

# WORLD ARK

Ending Hunger · Saving the Earth

Spring 2003

## LIFE SAVINGS

Oprah's  
Goats Give  
Ugandans  
Hope

SOME  
THOUGHTS  
ON  
PRESERVING  
THE PLANET

PLUS 50 EARTH-  
FRIENDLY TIPS





# FROM THE PRESIDENT

Dear Friends,

This place we call earth is our home. Scientists may indeed some day discover a planet like ours, with water and air and sunlight and all we humans need to survive. But once—and if—such a place is found, will we have the means to get there, to settle such a planet and make it a second home?

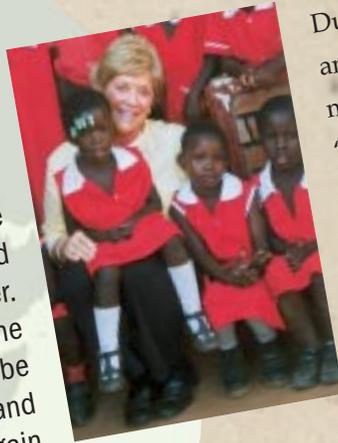
And if another beautiful Eden is found and we learn how to travel there and how to colonize this new home, how long will that take? Hundreds of years? Thousands? Millions? Does humanity even have that much time? Our whirling earth is, as far as anyone knows, unique. Its very existence is a miracle, as is our existence. Can we afford to be careless with a miracle? I don't think so.

At Heifer International we believe we must all be stewards of the earth. We teach people to give to the earth so that it will give back—food, clothing, shelter and, never to be underestimated, beauty, peace and serenity.

The Spring 2003 issue of the World Ark devotes itself to providing ideas and stories about ways of preserving, perhaps even saving, the planet. It is our deep belief that our own headquarters and learning centers must reflect our core values, including our love and respect for the earth.

If the Earth were a few feet in diameter, floating a few feet above a field somewhere, people would come from everywhere to marvel at it. People would walk around it marvelling at its big pools of water, its little pools and the water flowing between. People would marvel at the bumps on it and the holes in it. They would marvel at the very thin layer of gas surrounding it and the water suspended in the gas. The people would marvel at all the creatures walking around the surface of the ball and at the creatures in the water. The people would declare it as sacred because it was the only one and they would protect it so that it would not be hurt. The ball would be the greatest wonder known, and people would come to pray to it, to be healed, to gain knowledge, to know beauty and to wonder how it could be. People would love it, and defend it with their lives because they would somehow know that their lives could be nothing without it. If the Earth were a few feet in diameter.

© Joe Miller, Moab, Utah, 1975



During my studies and travels to learn more about "green" facilities, I came across this provocative poem and graphic that I wish to share with you. As artist and poet Joe Miller,

who kindly gave his permission for my use of his poem, notes, the earth is a marvel and a wonder and worth defending. Also worth protecting are the people who live on this earth. As Dorothy in the "Wizard of Oz"

said, "There's no place like home." She's right. So let's take care of our home.

Sincerely,

Jo Luck  
President and CEO

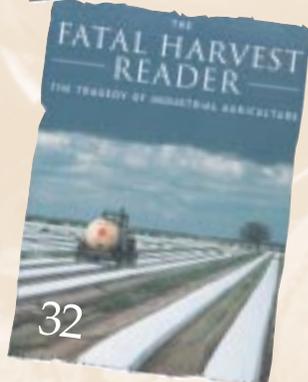
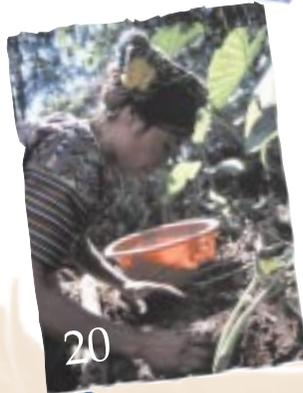
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**Cover: Leonida Byabasaija holds her family's new goat.**

**Photo: Darcy Kiefel**

Heifer International publishes World Ark quarterly for donors and friends. Heifer has helped more than 4.5 million impoverished families worldwide become more self-reliant through the gift of livestock and training in their care. A nonprofit

organization rooted in the Christian tradition, Heifer works for the dignity and well-being of all people. Heifer is a member of InterAction. Federal employees may designate gifts to the Combined Federal Campaign by writing in #0315. Heifer International

is a 501 (c) (3) nonprofit organization and gifts to Heifer are tax deductible and are used as designated until current needs of those projects are met. Further gifts are applied to similar projects so that gifts begin helping people immediately.

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## LETTERS

Dear Editor,

I feel compelled to write and thank you for World Ark. The Fall and Winter 2002 issues have inspired and actually comforted me. First the Barbara Kingsolver excerpt and the Stephen King essay, and now the Walter Cronkite interview and Madeleine L'Engle essay represent the humanitarian approach so crucial in today's world.

Some of your readers may think these inclusions political, but, to me, they are the profoundly thoughtful words of those who see beyond politics to the spirit of sharing—the most vitally important response to terrorism.

I am inspired (and reminded) to contribute, and comforted that an entire publication (and organization) is devoted to spreading the gift of agriculture-sustainable development to end the desperation of poverty.

*Susan Maxwell  
Boulder, Colo.*

Dear Editor,

Barbara Kingsolver's article in the Fall 2002 edition of World Ark was one of the most depressing and cynical articles I've ever read. It was almost completely a single, unbroken jeremiad against my country and my society that offered little real hope and few realistic suggestions for change. Why do you want your contributors to read such stuff?

*Jon Oelrich  
Pflugerville, Texas*

Dear Editor,

I really appreciate the writing in your magazine by King, Kingsolver, Cronkite and L'Engle. Ending hunger and saving the earth cannot be accomplished through a neutral organization. You are, quite

properly, going against the general flow of things.

I would urge you to consider the implications of overpopulation on the suffering of many of the earth's people, and the strain on the world's resources. I think that Heifer should support reproductive rights and raising the status of women. Do not let the religious right keep you from doing the correct thing.

*Joan Brian*

Dear Editor,

I recently received your magazine. I tried to find some mention of the fact that you use recycled paper, but could not find any. Do you use recycled paper in your publications?

I contribute to your organization, and believe you do good work. I would be happy to discover that you are working to protect our forests.

*Susan Winters*

**Editor's Note: World Ark is indeed printed on recycled paper, as noted on the back cover. We've enlarged the type to make it easier to read.**

Dear Heifer,

As you know, my name is Tessa Schlaer and I am from Augusta, Georgia. However, you may not know that I am 13 years old and I have just had my Bat Mitzvah. As a B'nai Mitzvah, it is my duty to perform a mitzvah, or good deed, to show my coming of age.

I decided that my mitzvah project would be to donate a portion of my Bat Mitzvah money to Heifer. Then, after my Bat Mitzvah, I decided that I really wanted to give all of my Bat Mitzvah money to you, Heifer.

Now, I present to you the following: two water buffalo, two llamas, two goats, two sheep, two pigs, one trio of rabbits, three flocks of chicks, three flocks of ducks, three flocks of geese, two sets of

honeybees, two sets of trees and of course last, but most definitely not least, two heifers.

In all that is \$3,000 that I got for my Bat Mitzvah and am now giving to you in a more wonderful form than checks or paper money. I am giving it to you in the form of life.

*Tessa Avi Schlaer  
Augusta, Ga.*

Dear Editor,

On Page 12 of the Fall 2002 issue of World Ark, it was noted that eucalyptus, poplar, acacia and mulberry seedlings are among the tree genera being donated to families in Afghanistan in the effort to help to restore this fragile land.

I am wondering whether Heifer is aware that some species of these plant genera have a reputation for becoming invasive weeds that work more harm than good?

Several Australian eucalypti and acacias have a bad reputation for degrading land when planted outside their native range. Some species are "water mongers" which are capable of soaking up valuable water faster and more efficiently than plants native to the region.

Please help allay my fears.

*Valerie Scho Carey  
Ann Arbor, Mich.*

**Editor's Note: Our project-holder in Afghanistan says that these plants are hardy and grow easily even in unfavorable climatic conditions. These are local plants and are usually grown in Pakistan and Afghanistan.**

**In Pakistan, the forest department has grown these plants on the hills in the Hazara and Malakand divisions, and they are doing well. No ill effects have been reported from Afghanistan.**

Heifer International reserves the right to edit letters to World Ark for clarity, grammatical errors, spelling and space. World Ark welcomes comment from readers. We ask that letter writers include a telephone number or e-mail address so that we can confirm the identity of the writer.

# A Simple Plan

## The Beauty of Conservation, Preservation and Restoration

By Jan Cottingham

Most of us have already heard or read much of what follows. Maybe World Ark is, as the useful saying goes, preaching to the choir. But reminding everyday folks about everyday ways to preserve, conserve and enhance the environment couldn't hurt.

So far, it (the environment) is the only one we have. Well-intentioned experts disagree sometimes on the best ways to help this earth and her people live on it in a way that will enable our grandchildren to thank us. Controversy about global warming still exists. Windmills won't likely be the total answer to producing clean energy. Environmentalists sometimes disagree about best practices.

These 50 tips are pretty simple, though not everyone can implement every one. No one expects the disabled to use push lawnmowers. Line-drying clothes outside in the winter in Minnesota is potentially fatal and, well, just not smart.

Many of these suggestions came



from Heifer International employees, who personally employ them. At least two happy byproducts of employing many of them are cost savings and the expenditure of human energy in a country where too many people are dangerously obese. Some of them—buying vintage items and biking, for example—are actually fun.

As one Heifer International employee wrote: "When you list the 50 ideas, be sure to include some of the basics since even old dogs can learn new tricks and new dogs can learn old tricks!"

Although little is more important than the health of our environment, we've tried to present these suggestions in a light-hearted manner. But please be assured we take Heifer International's goal to save the earth seriously.

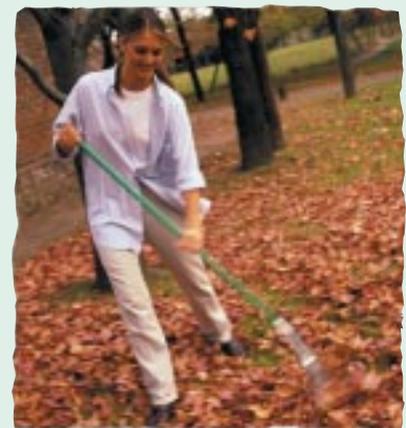
Also, we haven't included many numbers, statistics and percentages just to prove the environment faces problems. We think most people know it does and most people want to do the right thing. Finally, many of these suggestions have a similar theme—that of making us think of the consequences of our actions.

One of the great Louis Armstrong's favorite songs was "What a Wonderful World." The Smithsonian National Museum of American History says, "It is one of the few songs he recorded without playing his trumpet; stringed instruments provide the background music."

In his long life Armstrong saw much that was not wonderful, such as poverty and cruel and demeaning racial prejudice. Still this musical genius could sing, with great conviction and love:

*I see trees of green,  
Red roses too.  
I see them bloom for me and you.  
And I think to myself  
What a wonderful world.*

It is—though a troubled one. Let's see what we can do to make it better.



**1.** Are leaf blowers really necessary? They're noisy and they pollute. The rake makes an excellent alternative. Yes, it takes more time and energy, and you'll have to get off the sofa. But you won't anger your

neighbors at 7 a.m. on a weekend. Don't forget to mulch those leaves for compost or put them in biodegradable bags.

**2.** If your yard isn't the size of a football field, consider that old-fashioned, inexpensive, non-polluting exercise machine, the push lawnmower.

**3.** Compost. It's not that hard. You use some of those mulched-up fallen leaves, you throw in some kitchen waste and if you're really into it, add some earthworms. Your local agricultural extension agency will be glad to tell you how to do it and even how to build a compost bin (out of earth-friendly materials, of course). What do you get in return? Rich, fertile compost, and it's free, organic and doesn't come in a plastic bag.



**4.** "Don't call them weeds. Call them indigenous plants." Establishing and maintaining a perfect green carpet of lawn is expensive, time-consuming and, usually, hard on the environment. No one's asking you to surrender your yard to ugliness or cars on

blocks (not that there's anything wrong with that), but plants that are native to your environment tend, for obvious reasons, to be well adapted to that environment. They are easier to grow and usually require less water. Consider native groundcovers, flowers, vegetables, a rock garden. Then you won't have to use that push mower so often.



