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## **Thoughts on the food price paradox**

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# ROC's Mission



Roots of Change brings a diverse range of Californians to the table to build a common interest in food and farming so that every aspect of our food—from the time it's grown to the time it's eaten—can be healthy, safe, profitable, affordable and fair.

# The Issues



Environment & Climate



Valued Workforce



Economic Prosperity



Healthy Food Access

# **The Paradox: food is too cheap & too expensive**

- What we believe shapes what we do
- Policy breeds poverty
- Farmers are price takers
- True cost of food
- We pay anyway

# What can we do to address the paradox?

## *Healthy food* in all policy

1. Community food sovereignty
2. Federal, State & Local nutrition incentive policy
3. Tax sweetened beverages to raise revenue for improving agriculture & healthy food access
4. Save money on environmental remediation & health care & invest more money for job creation & nutrition incentives

