



Despite the Storms Our Work Continues

Dear Doris,

During these unpredictable times, once again, we stay our course and focus on policies and projects that improve human and planetary health. We have much good news to share!

In this issue of the PULSE you will find:

- **Ag Day 2025 - Report**
- **ROC's 2025 Policy Work - Update**
- **Podcast: Flipping the Table: The California Roundtable on Agriculture & the Environment**
- **Michael R. Dimock to receive NorCal Public Media Food & Wine Award**
- **Live Flipping the Table Podcast during SF Climate Week**
- **Real Burger of Earth Day™**
- **Reminder: Bioneers Conference 20% Discount code: Biopartner25**
- **Reminder: Regenerative Meat Platform**

Ag Day 2025

ROC had a great experience at Ag Day 2025 in Sacramento yesterday connecting with many legislators, old friends and the public! Ag Day is an annual celebration of agriculture in California, and an opportunity to meet state legislators, government leaders



and the public for agricultural and food system education.
Image: One of Asm. Heather Hadwick's Highland Cows



CDFA Secretary Karen Ross posing alongside Michael Dimock posing with our "Vote for your Food" campaign logo.



Our favorite Bay Area legislator, Asm. Damon Connolly (12th District, Marin) came to find out what ROC is up to.



Sen. Jessica Hurtado (District 16, Southern Central Valley) engaged in conversation with Michael R. Dimock.



Lots to catch up on with Jenny Lester Moffitt, former USDA Undersecretary and current Senior Fellow at



We had a very fun interaction with Asm. Sade Elhawary (57th district, Los Angeles).



Asm. Dr. LaShae Sharp-Collins from the 79th District (San Diego) stopped to learn about ROC.

Food is Medicine Advocacy Day in Washington, D.C. & State Policy Update



1) Federal Policy

Last week, ROC was on Capitol Hill for the **Food is Medicine Advocacy Day**, joining PHI's Center for Wellness and Nutrition and allies from the National Produce Prescription Collaborative, including Wholesome Wave. We championed the power of food as medicine and produce prescription programs in building a healthier, more resilient food system.

While in Washington D.C., we shared the impact of the freeze on key USDA programs, including the Partnerships for Climate-Smart Commodities Grants. In meetings with California delegation members on the Senate and House Agriculture Committees, we made it clear: these programs are essential, and these investments are critical to farmers, ranchers and agricultural communities.

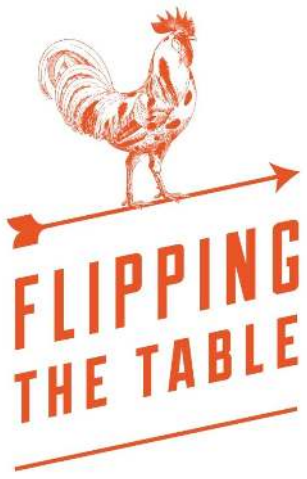
2) State Policy

ROC Co-sponsors AB 411 - The C.A.T.T.L.E Act

The California legislative year is well underway, and Roots of Change is actively engaging on a number of priority bills, including our proud co-sponsorship of AB 411, the 'Caring About The Terrain, Livestock, and Ecosystems (C.A.T.T.L.E) Act', authored by Assembly Member Diane Papan (AD-21). This bill supports a healthier and sustainable agriculture by allowing farmers and ranchers to compost livestock mortalities, improving soil health, reducing greenhouse gas emissions, and supporting climate resilience. Stay tuned for updates on AB 411 and the full suite of bills ROC is supporting this session by visiting our website. *Image credit: [dcandau](#), [Pixabay](#)*