**5.** Use your bicycle to commute. Make your bike commuter friendly—add a basket or saddle packs, and don't forget lights, particularly if you'll be biking at night. Biking is affordable, you always find great free parking and it's healthy.

**6.** Turn down your heat and air conditioning when you're not in your home or office, and close off the vents in rooms that aren't being used.

**7.** Make your home more energy efficient by sealing doors and windows and installing insulation.

**8.** Recycle, recycle, recycle. Maybe you won't match the efforts of Julia Sampson of Fayetteville, Ark. (see accompanying article), but you can try. And when you think of it, many of these 50 tips involve recycling in one way or another. Like the following:

**9.** Thrift shop, especially for art supplies like pots and spoons for candle making. Also, think of shopping at estate sales and flea markets as simply a more entertaining way of recycling.

**10.** Don't throw out old clothes, toys, books, kitchen stuff, furniture, etc. Bring them to resale shops or have a yard sale. "One man's trash is ..." as you've no doubt learned on the "Antiques Roadshow" or eBay.

**11.** Vintage is vogue. Actress Gwyneth Paltrow does it. Rene Zellweger did it famously at the 2001 Academy Awards ceremony wearing a yellow '50s French haute couture gown. If these two beautiful, wealthy women can wear used clothing and receive kudos, you probably can too. Granted, few of us look like Gwyneth Paltrow or Rene Zellweger; still it's fun to find a hardly worn hand-beaded evening



# A Simple Plan

sweater from the '50s or '60s for \$10. And jeans often look better if they've seen a bit of use.

**12.** Do an environmental audit with your office mates. Have everyone come up with ways to better deal with resources coming into the office (supplies, etc.), resources going out of the office (trash, recycling, etc.), and the energy and water you use. Then have each person take responsibility for a few of these improvements.

**13.** Hang your clothes to dry (or at least those items that take a lot of time in the dryer). Use a line outside or a rack indoors. Some of us have wonderful memories of the smell of line-dried clothes, a smell the detergent manufacturers can't reproduce no matter how hard they try.

**14.** Wash reclosable plastic bags for reuse. You can hang them upside-down on the fridge with a magnet to dry. Also, reuse bottles.

**15.** Pack no-waste lunches for your kids. Use plastic or washable containers and a cloth napkin. Use a reusable drink container and buy larger containers of juice to refill them with. And if you eat lunch at the office, you can do this one for yourself too. A related item: Although you may get some funny looks, if you call for takeout, tell the restaurant you'll bring your own container.

**16.** Try to repair broken equipment and furniture before landfilling it. And think of the sense



of accomplishment—and savings—if you do it yourself. (This does not apply to people who lack the “do-it-yourself” gene. These people should call in the professionals.)

**17.** Attach low-flow shower heads and sink aerators to use less water with the same pressure.

While you're at it: Please fix that dripping faucet.

**18.** Place a brick in your toilet's water tank or a quart milk jug filled with water to reduce the amount of water used when flushing.

**19.** Turn the water off when you brush your teeth—or when you're letting the hair conditioner do its thing, or when you're shaving your legs or face or whatever part of your body comes to mind.

**20.** From one of our colleagues who hails from what was once part of the British Empire: “Only boil as much water as you need for the one cup of tea or coffee you are making. Don't fill the kettle.”

**21.** One long-time and knowledgeable Heifer employee wrote: “My suggestion is: Raise



rabbits. Rabbits are easy to keep and can be kept in urban areas without any problem. They make no noise, do not smell, do not need heated houses in the winter, etc. They can consume a lot of kitchen and garden waste, and turn this into meat and manure. The manure is great for composting, but can also be applied directly on the garden or flowers. And the manure is a great source for fishing worms.

“Rabbit meat is very low in cholesterol and has more protein than chicken meat. Keeping rabbits teaches children about responsibility and the cycle of life. I could go on. Seriously, we have kept rabbits for the past 20 years and have benefited greatly.”

We are reminded of the story that before they killed their prey some Native American hunters asked its forgiveness—and then proceeded to use every part of the animal.

If children can watch movies and TV and play video games in which human beings are blown up and

shot, we think they can handle learning about the, as our colleague puts it, “cycle of life,” which, yes, includes death.

Ours too, though we hope none too soon.

**22.** Plant trees. Start what one co-worker called a “green college fund.” This is a good one. The co-worker wrote: “When traveling around our country we have noticed many of the new neighborhoods being built in what used to be fields. There can be hundreds of new homes in a small area and none with trees.

“Two years ago we started planting seedlings in a nursery we dedicated for our children’s college fund. In 10 to 15 years our trees will be large enough to transplant into people’s yards. We feel our little project will have a multi-fold return on our investment. We will be making a positive impact on the environment by planting needed trees to cool in the summer, add

oxygen to the air, block the wind in the winter, the kids will help in transplanting, resulting in the sharing of our values with the little ones, and of course the dollars will go toward additional education.”



**23.** From another co-worker: “Don’t buy fire logs for starting your wood stove or fireplace fires. Fill biodegradable egg cartons with drier lint through the year and replace fire logs with them.”

**24.** From yet another: “I read the newspaper on-line and that saves trees.”

**25.** She adds: “Our church is instituting a monthly magazine swap. People can bring magazines to share with others instead of throwing them into the trash.”

**26.** And she recommends: “Buy



Darcy Kieffel

*If you live where they’re allowed, and you have a fairly big plot of land, goats make great organic lawnmowers.*

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fluorescent lights.”

**27.** Inundated with junk mail? Contact the senders and tell them to stop. That includes Heifer. If you're getting more material from us than you want, tell us. This has the bonus of saving nonprofits money.

**28.** Take your own cloth (or extra plastic) bags to the grocery store.

**29.** Use pump, not aerosol, products such as hairspray or deodorant.

**30.** Make your own environmentally friendly household cleaning products. Some helpful websites for these and other tips: [www.pioneerthinking.com](http://www.pioneerthinking.com)  
[www.homefamily.net](http://www.homefamily.net)  
[www.care2.com](http://www.care2.com)

**31.** When restoring or renovating your home, choose “green” architecture and sustainable design. Some examples: bamboo floors, energy-efficient appliances.

**32.** Collect the rainwater that pours off your home's roof to water gardens and lawns. A Heifer employee tells how: “You can do this simply by installing a spigot near the bottom of a large barrel, caulking around it, and redirecting the gutter downspouts to the barrel. A lid (with a hole for the downspout) keeps mosquitoes from breeding, and a screen over the top would keep out leaves. You can fill up your watering

can at the spigot or attach a standard garden hose. There are commercial versions of this system available.”

**33.** From another Heifer International colleague: “Working with food and farming in the United States, the best thing I can tell you is for consumers to buy local food, either through farmers markets, farm stands or Community-Supported Agriculture or subscription agriculture setups.” This helps support small area farmers and reduces packaging. Also, the food doesn't have to travel so far to reach your table (cutting down on pollution from transport) and, usually, it just tastes better.

**34.** Use cloth napkins instead of paper, and rags or sponges for cleaning instead of paper towels or the many expensive cleaning wipes.



One bonus: Miss Manners would approve of your use of cloth napkins. She pretty much despises paper ones.



**35.** SUVs: Are they necessary? Maybe you or your family or your good friends drive them. We're not saying that makes them bad people. But surely you've seen some tiny person driving alone on city streets in one giant, fuel-gulping, air-polluting behemoth and wondered why. Also, oil dependency is helping create worldwide tension. Reducing tension would be a good thing.

**36.** Walk; don't drive. This can be complicated for people who live in large suburbs where the nearest grocery or pharmacy is miles away. But some of us live in neighborhoods that still have a local grocery store, dry cleaner or restaurant. And some of us can walk the few blocks there, particularly if we're just picking up a quart of milk.

**37.** Linked to the above is the issue of suburban sprawl, a big environmental problem. We know that not everyone wants to live in a 100-year-old “fixer-upper” in the “old” part of town or in tiny

apartments. But urban planners are increasingly telling us that the way cities were laid out 80 or so years ago, before everyone had an automobile, was sensible. Moderately sized houses on fairly narrow streets promoted certain behaviors. People who had front porches and sat on them knew their neighbors. This led to a sense of community. Commuting times were a fraction of the hours-long treks they now are in many parts of the country. So when thinking of where to live, consider living closer to town.



**38.** Which brings us to “megahomes.” How many people need 7,000-square-foot houses with two-story atriums? Particularly in a country where the average number in a household is less than three people? Because such houses are so large, builders often can’t afford to use higher quality materials and put them on tiny lots. It takes more energy to heat and cool these houses. One architectural trend is toward building smaller houses but using better quality materials. Sometimes such houses can approach the price of a “megahome,” but they’re usually more aesthetically pleasing and you won’t have to replace your synthetic stucco exterior in a few years.

**39.** Another Heifer worker speaks: “Some of us like to get fountain drinks or maybe one of those funky ‘cappuccinos’ from the convenience store. I have an aunt who has made a daily ritual out of purchasing a large Diet Coke from the corner get-go. Anyway, if you reuse your cup for a refill or, better yet, purchase a permanent cup, not only do you not waste a cup but your drink will cost about half as much.” A related tip includes traveling with your own plates and flatware to potlucks and other events where disposable items are likely to be used. Just think of all the plastic forks you’ve thrown out in your lifetime.

**40.** Install and use ceiling fans. A fan makes a space feel nine degrees cooler than it really is. A typical ceiling fan draws no more than 75 watts, about as much as a single incandescent light bulb, only one-tenth as much as an air conditioner.



**41.** Use your public library. The average American pays \$20 a year in taxes to support public libraries and can save that much by borrowing instead of buying just one or two books, according to the Sustainability Network. A book that is loaned 10

times cuts not only cost but paper use per read by a factor of 10.



**42.** Ladybug, ladybug, don’t go away. The average ladybug eats up to 40 to 75 plant-harmful aphids daily. No expensive chemical pesticides needed.

**43.** Take up quilting. Grandma thought she was just being frugal when she gathered bits and pieces of old clothes, dishtowels and flour sacks to make bedcovers. Now we know she was creating art.

**44.** Use unbleached paper products. Why? Because bleach pollutes waterways.

**45.** Sweep, don’t hose down your sidewalk. While you’re at it, sweep the house. Vacuum cleaners have their place, but a good swipe with a dust mop can do wonders.

**46.** Buy recycled materials.

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**47.** Here's one for those of us who like to work in our pajamas: Telecommute if you can. It cuts down on air pollution and often increases productivity.

**48.** Invest in companies that act in an environmentally responsible manner.

**49.** Give to environmentally responsible nonprofits.

**50.** Buy only what you need. A lot of us love to shop. But how many sets of china does any one family need? If you get the urge to splurge, you can always spend the money on someone who can use a new suit to find a job. A local nonprofit or faith-based group will have a good idea about who could use the help.

## A Short Afterword

One of Heifer International's long-time supporters and employees, Rosalee Sinn, offered a few words of sustainable wisdom we'd like to share.

"I think sustainability also has to do with the issue of how we relate to others. If our life on this planet is to be sustainable, we must learn to listen, to be sensitive and caring and to trust one another."



Matt Bradley

*These folks are farming organically at the Heifer Ranch in Arkansas.*

# Out at the Ranch

By Larry W. Anderson, C.V.M.  
Manager Heifer Ranch  
Conference and Retreat Center

*PERRYVILLE, Ark.—Heifer Ranch is a hands-on learning center, providing education that promotes sustainable solutions to global hunger, poverty and environmental concerns.*

*This 1,200-acre working ranch, located just outside of Perryville, Ark., strives to teach each one of the ranch's thousands of visitors how he or she can make our planet a better place to live. Following are some ideas from the ranch staff listing just some of the ways we're doing our part.*

- Photovoltaic panels. Much of the electrical power needs of the Dan West Building, which houses our Visitors Center, International Gift Shop and Thompson Educational Classroom, is provided by PV panels on the south-facing roof.

- Guests' services towel policy. In each of our lodging rooms we have placed signs that encourage guests to reuse their towels, with a brief explanation about saving water and the environmental impact of detergents. Our Guest Services Department staff reports almost a 75 percent drop in laundering of towels in response to this simple request.

