

ENDING HUNGER • SAVING THE EARTH

# WorldArk

## We Can END HUNGER

BY JEFFREY D. SACHS  
AND PEDRO A. SANCHEZ



NOVEMBER/DECEMBER 2004

HEIFER AT 60

WHERE WE'VE BEEN | WHERE WE'RE GOING



## Dear Friends ...

By Jo Luck  
President and CEO

As I have traveled around the world, this is what I've learned, what we all have learned: Our project participants make their own success.

This is a very special time for Heifer International. We are celebrating our 60th anniversary—60 years since we first began helping people simply by giving them the tools to help themselves.

As I've traveled around the world, this is what I've learned, what we all have learned: Our project participants make their own success; we don't have to do it for them. All they need are resources and the training to best use those resources.

Take, for example, the village of Kisinga in Uganda. In 1991, Heifer gave 115 dairy goats to 104 families and provided training in their care. Thirteen years later, families are still passing on their firstborn goats to other families, and the village has prospered through the sale of milk from the goats. Not only has nutrition improved, but also these families have been able to build decent homes and send their children to school.

As these Heifer project participants have received, they've given. Their success has helped others take hold of their future, giving them hope and dignity.

Heifer has grown since 1944, not only in size and in the number of families we've helped, but also in our vision of how to end hunger. In the 1940s, Heifer shipped livestock to replenish war-torn Europe and Japan. By the late 1940s and during the 1950s, we had begun moving further into the developing world.

As Heifer's experience grew, our methods changed. Giving animals wasn't enough; we had to teach the recipients how caring for their animals would increase their production.

We learned as much as we taught. Many of the things Heifer learned prompted us to change our practices. One example: Instead of shipping livestock from America to recipients, we began more often to choose breeds from the project countries because they

were better adapted to local conditions and less expensive to transport.

In 1971, Heifer bought the Ranch near Perryville, Ark., and moved our headquarters to Little Rock. During the 1980s, the opening of country offices accelerated, and we started publishing our Holiday Gift Catalog, featuring the animals we use in our work. We also began to emphasize sustainable agriculture and gender equity.

I was thrilled to come aboard as director of Global Services in 1989. As I became more familiar with Heifer's work, I felt it was vital to improve management and the accountability of our programs.

The year 1990 was pivotal. The Heifer board established the Heifer International Foundation to teach people about planned giving and build an endowment for the future. We also defined 12 "Cornerstones," the principles that guide our work.

In 1992, I had the privilege of being named president and CEO of Heifer International. We grew greatly in the 1990s, and we entered the 21st century knowing that to achieve our goals of ending hunger and caring for the earth, we needed to educate people. A year ago we broke ground for the Heifer International Center, our new headquarters and teaching center.

Now we celebrate 60 years of hard, fruitful work. But more importantly, Heifer is looking ahead. Our Hope for the Future Campaign seeks to help lift millions more people out of poverty up to self-reliance. "Dream no little dreams," said Heifer founder Dan West.

Throughout our history, Heifer's dream has been to end world hunger. Our work has taught us we can make this dream a reality. Won't you join us?

**P.S. Wonderful news! As this issue of *World Ark* prepared to go to press, we learned that Heifer International had been named the 2004 recipient of the Conrad N. Hilton Humanitarian Prize. For more information, please see Page 17.**



# PREVIEW

## WORLD ARK

NOVEMBER/DECEMBER 2004

// I wanted to create Mother Teresas and Nelson Mandelas. I wanted students to care about something other than themselves. //

—Daun Brown, high school teacher and Heifer volunteer

North America

Central and Eastern Europe

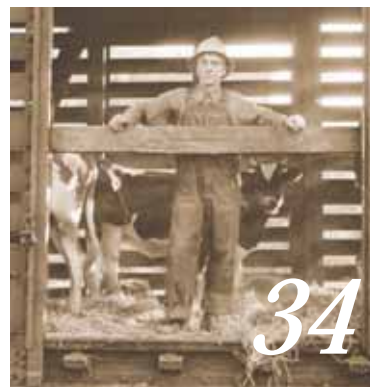
Africa

Asia

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Heifer's first overseas shipment of cattle set sail in 1944. Over the next 60 years, the work evolved, but the focus remained—and remains—on helping people help themselves.

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**Cover:** Patricia (left) and Rosa, daughters of Heifer project partner Colleta Otieno in Kenya, are healthier thanks to milk given by their goat. **Photo by Darcy Kiefel**

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## Plants Are Good, Too

I notice there seems to be some shift toward crops in your recent literature. However, my most recent gift was toward bee cultivation, which seems to be the only option I had other than animals. I realize that the very name of the organization (Heifer International) has to do with animals, but it seems to me that a shift to vegetables and grains would be a more eco-friendly way to go.

**Richard Major**  
E-mail

### Editor's Note

Wherever Heifer works around the world, we operate in complex, biodiverse environments that include people, wildlife, plants and habitats. All are interrelated, and as good stewards of the earth we must respect the needs and compatibilities of each of these pieces to keep the ecosystem healthy.

Livestock are invaluable in the effort to help struggling families become self-reliant for food and income. Families around the world ask Heifer International for animals because they supplement inadequate diets, provide a capital asset whose offspring can be sold once the recipient has taken part in "Passing on the Gift," provide draft power, provide manure for natural fertilizer and methane-pow-

ered stoves and lamps, and add income through the sale of milk, cheese, eggs, etc. We only give animals to project participants who can demonstrate that they have mastered the necessary training and can provide adequate fodder to keep their livestock, and their land, in good shape.

Methane-powered stoves and lamps, in particular, have multiple benefits. They reduce dependence on smoky cooking fires, which can cause illnesses, and they lessen the pressure on subsistence farmers to clear forests for fuel.

Of course, we recognize that, as Mr. Major suggests, no single solution suits every situation. That's why we encourage activities such as tree planting and bee-keeping.

Heifer project participants also address environmental concerns such as erosion, soil fertility, pollution and watershed conditions by terracing hillsides, adding compost to their gardens and participating in water monitoring projects.



## First, Think

Sherri White's essay "First, Do No Harm" [July/August World Ark] struck a chord with me. I grew up in Arkansas and went straight away to college in Ohio. As I was crossing a street in the company of an African-American student my first day on campus, we were targeted with racial slurs from passing "townies." I was shocked because I had thought this only happened in the South.

Sherri's essay was a wonderful reminder that all hurtful words hurt regardless of the speaker's intention, and that "regurgitated prejudice" perpetuates that hurt. Thank you for your gentle but firm reminder. And thank you for being the loving mother your child deserves.

**Ruth (Be) Young**  
West Chester, Pa.  
E-mail

### Editor's Note

Several readers responded to the "Q&A" published in the July/August World Ark, which asked, "Do you think

the global HIV/AIDS pandemic will affect you directly in the years to come?" Following is one response.

## A Bright Star

I do believe we shall all be deeply affected across the world unless the United States applies the money, time and humane kindness to begin reaching out across the globe to educate, empower and enlighten the people of Africa. In the pursuit of our mindless consumerism and indiscriminate use of the planet's resources, we seem to have forgotten we are our brother's keeper.

We should look inward to find the divinity and grace that is within us all and begin to recognize the sanctity of all human beings. Only then shall we find peace and preservation for God's children and the planet, this place we call home.

Heifer is the bright star in our galaxy right now. I wish we could all form a chain of hands around the world, Heifer hands.

The earth is finite, the people fragile in many areas. Sharing our wealth with the disenfranchised and poor would seem the Christian thing to do.

Communities and cultures are precious resources. In the family of man, each and every one has something to add to the sacred balance. May we progress

into the future to create a healthy and happy world for all peoples. We shall only do that when we rise to more noble aspirations.

