



S3 Food Symposium, May 25-27, 2011
Monterey Marriott Hotel

Speaker Biographies/Contact Information

[Michael Dimock](#), President, Roots of Change

Phone: 707.953.2721

Email: michael@rootsofchange.org

Michael Dimock is the President of Roots of Change. Roots of Change believes a healthy food and agriculture is the foundation for a sustainable society. Roots of Change, popularly known as ROC [pronounced "rock"], is a philanthropic fund supporting the development of the good food movement in California, the nation's most important agricultural State. ROC provides leadership, funding and other resources to nonprofits and businesses, urban and rural communities, and policy makers who share the vision and the goal of healthy, safe, socially just, and environmentally sound food and farms by the year 2030. 40,000 concerned citizens and nearly 700 leaders from business, agriculture, nonprofits and local, state and federal government are in some form of collaboration or partnership with ROC. The ROC Facebook Fan page has nearly 21,000 members and features dynamic daily dialogs related to food quality, health, social justice and environmental issues. Michael began his work as a marketing executive in Europe for a CA agribusiness company. He later became an organic farmer in Sonoma County before forming an agricultural marketing company, which over a decade time led him to ROC. He is a leading voice in the national good food movement. He was an early international leader of the Slow Food movement and the first Chairman of Slow Food USA. He has been a champion of food and farming that is healthy, safe, tasty, accessible, and future-focused for nearly 20 years.

Mr. Dimock will speak at 10:40 am on Friday May-27-2011 in the Santa Carlos 1 & 2 room.