



Forging Ahead Despite Painful Budget Cuts

Dear Doris,

The 45 billion California budget deficit and painful cuts that will most likely affect some of our work are weighing on everyone's mind and will likely mean several food justice and sustainable agriculture programs we have helped to create will be shut down for at least two years. We are particularly worried about [Market Match](#), a program that was founded by ROC along with 12 other consortium partners and San Francisco Assemblymember Phil Ting (image is from 2015 Market Match press conference at the San Francisco Civic Center farmers market). **We call on you to help us save Market Match!** See links below. Like many ally organizations, we are currently forging ahead with projects that are funded by private philanthropy and the USDA.



In lighter news, Michael spoke with three Gen Zers in our latest podcast to find out what hope and aspirations they have for the future of the food system, and we have other uplifting news related to our Achieving Resilient Communities (ARC) and Growing GRASS projects.

Achieving Resilient Communities (ARC): Presentation on Polyunnel Heat Issues

Our colleagues on the [Achieving Resilient Communities \(ARC\)](#) project Isabella Kaser, Tracking California (lower left), Maureen McGuire, CEO, Ventura



Farm Bureau (lower right), Maripaula Valdes-Berriz (not pictured), UCANR, presented at [Western Center for Agricultural Health & Safety](#) (WCAHS) monthly seminar series on our polytunnel project. Also pictured are Heather Riden, WCAHS, upper right, and Elizabeth Georgian, WCAHS, upper left. You can watch the recording [here](#).

WCAHS is publishing three articles on the polytunnel project. The first is an introduction to polytunnels, the second will share recommendations for keeping farmworkers safe, and the third is focused on reducing heat with modifications to the built structure. The first article was recently published and is available [here](#).



GRASS Project Retreat in Minnesota



Michael met up with the [Growing GRASS](#) teammates in Red Wing Minnesota to kick off the 4.5 years of work to [bring 1000 beef and bison producers into the regenerative production world](#). One of the project's main goals is to

increase the revenue to producers for their animal hides resulting from grazing practices that build soils to capture carbon, increase water infiltration and fertility as well as species diversity and nutritional quality of the meat.



The first stop in this four day retreat was to the [S.B. Foot Tanning Company](#) in Red Wing, Minnesota.



The complexity of what it take to create a beautiful leather hide that is used for foot wear, fashion accessories, clothes, etc. is very impressive!

Save Market Match!

Keep Fresh, Locally-Grown Food Accessible to All



Governor Newsom's proposed budget cuts threaten to end the [Market Match program](#), funded through the California Nutrition Incentive Program (CNIP), a critical lifeline for food-insecure families and California farmers.

- **Started in 2009 by ROC and 12 consortium partners**, Market Match is a statewide food safety net program that brings critical federal dollars to California.
- Market Match provides CalFresh, and other federal nutrition benefit-using shoppers, a dollar-for-dollar match to purchase even more fresh produce at farm-direct sites, like farmers' markets.
- It simultaneously generates vital income for California's small and mid-sized farmers. It's a win-win!

2023 Impact Snapshot

Market Match led to \$19.4 million in spending of Market Match incentives and CalFresh/SNAP at over 574,000 visits to 294 sites in 116 cities across 38 counties in California. The Market Match program continued to reach new participants with 9%

or 51,000 visits coming from CalFresh recipients who had not used the program before, showing us that Market Match is a safety net program meeting the growing needs of low income Californians during and post-pandemic. We estimate that the program led to the purchase of 38.8 million servings of CA grown fresh fruits and vegetables.

Demand fresh, healthy food for all Californians. Contact your state representative TODAY and urge them to keep Market Match/CNIP in the state budget. Hundreds of thousands of low-income shoppers and thousands of farmers depend on YOU to help save Market Match/CNIP.

**TAKE
ACTION**

Click on links below

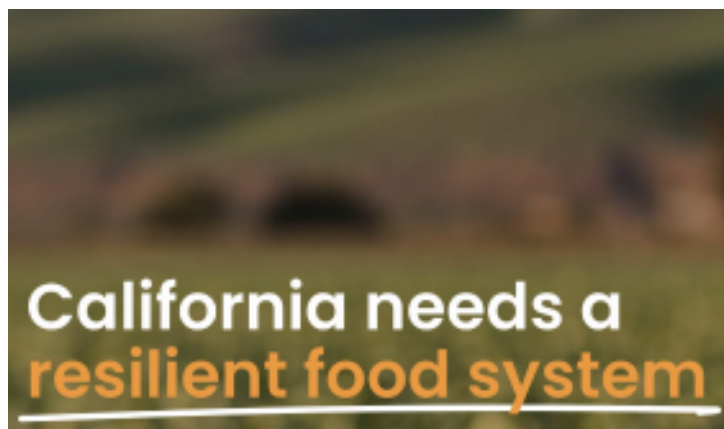
**Join the 160+ Save Market Match Coalition Members
(Organizations)**

Sign the Petition

Write to Your Representatives

Help Support the Climate Bond!

ROC is part of the [Food & Farm Resilience Coalition](#)—a coalition that is trying to secure holistic investments in agriculture in a climate bond. **The California Senate is in the middle of negotiating what should be included in the climate bond, which, if passed by the Legislature and signed by the Governor, would be on our November ballots.** Previous climate bonds have *not* included holistic funding for food and farming systems, and we don't want that to happen again with the current climate bond proposal. **We need your help to convince your Senator to prioritize sustainable agriculture, farmworker health and safety, healthy food access, and regional food infrastructure in the climate bond.**



Please take a few minutes out of your day to send your Senator a note. Follow [these simple 3-step instructions](#) to find your Senator and submit a comment form.

TAKE ACTION



Flipping the Table Podcast

Three Gen Zers speak their minds about food, farming and the future.

If you are hearing the news lately you know the campuses, now educating Gen Z, are rocked by angry students on both sides of the war in Gaza/Israel. This is an energized group and may indicate a sea change in the level and type of activism in the country in the years ahead. In this episode we learn from three members of "Gen Z" if they believe the passions of their generation could also be felt intensely in efforts to change our food and farming system.



Thank you for your interest and support of our work!

Doris Meier
Editor of the PULSE

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

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