**Kathleen Long**  
**Boise, Idaho**

#### Editor's Note

*The following readers responded to the "Q&A" published in the September/October World Ark, which asked, "Are small farms worth saving?"*

#### Yes, If ...

If they can produce high-quality food and sell their food to my family at an affordable price and in an easily accessible way (I don't have time and don't want to burn the gas to get to an out-of-the-way place; grocery stores are most economical), and protect the environment in the same way all farms must do, yes, they deserve to be in business just like everyone else.

Should people in the U.S. pay a lot more for food to subsidize a small farm? Let them decide—give them this option at the grocery store with labeling. Can the world be fed with small farms alone? No.

**Deb Rasby**  
**Columbus, Neb.**  
**E-mail**

#### Too Late to Try

I grew up on a Midwestern farm in the 1920s that provided for a large family

through the sale of grains and livestock. The garden provided food for the table. Father supplemented the family income by buying, feeding and selling livestock.

By the 1980s, when the farm had changed hands within the family for 100 years, it no longer supported a family of four with two boys in college. More tillable land was rented, the mother took work in town and the father did long-distance trucking in winter. Today the owners will soon retire and are eager to sell, most likely in two separate packages: the land to one buyer and the house to another. The era of small family farms is over in the United States.

Heifer is doing the right thing. Farming is right for developing countries.

**Lydia Pokrass**  
**Ashburn, Va.**  
**E-mail**

#### Examine Subsidies

In your excellent article on small farms ["Small Farms: Sustaining Agriculture," September/October *World Ark*], you rightly emphasized the danger of the growing concentration of food production in this country into the hands of fewer and larger farms.

However, it's no secret that the growth of Big Farm has been largely encouraged by our government's huge crop subsidy program.

Currently, the federal cash subsidies are set at \$19 billion per year, but in years when prices are low, Congress is quick to uncap limits, as happened during the period from 1999 to 2001. During those three years, according to a U.S. Department of Agriculture website, direct payments to farmers reached nearly \$95 billion. Most of that went to Big Farm.

Big subsidies guarantee profits, so Big Farm can cut prices and keep them artificially low. Yes, cheap food benefits consumers in the short run, but long term, artificially low prices drive small farmers here and abroad out of business—with all the negative consequences your article describes. So if we want to encourage small farmers and restrain Big Farm, we need to ask who benefits from those government subsidies. I hope to read more about this vitally important topic in your publication.

**Bill Bianchi**  
**Chicago**

*World Ark welcomes comments from readers. Heifer International reserves the right to edit letters to the editor for clarity, grammatical errors, spelling and space. Please include a telephone number or e-mail address so we can confirm your identity. Our address is in the box at right.*



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Heifer International publishes *World Ark* bimonthly for donors and friends. Heifer has helped millions of 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.



## Bees Give a Boost

Bees who live in tropical forests near coffee farms help increase coffee production, a study says. The study found that the forests' bees cross-pollinate nearby coffee shrubs, increasing yield by up to 20 percent and farm incomes by up to 7 percent. Large coffee growers often raze forests to plant coffee. Researchers "hope the find will help persuade coffee farmers to conserve tropical forest close to their crops," according to a report in the journal *Nature*.



## Ups and Downs

Many industrialized nations—including Japan and Russia—will lose population between now and 2050, according to a new study. Low birth rates, struggling economies and curbs on immigration will stifle growth in many developed countries, according to the private Population Reference Bureau. Japan faces a likely 20 percent drop, the study says.

In contrast, the United States should see a 43 percent increase, from 293 million now to 420 million by 2050.

Most of the world's population growth will come in the developing countries despite their higher rates of AIDS and infant mortality, with the growth rate there reaching 55 percent. Overall, world population is expected to rise 45 percent to 9.3 billion.

## Casualties From Conflict



Source: UN Development Program, 2003

Graphic by Kirk Montgomery

The amount of money that the richest 1 percent of the world's people make each year equals what the poorest 57 percent make.



"Our gustatory industries treat food items like spoiled little celebrities, zipping them around the globe in luxurious air-conditioned cabins, dressing them up in gaudy outfits, spritzing them with makeup and breaking the bank on advertising, for heaven's sake. My farm-girl heritage makes me blush and turn down tickets to that particular circus. I'd rather wed my fortunes to the sturdy gal-next-door kind of food, growing what I need or getting it from local, you-pick orchards and our farmers market."—Barbara Kingsolver, from *The Essential Agrarian Reader: The Future of Culture, Community, and the Land*, edited by Norman Wirza, published by the University Press of Kentucky, 2003.



## Plant *Power*

Researchers in the United States have made electrical cells that are powered by plant proteins from spinach. The biologically based solar cells, which convert light into electrical energy, should be efficient and cheap to manufacture, says co-creator Marc Baldo of the Massachusetts Institute of Technology. They could even be used to power laptops, providing a portable source of green energy.

## That Sinking Feeling

Cities across China are sinking, including the capital of Beijing, Chinese geologists say, according to the *China Daily* newspaper. Zhang Hongtao, deputy director of China's Geological Survey Bureau, cited excessive pumping of groundwater, exploration of geothermal resources and increased construction. The phenomenon has hit Shanghai, Tianjin and Taiyuan the hardest—each sinking more than 6.6 feet since the early 1900s, Zhang was quoted as saying.



## It's Not in the Bag

Environmental groups estimate that 500 billion to 1 trillion plastic bags are used worldwide every year. Americans use about 14 billion of the bags every year—or about 425 bags for every American. Plastic bags take 10 to 20 years to decompose.

## Life Expectancy and HIV/AIDS Rates

SELECTED SUB-SAHARAN AFRICAN COUNTRIES

Life expectancy		HIV prevalence In percent, ages 15-49**
1990	2002*	
Central African Republic	47.2 39.8	13%
Lesotho	53.6 36.3	28.9%
Mozambique	43.1 38.5	12.2%
Swaziland	55.3 35.7	38.8%
Malawi	45.7 37.8	14.2%
Zambia	47.4 32.7	16.5%
Zimbabwe	56.6 33.9	24.6%

\* Latest available verifiable data, incorporated into 2004 Human Development Index

\*\* Source: UN AIDS, 2004

"Universal responsibility is the best foundation both for our personal happiness and for world peace, the equitable use of our natural resources, and, through a concern for future generations, the proper care for the environment."—The Dalai Lama

Six million children under the age of 5 die every year as a result of hunger.



# We *Can* End



# World Hunger

By Jeffrey D. Sachs and  
Pedro A. Sanchez

Photos by Darcy Kiefel  
Heifer International Photojournalist

Africa is hungry and getting hungrier—as are parts of Asia, Latin America and Eastern Europe. At a time of heightened international tensions, hunger is especially insidious because the societies it afflicts are markedly more vulnerable to disease, political instability, economic paralysis and environmental degradation.

*(Continued on page 8)*

Every great challenge confronting us, but especially the challenges of hunger and poverty, can be solved because, for the first time in human history, we have the know-how and the resources to do it at modest cost with enormous long-term benefit.



Drought and tick-borne disease in livestock made farming difficult in Zambia (previous page). Oliver Simoonga (in white shirt) was part of a group that received draft animals and training from Heifer, enabling him to improve his crop yields and his livelihood.

Reliable water sources are crucial to subsistence farmers, especially in areas where the rains often fail. Laborers (above) put in an irrigation ditch in Sicuani, Peru.

Indeed, the world now careens from crisis to crisis at such dizzying speeds that there seems to be little time to think about solutions, much less implement them.

Still, in spite of these very real problems, we are optimists. Not naïve optimists, but ones who base our confidence on facts. The truth is that the key problems we face are indeed solvable. Every great challenge confronting us, but especially the challenges of hunger and poverty, can be solved because, for the first time in human history, we have the know-how and the resources to do it at modest cost with enormous long-term benefit.

The world is racked by instability resulting from “failed states,” places where hunger, death and disease flourish and where young people face poverty, mass unemployment, lack of education and hopelessness. These conditions arise and persist where societies suffer from the lack of health clinics, a shortage of schools and teachers, lack of rural roads and the like. Struggling countries need major investments in social services and infrastructure but lack the resources to make those investments themselves.