- Solar hot water heating system. Each year hundreds of young people

come to Heifer Ranch to learn about world hunger, sustainable agriculture and environmental issues. After a long day in the Arkansas heat, they return to an open-air barn where they clean up, using hot water supplied by a solar hot water heating system.

- Golf carts. Many of the traditional vehicles that were formerly used for chores and tours have been replaced by energy-efficient and cost-effective golf carts.

- Pastured poultry. It's an alternative, sustainable technique for raising chickens for meat and eggs. Unlike conventional chicken houses, our chickens are raised in pens without bottoms on green grass. These pens are moved every morning, providing the chickens with their daily dose of bugs, grass and clean bedding.

- Geo-thermal system. The Conference Center building housing our Food Service and Administrative groups is heated and cooled using a series of 14 wells, each 300 feet deep, in which water circulates in a closed system. Because the temperature at that depth remains a constant 50 to 55 degrees, we're able to extract coolness in the summer and warmth in the winter. This drastically reduces our energy use for this building.

- Recycling. Heifer Ranch policy dictates that all of us recycle everything possible until we find it no longer usable.

- Cottage Industry's gift baskets. They exemplify Heifer International's commitment to sustainability and earth-friendly approaches. Using recycled materials and organic products from the ranch, the gift baskets provide a unique

collection of soaps and vinegar (made with herbs from the chemical-free St. Francis garden), natural honey, candles (poured from our own natural beeswax), as well as an insight into Heifer's connection to the earth. The note cards and paper are created from shredded office paper and other recycled and natural materials. Wood shavings are used as packing material, and we reuse bottles and jars for product packaging.

- Tires. We use worn-out tires in building retaining walls, for erosion control on our walking trails, roofing on some houses in the Global Village, and as feeding tubs for some of our livestock.

- Tree planting. We have reforested 57 acres of Heifer Ranch land since 1994. Our tree-planting efforts have protected stream banks, reclaimed eroded lands, established live plantations for future income and enhanced wildlife habitats on the property. A tree nursery has been established to let us transplant larger saplings.

- Plastic wood. No, it's not an oxymoron. It's made from recycled wood, sawdust, recycled plastic milk jugs and recycled plastic grocery bags. We've used plastic wood as decking material on our newest volunteer house.

- Organic practices. Heifer Ranch boasts of our Certified Organic Garden. Our Community-Supported Agriculture program was started in 1994 using just a tenth of an acre. It generated \$5,000 in its first season. This garden now covers eight acres and during the 2002 season produced \$60,000 in income. Using the CSA marketing approach, our produce was shared with more than 160 local families. 🌱

# CHAMPION RECYCLER MAKES 'A SPIRITUAL CHOICE'

By Scott Morris

Julia Sampson stands over her kitchen table, sifting through a week's trash. She's joined by Billie Holiday, her 5-year-old calico cat, who jumps onto the table to help with the inspection.

It's not a lengthy process. Sampson's trash, spilled onto the table from a plastic bag that once held her Sunday newspaper, consists of the following:

- Four metal bottle caps.
- The plastic clasp from a bread bag.
- A plastic peppermint wrapper.
- The plastic tag from an organic onion.
- A twist-tie
- A Q-tip.
- A small foil package.
- Four small plastic bags, which she counts off with a note of disapproval in her voice.

And that's it: A week's worth of trash. Everything else Sampson bought during the week—every container, newspaper and food item—was recycled or turned into compost. Eventually, she'll get two to three weeks of trash into that newspaper bag, but that's not her most remarkable recycling achievement.



**T**wo years ago, she squeezed an entire year's trash into a single 30-gallon bag.

She did it, she said, to answer critics of an effort by the city of Fayetteville, Ark., to reduce its residential solid waste stream. Under the program, each household in the city got 104 magenta bags at the start of the year, enough for residents to throw away two bags of trash each week. The number was hotly debated, with

environmentalists arguing that one 30-gallon bag per week was sufficient, while large families contended that two bags wouldn't be enough.

"People said it couldn't be done with 104 bags," Sampson recalled. "People felt it was some sort of injustice, some form of socialism, to be restricted to 104 bags. And I thought, 'My God! Not only is it possible ... [the 104-bag limit] was overly generous.' "

Before Fayetteville instituted its program, all residents were charged \$9.25 each month for trash collection, regardless of how much they threw away. After the program began, they could still throw away more than two bags each week, but there was a catch. When they exhausted their year's supply of magenta bags, residents were obliged to buy additional bags from the city for \$1.50 each.

This volume-based—or "pay-as-



LAYING IT OUT: Sampson displays a week's worth of trash.

you-throw"—system was intended to encourage residents to reduce the volume of their trash, but, as Sampson noted, the euphemism is not an entirely accurate description of the program. She paid \$9.25 each month in 2000, even when she didn't put out any trash for the city to collect.

It's also difficult to determine precisely how effective the "pay-as-you-throw" program has been citywide. Between 2000 and 2001, city officials said, the volume of residential waste went up (from 9,526 tons to 10,828 tons), while the volume of recycled materials decreased (from 4,267 tons to 4,091 tons). Over the same period, they added, however, the number of residents covered by the program—apartment-dwellers are excluded—increased by 2,907, so comparisons are difficult to make.

Still, Sampson called the "pay-as-you-throw" system a step in the right direction.

Her own commitment to an intensive personal recycling program was forged through a step-by-step process of small lifestyle changes, the 44-year-old Sampson said. She had always recycled aluminum cans and glass bottles, but several years ago during Lent she decided to give up meat and investigate where her food came from.

Her research persuaded Sampson

that meat production [at least in the United States] consumes enormous quantities of water and grain that could be used to alleviate world hunger, and so she remained a vegetarian after the Lenten season ended.

A comprehensive commitment to recycling then seemed the logical

next step toward her goal of living more lightly. "That's a spiritual choice for me. It goes beyond civic duty or civic pride." Everyone, she feels, has a duty to be a good steward of the earth's resources.

Over time, so-called "pre-cycling" has become the key to her own efforts.

"This is not for everyone ... but where I am is trying to reduce the amount of things that I buy that need to be thrown out," Sampson said. "So I'm not so much into recycling as I am into making wise choices at the cash register."

The first step, of course, is to make sure the food containers she buys are recyclable. But she notes that not all food containers bearing the recycling symbol can be accepted by all municipalities. In her case, she forgoes her favorite brand of yogurt because its plastic containers aren't on the list of items recycled by Fayetteville.

Sampson buys staples like rice and beans in bulk from a local food co-op and carries those purchases home in her own glass containers. The rest of her groceries she carries in cloth bags, which enable her to refuse plastic sacks.

Those cloth bags are a good illustration of how she changed her habits incrementally. At first, she said, she kept them at home. "When I would go to the store, I wouldn't have

a bag. So, I thought: 'Why don't you put the bags in the car and just keep them there?' And then there would be times when I put one bag in the car but then I took it into the house. So I thought: 'Why don't you keep two or three bags in the car?'"

When she eats in a restaurant, Sampson carries her own container for leftovers so that she doesn't have to accept plastic foam boxes. At first, however, she tended to forget her container, so she decided to keep it in her car—along with her cloth shopping bags.

She doesn't buy paper napkins, paper towels or plastic zip-lock bags, and noted that this choice was economical since all those items must be replaced. Instead, she uses cloth napkins, sponges and glass or plastic storage containers.

"Rather than trying to increase your recycling effort, start at the point of purchase," Sampson advised. "Think of how that item is packaged, that item that you so desperately need and so desperately want. Think about how much [volume] the packaging is going to take up in your trash."

Even for Sampson, such decisions are not always easy.

To demonstrate, she pulls out a cardboard box that not long ago contained her new air purifier and holds up the plastic foam shapes that had supported the purifier inside the box.

"That's just about the size of one month of my trash," she said, frowning. "I had to weigh that [purchase] quite heavily."

Then Sampson produced a second box, one that had contained a space heater. The packaging she removed from the box is made of paper—and completely recyclable. "Wonderful, wonderful," she murmured. "I'm glad I made this purchase." ✍️

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*Scott Morris is a free-lance writer living in Fayetteville, Ark.*

# A PROMISE KEPT

## Oprah's GIFT of goats is a gift of HOPE.

*Story and photographs  
by Darcy Kiefel*

*“Perhaps with the gift of our goat, my sisters and I will one day continue our studies. Heifer International and Oprah’s hope that our children will have a future is our dream—and possibly our reality as well.”*

**Leonida Byabasaija**

*It's a joyful day in Kisinga, Uganda,  
for young Evelyn Masika.*

In her mud home, made vibrant by flowers, Leokodia Byabasaija extended her hand to welcome a stranger and created an everlasting friendship

Byabasaija, a beautiful woman who conceals the hardships of her life with an engaging smile and warm heart, lives in the village of Kisinga, Uganda. Not long ago she had a happy life with her husband, Lesio, and their children.

Married in 1968, the couple, working as peasant farmers, raised nine children. Although they struggled, together they managed to send their children to school and put food on the table.

In November 2001, after 33 years of marriage, Lesio died, leaving Leokodia a widow with children to raise and nothing more than a small vegetable garden for their survival.

But Oct. 30, 2002, brought a new future to Leokodia Byabasaija, her children and many other families in other Ugandan villages.

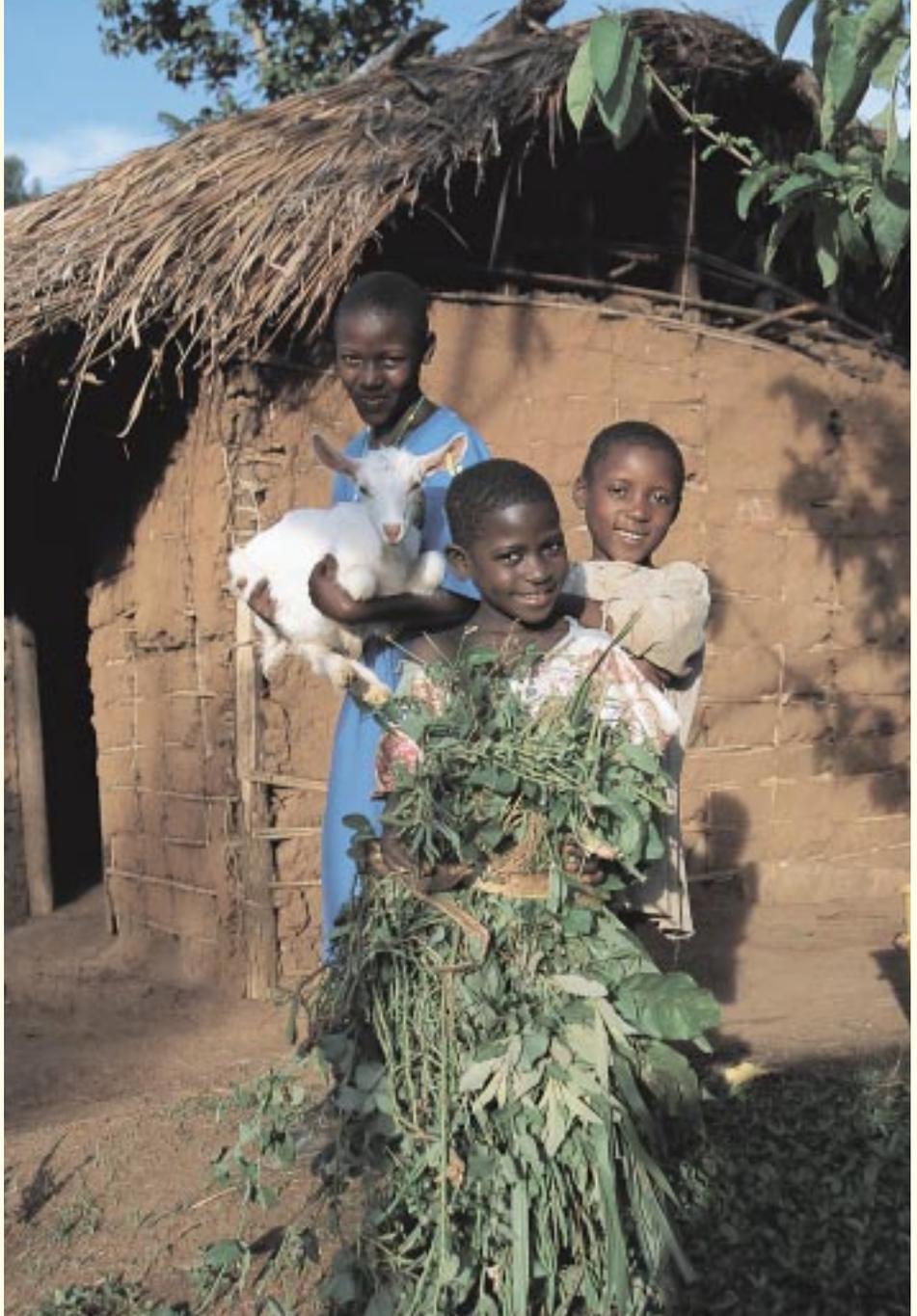
On that day, Heifer International and the Kisinga Women's Dairy Goat Project celebrated the arrival of 50 dairy goats donated by Oprah Winfrey, the world-famous American talk show host.

