



Adjusting to Political Shifts & Celebrating Success of Regenerative Meat Project

Dear Doris,

After a seismic political shift to the right, even in California, ROC is trying to get a sense of how the new administration will affect the food system. Nothing will change in terms of our approach in focusing on policy and project work involving climate change issues, supporting farm workers' rights, and making general positive changes to the food system in California, but **one thing is clear already, ROC's work will be more needed than ever.**

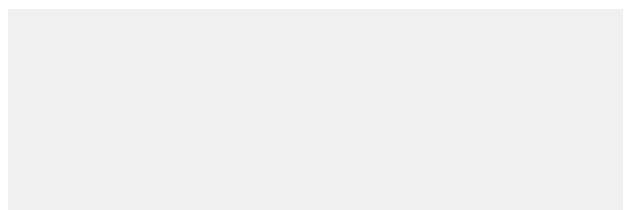
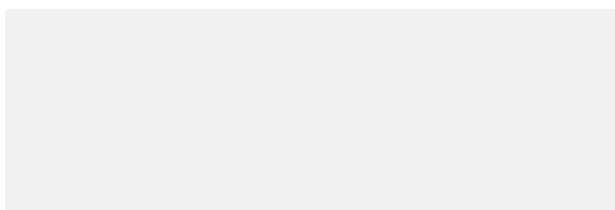
In this issue of the PULSE you will find the following:

- **Report on the 3rd regional regenerative meat event**
- **Podcast on how tariffs affect American Agriculture**
- **Report on ROC's attendance at the Regenerate Conference in Denver**
- **Guide to purchasing regenerative meat**

3rd Regional Regenerative Meat Event

The 3rd CA Regenerative Meat event took place last Monday, November 18th, at Mulvaney's B&L in Sacramento. **A big THANK YOU to everyone who attended!**

It was another sold out event attended by many small to mid-size ranchers and producers as well as butchers, chefs and non-profit leaders from near and far. The goals were to celebrate the achievement made over the last three years of the project, explore emerging market opportunities and discuss potential paths forward for remaining challenges. Here a [link to the event program](#).





Project lead Patrick Huber, UC Davis Institute of the Environment, kicks off the event.



Marilyn Biscotti, UC Office of the President, shares updates on the increased volume of regenerative meat procurement for their campuses and medical centers.

During the **Launch of the UC Market** panel discussion Marilyn Biscotti, UC Office of the President, gave a much anticipated update on the increase of regenerative meat supplied to the UC system since the beginning of our project. Cliff Pollard, CEO of [Cream Co. Meats](#), shared some challenges in aggregating products from many different sources but was confident in their ability to handle the increased volume to supply the UC system. [CDFA Farm to School Program](#) Manager Nick Anicich, Sarah Keiser from [Wild Oat Hollow](#), Jim Kleinschmit from [Other Half Processing](#) and [Growing GRASS](#), and Steve Schwartz from [Interfaith Sustainable Food Collaborative](#) shared **New Market Opportunities** while Michael Delbar, [CA Rangeland Trust](#) and Loren Poncia, [Stemple Creek Ranch](#), addressed **Remaining Challenges and Solutions** in a dialogue with the audience.

To watch the panel recordings, subscribe to the ROC's YouTube channel [here](#). The links will be available shortly.



Rizpah Bellard from the Office of Kat Taylor makes a case to allow for a wide range of practices within the regenerative ag definition.



USDA Undersecretary Jennifer Lester Moffitt gives the keynote and dialogues with the audience.

The audience was very engaged, asking pointed questions in terms of barriers for small producers getting into the supply chain, and offered opinions on the definition of regenerative ag. USDA Undersecretary Jennifer Lester Moffitt offered the keynote dialogue and Karen Ross addressed the crowd at dinner emphasizing the importance of supporting small local producers and early food education.



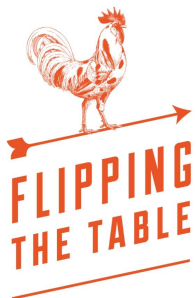
CDFA Secretary Karen Ross, PHI's CEO Melissa Stafford-Jones, Agnes Martelet, UC Office of the President, in conversation with Michael Dimock, E.D., Roots of Change.