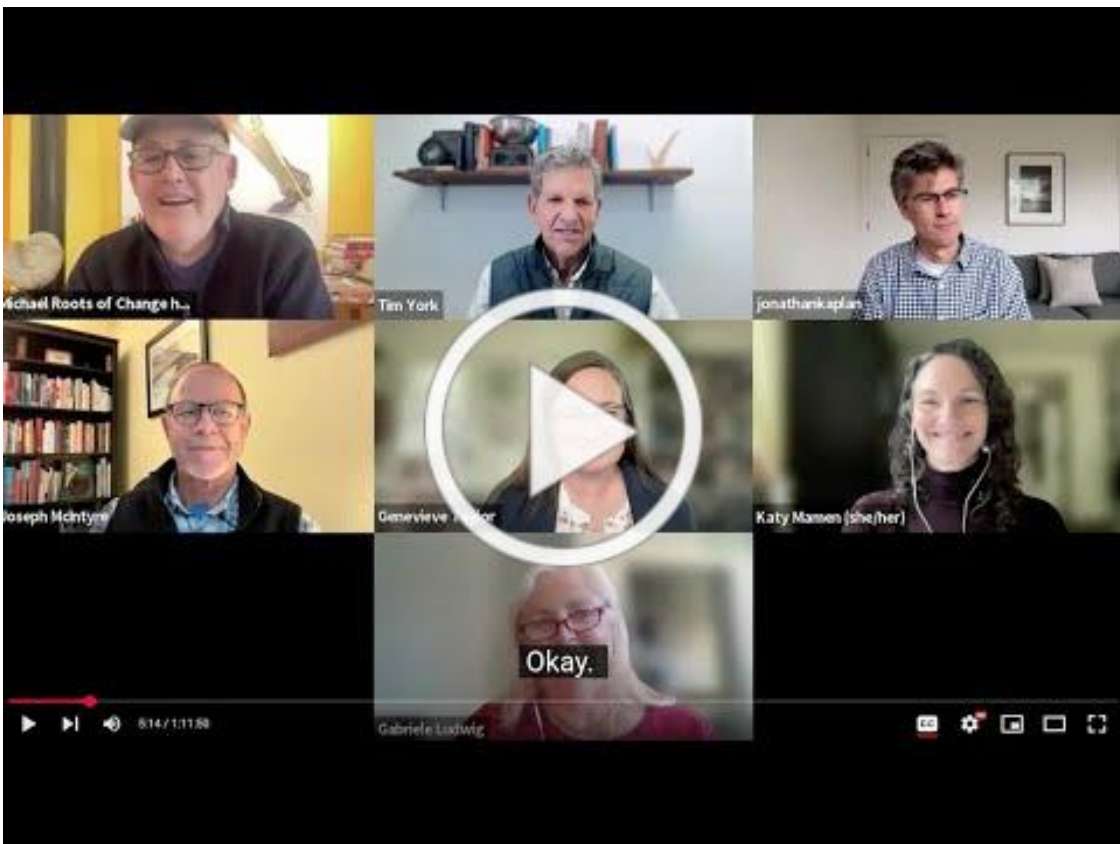
Flipping the Table Podcast

Season 7, Ep. 3: Finding the Radical Center



How the California Roundtable on Agriculture & the Environment (CRAE) fostered trust and unleashed creative solutions at the intersection of agriculture and ecosystems.

Six participants from the 20-year dialogue between aggies and enviros, known as the California Roundtable on Agriculture & the Environment describe what it did, how it did it and why it made their lives as leaders and the state better.



Dr. Gabriele Ludwig is the director for sustainability and environmental affairs for the Almond Board of California and combines her passion for agriculture and the environment with research and policy. She was instrumental in the development of the California Almond Stewardship Platform.

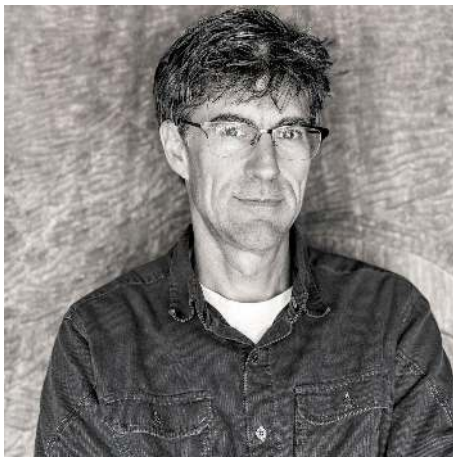


Tim York's extensive career in the agriculture sector that spans almost fifty years has now placed him as the CEO of the Leafy Greens Marketing Association (LGMA). Prior to LGMA, Tim was President of Markon, a food service produce purchasing company.



Genevieve Taylor is a Principal Facilitator at Ag Innovations with over 20 years of experience in facilitation, collaboration, leadership, and conflict resolution. She facilitated the CRAE from 2016 - 2024.

Katy Mamen is a collaborative systems change consultant based in rural Sonoma County. She has twenty years of experience in economic justice, food & farming, water issues, rural equity, and climate change.