Winfrey, a supporter of Heifer International, recently met Beatrice Biira, who comes from Kisinga. When Beatrice was nine years old, her single mother was working desperately to provide for her large family. Beatrice could only dream of attending school.

Through the gift of a Heifer International goat and hard work, Beatrice, now 18, has since completed her studies and received a scholarship to attend college in the United States. Her story was told in the award-winning children's book "Beatrice's Goat."

In September, Beatrice traveled from Uganda to Chicago and appeared on "The Oprah Winfrey Show," during which Winfrey announced that she was giving 50 goats to Beatrice's village of Kisinga and other Ugandan villages.

The night before the distribution of the dairy goats donated by Oprah Winfrey, torrential rains darkened the



village of Kisinga, but not the spirit of its people. The villagers spoke throughout the night about next day's celebration and their hope for the future.

In this mountainous region of Uganda, men and women struggle to provide even the basics, but most children remain malnourished.

Muhindo Gulyerimu, his wife, Margaret, and their eight children were one of the fortunate families who were to receive a goat. "Both my wife and I are peasant farmers and have looked after our family the best we could, but since we have no income we have lived with many struggles," Gulyerimu said the night

before the goats arrived.

"We couldn't afford to send our children to school. At times we couldn't even afford to buy milk for them and watched helplessly as their health declined.

"Life has not been so straight for us," the farmer said. "We have observed the benefits previous Heifer project-holders have received and how their lives have changed. All along we have spoken of an equal dream, and now we see our dream coming true. When we receive our Heifer International and Oprah goat, we are confident we can overcome."

Leokodia Byabasaija works every day to provide for herself, her three

daughters still at home—Leonida, 15, Rose, 19, and Justine, 20—and two orphaned grandchildren.

“As a peasant farmer I work hard, but it is only for our survival,” Leokodia said. “I have planted beans, cassava and other vegetables, yet there is no income to be made.

“Since the death of my husband I can no longer send my daughters to school,” she said. “I myself received no education, but I understand a child going to school is invaluable. Many become independent and lead a better life.

“I am proud to say I have assisted my daughters through Primary 7 [approximately junior high school in the United States] and Secondary 2 [sophomore in high school], but since then it has become impossible. Recently, my eldest daughter was to take her final high school exams, but we had no money and therefore her education is incomplete. I could only weep for her.”

Leokodia’s daughter, Leonida said, “I was so sad when I could not continue school. I watched as my classmates took one step ahead of me. I loved going to school very much, but because we are so poor and have no

money there was no chance for me to continue. Now I stay home, digging with my mother to provide our family with food, and can only dream of school.”

These days, the Ugandan government subsidizes primary school. Secondary school isn’t included, and most families in the village of Kisinga can’t afford to further their children’s education.

Sister Margaret Biira is headmaster of the Nsenyi School in Kisinga, the school Beatrice Biira attended. At Nsenyi School 869 children attend primary grades one through seven. Sister Margaret said, “Since the government has supplemented primary education, the number of children in our school has increased rapidly. Most of these children come from poor families.

“The parents try their best, but it is not easy to send their children to school,” she said. “They dig their land for potatoes, and women walk a great distance with the heavy load to sell at market. One basket of Irish potatoes amounts to 2,000 Uganda shillings, a little over one U.S. dollar.

“Very few of the parents can afford the cost of school supplies [and

therefore school], and even fewer have enough to feed their children before supper,” Sister Margaret said. “Many walk as far as five kilometers to reach school, leaving their homes without a meal. A small number of the children will eat lunch and even fewer take milk. Most do not even know how it tastes.”

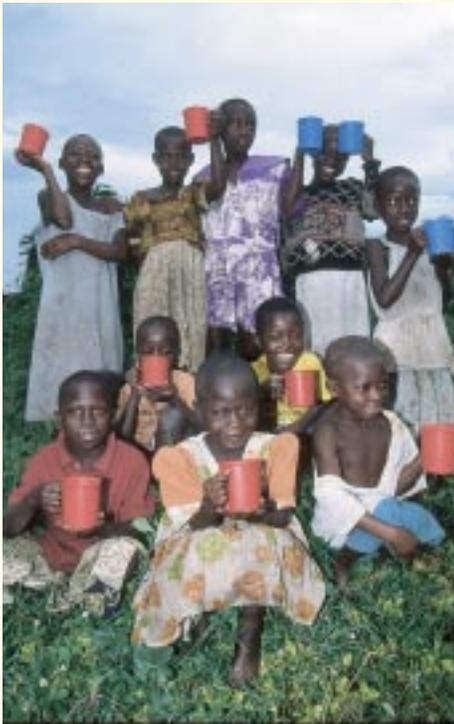
The women of Kisinga have fought hard over the years to change these conditions. In 1989, the St. Clare Women’s Development Association was established to involve local women in various activities such as crafts, literacy programs, home hygiene and primary health care.

Even in this male-dominated society, a great number of men began to notice positive changes and have since welcomed the women’s progress.

In 1991 Heifer International recognized the work of the St. Clare Women’s Association. The newly named Kisinga Women’s Dairy Goat Project was established, with Heifer International distributing 115 dairy goats to 104 families. Fifty-five female goats have been passed on to 55 families.

Today, Heifer continues to train women and families in goat





husbandry and management, health, leadership and the integration of women into society. Soil erosion is a major problem in this area, and Heifer also trains farmers in ways to protect the environment.

Courses are held for both new and previous project farmers as the need arises, and an additional 100 families are educated each year before receiving the pass-on gift of animals. As more women continue to join the Heifer project group, more women have become enlightened and empowered.

One dairy goat can change the life of a family. The recipients of the dairy goats given in 1991 have greatly improved both their children's nutrition and increased their family income through the sale of young goats and milk.

Most have constructed new homes, and all recipients have been able to send each of their children to school. In addition, the passing of a goat offspring to another family has helped create unity and friendships in the community.

Masereka Sileo and his wife, Spiranza Sileo, received their Heifer International goat in November 1994.

"After our Heifer goat had kids, we passed on the gift of an offspring with happiness to our neighbor and kept the other for project sustainability," Spiranza Sileo said.

"Over the years our Heifer International goat has had nine pregnancies. The total sale of goats has amounted to 800,000 Uganda shillings [about \$450].

"Our original goat provided our family with three liters of milk daily, half of which we consumed and one liter we offered to our sickly neighbors," she said. "Their children were malnourished and in great need of milk."

"Before Heifer International we were low-income peasant farmers," Masereka Sileo said. "Our way of life was not the best compared with how we live today. We survived in a grass hut with seven children. It would leak every time it rained and our health suffered. We couldn't even afford to buy a cup of milk for our children.

"When the message came that animals would arrive to help our village, we welcomed the idea. We were trained in cultivation, construction of a pen for the animals, health, environmental protection and gender issues," he said.

"The Heifer International training took a great deal of time, and we almost lost hope. But because the training was so strong we remained patient. In 1994, our dreams came true and positive changes have continued to occur since then."

Mrs. Sileo added, "From the breeding, selling and milk of our goats we built the home we are now sitting in. All our children attend school, our son has almost completed high school, and one of our daughters is enrolled in nursing school.

"Our orphaned granddaughter whose mother passed away when she was young has been drinking goat's milk since that time. She has never been sickly. I am not ashamed to say I am the woman I am today because of Heifer International. I have encouraged many other women to join our group. Now their dreams are coming true. Tomorrow, they will be given the gift of a goat."

As the clouds parted and the sun rose the next morning, the village prepared for the arrival of the animals. A Heifer International truck carrying the goats entered the celebratory circle as drums beat loudly and women danced.

Although there are no televisions in the village of Kisinga and Winfrey was unable to visit, the women of the Kisinga Dairy Goat Project praised their benefactor. During the ceremony celebrating the goats' arrival, the women offered Winfrey their love and respect.

Peregia Bwambale, grandmother of Beatrice and chairwoman of the Dairy Goat Project, expressed her gratitude to Winfrey during the festivities. "We highly welcome you, dear Oprah, to our village of Kisinga with great honor and happiness," she said.

"We have worked very hard to prepare for the arrival of the 50 dairy goats you have graciously donated to the women of our community. These dairy goats will greatly assist our women members," Bwambale said. "We have struggled so long to uplift the status of women in our locality and positively change the lives of our people.

"We are confident that these goats will improve the development of our area and the lives of our Kisinga families. Thank you, Madame Oprah. *Wasingya, Madame Oprah. Wasingya kutsibu, tsibu.*"

Back at home, Leokodia Byabasaija was feeling blessed. Beaming, she led her dairy goat to its newly constructed corral while her children watched with pride.

Leokodia's daughter, Leonida, spoke of her family's new hope.

"I have seen the lives of our neighbors change because of their Heifer International animal," she said. "I believe and pray that, God willing, this animal will bring our family a better life," Leonida said.

"Perhaps with the gift of our goat, my sisters and I will one day continue our studies," she said. "Heifer International and Oprah's hope that our children will have a future is our dream—and possibly our reality as well." 🐐



# When is enough enough?

*The following is an excerpt from "Epicurean Simplicity" by Stephanie Mills. Mills has participated in the ecology movement for more than 30 years. In 1996 Utne Reader named her one of the world's leading visionaries. Her books include "Whatever Happened to Ecology?" (Sierra Club Books, 1989), "In Service of the Wild" (Beacon Press, 1995) and "Turning Away From Technology" (Sierra Club Books, 1997). Mills lives in the Great Lakes region of the upper Midwest.*

*By Stephanie Mills*

**M**ost people's definition of enough is "just a little more," and in my first impulse I am not unlike most people. Still, because I am persuaded of that Thoreauvian precept that real wealth is a disinterest in the acquisition of things, and because I suspect that the ultimate wealth might be to be

From "Epicurean Simplicity" by Stephanie Mills. Copyright © 2002 Stephanie Mills. Reprinted by permission of Island Press/Shearwater Books, Washington, D.C., and Covelo, Calif.



entirely freed of the need for things, I regard my advantages, privileges, and comforts also as liabilities. Conveniences quickly become necessities. They have enabled my ignorance of some fundamental survival skills and cost me opportunities in resourcefulness.

The hardihood it took to live here in the upper Midwest a century or ten centuries ago was integral. Form followed function. Hunters and trappers, then farmer and loggers and their womenfolk, probably didn't fret, as I do, about body image, but about how to produce enough food to sustain a tremendous amount of hard work, such as raising barns or families of nine children, both of which got done eighty years ago at the homestead that eventually became the Hovel. They slogged around in buffalo or bearskin robes, woolens, and leather boots, not Gore-Tex or Polarfleece clothing. Living

through the typical woman's day in those circumstances no doubt would feel like a violation of my human rights and help clarify why it is that people embrace progress with such adoration.

The twentieth-century notion of progress entailed ever-increasing reliance on goods and resources brought from afar and brokered centrally. Most of my post-progress household's economy—electric service; propane for cooking; gasoline for driving; paper, metals, and food—is imported from outside the bioregion and as such is not sustainable. Long lines of supply are costly and vulnerable to disruption.

Living in the country in the modern way seems to entail using a car, or maybe the car makes it possible to live in the "woodburbs" in a non-self-reliant way. It comes down to the fact that my Toyota wagon makes a direct annual

contribution to the greenhouse effect, which is changing the weather and degrading the country. So my way of life is threatening my way of life. Like so many well-intentioned people, I'm caught in a monkey trap.

As Tolstoy pointedly summed it up, "I sit on a man's back, choking him and making him carry me, and yet assure myself and others that I am very sorry for him and wish to ease his lot by all possible means—except by getting off his back."