The result is a poverty trap in which solvable poverty worsens because the basic investments needed to overcome it are beyond the means of the countries of the developing

world, while the scale of the financial help from rich nations is too limited to make a breakthrough. The United States is spending about \$450 billion for the military to defend it against global threats but only about \$13 billion to fight the underlying conditions of poverty, disease and despair that provide the breeding grounds for these threats.

It's possible to add up what financial resources would actually be needed from rich countries to help end extreme poverty and set today's unstable societies—Ethiopia, Kenya, Haiti, Bolivia, Afghanistan and dozens like them—on their way to self-sustaining economic growth. By helping these countries work their way out of extreme poverty, we would also enable them to become good neighbors and trading partners instead of havens of terror, disease, unwanted mass migration and drug trafficking.

### The Consensus on Health

Just a few years ago, the Commission on Macroeconomics and Health for the World Health Organization brought together a bunch of hardheaded finance types with the softhearted folks of public health to see how best to confront the health disasters of the poor world and how much it would cost. [Editor's Note: Jeffrey Sachs

chaired the commission.] The worlds of finance and public health rarely intersect, much less brainstorm together.

At the beginning, the finance folks were wont to blame the poor for much of their misery: "If only they would stop squandering money through corruption and mismanagement, they'd have better health care." The public health people tended to look at the problem from the opposite point of view: "If only the poor weren't so sick all of the time, they'd have the energy and wherewithal to earn their way out of poverty."



After much hard work, the commission reached a consensus. It found that the health crisis in Africa and other impoverished regions was indeed causing a poverty trap. Massive proportions of the poor are sick and dying, and sick people are unable to generate income and pay taxes. Without household incomes and with bankrupt governments, health systems have collapsed and epidemics are running unchecked. To break this vicious cycle, rich countries would have to help.

But the question remained: Could the rich countries afford it? The answer was both surprising and welcome. The commission found that the rich world, at a tiny cost to



itself, could save about 8 million people each year in the poorest countries, many of whom are children dying before their fifth birthday. Moreover, saving these lives would actually slow the world's population growth as poor families choose to have many fewer children in response to higher survival rates.

So how much would it cost? About \$25 billion annually from the rich world could pay for a massive attack on AIDS, tuberculosis, malaria, vaccine-preventable diseases and unsafe childbirth, among other killer conditions.

**We could save the lives of the world's poorest people at the cost of just 10 cents for every \$100 of income.**

That \$25 billion seems like a lot until one realizes that the rich world—the United States, Canada, Western Europe, Japan, Australia and New Zealand—has an annual income of about \$25 trillion, so we are talking about one one-thousandth of our annual income.

This means that we could save the lives of the world's poorest people at the cost of just 10 cents for every \$100 of income. Since we can obviously afford it, how can we in good conscience refuse to accept this duty, especially given that the misery afflicting

Nang Mayang (left), a Heifer project partner in the Philippines, says income derived from the gift of a goat made it possible for her son Ricky to get the education that qualified him for a good job with the Philippine navy.

A woman in Mozambique (above) prepares maize for the family's daily meal. African farmers often struggle to raise crops in depleted soil.

To lift Africa and the other troubled regions out of their misery, rich countries must help them make major investments in schools, roads, power, water, sanitation and more.

the poor is now washing up on our own shores in so many ways?

### A Green Revolution

It is important to acknowledge that improved health care for impoverished people is not enough for the kind of world-wide breakthrough that we should seek. To help Africa, our poorest continent, and all the other tortured regions of the developing world escape from their economic and social misery, rich countries must assist them in tackling a whole range of development issues. As in the case of health, developing countries must make detailed plans to scale up investments in agriculture, and request that the donor countries fulfill their promise to finance well-designed programs.

One of the chief causes of Africa's troubles can be found in the fact that it was bypassed by the Green Revolution of the 1970s and 1980s. The big push in agriculture that allowed India, China and other parts of the developing world to escape the trap of extreme poverty, disease and famine for the most part did not happen in Africa.

Three numbers tell the story. First, food production per person in Africa in 2000 was down by 7 percent compared with 1980. This is in contrast with India, where food production increased by 28 percent over this period, and China, where it was 82 percent higher. Second, fertilizer use in Africa averaged about 23 kilograms per hectare in 2002, compared with 100 kilograms in India and 278 kilograms in China.

**Instead of shipping food aid to Africa, donors should be helping African farmers achieve their own Green Revolution.**

Third, as a result, grain yields last year averaged 1.6 tons of maize per hectare in Africa, compared with 3.8 tons in Asia.

This situation can be remedied, but only if African governments and the donors that support them wake up to basic agricultural facts of life. Instead of shipping food aid to Africa, donors should be helping African farmers achieve their own Green Revolution. Last July, at the time of the African Union Summit in Addis Ababa, Ethiopia, U.N. Secretary-General Kofi Annan called for a 21st Century African Green Revolution. He is absolutely right. It can be done, and indeed it must be done if Africa is to get out of its poverty trap. The key interventions are modern, ecologically sound agricultural science, backed by investments in Africa's rural infrastructure.

An African Green Revolution for the 21st century requires five science-based components, all of which are missing in much of Africa today. First, African farmers need soil nutrients, whether by mineral fertilizers or "green fertilizers" in the form of manure, nitrogen-fixing trees and cover crops.

Second, African farmers need reliable water sources, especially in places where the rains often fail. This must be accomplished through small-scale irrigation and water-harvesting schemes.

Third, African farmers need improved germplasm—seeds of crop and tree varieties and livestock breeds—all highly productive and well adapted to local climate and pest constraints.

Fourth, African farmers need much more effective agricultural extension services, to help farmers adopt state-of-the-art technologies generated by partnerships between farming communities and a stronger agricultural research system.

Fifth, the most vulnerable groups—pregnant and nursing mothers, children younger than 2 years old and those in schools—should receive supplementary feeding. This must be done with locally purchased foods, thereby increasing market demand while providing balanced diets with foods that villagers like to eat. Shipments



of food aid should be limited to emergency starvation situations where local procurement is not feasible.

A 21st Century Green Revolution also requires basic rural infrastructure. To lift Africa and the other troubled regions out of their misery, rich countries must help them make major investments in schools, roads, power, water, sanitation and more. One might imagine that such a full panoply of help really would be too expensive for the United States and other wealthy nations. But that guess, surprisingly, is wrong.

### Spreading Prosperity

The U.N. Millennium Project [which Sachs directs] is exploring the broad range of policies and investments that would be necessary to help free about 1 billion people from poverty. The Millennium Project's work won't be completed until next year, but the preliminary findings are as heartening as the conclusions of the WHO commission.

Specifically, the end of abject poverty is within reach. It's not a crazy dream but a hardheaded financial concept. If poor countries exercise responsible leadership and the rich world pitches in to help finance clinics, schools, roads, soil improvements and all the rest, not only could Africa survive, it could thrive. Not only would today's hot spots cease to be terror havens, but they could become respectable players in a world economy that would be much more effective at spreading prosperity.

As a first approximation, the Millennium Project has found that in addition to \$25 billion or so for investments in health, we would probably need another \$50 billion or so from rich countries to address the interconnected challenges of education, social services and infrastructure, for a total of about \$75 billion per year. Perhaps half that, roughly \$35 billion, would come from the United States. To put it in context, \$35 billion amounts to 35 cents for every \$100 of U.S. Gross National Product.

The most important point is that the rich world's money would not go up in smoke but would be put toward specific, identifiable and measurable investments, such as anti-malaria drugs and bed nets; antiretroviral medicines for Africa's dying AIDS patients; new wells and pit latrines in the countryside; and feeder roads to carry farm goods to the cities, thereby enriching both impoverished farmers and struggling slum dwellers.

