

ROOTS OF CHANGE

HELPS DEFINE THE GOOD FOOD MOVEMENT

Our food system is the root system of civilization. For civilization to become sustainable, food and agriculture needs to become truly healthy – and do so within the next generation. The good food movement is a response to this need and Roots of Change (ROC) is helping the movement by defining the steps we need to take to improve food and agriculture in this country.

Focused on California, but allied nationally, ROC clarifies plans, raises money and sparks creative, system-altering projects. ROC is engaged in many activities, but all its actions are driven by the need to put a more visible face on the good food movement. To this end, ROC has launched the Declaration for Healthy Food and Agriculture. The Declaration is a document and web site designed to build public demand for a new approach to food and farming policy in the United States. The Declaration contains a preamble and twelve principles that outline a new policy framework. The Declaration is both a pledge and a call for action by endorsers to make health, not cheap calories, the goal of food and agriculture policy.

Eleven of the nation's leading thinkers and spokespeople involved in transforming the food system collaborated in the drafting of the Declaration, including Michael Pollan, Alice Waters, Wendell Berry, and Healdsburg resident Dan Imhoff. Two hundred of the nation's leading environmental, food and agriculture activists were the founding signatories. Many of these signatories live in Marin, Napa and Sonoma counties, including farmer and Russian River Slow Food leader Keith Abeles of Quetzal Farms, Marin author Claire Hope Cummings, farmer and winemaker Paul Dolan of Healdsburg, Marin Organic's leader and evangelist Helge Hellberg, Mill Valley cook and founder of Savory Thymes Ali Ghiorse, filmmaker Deborah Garcia of Mill Valley, founder of Laloo's Goat's Milk Ice Cream Laura Howard of Petaluma, and food and agriculture activist Dave Henson from the Occidental Arts and Ecology Center in West Sonoma County.

Without any promotional dollars to drive this campaign, the Declaration has garnered nearly 20,000 endorsements to

DECLARATION FOR ★ HEALTHY FOOD ★ AND AGRICULTURE

We, the undersigned, believe that a healthy food system is necessary to meet the urgent challenges of our time. Behind us stands a half-century of industrial food production, underwritten by cheap fossil fuels, abundant land and water resources, and a drive to maximize the global harvest of cheap calories. Ahead lie rising energy and food costs, a changing climate, declining water supplies, a growing population, and the paradox of widespread hunger and obesity. These realities call for a radically different approach to food and agriculture. We believe that the food system must be reorganized on a foundation of health: for our communities, for people, for animals, and for the natural world. The quality of food, and not just its quantity, ought to guide our agriculture. The ways we grow, distribute, and prepare food should celebrate our various cultures and our shared humanity, providing not only sustenance, but justice, beauty and pleasure. Governments have a duty to protect people from malnutrition, unsafe food, and exploitation, and to protect the land and water on which we depend from degradation. Individuals, producers, and organizations have a duty to create regional systems that can provide healthy food for their communities. We all have a duty to respect and honor the laborers of the land without whom we could not survive. The changes we call for here have begun, but the time has come to accelerate the transformation of our food and agriculture and make its benefits available to all.

date through word of mouth and friends telling friends via the internet. ROC's goal is to secure 1 million endorsements of the Declaration through its on-line viral campaign.

ROC is an ally and firm believer in the mission and values of Edible Marin & Wine Country. We know its readers have the power to make change. Your food purchases and votes shape the food system. AND, you can do even more to accelerate the change. Here are three small actions you can take today to grow the good food movement:

- Sign the Declaration for Healthy Food and Agriculture by visiting <http://fooddeclaration.org> and invite ten friends from across the nation to do the same.
- Send ROC a small donation of \$10 to fuel the Declaration's Viral Campaign (you can do this on ROC's website).
- Link to ROC to remain informed on important food system developments by visiting www.rocfund.org/forms/forms/join-the-roc-changemakers-network-2.

In the months ahead, ROC will make the Declaration come alive in California by working with numerous allies to develop a food policy platform for the Golden State. These policies will reflect the Declaration's twelve principles. There will be more to come in future issues of Edible Marin & Wine Country about this California Campaign and new opportunities for you to take action in support of the good food movement.