Finding ways to walk my talk and reduce my complicity is a long-term project. It's some consolation to know that I'm not the only aspiring simplifier who's found it difficult to unclench her tiny fists from some amenity. In "*Voluntary Simplicity*," a seminal article published in 1937, Richard Gregg told of fretting aloud to Mahatma Gandhi that truly to simplify, Gregg would have to give up his library. Gandhi responded: "As long as you derive inner help and comfort from anything, you should keep it. If you were to give it up in a mood of self-sacrifice, or out of a stern sense of duty, you would continue to want it back, and that unsatisfied want would make trouble for you."

Like personal mobility, my solitude isn't something I'm ready to give up. Yet I am persuaded that individualism, if not individuality, is a major obstacle to the sharing of goods that is essential to the truly simple life. Facing my own complicities, I've concluded reluctantly that the simple life is not something best practiced in isolation, at least not by a person of sub-Gandhian character.

The harmful aspect of living alone is being the sole consumer of one of everything rather than being part of a household community in which many things may be shared. Certainly, a society reduced to its least common denominator of singletons, one to a dwelling, is the ultimate market, with each and every person a consumer

wanting his or her very own hot tub, lawn mower, and espresso machine.

On the other hand, a singleton can run a frugal household without worrying about depriving anyone (like children) of a normal way of life and without nudging spouse or offspring on conservation measures like using leftover water from the cat's drinking bowl to irrigate houseplants or mandating that the dishes be washed in an aqua-frugal, if less than perfectly hygienic, way.

Some conservation and hardihood is built into my household infrastructure. Such high-minded measures can lose their luster, become onerous, but they remain commitments nonetheless. There is wood heat, for instance, to which I am structurally committed by the

*Troubling awareness of the growing inequality within human societies and the encroaching scarcity or contamination of the basics—food, fuel, shelter—is part of the reason I value my own sleek simplicity . . .*

deliberate omission of any other economical means of heating my house. As of February 2001, midpoint of a gray, snowy winter, the corollary virtues of wood heat were long forgotten, but it remained my only good source of warmth. Somehow, I had imagined that all the work a woodstove involves would get easier the longer I did it, but every year it becomes more difficult. I forgot to factor in the aging process.

On a chilly morning, I may be found on the couch swaddled in a spiffed-up comforter, drinking gunpowder tea. The only sounds in the house are the draft of the woodstove and the ticks and creaks of its sheet steel, of the cat giving herself a bath, and of my own digestion and the stroking of graphite on paper. A blue jay near the bird feeder might make a commotion. In such moments, I lead the perfect life,

with comfort, solitude, a spacious privacy, and the invitation to write. Yet in the midst of such moments, I clutch at my comforts and necessities, fearing the day when I may have to do without if, say, the economic house of cards in whose cozy attic this wordmonger dwells is collapsed by a gust of ecological reality.

"Scratch a fear, find a wish; scratch a wish, find a fear," said my friend Felicia Guest.

Troubling awareness of the growing inequality within human societies and the encroaching scarcity or contamination of the basics—food, fuel, shelter—is part of the reason I value my own sleek simplicity so acutely. In this world, that there is food for me when I want to eat amazes me. I can even be choosy

about my midnight snack: Graham crackers or whole-wheat toast? Yogurt or banana? Soy milk or herb tea? I savor the food and choke back the thought of all the hunger on earth. Heightening that awareness is the fear that someday there might not be food for me to eat; then I'll go bereft of victuals, let alone choices of what to savor.

The paradox is that I seem to be having a good time on the eve of destruction. Seeing the degradation of land and life at the planetary and neighborhood scales causes me pain. Yet every day, sooner or later, some living pleasure overtakes me. It could be the midnight coyote chorus or an owl asking, "Who cooks for you, oo, oo?" It could be a letter from a friend, the preparation and enjoyment of a meal, or a walk out back to plant acorns. Love confronts death daily, and so far, it's a draw. 🍵



# The Village They Call Paradise

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*Guatemalans work to rebuild  
and protect their land.*

*Story and photographs by Darcy Kiefel*

**I**t is their Paraíso—paradise. It hasn't always been so. For 36 years, civil war ravaged Guatemala. The end to the political violence came in 1996. Now the residents of Agroaldea El Paraíso, in the Guatemalan highlands, are working hard to rebuild their lives and preserve their land. With the support of the Agros Foundation and Heifer International, Guatemalans displaced by the fighting are forming new communities, building new homes and resuming their traditional farm activities.

These people who saw their homes set afire and loved ones killed, who fled for their lives, spending years as refugees, are finding new hope. They are eager to work, and, after years of silence, some have begun telling their stories.

Agros, a non-profit, non-governmental organization, developed the concept of the new community, providing the land, latrines, houses, stoves, roads, piped-in water, an irrigation system and a school, among other infrastructure, for the village. Agros helps the rural poor in developing countries break free from poverty.

The organization works with poor rural families so that they can own agricultural land and attain economic self-sufficiency. Agros supports 15 developing communities in El Salvador, Guatemala and Nicaragua. Since 1982, Agros' efforts have helped 3,000 people out of poverty.

Six years ago, Agros invited Heifer International to join it in its work. The organizations began working in the three farming communities of Bendición, Belén and Los Angeles in the Ixil region of Guatemala.

The project trains residents in hillside farming techniques, teaching them sustainable practices. Farmers have recently begun planting nitrogen-fixing trees, which also provide supplemental forage. The farmers also are learning how to raise animals in semi-confinement, a system that helps preserve the land.

Heifer International and Agros seek to improve the nutrition and income of more than 100 families, providing 50 families with two female goats and two shared male goats among participants on a rotating basis.

Seventy-four additional families will receive two female rabbits, and 10 families will get six Creole hens, providing them a source of quality

protein. The excess eggs will be sold at market to bring in much-needed income.

Agros will also assist in building an adequate water supply system for domestic and agricultural use.

The Ixil communities are nearly 6,000 feet above sea level. The climate is cool but humid, with most of the farmland covered by forests.

Agroaldea El Paraíso has a total of 86.41 acres. Each family owns 3.31 acres. Most of that is forest land and land that produces basic grains and irrigated vegetables. The rest consists of 0.10 acre for living quarters and a patio and 0.14 acre for communal use.

As the result of poverty, many families have migrated to Guatemala's urban and coastal areas to find work. As farmers work to rebuild their communities, visions of the past continue to haunt them.

During the war, thousands of people were forced to become refugees, fleeing their rural homes in search of safety in bordering countries or in the mountains. Families were shattered; lives, land, homes and animals destroyed.

For years, many Guatemalans refused to discuss the war. Slowly, some have begun to tell their stories of both tragedy and bravery.

Carmen (not her real name) smiled broadly when recalling the year she and her husband became one of the first families to build their new home

in Agroaldea El Paraíso, with the help of Agros. But when she began to discuss the past, Carmen lowered her head as if in prayer.

"The first part of our lives we had nothing," she said. "We walked in the mountains and lived with the deer and wild pigs."

"When the soldiers came we had to run to other fields. If we left the fields the soldiers tried to kill us, and when the guerrillas came, they too acted like soldiers and killed," Carmen said. "We were attacked from both sides. There was nothing for us to do and nowhere for us to go."

"My mother and the rest of my family died in the field and I never saw them again," she said. "The army also killed my first husband, but, thank God, they did not take my children."

"When the fighting stopped, I married again but our family was without food in our stomachs and a roof over our heads," Carmen said.

"We built a tent from plastic



and lived there while asking for other places to stay.”

Carmen suddenly became full of life. “And then Agros arrived in the Nebaj area looking for those of us who had no home. I traveled with a technician who put our name on the list of those who owned no land. They arrived from Guatemala City to conduct a meeting and said, ‘If you are willing to work, we are willing to help.’”

Agros bought the land for the village, but it wasn’t completely developed and needed to be cleared. Also, most of the land in Guatemala is forested, and there is no mechanized production of basic grains and vegetables.

“The technicians showed us some land. It was close to the mountains and it was beautiful,” Carmen said. “We started with a road,” she said. “We labored hard and stayed together, sleeping in tents and eating tortillas to keep up our strength in the long working hours.”

“When we finished the road, the technicians came again and asked us to start building our houses,” Carmen said.

“At that time we had no corn,” she said. “We had little food but it didn’t matter. We knew we could do it. We woke each morning at 1 a.m. and sent two trucks into the mountains to bring rock to our village. Six groups worked different shifts.”

“Then we cut grass to make room



*“We have received exceptional advice and support from both Heifer International and Agros, but we also understand in our hearts that we, ourselves, have been strong and worked very hard for our Agroaldea el Paraíso.”*

**Carmen**

for our houses, searched for a village higher in the mountains to supply us with water and, in the end, planted corn and vegetables,” she said.

But the planting was done during the dry season “and we harvested very few crops,” Carmen said. Everyone in the village worked hard to cultivate the virgin soil “and then, gracias a Dios,” Heifer International came to the village at the invitation of Agros.

“They [Heifer] brought goat milk and cheese and asked us to taste it.

Everyone agreed it tasted good. We asked where there would be more and we were told we must work for it. ‘In the end, we will provide families with goats and rabbits. And you can use the manure to grow quality vegetables in quality soil,’ we were told.”

Carmen said, “Heifer International told us how to store manure for compost, how to build pens for the animals and trained us to plant nitrogen-fixing plants and trees for forage and food. Heifer International observed our efforts and said, ‘Now you have knowledge and now you will have food.’”

“Then Agros and Heifer agreed we were well prepared and we received our goat. Today, we put manure under our carrots and vegetables for strong crops and then we harvest a second crop of broccoli and potatoes. Our potatoes are sold to Cotzaland. Our broccoli

travels as far as Antigua,” Carmen said. “We have received exceptional advice and support from both Heifer International and Agros, but we also understand in our hearts that we, ourselves, have been strong and worked very hard for our Agroaldea El Paraíso.”

These days, the villagers work to protect their environment. For Carmen and other residents of this developing community, Agroaldea El Paraíso is worth the work. It’s been a long time coming. 🌱

# Lessons of a Learning ORGANIZATION



By Hans J. Hoyer

Our ability to adapt to changing circumstances, particularly at the strategic level where we must make long-term choices about goals and resource allocation, directly impacts the lives of the disenfranchised and marginalized people with whom we work around the world. They depend on our ability to learn as an organization.

Non-governmental organizations (NGOs), like Heifer, are becoming more rigorous in evaluating and documenting their work. We are more willing to admit that we can learn not only from our successes, but from our failures as well, particularly in a competitive funding environment. This is the essence of a learning organization.

We at Heifer International believe in what has come to be called “transparency,” opening up our world to our supporters so they might understand the reasons that our organization makes the decisions it does. Transparency is a way of establishing trust as well as a way to help organizations—public, private or nonprofit—keep themselves honest.

That’s why I want to share with readers of World Ark some of our philosophy about the way Heifer conducts its work.

The following are eight key steps for successful organizational learning:

## 1. Create a supportive culture.

Learning must be rewarded either overtly or implicitly, and this must be legitimized at all leadership levels of the organization.

## 2. Gather internal experience.

We must provide opportunities for field-based personnel, partners and practitioners to meet, share and learn from each other’s experiences. We were recently able to do this at a worldwide Heifer meeting to discuss gender experiences, and we have plans in the near future to review Heifer’s Agroecology Council effectiveness. We want to create experiences where our internal experts and practitioners come together with researchers and other NGOs and governmental agencies from around the world.

## 3. Access external learning.

Heifer can learn a great deal from studying what are called “best practices” in a wide range of organizations in the public and private sectors. This requires a genuine willingness to share our own learning—both successes and failures.

We are also aware that we gain a multiplier effect from sharing ideas with other NGOs, in a setting where learning can be immediate and influential.

## 4. Establish communications systems.

If learning is the lifeblood of Heifer, it requires a circulatory system to constantly stimulate and refresh itself. Systems must not be so “heavy” that information sinks without a trace, or so “light” that it evaporates.

## 5. Draw conclusions.

Drawing conclusions converts information to knowledge and knowledge to usable wisdom. This process should be the responsibility of the entire organization and should happen as near to the actual experience as possible. One method is

to insist that no experience should be documented without consideration of its learning points and its implications for policy, strategy and practice.