Farmers in Africa and the rest of the developing world also will need training in ecologically sensitive technologies that are resilient to weather and price fluctuations, and that enhance ecosystem functions while drastically increasing crop yields.

These new techniques include agroforestry to replenish depleted soil nutrients and provide livestock fodder, fuel wood and timber; low-till or no-till agriculture to fend off soil erosion; small-scale irrigation to avoid disrupting ecosystems by giant dam projects; and integrated pest management to cut down on herbicide and pesticide use. After soil and water problems are overcome, breakthroughs in biotechnology can help by fortifying crops against droughts and local pests and by increasing the nutritional content of staple foods.

### Empowering Women

A rise in crop yields will be revolutionary even beyond ending hunger. Raising the productivity of villages in Africa and the rest of the developing world will raise the status of women. Today, Africa's women in particular are forced to farm almost without tools or modern technologies. They fetch water and fuel wood from long distances and engage in back-breaking labor on small farm plots that are too nutrient-depleted to produce a decent crop even when the rains are good.

By investing in soils, water, improved seeds and other basic rural infrastructure, we will help make it possible for more



Herbert LeMaster, a Heifer project partner in Kentucky (opposite page), feeds his cows.

A man, a woman and a boy (above) all work together in the fields in Kosovo.



Investing in basic infrastructure will ease the lives of women like these in Nepal, who, like many women in the developing world, work without the most basic of technologies.

girls to attend school. Women's lives will be enriched and empowered, and women will be able to seek off-farm employment opportunities as well. History has shown that women's empowerment in turn leads to lower population growth and more investment in children's health and education.

After farmers double their basic food crop production and are no longer hungry, they often put part of their farm to grow higher value crops and trees. Many are beginning to have dairy cows for the first time, generating cash income and taking the first steps out of absolute poverty.

**By investing in soils, water, improved seeds and other basic rural infrastructure, we will help make it possible for more girls to attend school.**

But when farmers have products to sell, they often encounter no functioning markets. Rural markets must be strengthened so they work for the poor. This means storage facilities, market information systems, guaranteed floor prices and credit programs so prices do not collapse during good harvests, and the means to transport surplus grain to deficit areas.

Making rural markets work involves a large role of the private sector in partner-

ship with governments. Value-added processing facilities for high-value products, including fruits and medicines from newly domesticated plants, can go a long way in reducing the hunger of the rural landless and the urban poor by generating off-farm employment. Removal of perverse agricultural subsidies and other barriers to trade will help the transition from subsistence to commercial farming.

### Life and Death

The Millennium Project's preliminary cost estimates are striking. They translate a bit of dry macroeconomic accounting into the stuff of life and death. Suppose that the United States must decide whether to spend another \$35 billion per year on foreign assistance to the world's poor countries. Can we afford it? Well, it's about one-seventh of President Bush's tax cuts. It's about half of our annual Iraq spending. It's about one-fourth of the recent increase in U.S. military spending, and just one-twelfth of our total military budget.

In short, the answer is yes, we can afford it, though it will require us to rethink our priorities.

The surprising fact, unknown to most Americans, is that the U.S. contribution to development aid, when measured as a percentage of GNP, is actually the lowest of any of the 22 donor countries. Sweden, for example, gives 0.87 percent of its GNP, while the U.S. currently gives just 0.13 percent of its own. In other words, we are currently giving 13 cents per \$100 of income, while we might need to give another 35 to 50 cents to get the job done.

The United States cannot ignore its obligations to the world any longer. Set aside, for the moment, the American value of altruism. Speaking strictly from self-interest, we must bear these small costs to assure a peaceful century. And we must consider them an investment that will ultimately save us untold treasure while sparing us untold pain.

## Things You Can Do Right Now—to End Hunger

We've seen this approach work before. From the 1950s till 1980, South Korea was a leading recipient of U.S. aid, including considerable agricultural assistance. Today, South Korea receives no U.S. aid but is the fifth largest importer of U.S. agricultural products. In the 1970s, some U.S. farm groups complained that agricultural aid was making Brazil a competitor in global markets. But by 1997, Brazil was importing \$500 million in U.S. agricultural products. Africa, with a population approaching 1 billion people, can become a major trading partner with rich countries, if we act to help its people escape poverty.

There's no question: Science and technology, mobilized by an ethic of shared responsibility, can fight disease and hunger. But we can do it only if we try. We are surely the first generation in human history that could actually bring about an end to extreme poverty on the planet. Whether or not we will seize this glorious opportunity, this historic chance to fundamentally transform the human condition, depends on the strength of our human will, and on our willingness to do the right things. 🐾

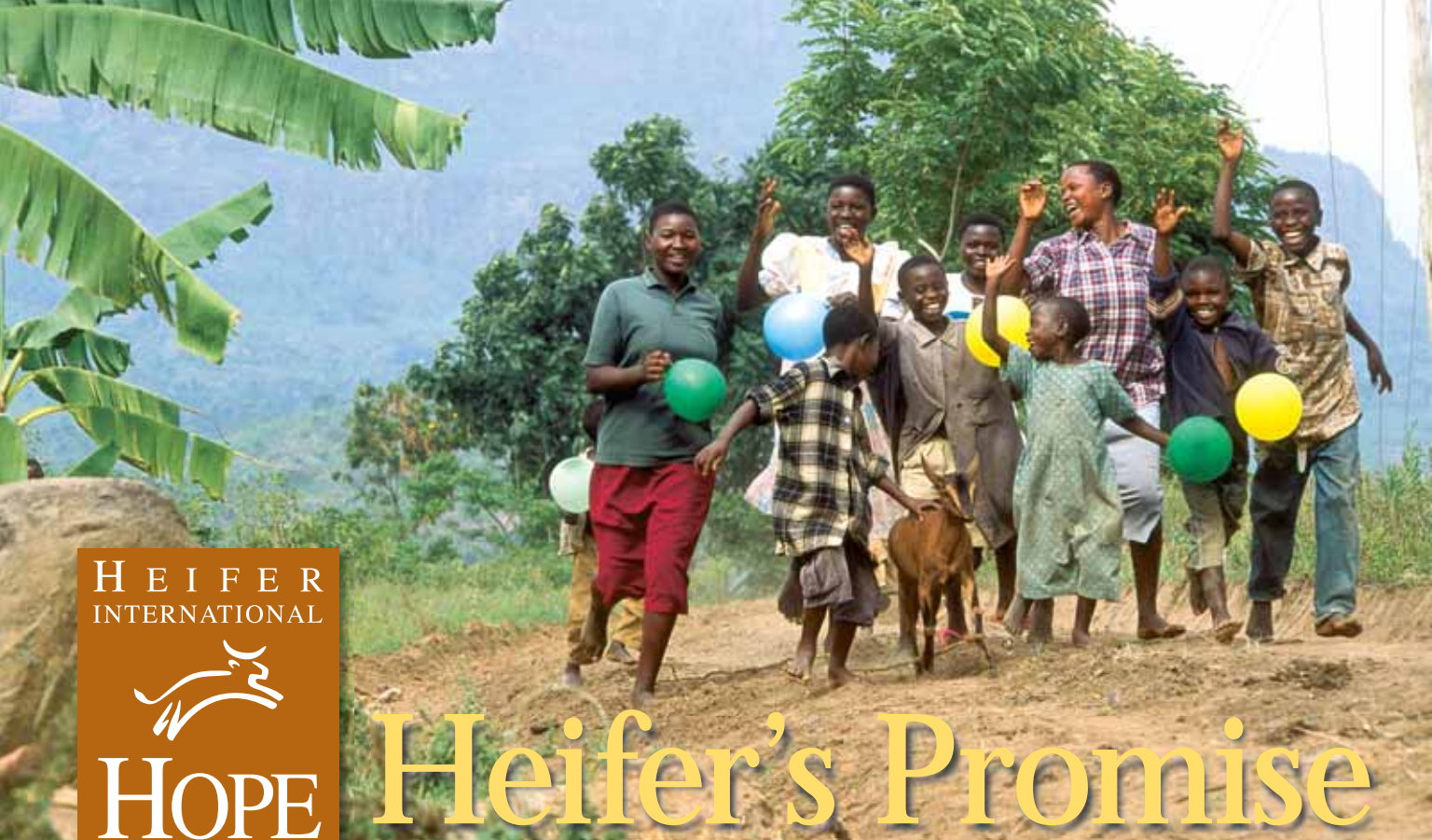
*Jeffrey D. Sachs is director of the Earth Institute, Quetelet Professor of Sustainable Development and professor of Health Policy and Management at Columbia University. He is also director of the U.N. Millennium Project, an advisory project to U.N. Secretary-General Kofi Annan.*



