

Sustainable Ag Expo

California and the Future of Food, Wine, and Community

Purpose

Roots of Change will provide resources and opportunities to a diverse alliance of leaders and their institutions who are unified by a strategy and who collaborate in pursuit of a sustainable food system for California by the year 2030.

Commodity, Merriam Webster

- 1: an article of commerce especially when delivered for shipment
: a mass-produced unspecialized product
- 2 a: something useful or valued b: convenience, advantage
- 3 obsolete : quantity
- 4: a good or service whose wide availability typically leads to smaller profit margins and diminishes the importance of factors other than price
- 5: one that is subject to ready exchange or exploitation within a market

Information

www.rocnetwork.org

www.fooddeclaration.org