## 6. Develop an organizational memory.

Learning cannot remain locked inside the heads of individuals. A learning organization needs mechanisms to “download” individual memories into the public domain so that everyone can continue to access that person’s experience and wisdom long after he or she has moved on. Some organizations require departing staff to go through an exit process or be linked with trainers to help develop case studies or other materials. Other strategies include documentation, databases, resource centers, policy papers, guidelines, training and discussion of experience.

## 7. Integrate learning into strategy and policy.

If policy development is seen as a participatory learning process in itself, this strengthens the process of integration and builds commitment. Organizations work in a dynamic environment, with priorities often shifting or changing because of emerging or lost threats and opportunities. What is crucial is that the organization reflects and learns so it can better respond to the future.

## 8. Apply the learning.

Only when learning is applied can we say that a continuous learning cycle has been created.

No one person, no one organization, no matter how well intentioned, is perfect. We at Heifer know this, but we also know that understanding our limitations and learning from our experiences can become a source of strength. It is as true for an organization as it is for people. 🐄

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*Hans J. Hoyer is Heifer International’s Executive Vice President and Chief Operating Officer.*

# WORLD ARK Gift Shop



▲ **Cow That Saved the Earth**  
Short sleeve, preshrunk cotton shirt with African art and Heifer International logo on sleeve  
Color: Black  
Adult Sizes: S-XXL  
#NS4800, \$12 each



◀ **Ark T-Shirt and Sweatshirt**  
Beautiful Heifer animals on parade by artist Roxanna Villa  
Colors: White with multi-color design

T-shirt  
Adult: #NS4400; Sizes: S-XXXL, \$12 each  
Child: #NS4400; Sizes: XS-L, \$10 each  
Sweatshirt  
Adult: #NS4500-S; Sizes: S-XXXL, \$20 each  
Child: #NS4500-S; Sizes: XS-L, \$15 each

■ **Beatrice's Goat Tote Bag (Not Shown)**  
Beatrice's Goat imprinted on canvas tote bag; designed to promote Heifer's **Read to Feed**® program in conjunction with Simon & Schuster; Illustration by Lori Lohstoeter  
#NO0401, \$7.50 each

◀ **Heifer Denim Shirt**  
Heifer logo embroidered in brown and green above pocket  
Color: Light blue  
Men's Sizes: S-XXXL  
Long sleeve: #NS4100, \$30 each  
Short sleeve: #NS4200, \$28 each



▲ **Heifer Golf Shirt**  
Short sleeve, preshrunk cotton pique shirt with Heifer International logo  
Colors: Natural and white  
Men's Sizes: S-XXXL  
#NS4300, \$20 each



▲ **Ark T-Shirt**  
Beautiful Heifer ark art by artist Stephanie Carter  
Colors: White with multi-color design  
Adult: #NS4700; Sizes: S-XXXL, \$12 each  
Child: #NS4700; Sizes: XS-L, \$10 each



▲ **Heifer Caps**  
Relaxed front with Heifer logo, 100% cotton  
Colors: Stone or khaki  
One size adjustable  
#NS4000, \$10 each



▲ **Heifer Mug**  
Mug with Heifer International logo  
#NMO411  
\$8 each





## CERES CENTER, CALIFORNIA

### February-April Service Learning

Fight hunger through service with a four- to five-day Alternative Spring Break for youth or adult groups.

### April 25-26 Heifer Hunger Happening

United Methodist Church-sponsored event including hands-on activities with animals and gardening for junior and senior high youth.

### May 10 Pancake/Waffle Breakfast

### June-July Summer Day Camp

Hands-on program for youth ages 6-12 will include farm-type activities as well as cottage industries such as candle-making.

### June-August Service Learning

Weeklong "mission trips" for youth groups which include both service to the Ceres Center and learning opportunities for the youth.

### June 7 Spring Faire/Yard Sale

Learn more about Heifer International, its mission and its impact around the world. Tours, barbecue lunch, and an opportunity for the whole family to learn about world hunger issues.

### Year-Round Global Village

Get a taste of the real world with this overnight experience.

### Meeting Facility

Have your meeting or gathering "down on the farm" and learn about Heifer's mission to overcome world hunger and poverty.

## HEIFER RANCH, ARKANSAS

### April 17-20 Heifer University at the Ranch

This unique experience is focused on helping you help Heifer International in your community and region. Get the tools you need to promote Heifer and learn more about us.

### April 20-25 Service Elderhostel

A wonderful service and learning opportunity exclusively for the 55+ crowd. Be a part of the solution by working in our Global Village, organic gardens or with the livestock. (Full. See October.)



### May 4-9 Outdoor Watercolor Elderhostel

Experienced beginner and intermediate painters aged 55 and over have the chance to hone their craft among the beautiful Ouachita Mountains at the greenest time of year.

### June 22-27 Family Service Learning Elderhostel

Week-long service and learning opportunity for those aged 55 and over and their children and grandchildren.

### June-August Service Learning

Weeklong "mission trips" for youth that include both service to the ranch and learning opportunities for the group.

### Spring and Fall Global Explorers

Become a Global Citizen in this two-day residential program for middle school groups.

### Year-Round Global Village

Get a taste of the real world with this overnight experience.

### Challenge Course

Learn the ropes about hunger in the low and high elements.

### Cottage Industry

Attend workshops that turn animal products into marketable items.

### Conference and Retreat Facilities

Reflect on your place in the world in modern lodges, meeting rooms, a dining hall and an international gift shop.

## OVERLOOK FARM, MASSACHUSETTS

### March 15, 22, 29 Pancake Breakfasts

Saturdays in March from 9 a.m.-1 p.m. Observe the maple sugaring operation, tour the farm and enjoy hearty pancakes served with our own pork sausage. Reservations required.

### May 2-9 Women's Lambing Experience

Share in the lambing experience, and learn more about Heifer and the challenges women face relating to hunger.

### May 11-16 Participatory Development Home School Camp

A residential camp for home-schooled youth, ages 12-18.

### June 28-29 International Fair

Featuring the Global Village, including seven international sites with entertainment and fresh, farm-grown food. It's great family fun.

### Year-Round Day Education Programs

Full- and half-day education programs for groups. Includes a video and tour that may include a peasant meal in the Global Village, a hunger education session, a farm work experience and/or a horse-drawn hayride.

### Multi-Day Service Learning Program

Two- to five-day stays where groups enjoy farm work, hunger/sustainable agriculture education sessions and an overnight stay in the Global Village. Get a taste of the realities of life around the world.

### For more information contact:

Ceres Center, Ceres, California  
Sandy Groll (877) 841-7182  
or [cerescenter@heifer.org](mailto:cerescenter@heifer.org)

Heifer Ranch, Perryville, Arkansas  
Victoria Jackson (501) 889-5124 or  
[victoria.jackson@heifer.org](mailto:victoria.jackson@heifer.org)

Overlook Farm, Rutland, Massachusetts  
(508) 886-2221 or  
[overlook.farm@heifer.org](mailto:overlook.farm@heifer.org)

All locations are open year-round for drop-in visitors or schedule a field trip for your group.

# Travel with a Purpose

Why travel with Heifer?

There are an estimated 800 million malnourished people in the world with 1.2 billion of the world's population living on less than \$1 per day—a reality that is hard to grasp. But Heifer is working hard to decrease those numbers with our unique approach to self-reliance.

And we're educating others about how they can help.

Travelling with Heifer, you learn



how people are taking charge and changing their lives for the better. At the same time, you enrich your life through a new understanding of people's triumphs over hardship.

And, you can take this experience home to share with others.

Along with meeting people who have received animals and training from Heifer, you will visit

cultural sites and local markets.

When you return, you will be better equipped to go into your local community and take action to

alleviate poverty and hunger and care for the earth.

A Heifer trip is not for the casual tourist. Please request a Study Tour brochure (item #RP8061) for an overview of our travel.



## 2003 TOURS

### China May 20-June 8

Leader: Jan West Schrock  
jan.schrock@heifer.org  
(207) 878-6846

**EMIL**  
Poland  
May 10-21  
Leader: Dr. Rex Enoch  
rex.enoch@heifer.org  
(501) 889-5124

### Alabama May 7-11

Leader: Alissa Bellot  
alissa.bellot@heifer.org  
(404) 373-5112

### China June 22-July 8

Leader: Mark Schnarr  
mark.schnarr@heifer.org  
(501) 889-5124

### Uganda/Rwanda July 17-August 3

Leader: Libby Frith  
libby.frith@heifer.org  
(501) 907-4936

Leader: Hilary Smith  
hilary.smith@heifer.org  
(501) 907-2973

### Russia Late August

Leader: Priscilla Thompson  
priscilla.thompson@heifer.org  
(501) 907-2688

### Honduras September 17-27

Leader: Michelle Izaguirre  
michelle.izaguirre@heifer.org

### Armenia Early October

Leader: Mary Jennings  
mary.jennings@heifer.org  
(916) 942-3330

### United States One-day Seminars

During 2003 we will post the dates of seminars, available in various locations. These are held to increase understanding of Heifer's work in North America.  
studytours@heifer.org

Please check our website often for the most up-to-date information and a complete list of trips: [www.heifer.org](http://www.heifer.org).

### Approximate lengths of stay and costs for tours including international airfare, accommodations, meals and local transportation:

Latin America and Caribbean, 10-14 days, \$1,800 to \$3,500

Central and Eastern Europe, 10-14 days, \$2,800 to \$3,500

Africa, 17-24 days, \$4,000 to \$5,000

Asia and the South Pacific, 14-21 days, \$3,200 to \$4,500

North America (air transportation not included), 5-10 days, \$800 to \$1,500

Due to the uniqueness of our Study Tours, detailed day-by-day itineraries are not always available when tours are first announced. Our travel is determined by the projects we visit and is subject to change at any time.

If the contact is [studytours@heifer.org](mailto:studytours@heifer.org), information will be sent when it is available. Once a Study Tour leader has been posted we urge you to get in touch as soon as possible as Study Tours fill up fast.



# A R O U N D

## Seeking Gender Fairness

As part of Heifer International's continuing effort to develop gender fairness worldwide, the organization held a weeklong meeting in December in Puebla, Mexico.

The meeting, which took months of planning and drew 45 participants, had three goals: 1. To review the progress Heifer has made in implementing gender equity since the gender equity policy was adopted in 1998; 2. to develop strategies to achieve gender equity; and 3. to create the next steps needed to implement gender equity throughout Heifer and its projects.

Three gender equity experts participated in the Gender Equity Consultation, as the meeting was formally called. At the meeting's end, participants adopted a

declaration of gender equity and agreed on a list of recommendations to help Heifer achieve this goal. Among them included the hiring of a gender equity director.

Promoting fairness regarding the genders and family is one of Heifer's 12 Cornerstones.

The issue, though often difficult and sensitive in a world of diverse cultures, is more than a

bureaucratic one. It's vital to helping achieve Heifer's goals of ending hunger and preserving the environment. Gender equity includes issues such as HIV/AIDS, education for girls and domestic violence.



## It Takes a Cow

In developing countries, the difference between despair and hope can be as little as one animal.

Such was the case for Moeun Nanh and her husband, Phuch Porn. The couple, who have six children—three sons and three daughters—make a living farming in Sampeuv Keat Village, Battambang Province, Cambodia.

The family, the poorest in the village, had no income. Their meals were rice mixed with potatoes and vegetables. For four years they lived in a hut on their cousin's land. They had a one-hectare rice field, given to them by the governmental local authority. Two oxen or cows were needed for Moeun Nanh to plough the field.

Moeun Nanh borrowed a cow from her cousin, agreeing that she would take care of the animal, and that both Nanh and her cousin would share the offspring. The borrowed cow would be returned to



her cousin when the contract was finished. Nanh's aunt also lent her an ox for farming.

After two years, she had to return the ox to her aunt and didn't have enough draft animals to plough the rice field the next season. Finally, she rented an ox for the price of seven sacks of rice per year.

But her rice crop failed that year. The family was in debt. One of her sons was constantly ill, which increased the burden on the family.

Her two other sons decided to drop out of school to help the family grow vegetables. Sometimes, Nanh felt her future was hopeless.

In February 2002, KAWP, a local non-governmental organization, with the support of Heifer International set up the Village Cow Bank Project. The villagers selected Nanh as a project member. She received a heifer for draft power. She also participated in monthly meetings, attending livestock training courses at the provincial Animal Health and Production Office and visiting Banteay Srei's livestock project.