*Pedro A. Sanchez, director of Tropical Agriculture at the Earth Institute and 2002 World Food Prize recipient, was named a MacArthur Fellow for 2004. He co-chairs the U.N. Millennium Project's Task Force on Hunger. Sanchez is a soil scientist whose solutions to problems in land productivity in developing countries have established him as a leader in world agriculture.*



- 1 Pick Up a Pen**—Write your state and national lawmakers to let them know that world hunger is one of your top priorities.
- 2 Bring It Home**—Shop at your local farmers market to support small farmers. The food is fresher, and your dollars stay in your community.
- 3 Buy Fair**—Fair Trade programs ensure that farmers in developing countries are paid a price that exceeds their production costs, which helps them support their families.
- 4 Feed Your Mind**—The more you know, the more you can make a difference in the world by sharing your knowledge with others and making better-informed consumer choices.
- 5 Go Organic**—Organic farming is environmentally friendly and provides a sound agricultural alternative.
- 6 Get Busy**—Volunteer for local or national organizations that work to end world hunger and poverty.
- 7 Ante Up**—Charitable, alternative gift giving can directly support anti-hunger efforts.
- 8 Go and See**—Join a Heifer Study Tour so you can interact with indigenous people and learn about their lives and their struggles. You will return home reinvigorated in your commitment to end hunger.
- 9 Recruit the Masses**—Persuade your church, social group, family or civic club to help in your fight against hunger. Grassroots efforts make dramatic differences in the lives of hungry families.
- 10 Pass It On**—Share your knowledge with your children and encourage them to get involved in the quest to end hunger. This ensures that your commitment to ending hunger will be passed on from generation to generation.



# Heifer's Promise

## Better Lives for a Million Families

By Tom Peterson, VICE PRESIDENT OF COMMUNICATIONS AND MARKETING

Photos by Darcy Kiefel, Heifer International Photojournalist

**H**eifer International has set an ambitious goal in our effort to end world hunger and poverty.

Between 2000 and 2010, we will help 1 million families—that's 4.5 million men, women and children—move toward self-reliance through the gift of livestock, training and "Passing on the Gift."

We will also provide training alone to an additional 1.4 million families. They'll learn about gender equity, agroecology, microenterprise and other topics vital to improving people's lives. Our work in this time will also yield indirect benefits for another 2.6 million families.

In all, the work we do together in the first decade of the new century will assist 23 million men, women, boys and girls around the world.

In addition, Heifer will substantially increase our efforts to educate the public about issues surrounding world hunger, pov-

erty and the environment and to promote ways for each person to make a difference.

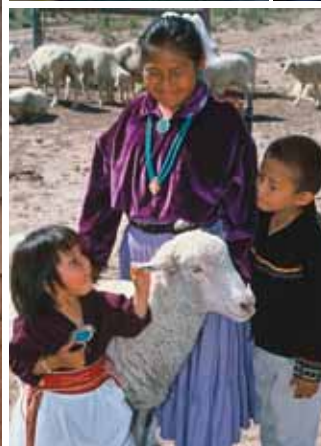
Heifer International's education program increases understanding of issues related to hunger and poverty and inspires people to take action to create a sustainable, socially just, economically viable and environmentally sound world.

Food insecurity and environmental degradation around the world have created urgent needs that continue to outpace humanity's current will to meet them.

Today roughly 800 million people in the world are malnourished and 1.2 billion people live on less than \$1 a day.

Rural people make up most of the struggling poor and are among the most important players in the environmental health of our planet, as many tend to live on the most marginal and fragile land.

Heifer recently completed a two-year strategic planning process with a challenge



**In a world littered with the remnants of thousands of failed development approaches, Heifer's program has proven time and again that it actually works!**

to dramatically increase its proven efforts to meet these urgent needs.

To reach the goal, Heifer International has launched Hope for the Future, a decade-long \$800 million comprehensive fundraising campaign to conclude in 2010.

The Hope for the Future Campaign will make a dramatic difference for millions of struggling men, women, boys and girls.

Heifer has a long history of success. Since 1944, Heifer International has helped millions of men, women and children move toward achieving self-reliance through community development, the gift of livestock, training and education.

Already, many nations—from Nepal and Thailand to Uganda—have adopted Heifer's

model as their official rural development program. The World Bank and many other international agencies have turned to Heifer for advice. Why? Because in a world littered with the remnants of thousands of failed development approaches, Heifer's program has proven time and again that it actually works!

And it has helped bring families and communities out of poverty in the United States and more than 125 other countries.

Heifer is best known perhaps for the animals it provides to struggling families. But our work also yields important indirect benefits for small farmers all over the planet.

Indirect benefits take many forms. For example, animal health workers trained by Heifer provide their services to communities long after Heifer has ended active involvement in a project. The health workers provide services not only to the Heifer beneficiary families but also to other families who have animals and were not part of



Heifer's original program.

Indirect benefits might also include informal training and word-of-mouth transfer of information on agroecology, livestock management and other knowledge by Heifer beneficiary families who have learned these as part of the original training programs organized by Heifer.

Relatives, neighbors and other members of a community who have not been assisted by Heifer often gain this knowledge through informal communications with Heifer project families.

### Partners in Hope

To accomplish these Hope for the Future goals, Heifer will depend on a number of partners:

- The most important are the project participants themselves on small farms and in villages, towns and cities around the world. As they "Pass on the Gift" of one or more of their animals' offspring to another family in need, they spread the original placement, creating a ripple effect of self-reliance.
- Donors who have generously supported Heifer's work. Last year alone, 320,000 made contributions.
- A growing network of friends worldwide—Heifer Netherlands, Heifer France, Heifer South Africa, Heifer Hong Kong, Bothar in Ireland and Send-a-Cow in the United Kingdom.
- Local community-based groups and organizations, other international agencies and nonprofit organizations and universities.
- And governments around the world, from village councils to national ministries.

An important part of Heifer's mission is educating people, affirming that hunger can be ended and that each person can make a difference in

ending it. This mission is carried out through three learning centers that reach 50,000 people annually; *World Ark* magazine; outreach programs and speakers for schools, congregations and other community groups, and other approaches.

Why does Heifer put energy into these efforts? Hunger and poverty are human-made problems, having almost nothing to do with nature, and everything to do with political and economic choices.

People will solve these problems. But only if they have the will.

As with many social challenges, the solutions are not mysteries. Humanity has the means to bring about change for the better. We have seen many examples of this success: Heifer International, the Grameen Bank's micro-credit programs, the eradication of smallpox, the current effort to eradicate polio and the Child Survival campaign that has dramatically lowered the number of child deaths worldwide, to name a few.

What is lacking is public will, a sense of urgency and an understanding that we already have the ability to solve these global issues. Dr. Martin Luther King Jr., said, "I have the audacity to believe that people everywhere can have three meals a day for their bodies, education and culture for their minds, and dignity, equality and freedom for their spirits."

What is lacking is the audacity to join Dr. King in this belief, this hope.

The gap between what is possible and what is real will be filled only when a critical mass of people and organizations mobilize to actually make a difference on a global scale. Heifer International hopes to make a substantial contribution to that effort with our work through the end of the decade. 🌱

## Between 2000 and 2010 Heifer will have helped:

1 million more families move dramatically closer to self-reliance through livestock and extensive training and Heifer's uniquely effective practice of Passing on the Gift.



