



Taking Action & Coming Together Amid a Challenging Start to 2025

Dear Doris,

A devastating fire of unprecedented magnitude has destroyed entire communities in Los Angeles and the new administration brings significant uncertainty and well founded fears around farmworker families. It's been quite a challenging start of the new year... Our hearts go out to all the fire victims and we sincerely hope that everyone will get all the support needed to re-build lives and homes. You will find related links below.

At ROC our commitments remain steadfast. We continue to convene key stakeholders, legislators and advocates to make meaningful change - especially in the fight against climate change - and uplift the issues and people that matter in the work to create a resilient and regenerative food system and state. We offer opportunities to take action and come together to find strength and inspiration in community. On this note, **we hope to see you at our Food & Farm Policy Champion event in Sacramento on February 5th!** See below for details.

In this issue of the PULSE you will find:

- **[Food Champion Award & Scorecard Release Event 2/5 - RSVP link](#)**
- **[Introducing new ROC Policy Advisor: Matthew Marsom](#)**
- **[Podcast: Flipping the Table on Michael Reid Dimock](#), the history of the food movement and the pathways to become part of it**
- **[LA Wildfires: Recovery Resources](#) (see links below)**
- **[Bioneers Conference ticket link](#) (20% Discount code)**

**Food Champion Awards & Scorecard
Release Event: February 5th**



**CALIFORNIA FOOD +
FARMING NETWORK**

Roots of Change



Join us for the annual Food Champion awards ceremony co-hosted by California Food & Farming Network (CFFN) and Roots of Change:

Wednesday, February 5th

Mulvaney's B&L in Sacramento

Doors open at 5:30pm, program starts at 6:00pm

The 2024 Food Champion Award recipients are:

Assemblymembers

Mia Bonta & Damon Connolly

Let's celebrate these champions for their food & farming related work and legislative successes! We look forward to seeing you at the event!



RSVP for Food Champion Awards

ROC's new Consultant Policy Advisor

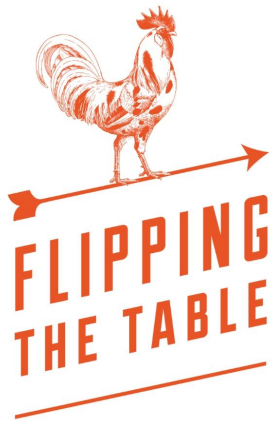
Matthew Marsom, CEO of *GoodWin Strategies* and former Chief Program, Policy and Government Relations Officer at the Public Health Institute (PHI), now serves as consultant policy adviser for ROC, providing strategic counsel and support to help us secure our goals in a rapidly changing and complex public policy landscape. Matthew is an experienced strategist, advocate, and nonprofit leader with a core commitment to social justice and almost three decades of experience serving in senior leadership roles in nonprofit organizations and government agencies.

We are very excited to work with Matthew and look forward to an impactful collaboration!



Flipping the Table Podcast

Food Fight author, Dan



Imhoff, flips the table on our host Michael Reid Dimock

The author, musician, homestead farmer, and host of the **Full Expression podcast** Dan Imhoff flips the table on Michael Dimock to explore the origins of Michael's interest in and career path within the good food movement, and the history of Roots of Change.



Photo credit: Silvia Poch



LA Wildfires - Recovery Resources



We'd like to share a message and resources via our friends at the **Los Angeles Food Policy Council** for our subscribers in the affected areas: *"In response to the fires, we are coordinating efforts through our Food Recovery Alliance, connecting nearly 40 organizations receiving major food donations with those in need, including chefs preparing meals for affected communities."*

Photo credit: Soly Moses, Pexels

1. **Wildfire Resource Hub** from USC Public Exchange
2. Click on "Free Prepared Meals" to know where there is free food in your area **Fire Aid Info**
3. Free **Groceries, Water, and Masks** at South LA Cafe
4. Purchase Hot Foods with SNAP Benefits **Updates**
5. **Open Air Worker Emergency Fund**
6. LA County **Emergency Resources** for Workers and Businesses
7. **Free Legal Help** for Los Angeles Region's Small Business Owners
8. List of **Los Angeles Wildfire Resources** by ICA LA
9. List of **LA Fire Mutual Aid Resources** by MALAN
10. **Urban Ag Recovery Resources** by Cultivating Farmers, LA Food Policy Council

And, below, please find a link for resources from the [CA Volunteers](#), Office of the Governor:

Wildfires & Recovery Resources

Bioneers Conference 2025



Don't miss BIONEERS, an incredibly important and inspiring conference in Berkeley, March 27 - 29.