Now, Nanh doesn't need to rent an ox. She's able to save money. She plans to enlarge the pool on her farm, build an animal barn, produce compost fertilizer to increase yield and gain more experience in improved farming. The gift of a cow has given Nanh hope.

— By Ho Bunyeth  
Cambodia Program Coordinator

# T H E W O R L D

## Making the Grass Greener

The spring and summer of 2002 saw one of the worst droughts in New England's history. Even after the rain came in late summer, refilling ponds and renewing trickling streambeds, many farmers faced another struggle—a severe hay shortage.

In the hilly, rocky regions of southern New Hampshire, farmers who had been feeding hay to their animals throughout the summer to compensate for their baked, dusty pastures were facing meager hay stores for the winter and prices of \$5 a bale from sources in central Canada.

But in another part of New England, along the coast of eastern Maine, farmers had more hay than they could handle. In



August, some farmers were debating whether or not to even cut their fields, worried that they might not be

able to sell their hay crops. The stage was set for two groups of farmers to help each other through the long winter. Too often in the United States, farmers' isolation prevents cooperation and mutual benefit. This time, however, a simple piece of technology helped these two communities.

During fall 2002, the Mahar family in Maine sent out an announcement through an e-mail group list set up by Heifer for Northeast project partners. They asked if any farmers in their region needed extra hay. Sure enough, two farmers from a New Hampshire Heifer group

responded and quickly moved to exchange this fresh hay for a reasonable price.



Days later, their sheep were eating freshly cut hay from the Mahars' farm, and the Mahars were excited to have the extra money to take care of their family and their own herd of goats, cattle and draft horses.

The exchange helped several families prosper. But more than that, this

kind of cooperation has increased enthusiasm in the region for more opportunities for regional marketing and exchange. The connections built through Heifer projects, which are helping farmers share equipment, distribute information and pool buying power, have extended beyond local groups. Collaborations are occurring across county and state borders.

These farmer-to-farmer networks are helping farmers build links with buyers and transportation for their products.

What began with a hay exchange could become a critical element in the recovery of farming in the Northeast. Farming in recent years has in many ways neglected the traditional spirit of cooperation. Now some farmers are realizing that creating bonds between people could help them thrive in an often unforgiving farming atmosphere.

The creation of such a grassroots network holds the potential for reaching people beyond the Heifer community. As farmers pass on the gifts of sharing, they are unlocking opportunities for food growers and consumers throughout the region.

—By Aley Schoonmaker  
Northeast Field Assistant  
North America Program

## More Aid for Coffee Farmers

Green Mountain Coffee Roasters Inc.® and the U.S. Agency for International Development have signed an agreement to work together to help small coffee growers.

Heifer International, which works in many of the coffee-growing nations, and Green Mountain Coffee®, one of the leading specialty coffee companies in the United States, earlier had announced their decision



to cooperate to help coffee farmers. The growers are facing a coffee glut that has resulted in prices too low to sustain many of them.

USAID and Green Mountain Coffee Roasters, based in Waterbury, Vt., plan to provide "expert advice to growers to improve quality of their coffee beans and assistance in production, marketing and business development," a report by the Reuters news agency said.



HEIFER

HAPPENINGS

## Taking Heifer Under Their 'Wing'



Heifer International is well known in far-flung rural villages from Zimbabwe to Mongolia to Mexico. But on Jan. 8, Heifer also enjoyed a few rare moments in the U.S. prime-time television spotlight as part of the plot of the Emmy award-winning program "The West Wing."

Heifer has been honored by presidents from Eisenhower to Clinton. But on Jan. 8 President Bartlet of NBC television's "The West Wing" posed with a Heifer goat as part of an episode titled "Guns Not Butter."

Heifer supporter Brad Whitford plays a presidential adviser on the program. "West Wing" writers wove Heifer's global effort to support sustainable development into the episode about world hunger and foreign assistance.

In the program, the president (Martin Sheen) initially balks at posing for photographs with a farm animal. By the end of the show, Bartlet grows enthusiastic and poses proudly because he's convinced the publicity will highlight the problem of world hunger and help provide milk for poor families across the globe.

*Brad Whitford*

## Support for Success

Pat Troy-Brooks, the chief executive officer of Advanced Staffing Inc. of Philadelphia, knows what it means to struggle to succeed. Troy, who comes from an economically disadvantaged past, now has nearly 500 employees and company revenue of more than \$7 million yearly.

Her temporary staffing company, with offices in three states, is one of Philadelphia's fastest-growing businesses. It's also a community-minded business. Troy runs a clothes closet for those who are entering the job market but lack adequate attire, works with Toys for Tots and sits on the board of the Boys and Girls Clubs.

Now the dynamo has turned her attention to Heifer International. Troy saw Heifer mentioned on "The Oprah Winfrey Show" when Winfrey and former Secretary of State Madeleine Albright discussed the need to empower women in developing countries to keep them out of prostitution and abusive situations.

When she saw that a goat cost only \$120 ("I spent that on lunch for clients the other day!"), she got busy.



Troy solicited support from the business community, local schools and her church. She discussed Heifer on Philadelphia's Channel 28 and

gave a goat to the president of Discover Card on the air. She decided that her corporate clients, such as the vice president of MBNA Bank, would get a flock of chickens donated in their names instead of the usual gift basket. Her pastor agreed to do a special offering to Heifer and the congregation raised more than \$2,000.

After one year, Troy has made great progress in her goal of providing 500 animals to needy families. She has helped raise almost \$4,000 to purchase 104 animals. Her employees are taking a cue from their boss. They are asking their temp job supervisors to consider giving a tax-deductible gift to Heifer.

Troy has succeeded in her career, and now her compassion—and hard work—will help others become self-reliant.

## Putting Beads to Work

Wondering what to do with those old necklaces, bracelets and beads? Recycle them in a special way.

Members of Covenant Presbyterian Church in Charlotte, N.C., are making and selling beautiful prayer beads with the profits designated for Heifer/Rwanda.

If you have any loose beads, necklaces, bracelets or other suitable material you'd like to contribute, please send them to Diana Daughtridge, c/o Covenant Presbyterian Church, 1000 E. Morehead St., Charlotte, NC 28204-2888, or Becke Corkern, Study Tour Coordinator, Heifer International, 1015 Louisiana St., Little Rock, AR 72202.

The church project already has raised more than \$8,000 for Heifer International in the last few months. The beads sell starting at \$25; any donation above that cost goes to Heifer.

If any of the beads you choose to donate have special significance, please attach a note. If you would like to buy beads, please contact Daughtridge at the address above.

## Quilts for Cows

One hundred quilts will be auctioned at Heifer/Chicago's Quilt Auction III, Saturday, May 3, at the School of Culinary Arts at Kendall College, 2408 Orrington Ave., Evanston, Ill., beginning at 10 a.m.

Quilt-lovers may preview the handmade covers, throws and wall hangings from 8 a.m. Culinary students will provide a reasonably priced continental breakfast and box lunch. Admission is free and proceeds benefit Heifer International programs as well as projects in the Midwest. More than 60 volunteers will participate in the event.

Come to Chicago and make a weekend of it. Call (773) 279-9022 for more information.



*ARTISTIC LEANINGS: Audrey Veath, a member of the quilt auction committee, student chef Lorraine Garia and Sharon Panzica, another committee member, in the kitchen at the School of Culinary Arts.*

# The Fatal Harvest Reader: The Tragedy of Industrial Agriculture

*Edited by Andrew Kimbrell*  
Island Press, Washington, D.C.,  
Covelo, Calif.,  
London, paper, \$16.95, 369 pages.  
By *Michael Haddigan*

“Fatal Harvest” is a collection of more than two dozen essays exploring the current state of the developed world’s food production system, which is increasingly casting a shadow on farmers of the developing world as well.

The editors, as the title suggests, characterize the system as “industrial agriculture,” and with good reason.

In one of the more persuasive essays, Jason McKenney argues that modern mass agriculture assumes we can manage farms the way we manage factories.

The idea is that if we simply calculate inputs and supply them to living plants and farms, we can expect precise and predictable results.

Not so, says McKenney.

“Plants are far from simple machines with simple needs. To understand them as such is to abuse them and, in turn, to deprive ourselves of the nutrition and taste that we may derive from them,” writes McKenney, himself a veteran organic farmer.

Chemical fertilizers allow farmers in the short run to “hedge their bets,”

and achieve more predictable results from their fields.

But over time, the fertilizers lead to destruction of biodiversity in the soil, increased erosion, surface water

pollution and an ever-increasing need for plant nutrients. Farmers respond by using more manufactured fertilizers, which creates a “crisis of diminishing returns,” which McKenney likens to human substance abuse.

Another essay, by Ron Kroese of the midwestern Land Stewardship Project, proposes an intriguing explanation of industrial

agriculture’s origins.

In “Industrial Agriculture’s War Against Nature,” Kroese traces the roots of modern American agriculture to the world wars of the last century, particularly World War II.

“Agriculture merely played its role in that big picture. It should not be surprising then that today the United States is both the planet’s number one arms merchant and the world’s leading user and exporter of pesticides,” Kroese writes.

Kroese proposes that consumers disarm farming and become conscientious objectors—by thinking organically and buying locally.

Unfortunately, other contributions to the anthology are not so well reasoned.

The editors’ introduction, “Corporate Lies,” seeks to debunk

seven myths about industrial agriculture. Each section heading begins with statements the editors propose to disprove. The statements, such as “Industrial Food is Safe, Healthy and Nutritious,” and “Industrial Food is Cheap,” seem well worth examining.

It’s difficult to disagree with their conclusions, but the editors often arrive at them by way of unfootnoted facts, oversimplifications, contradictions, hyperbole, shrill rhetoric and maybe even a little paranoia.

Corporations are painted as all-powerful boogeymen; government as a sinister “other” force, and the media as thought-controlling menaces. These are mere human institutions after all. We built them.

Not surprisingly, Wendell Berry’s contributions are the most eloquent—and elegant—arguments for a shift to sustainable agriculture and a gentler approach to living on the earth.

While industrialism is based on capital and technology, he writes, agrarianism is a way of thought based on the land.

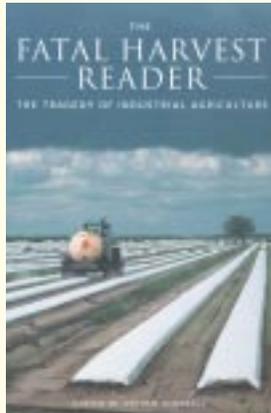
But everyone need not be a farmer, he says. We need only ensure that manufacturing and industry be properly employed, and only when it is appropriate to the local landscape.

The book’s afterword, also by Berry and titled simply “Hope,” acknowledges the barriers and challenges to a sustainable society. But Berry is also fearlessly encouraging.

“What agrarian principles implicitly propose—and what I explicitly propose in advocating those principles at this time—is a revolt of local small producers and local consumers against the global industrialism of the corporations,” Berry says.

Can such a revolt succeed?

Berry says it can, and in observable ways it is already succeeding.



# Empowering Women Through Self-Sufficiency

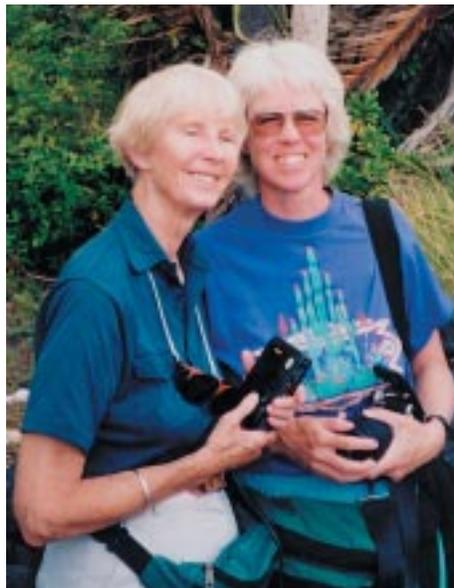
## *A Personal Commitment*

*By Dr. Marcia Hill*

This story brings together three threads: my mother's life and death, my own life, and Heifer International. My name is Marcia Hill. I'm a psychologist and a feminist therapist. Working as a therapist has certainly taught me something about the suffering caused by a world that treats very few people. If you haven't already guessed, I came of age in the U.S. in the 1960s. Changing the way the world works still seems to me the most important thing any of us can do.