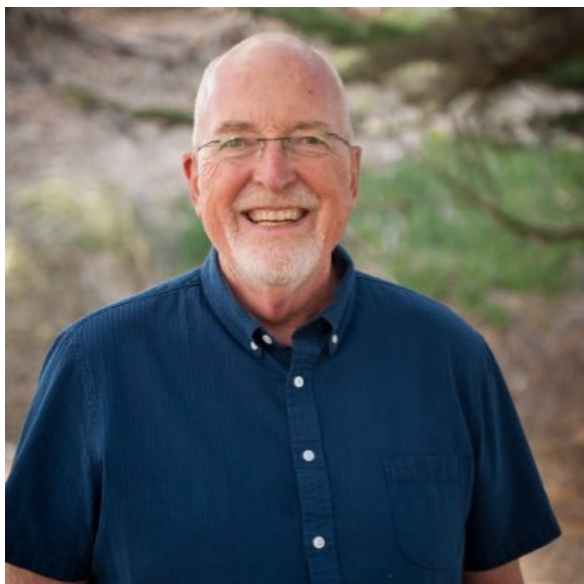
From l-r: Abimbola Odusoga, UC Office of the President; Yael Kotick, Alice Waters Institute for Edible Education and Regenerative Agriculture; Marilyn Biscotti and Agnes Martelet, UC Office of the President; Kue Her, Executive Chef UC Davis Med Center.

Last but not least, **big kudos to Mulvaney's B&L staff and chef Patrick Mulvaney!** The food and service were fantastic, as always.

Flipping the Table Podcast



Special podcast with soy bean grower Blake Hurst and Farm to Table Talk host Rodger Wasson



Are tariffs good for American Agriculture?

It is a very important question given the new administration's pledge to add tariffs to imported goods. Hear a large-scale, no-till, commodity soy bean farmer, describe his experience and knowledge about the impact of tariffs on the nation's farmers.

This is a special broadcast provided by Rodger Wasson from his show [Farm to Table Talk](#).

Regenerate Conference, Denver

Early November Michael and Coco attended the [Regenerate Conference](#) in Denver. Alongside other members of the [Growing GRASS](#) team, they engaged participants with an interactive trivia challenge to highlight the program's opportunities for producers, processors, and buyers. It was inspiring to hear from a new generation of ranchers eager to adopt regenerative practices on their land, as well as from seasoned ranchers interested in influencing their processors to become part of GRASS and preserve the value of their animal's byproducts. Here's one of the byproduct trivia questions: what percentage of hides are discarded each year? The answer is a whopping 40% of hides are thrown away worldwide...



Regenerative Meat Purchasing Guide



As part of our Regenerative Meat project, we developed a [portal](#) that features a list of NorCal regenerative meat brands and butcheries. (Please [let us know](#) if you know of other brands or butcheries that should to be added to the list!) Our ally, the [Good Meat Project](#) also has a very useful guide for nationwide options. Have a look and **keep these direct to consumer brands in mind for your holiday shopping!** (Image by Tom Wieden, Pixabay)

Regenerative Meat Purchasing
Guide

Good Meat Finder

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

DONATE

Wishing you and your loved ones a very happy and restful Thanksgiving holiday!

Thank you for your interest and support of our work,

Doris Meier
Editor of the PULSE



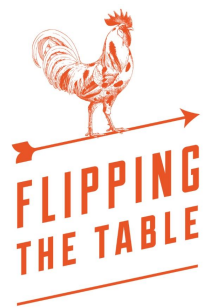
Image credit: hannahlouise123, Pixabay

Projects

Policy

Podcast

<p>Achieving Resilient Communities (ARC) Hawaii County is among the nation's most productive agricultural regions [...] Learn More ></p>	<p>Transformation of California's Local Food System As COVID-19 has fully revealed, the concentration of slaughter and [...] Learn More ></p>	<p>Food & Place Resilience Coalitions (FP-RC) FP-RC and its 18 local coalition partners support state investments in a resilient [...] Learn More ></p>
<p>Health Equity & Racial Justice Food (HERJF) The California Health Equity and Racial Justice Food is back [...] Learn More ></p>	<p>Podcast about the Future of Food and Farming Podcast: Flipping the Table Hosted by Doris Meier [...] Learn More ></p>	<p>Healthy Soil Promotion SOC works will make it easier to advocate for large investments [...] Learn More ></p>



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

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