An additional 1.4 million families through training alone in environmentally sound farming, micro-enterprise, gender equity and other community development programs.



2.6 million more families through indirect benefits as a result of Heifer's work.



Heifer will also substantially increase its efforts to educate the public about world hunger, poverty and the environment and promote ways for each person to make a difference.



In all, Heifer International will provide assistance—directly and indirectly—to a total of 23 million men, women and children by the end of the decade.

In 1944, a farmer in Indiana had an idea that would soon become a calling. The idea—“to end hunger and poverty”—was hardly original. It was the method that revealed the genius.

**“Pass on the gift.”**

Start with a cow—preferably a pregnant cow. Bring it to a place of unspeakable devastation, Europe in the last days of World War II. Teach a family to care for the cow and give the first calf to another family who gives the first calf to another family. And on and on. And no one owns an animal until the pass-on requirement is met.

Sixty years later, the gifts come in 30 species, more like Noah’s Ark: agouti, alpacas, bees, earthworms, elephants, guinea pigs, silkworms, snails and yaks, to name a few cultural favorites.

The idea has spread to more than 125 countries. Today, the organization brings training in animal health and environmentally sound agriculture. It leaves behind dignity, self-sufficiency, gender equity, sense of community and something close to optimism for millions of the planet’s least fortunate.

It is our very great honor to “pass on the gift.”

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**THE ONE MILLION DOLLAR  
CONRAD N. HILTON HUMANITARIAN PRIZE  
FOR 2004 IS AWARDED TO  
HEIFER INTERNATIONAL**

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# Learning as We Taught

## *How Heifer Grew*

By Jennifer Shumaker  
and Scott Morris

In the summer of 1944, while World War II raged, a peaceful campaign began that would save millions of lives. The organization that would become Heifer International made its first overseas shipment of dairy cattle, to Puerto Rico.

The shipment grew out of one man's inspiration. Several years earlier, as a relief worker in the Spanish Civil War, Indiana farmer Dan West had been forced to decide who would receive limited milk rations and who wouldn't—literally, who would live and who would die. Relief aid, West realized, would never be enough.

West returned to the United States and formed Heifers for Relief, an organization dedicated to ending hunger permanently by providing families with livestock and training that would allow them to feed and care for themselves. In cooperation with the United Nations, the group shipped thousands of cattle to France,



PHOTOS BY DARCY KIEFEL/HEIFER INTERNATIONAL

### Heifer International Time Line

Spanish Civil War relief worker Dan West develops "not a cup but a cow" concept.

1937

"Heifers for Relief" is founded by Church of the Brethren in Indiana.

1939

Heifer's first project is a shipment of dairy animals to Puerto Rico.

1944

550 dairy cows are shipped to China.

1945

First shipment of animals is sent to U.S. farmers.

1946

Thousands of dairy goats sail to Japan.

1947

Ecuador receives pigs, Heifer's first such shipment.

1948



while it empowers communities. Quite simply, experience has proven that Heifer's approach works.

"And one of the main reasons it works is that we've learned as much from our incredibly inspirational project participants as they have learned from us," Jo Luck says. "Now, with 800 million people suffering chronic hunger and 1.2 billion living in poverty, it's imperative we continue to learn and grow so that we can do even more to stop this terrible waste of human life."

### Our Work Has Evolved

Learning and growth have been the dominant themes of Heifer's 60 years of service.

The focus of Heifer's fieldwork has adapted and evolved from relief to



technical assistance to integrated agricultural development to community development and, most recently, to sustainable development and gender equity.

During its first decades, the organization's staff and financial resources were limited and chiefly focused on coordinating the collection and preparation of donated animals for shipment to destinations in the United States and around the world. Until the late 1970s, there was no "Programs Department" overseeing development work in the field as there is today.

Throughout the early years, one person did the work of both executive director and program director with help from a few assistants, re-

Germany, Poland and other war-torn areas in the late 1940s.

Over the next six decades, millions of families around the world were helped toward sustainable self-reliance thanks to the humanitarian work of the organization that began as Heifers for Relief and later grew into Heifer International.

"Dan West's wonderfully simple idea has stood the test of time," says Jo Luck, Heifer's president and CEO. "It has enabled hungry families to lift themselves out of poverty in a way that preserves the dignity of individuals



President Eisenhower donates a prize bull for the American Farm School in Greece.

Heifer Project, Inc., is established.

Cross-breeding program in India quadruples milk production for millions of cows.

Half of the chickens in Korea are descended from Heifer hatching eggs supplied after the Korean War.

The 10,000th heifer is shipped to Germany.

1953

1955

1956

1957

gional directors and many volunteer committees. Thurl Metzger, who pioneered those two critical roles, laid the groundwork that helped create the Heifer philosophy that continues to the present day.

Many partner organizations and country representatives in the field were also volunteers in the early years, including missionaries from member



denominations. Missionaries, for example, served as Heifer representatives in several countries, including the Philippines, India, Bangladesh, Korea and Bolivia.

In other countries, Heifer established relationships with partner organizations, usually church structures or local nongovernmental organizations



(NGOs). Generally, these arrangements provided the local organization with partial support for “field representatives” to monitor Heifer projects and coordinate shipment and distribution of livestock. For example, the Methodist Committee represented Heifer in Bolivia, Fundacion del Centavo in Guatemala and Service Chretien in Haiti.

In some cases there was no budget for field staff, and local organizations took on the task as an honor and privilege. Heifer also established projects in countries such as China and Chile where it was difficult or impossible to monitor the work because of geopolitical conditions or the lack of a travel budget or local contacts.

Charlie Burwell was hired as the first full-time program director in May 1978, making him responsible for all projects around the globe. Later that year, Heifer won a development program grant from the United

States Agency for International Development, or USAID, to improve its evaluation and monitoring capacity.

The following year, a second program director, Dr. Gordon Hatcher, was hired to oversee projects in Latin America, the Caribbean and Asia. Burwell focused on Africa, the Middle East and U.S. projects. In the early days, Hatcher and Burwell had the help of one secretary and one program assistant.

In 1982, Heifer restructured the Programs Department along geographic lines that essentially have been maintained to the present—USA/Canada, Latin America/Caribbean, Asia/South Pacific and Africa/Middle East. The fifth major area, Central and Eastern Europe, was added after the collapse of the Soviet Union and the emergence of independent and democratic countries in the early and mid-1990s.

The 1980s were marked by a con-



tinuing reliance on a strong animal export program to establish breeding herds and for direct distribution through project partners. Countries that received large shipments during these years included the Philippines, Egypt, Jordan, Tanzania, Cameroon, Guatemala and Honduras. However, Heifer slowly shifted its emphasis toward more support of local NGOs or grassroots organizations, local purchase of livestock and the hiring of local country representatives, as well as toward training and organizational strengthening.

Over time, as Heifer experienced the complexity of working with livestock in development, the staff realized it was not effective to simply donate animals or the money to purchase livestock. Heifer decided to decentralize certain functions by creating country program offices, staffed by Heifer-employed country representatives (later called country directors) and support staff who could offer project participants technical support as well as a more extensive range of management and monitoring services.

The first country office opened in Bolivia in 1958. By 1994, there were 22 country or, in the case of the United States, field offices. Today, Heifer has active projects in 50 countries, though not all of those are administered through local country offices.



## Accountability Emphasized

Budgets remained relatively small during the 1980s and early 1990s. Program budgets generally remained flat; in several years, they actually fell, forcing a delay in funding projects. This made it difficult to expand country programs, even though the basic structures were in place. Annual budgets for geographic areas during these years ranged from \$300,000 to \$800,000, spread across six to eight countries in most areas.

Africa was the first geographic area to achieve a \$1 million budget, but that was a result of a large influx of funding prompted by a disastrous drought in Ethiopia.