Jonathan Kaplan is the principal of Jonathan Kaplan Consulting, LLC, providing strategy, research and sustainability benchmarking to organizations in the food and agriculture sector. Jonathan spawned the CRAE and also founded and directed the Food and Agriculture Program at the Natural Resources Defense Council ([NRDC](#)).



Joseph McIntyre is a facilitator, organization development consultant, coach, and systems thinker focused on supporting communities and firms to create a more just and sustainable future. He was the lead facilitator for the CRAE from 2006 through 2016.

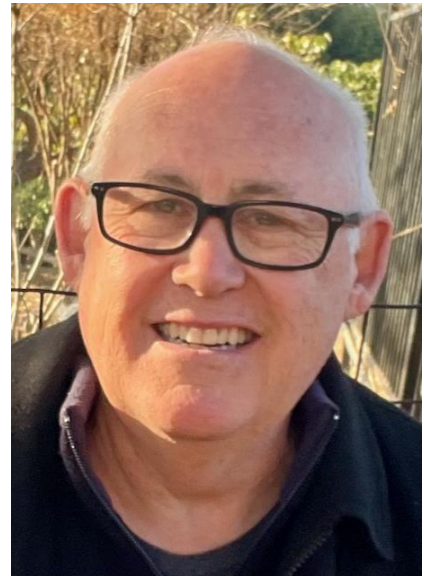
Michael R. Dimock to Receive Award for

Food Equity Work

Our very own **Michael R. Dimock** has been selected to receive a NorCal Public Media Food & Wine Award for his impactful and important work in **Food Equity**.

NorCal Public Media's Food & Wine awards celebrates individuals and organizations that exemplify excellence, innovation, and a commitment to the betterment of our local communities and environment through agriculture, viticulture, sustainability, education and compassion.

Their **3rd Annual NorCal Public Media Food & Wine Awards** will be held on **May 10, 2025** at the Jackson Theater, Sonoma Country Day School in Santa Rosa.



RSVP: Food & Wine Awards, May 10

Join us at SF Climate Week for a Live Flipping the Table Podcast



Live Podcast: A Regenerative Rancher and a Chef Share Their Work to Heal the Climate and the Land

APR
19

Saturday, April 19
5:00 PM - 6:00 PM

Join us from 5pm to 6pm on **April 19th** in San Francisco for a conversation with Loren Ponica, a regenerative rancher and owner of **Stemple Creek Ranch**, and Duskie Estes, a chef, farmer, rancher, owner of

Black Pick Meat Co., and fierce proponent of regenerative agriculture. Hear about how their work heals the climate and the land.

This is a **FREE** event and is part of **SF Climate Week**.

Register Here (Tickets are Going Fast!)

Calling All Grassfed Businesses!

Let's raise the visibility of 100% grassfed meat, together! Our friends over at the Good Meat Project are kicking off their 4th Annual **Real Burger of Earth Day™** promotion—celebrating the benefits of grassfed meat for the planet, for the farmer, and for our taste buds. This promotion gives producers and businesses like yours an opportunity to share your unique brand story and promote your 100% grassfed meat in unison with enthusiastic farms/ranches, butcher shops, restaurants and businesses! Join the businesses who have already signed up [here](#).



The tagline and theme this year, "*How do I like my burger? 100% grassfed*", is all about promoting, and sometimes bragging about, 100% grassfed meat. The promotion runs from April 5th - 26th, with Earth Day taking center stage (or shall we say, it's the bun that holds this burger together). So "lettuce" celebrate its importance!"

We hope you'll join GMP for the Real Burger of Earth Day™ 2025!

Registration for participants closes on Friday, March 21st so click the button below to register [today!](#)

[Sign up for the Promotion by 3/21](#)

Bioneers Conference 2025



(Reminder) 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](#)

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

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!

DONATE

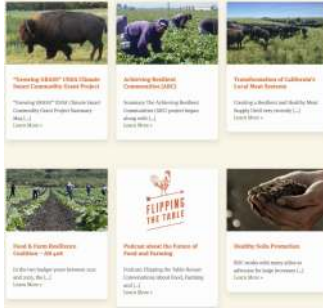
Thank you for your interest and support of our work,

Doris Meier
Editor of the PULSE

Projects

Policy

Podcast



Roots of Change

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!