



Grassroots Rising

A Call to Action on Climate, Farming, Food, and a Green New Deal

Ronnie Cummins

Politics & Public Policy / Nature & Environment

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“This is the book that should be in the hands of every activist.”

—**VANDANA SHIVA, scientist, environmentalist, social activist**

Over the past year, we have seen a global awakening of the climate crisis sparked by groups like Extinction Rebellion, the Sunrise Movement and individuals like Greta Thunberg. In response to this shift in public awareness, veteran activist and founder of the Organic Consumers Association Ronnie Cummins believes now is the time to bring about bold economic and policy change. His new book, *Grassroots Rising*, offers a blueprint for building and supercharging a grassroots Regeneration Movement based on consumer awareness, farmer innovation, political change, and regenerative finance—embodied most recently by the proposed Green New Deal in the United States.

Cummins asserts that the solution lies right beneath our feet and at the end of our forks through the transformation of our broken food system. By restoring our agricultural and grazing lands, we can sequester massive amounts of carbon in the soil. Coupled with an aggressive transition to renewables, he argues that we have the power to not only mitigate and slow down climate change, but actually reverse global warming.

During his decades of activist work, delivering thousands of presentations, organizing rallies, lobbying politicians, and raising millions of dollars annually, Cummins has learned that a positive message is what people respond to best. *Grassroots Rising* is a practical, solutions-oriented playbook for how to survive—and thrive—in catastrophic times, including sections on:

- The four major drivers of Regeneration: Grassroots Consciousness and Morale, Degenerate “Conventional” Farms and Farming, Public Policy and Investments, and Monopoly Control
- Six basic rules for organizing a grassroots Regeneration revolution
- Five steps to becoming a grassroots mobilizer
- A roadmap to regeneration in the US from 2020-2030

Throughout 2020, **Cummins will embark on a 50-state speaking tour** to educate and inspire citizens across the country to organize and become active participants in preventing ecological collapse. “The hour is late,” he writes. “What we do, or fail to do, today, tomorrow, and for the rest of this decade, is crucial.”

To request a review copy or author interview, please contact: Christina Butt (802) 295-6300 ext. 127, or cbutt@chelseagreen.com

Author Availability: Minnesota, and travelling extensively around the country in 2020



Ronnie Cummins, founder and director of the Organic Consumers Association (OCA), a non-profit, US-based network of more than two million consumers dedicated to safeguarding organic standards and promoting a healthy, just, and regenerative system of food, farming, and commerce. Cummins also serves on the steering committee of Regeneration International and OCA’s Mexican affiliate, *Vía Orgánica*.

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