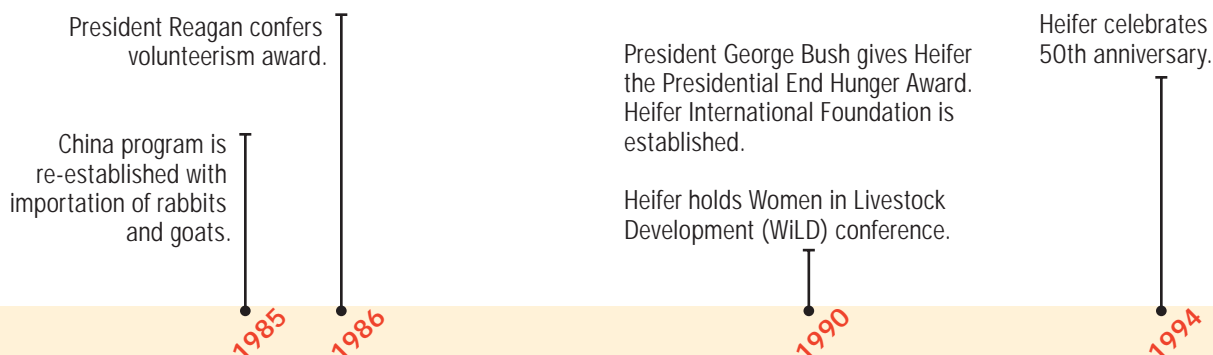
Starting about 1983, Heifer began to apply for and win a series of modest grants from USAID. These grants, each matched by private-source contributions, were funded over about 18 years. They had the aim of strengthening Heifer's institutional capacity—especially monitoring, training, planning and the design of a model for sustainable development for small farmers using livestock. As each grant

finished, Heifer incorporated certain elements originally supported by outside funding, eventually leading to the establishment of director-level positions responsible for evaluation, training and gender equity.

In 1989, Jo Luck was hired as director of Global Services, and she emphasized improved management and leadership as well as accountability. There was great interest in documenting long-term impact and in monitoring progress and financial accountability. These years also saw a shift toward placing more attention on sustainable agriculture and environmentally sound practices, and incorporation of some nontraditional items in project budgets, including tree planting and soil and water conservation.

## Cornerstones Point the Way

In 1990, Heifer, at the prompting of its worldwide team, established a set of "Cornerstones" that articulate the organization's bedrock principles: Passing on the Gift, Accountability, Sharing and Caring, Sustainability, Improved Animal Management, Nutrition and Income, Genuine Need and Justice, Gender and Family Focus, Improving the Environment, Full Participation, Training and Education, and Spirituality. Together, the Cornerstones reinforce the trademark practice that makes Heifer unique.





Jo Luck was asked in 1992 by the Board of Directors to become interim executive director, and she immediately named the head of the Africa program, Jim DeVries, to the post of programs director. Recognizing the heavy workload of managing and developing programs in sub-Saharan Africa, Heifer's leadership decided to drop further work in the Middle East.

The early years of the 1990s saw an increase in the number of countries where new programs were established, especially in Central and Eastern Europe and in new geographic areas of the United States and Canada. Throughout this period, Heifer's Programs Department positioned itself to meet a growing demand for project support around the world. When income began to grow dramatically in the second half of the decade, Heifer was ready to expand the number of its effective field projects as well as to provide professional services and management from headquarters.

A five-year cycle of country program reviews was scheduled so that every country program could evalu-

ate both staff and field programs. A first attempt was made at strategic planning in 1993, and a new eight-year strategic plan is now in the final stages of development. This plan will serve as a guide for Heifer's departments and country programs during the first decade of the 21st century.

The North America Program, which joins Mexico with the USA/Canada effort, was created in January 2001 in acknowledgment of the cross-border nature of issues affecting poverty on the continent. Heifer is now taking steps toward regionalization in its Asia/South Pacific, Africa and Latin America programs.

The growth in Heifer's income also allowed Heifer to launch new programs, some with seed money provided by grants. Heifer held a major Women in Livestock Development conference in 1990. In 1995, Heifer received the first Mildred Robbins Leet award from InterAction, the largest alliance of U.S.-based international development and humanitarian nongovernmental organizations, for its work in integrating women into field programs. Since then, the gender program has resulted in many gender equity projects and activities and now involves all country program and department-level strategic plans.

In 1996, Heifer started its first urban project in the United States with the support of enthusiastic volunteers.

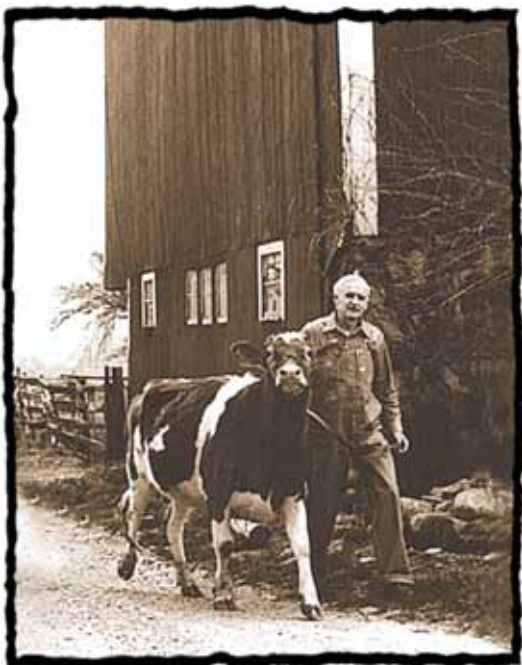
Urban gardens and livestock projects are now in place in Little Rock, New York, Chicago, Toronto and elsewhere. Support from the Sandy River Charitable Trust enabled Heifer to start a disaster rehabilitation fund in 1996, which allows for rapid funding for the rehabilitation of livestock production after a major natural or man-made disaster.

An agroecology initiative began in the late 1980s. This initiative aims, through the support of field projects, training and advocacy, to support small farmers in their stewardship of the environment as the foundation for sustainable production and improved livelihoods.

Another major initiative has been to redesign Heifer's accountability system from top to bottom. It now includes the complete project cycle from planning to funding and monitoring and evaluation, as well as strategic planning, and office and personnel administration. The redesign reflects the current reality of a dramatically expanded program, much greater capacity in the field, and Heifer's aim of decentralizing authority and responsibility.

Now, as the 21st century gets underway, Heifer is poised to continue its proudest traditions—learning and growing in order to help more people help themselves on the road to self-reliance. 🐄





# Dan West

## Heifer's Founder a Prophet of Peace

By Sharon Blair, Archiving Consultant, Heifer International



Over his lifetime as a Church of the Brethren peace worker, Dan West had many insights and, likewise, lots of ideas. Surely, however, West's greatest insight was that peace was not possible when people are hungry. West's greatest idea was that alleviating hunger could be best achieved by giving hungry people a sustainable food source rather than foodstuff—literally, give them a cow rather than a cup of powdered milk.

West was in his mid-40s in the late 1930s when he was invited along with representatives from the historic peace churches (Quakers, Mennonites, Church of the Brethren, Fellowship of Reconciliation) to distribute relief: feed and clothe the poor on both sides of the Spanish Civil War.

Already during his life, he had been a gifted student, a conscientious objector, a Brethren youth leader, a devoted husband, a loving father, a mentor, a taskmaster, an agitator and, by many accounts, a loyal and always demanding friend.

Most of all he was a man who asked questions, who never stopped asking them, and he challenged others to do the same.

### Reared on the Farm

West was born into a Brethren family, reared as a farm boy, and settled and centered his own family life with his wife,

Lucy (they married when Dan was 39), on a farm in Indiana.

The farm was a home base in every sense of the phrase for this Christian renaissance man. He was a scholar (in addition to graduating from Manchester College, he studied at Harvard, Ohio State, Cornell, the University of Chicago, Columbia and on his own). He believed deeply in the values of the Church of the Brethren, and he held equally intense views about how to live a Christian life.