Recently, I've been thinking about how best to change the world with the modest amount of money that I can offer to organizations. I've never particularly supported the arts, the local hospital or the Red Cross—though these are all good causes. I want my money to make a difference in a more profound way, and to address some of the fundamental inequities in this world. It seemed to me that at the deepest level, what is most unfair is the way that resources are distributed. Someone who is too poor to eat well or to afford school cannot hope to have many other life choices and cannot expect to have influence.

Women and their children always seem to end up near the bottom of the heap. It's well known that, in general, the countries that do well are those that treat women well. I want my money to go to organizations that help poor women become fed, become independent and become educated.



*Dr. Marcia Hill (right) with her mother Marcia L. Hinz Hill (left) in whose honor she established a WiLD endowment for Heifer.*

We all need those women. We cannot continue to manage the world based on the priorities of those who are primarily Western, male, and capitalist. It's just not working.

This brings me to my mother, Marcia L. Hinz Hill (I'm named for her). Mom was never as explicitly political as I am, but she was one of the kindest people I've known. She worked as a nurse, and (with my Dad) raised four children. She also had a sense of social justice, and joined with others in an effort to unionize the nurses at the hospital where she was employed. After she retired, she continued to volunteer at the local hospital. She died suddenly and

unexpectedly in October 1994, and I still miss her daily.

Establishing an endowment to support Heifer's Women in Livestock Development program has seemed to me to be the perfect way to honor my Mom. All the Heifer programs are a form of social justice, a beginning way to change the world's unequal distribution of resources—a way to change the way the world works. "Passing on the gift" is the best part of Heifer because it not only creates ever-widening circles of influence, but because it honors people's dignity. The WiLD programs in particular speak to justice for women, speak to the balance of power between the sexes, and speak to those changes in the welfare of women that are fundamental to the welfare of everyone.

I am not a wealthy woman by U.S. standards, but compared to much of the world, I am incredibly fortunate. I really do have everything I need, and it is a joy, not a hardship, to ask my family to give me donations to Mom's Heifer endowment fund as Christmas gifts. My Dad is planning to include the endowment in his will and I will do the same. In giving to Heifer, I am also "passing the gift" of my own good fortune.

I am certain my mother would have loved it. In my mind's eye, I see a village somewhere where women are treated better because of Heifer's

*continued on page 34*

gender equity work, and I can think of no greater honor to my mother than to have helped to make that happen. I think of some woman I will never meet who gains economic independence: This is a tribute to my mother's life. I imagine that long after I and my memories of my mother are gone, the granddaughter of that woman will perhaps have an education, a real chance at life, because of my mother's life. It is unbelievably comforting. I am grateful beyond words for the opportunity to support the work of Heifer and to memorialize my mother in this way. Thank you so much.

If you would like information on how to establish a country endowment, contact Heifer International Foundation at (888) 422-1161, or visit us online at [www.heiferfoundation.org](http://www.heiferfoundation.org) to receive a complimentary copy of the country endowment catalog, *Endless Giving*. By establishing a country endowment with the Foundation, you can become personally involved in Heifer's work around the world. Plus, 100 percent of funds from the endowment program go directly to the local country programs. Your entire gift will go toward helping the people in your designated country or cause.

There is no greater gift than hope. And no greater legacy than providing present and future generations with the means to live free from hunger and poverty.



## \$100 Million Club Members Support Present and Future Generations

Heifer International Foundation established the \$100 Million Club (OHMDC) to allow friends of Heifer to invest in the present and future work of Heifer International. When you contribute to the OHMDC, you are building a strong foundation for Heifer partners who need assistance now, as well as those who may need our assistance generations from now.

Each dollar contributed is placed in an endowment that will be there to support Heifer's mission for years to come, while earning income annually. Every year, 5.5 percent of the endowment is used to fund projects in the field. This ensures that an ample amount remains in the endowment in order to grow and support more families every year.

Joining the OHMDC is a great way to become personally invested in the work of Heifer. Memberships are also a great way to honor loved ones. Every member receives a certificate suitable for framing, recognition in Foundation publications and a beautiful cloisonné lapel pin. There is no minimum, and you can give regularly to help the club reach the \$100 million goal.

For more information or to join, call Heifer International Foundation at (888) 422-1161, or go to [www.heiferfoundation.org](http://www.heiferfoundation.org).

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- Please send me a country endowment catalog.
- Please accept my gift to the \$100 Million Club.
- I have already provided for Heifer in my will.
- Please send me a complimentary will kit.

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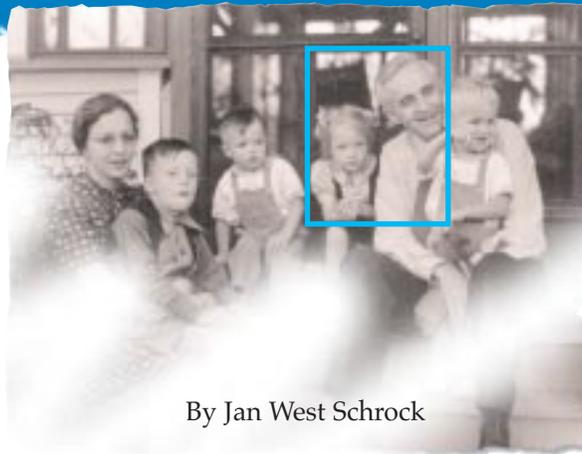


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By Jan West Schrock

## Darlin', do you really need them?

I was 10 years old. I ran to my father's office with a pair of spankin' new, shiny brown shoes, just purchased during our weekly trip to town. My father, who didn't seem to mind being interrupted, looked at me, not my shoes, and said, "Janey, Darlin', do you really need them?"

At first it hurt because I wanted him to share my joy and the beauty of those new shoes. But I rallied. (He taught me that also.) I explained that my feet had grown, my toes were "butt up against" the front of my shoes, and Mother said it was time to get a new pair. She was good at keeping track of our needs in our simple home.

It was then that he looked at the shoes, affirmed the purchase, took my shoes in his big hands and felt the new soft leather. Whew! Difficult lesson. Mutual understanding. We may have enjoyed a hard-earned moment. It was not easy, likely for both of us. I am certain it was difficult for him to ask the question.

The teaching from our Church of the Brethren heritage, like that of the Quakers, was to strive to live a simple life with few belongings. From our beginnings, we were steeped in serving others. We took seriously the mandate to "live simply so that others may simply live." It was not a coincidence that the idea for Heifer International grew out of this context.

Growing up, I often heard him speak and share his values. He said, "If a person has more than three pairs of shoes in their closet, someone is doing without." That was before the time of specialized shoes. Running shoes, golf shoes, cross-training shoes, summer and winter shoes, sandals, comfort sandals, dress sandals, ergonomically proportioned support shoes for high

arches. Shoes for Arkansas, California, Maine. Gardening shoes.

Whoa! What's happened? What's gone wrong? What do I want? What do I need? Whose shoes am I wearing? To be honest, haven't we had enough?

The Voluntary Simplicity Movement is beckoning to us. Our culture has us choking on too many things and too little time to enjoy our lives, our families, our children and our grandchildren because we are running too fast and working too hard to accumulate.

From infancy, we learn that gaining and gathering are marks of success. We tend to notice change and growth when we "add to." We are convinced that our well-being is tied to gaining things. Often, however, our well-being is denied because we become slaves to things.

We are seldom taught to "let go" and ask the difficult questions about what we really need. Many discover that they don't miss what they let go of and give away. Downsizing is perhaps the most difficult task in these times. I know many who are asking the question, inching their way, finding joy in a more focused lifestyle and making fewer daily choices.

Now is the time to examine our instinct for consuming things and where it has brought us. It is time to give our closets and shelves a critical look. It's time to look in the mirror and to lead the conversations around our tables, asking, "Darlin', do we really need this?" 🙌

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*Jan West Schrock, Senior Adviser for Heifer International, is the daughter of Heifer International's founder, Dan West.*

# 2002 Awards

Heifer International's Gender Equity Program has announced the recipients of the 2002 Women in Livestock Development (WiLD) awards. The awards, funded by the Heifer International Foundation, seek to recognize community members and Heifer staff and supporters who are leaders in women's livestock development.

The WiLD Awards for Grassroots Achievement are awarded annually to one person or project group in each of Heifer's five program areas. The winners for 2002 were:

- **Lyudmila Ivanovna Volkova** of Leningrad, Russia (the Central and Eastern Europe program).
- **Jennifer Mayo** of New Hampshire (the North America program).
- **Rishimaya Poudel** of Chitwan, Nepal (the Asia and South Pacific program).
- **Doris Coca Coronado** of Bolivia (the Latin America and Caribbean program).
- **The Ekenywa Women Group of Ekenywa**, of Tanzania (the Africa program).

The WiLD Award for Meritorious Support is awarded to one person or organization for outstanding support of women in livestock development. Fu Changxiu, a long-time volunteer with Heifer International/China, won the 2002 award.

The WiLD Staff Award recognizes one Heifer International staff member or volunteer each year for outstanding contributions to women in livestock development. The award for 2002 went to Yaroslava Sorokopud of Heifer International/Ukraine.

Also in 2002, a special WiLD Lifetime Achievement Award was awarded to Beth Miller of Little Rock, Ark., for her work in developing Heifer's gender equity program.

Since the WiLD awards began in 1998, 31 women and women's groups have been recognized for their outstanding contributions to women livestock keepers worldwide.

Along with the honor, the winners each receive a \$1,000 award to help fund the projects with which they have been working.



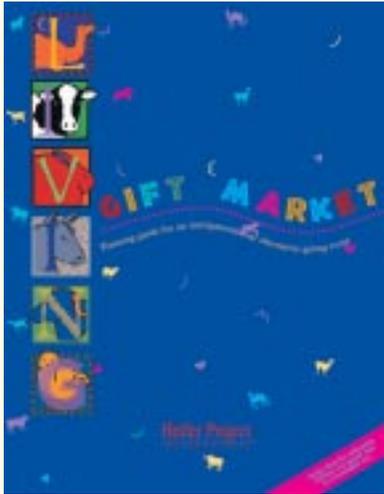
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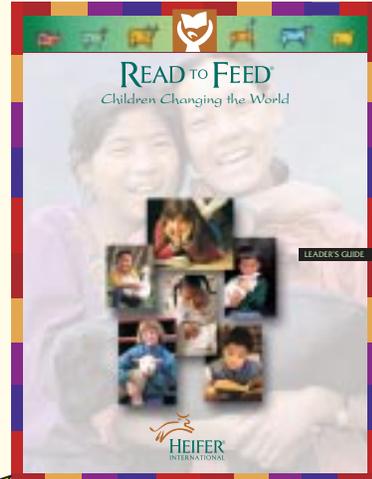
The environment is our source of life. It's the air we breathe, the water we drink and the food we eat. Its health is directly related to our own. That's why Heifer is committed to ending hunger and saving the earth. Through sustainable development, you can help protect the planet and renew its resources.

Visit [www.heifer.org/earth](http://www.heifer.org/earth) to support Heifer's work to save the environment.

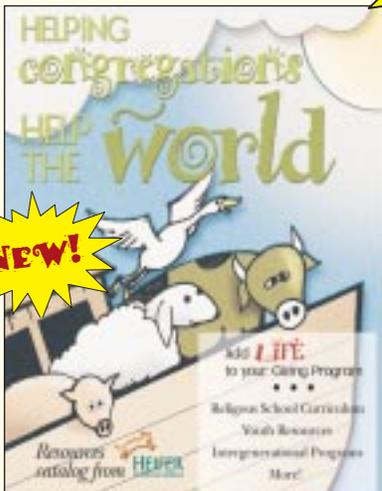
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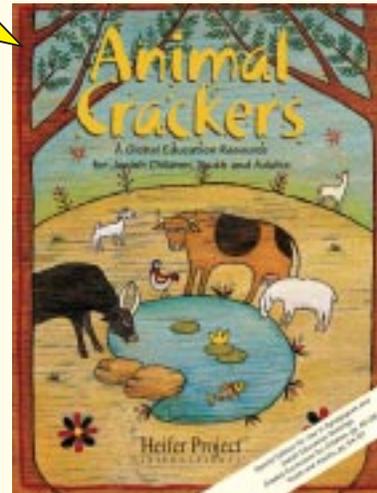
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