campaigner to save family farms.



Animal right activists placed the terribly written anti CAFO Measure J on the November 2024 Sonoma County ballot. It threatens the future of this small and mid-scale farming community and others like it across the nation.

Professional Ducati motorcycle racer, organic dairy woman and Covergirl model [Shelina Moreda](#) is co-leading a campaign to stop this misdirected measure while still keeping the dialogue open with her opponents.



Join us for a Reception & Dinner Celebrating Local, Regenerative Meats

ROC and our project partners UC Davis Institute of the Environment, IC-Foods and event partners CreamCo Meats and Mulvaney's B&L invite you to a

**Regenerative Meat
Reception & Dinner at**



Mulvaney's B&L in Sacramento on Monday, November 18th.

The reception & dinner will bring together members of the public and ranchers, processors, buyers and chefs who will have attended a full-day meat project related event that culminates three-years of USDA funded work to develop high-value regional meat supply chains in Northern California. We would love for many of you to attend; it

will be a very fun event! **Please RSVP at the link below.** *Image: Last year's regional regenerative meat summit at Mulvaney's B&L, Sacramento (by Michael Manansala)*

Regenerative Meat Reception & Dinner - RSVP Here

ARC Project Update

Last week Coco from ROC and Renata from [Tracking California](#) (PHI) interviewed farmworkers about the water cooler at [Brokaw Ranch](#). In the three weeks that the workers were testing the cooler, there was a heat wave through California that really put the functionality of the cooler to the test. Interviews again concluded that while the tester cooler did keep water cold, it was poorly matched to the farm setting because of the rugged terrain and the dust. Interview conclusions and future device suggestions will be written up and presented to industry to develop a farm focused water cooling system. We'd like to applaud Brokaw Ranch for the ingenuity of how they secured the cooler to their vehicles. These methods will contribute to the report and suggestions.

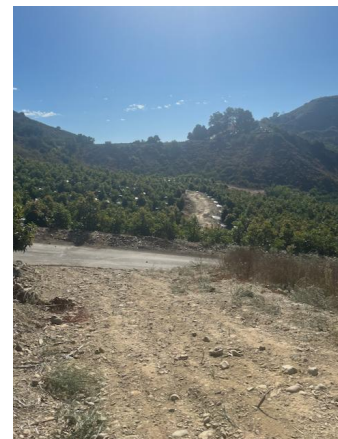
Image credit: Coco Sanabria



Current classic igloo water "cooler" that is used. These coolers fail to keep water at



Water cooler pilot secured in vehicle.



The Brokaw Ranch terrain has beautiful views, but it is also very mountainous,

CalCAN Summit



Our ally and Farm & Food Resilience coalition partner CalCAN is having their **8th California Climate and Agriculture Summit** on October 30, 2024 at UC Davis.

This is a chance to come together with some of the most experienced and innovative farmers, researchers, policymakers and advocates focused on climate and agriculture policy, practice and science. The ROC team will be in attendance as well.

The Summit features 18 workshops on a wide range of topics including 85 speakers, plus special guests Assemblymember Lori Wilson and CDFA Secretary Karen Ross, a presentation of Climate Leadership Awards, posters, and a reception.

More information about the program and how to register can be found below. We hope to connect with you there!

[CalCAN Summit - Register Here](#)

Climate Week

ROC was in attendance at the Climate Week in New York City, Sep 22 - 29

With almost a third of all global emissions coming from food systems, there is a need to take some serious steps towards action.

We are excited to report that Regenerative agriculture was the hottest food topic of the week. Elizabeth Whitlow of the Regenerative Organic Alliance (see ROC's own conversation with her on [our Youtube](#)) and Rita Lundberg of Lundberg Family

Rice Farms were on a panel together discussing the opportunities and difficulties of certifications. On the other topic of interest to ROC - Food as Medicine - Coco reports that she learned 93% of all adults living in the US have at least one of the following four ailments: obesity, diabetes, high cholesterol, or high blood pressure. ROC is doing it's part in making sure that our seriously flawed food system gets fixed.

(Image: raspberries grown on the one acre farm on top of The Javits Center, NYC, by Coco Sanabria)



Food Tank Panel on **"Food Access and Affordability"** moderated by Sweta Chakraborty, CEO, We Don't Have Time, North America.



Food Tank panel **"Linking Food, Climate, and Health - Creating a Collaborative Path of Resilience"**, moderated by Danielle Nierenberg, President, Food Tank.



30x30 California - Partnership Summit 2024

ROC's team member Coco Sanabria also attended this year's summit in Sacramento on October 3rd to connect with colleagues and learn about how 30x30 is being made real across

California. Watch Senator Alex Padilla's Keynote address [here](#).

30x30 California is an initiative that promises to permanently conserve 30% of California lands and 30% of our coastal waters by 2030. The [California Natural Resources Agency](#) launched the 30x30 Partnership to support implementation of 30x30 and to engage and empower all partners working toward its objectives. Coco reported that in order to achieve 30% land conservation the state still needs 4.8 Million more acres and for 30% coastal conservation, half a million acres. Conservation efforts must work alongside economic development and technological innovation from other areas. (Image credit: Coco Sanabria)

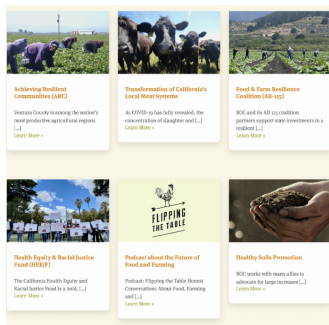
We need your help to continue making positive changes in the California Food System - your donation is very much appreciated!

DONATE

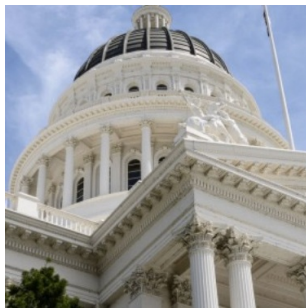
Thank you for your interest and support of our work!

Doris Meier
Editor of the PULSE

Projects



Policy



Podcast



Roots of Change is a program of the [Public Health Institute](#)

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