The wonderful folks at Bioneers are once again graciously extending a **20% discount code for the ROC community: [Biopartner25](#)**.

The Bioneers Conference has always, since its inception 36 years ago, had Food and Farming as one of its core domains of interest, realizing that the **impacts of agriculture on our ecosystems, of the food we consume on our health, and of the dramatically unequal access to food on social inequity, are so immensely consequential** that without radically reshaping our food systems we will never solve some of the key fundamental crises we face: climate unraveling, biodiversity plummeting, hunger still far too prevalent, and epidemic levels of diseases attributable to poor diets and environmental toxicity. [READ MORE](#)

Bioneers Tickets - 20% discount code: [Biopartner25](#)

Regenerative Meat Platform

(Reminder) 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 be added to the list!) Our ally,



the Good Meat Project also has a very **useful guide** for nationwide options.

Regenerative Meat Brands & Butcheries

ROC 2024 Accomplishments & Impacts

In case you haven't had a chance, we invite you to have a look at this short video about ROC's 2024 projects, accomplishments and impacts. Again, **we want to express how immensely grateful we are for the collaboration and support of our project and coalition partners, allies and advocates.**

2024 ACCOMPLISHMENTS & IMPACTS

Roots of Change
A program of the **PUBLIC HEALTH INSTITUTE**

The image is a video thumbnail with a dark green background. At the top, the text "2024 ACCOMPLISHMENTS & IMPACTS" is written in white, bold, sans-serif font. Below this is a landscape photograph of a field with rows of crops, likely corn, in the foreground. In the background, there are rolling hills and mountains under a bright, hazy sky. A large white play button icon is centered over the landscape. At the bottom of the thumbnail, the "Roots of Change" logo is displayed in green and orange, with a carrot icon integrated into the word "Roots". To the right of the logo, it says "A program of the PUBLIC HEALTH INSTITUTE" in white, with the Public Health Institute logo.

We need your help to continue making positive changes in the California Food System - your donation is very much appreciated! Any amount helps us continue to build a healthy, resilient and peaceful future.

THANK YOU!



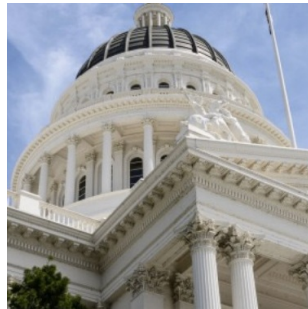
Thank you for your interest and support of our work,

Doris Meier
Editor of the PULSE

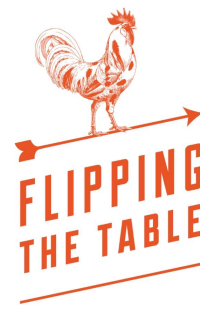
Projects

A grid of six project thumbnails. Each thumbnail includes a small image and a title with a 'Learn More' link. The projects are: 1. 'Growing GRASS' USDA Climate Smart Conservation Grant Project (with image of a bison); 2. Achieving Excellent Conservation (ARC) (with image of a cow); 3. Transformation of California's Local Food Systems (with image of a cow); 4. Food & Farm Resilience Coalition - AB 680 (with image of a field); 5. Podcast about the Future of Food and Farming (with 'FLIPPING THE TABLE' logo); 6. Healthy Soils Promotion (with image of hands holding soil).

Policy



Podcast



A program of the [Public Health Institute](#)



Roots of Change | 555 12th Street Suite 600 | Oakland, CA 94607 US

[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)



Try email marketing for free today!