West said, "So far as I know, Christ never asked anybody to explain Him intellectually. Nor did He ever ask anybody to worship him. But He did ask some to follow Him. Theology and worship patterns are important but not fundamental. Obedience is."

After West died in 1971, he was the subject of many eulogies. Church of the Brethren minister Leland Wilson said of West: "He was deeply committed to Jesus Christ, not as a theological proposition, not as the anchor in a sea of doctrine, but as one to follow and obey. He was deeply committed to the church, though often impatient with its ways. The leadership and authority of the church were generally vested in its clergy, but Dan West chose to remain one of the laity.

Dan West (top left) was a farmer who knew livestock could help impoverished people move toward self-reliance.

Dan West's experience in Spain, as shown in this September 25, 1937, photo (top right), convinced him that relief aid alone could never solve the problems of hunger and poverty.



West wanted to send heifers to Spain as early as 1937, but it was 1942 before the Northern Indiana Brethren's Men's group approved what they called the "cattle project."

In 1943, at West's insistence, the American Friends Service Committee and the Mennonites were asked to join in. But World War II broke out, and there was no way to ship the animals that had been collected to Spain.

Even if ships had been available, the costs would have been prohibitive. Further, in true Brethren, peace-loving fashion, West and his friends felt it essential to give livestock to starving people on all sides of any conflict, an idea that didn't sit well with some officials directing the war.

From idea to implementation, it took Dan West and his band of Brethren in Northern Indiana five years to get heifers and other livestock on the way to hungry people, first in a ship out of Mobile, Ala., to Puerto Rico in the summer of 1944. Finally, in 1945, in a collaborative effort with the United Nations Relief and Rehabilitation Administration, Dan West's dream of sending cows to hungry people in Europe was realized with a twist. Greece needed bulls to build up the country's cattle herds, so the first livestock sent to Europe weren't heifers. West's friend, fellow Brethren and Heifer Project's first executive director, Ben Bushong, noted the irony when he joked, "The first heifers sent to Europe were six bulls for Greece."

Ultimately, it doesn't matter whether the animals were heifers, bulls or bees. Give hungry people what they ask for and need and give them the opportunity to pass along the gift in the form of their livestock's offspring. In this way, recipients become donors, gaining dignity and moving beyond relief. A simple but radical idea, first put into practice 60 years ago thanks to Dan West and the men and women he persuaded to follow his dream. ✨



Lucy and Dan West (top) sit on the steps of their home near Goshen, Ind., with four of their five children about 1940.

Dan West teaches a class in the peace studies program he helped found at Manchester College.

"While this movement away from formal institution and organization and professionalism in the church was still gathering, he was elected as the first lay moderator of his denomination. ... And he often spoke ... of a man's word being as good as his bond, of being neighbor and of being brother. The late

labor leader Kermit Eby called him 'a modern mystic, yet, like his Brethren forebears, practical.' "

It's not that Dan West didn't have doubts. His friend and eulogist Joe Van Dyke said that West "believed in honest doubt. He believed without reservation that human intelligence is a God-created tool without equal, that if we discipline ourselves to think straight and hard, we will always come up with better versions of the truth than what passed for truth in our minds before. He questioned dogmas and creeds and traditions; he challenged established policies and techniques; he often refused to go along with the status quo. He was a radical in the finest sense—he could look past dead hulks and find the living root, and help it grow again."

### A Simple Idea

Providing heifers to hungry people was a simple idea. Gather and transport heifers to people who need food. It was a radical idea, logistically, financially and politically.

# The Most Important Gift Catalog in the World

## Special 2004 Holiday Edition



# For a World Without Hunger

What better gift is there to give someone than self-reliance? When you give through this catalog, you make it possible for women and men around the world to help themselves have better lives, to feed and school their children and provide shelter from the storms of poverty and hunger.

When you make this gift in honor of someone on your holiday list, you enable your friends or loved ones to be a part of something bigger than themselves—to be a part of making the world a happier place.



And isn't that what this season is all about? Bringing joy to the world?

You'll bring smiles to the faces of those desperately in need of hope and nourishment as well as to those you honor. And the recipients of your generous spirit will one day know the same feeling of unselfish giving when they share their gift with another struggling family. That's because each Heifer International recipient promises to pass on offspring of their gift animal to another in the community.

Since 1944, Heifer has reached

out in friendship and assistance to over 125 countries, including the United States, helping millions of people overcome their dire situations and start a path to a brighter future.

This year we will accomplish even more ... with your loyal and devoted help. Perhaps one day we'll even celebrate the end of hunger and the beginning of a world full of joy.

Sincerely,

Jo Luck  
President and CEO

## Make This a Meaningful Holiday

**Why not take part in a growing holiday tradition by giving gifts that help those in need? Here's how:**

Instead of material gifts, choose gifts from this catalog to honor your friends, family or business associates — gifts that help struggling families lift themselves out of poverty. You can also use the catalog to make a regular charitable gift. Use one of the easy ordering options (*right*).



### What Your Honoree Receives ...

This year, instead of sending material gifts to your friends and family, send them this delightful gift card to let them know that, in their name, you've given the gift of self-reliance to a struggling family.

Present your honoree with one of our attractive holiday gift cards that explains Heifer's mission and how the gift you made in their honor will make a difference to a family in need.

#### GIFT CARD DELIVERY OPTIONS:

##### Fastest:

Order online at [www.heifer.org](http://www.heifer.org), then select and print one of the cards provided or send an e-mail honor card electronically to your honoree.

##### Fast:

For an additional charge, we'll ship your cards to you 2nd Day Air or Next Day Air (telephone orders only).

##### Standard:

Order before December 6, and receive delivery about two weeks from Heifer's receipt of order, via U.S. Postal Service.

The prices in this catalog represent the complete livestock gift of a high-quality animal, technical assistance and training. Each purchase from this catalog represents a contribution to the entire mission of Heifer International. Donations will be used where needed most to help struggling people.

### Four Easy Ways to Give

1. Call toll free (800) 698-2511 24 hours a day, 7 days a week. Credit card orders only, please. Fill out the Order Form next to page 28 for your records.
2. Fax (501) 907-2902 24 hours a day, 7 days a week. Fax the completed Order Form next to page 28; keep for your records. Include credit card information.
3. Order online: [www.heifer.org](http://www.heifer.org) 24 hours a day, 7 days a week. Find beautiful print and e-mail honor cards and pass along movies for friends.
4. Mail the completed Order Form with your check to: Heifer International P.O. Box 1692 Merrifield, VA 22116-1692

## Heifers for the Holidays

Growing up, you took fresh milk for granted—good for you and delicious! But some children never get milk to drink. They don't grow as they should, and they're often sick.

Back in 1944, Heifer International realized there was an alternative to endless hunger and poverty. Why not give families the means to become self-reliant through food- and income-producing farm animals? Dairy cows can give as much as four or more gallons of milk a day—enough for a

family to drink, make into yogurt or cheese and sell.

Plus, as each family passes on offspring of their gift animal to another family in need, the whole community benefits.

Do things differently this year. Honor someone special with the gift of a heifer given in their honor to help a struggling family.



**Gift of a Goat: \$120**

**Share of a Goat: \$10**



## Goats ... the Perfect Gift!

Did you know that more people rely on goats for milk than cows? They're a great alternative for families who live in rocky mountainous areas or own little land. Goats often give about four quarts of milk a day—just the right amount if you don't own a refrigerator. Goat manure makes a fantastic fertilizer for increasing



vegetable crops, and goats, often giving birth to two kids a year, provide a steady source of income.

Heifer International goats help families look forward to a better life. When you honor a friend or family member with the gift of a goat sent in their name, you're choosing a simpler, more meaningful way to celebrate the season—and that's a better life!

**Call Toll Free (800) 698-2511**

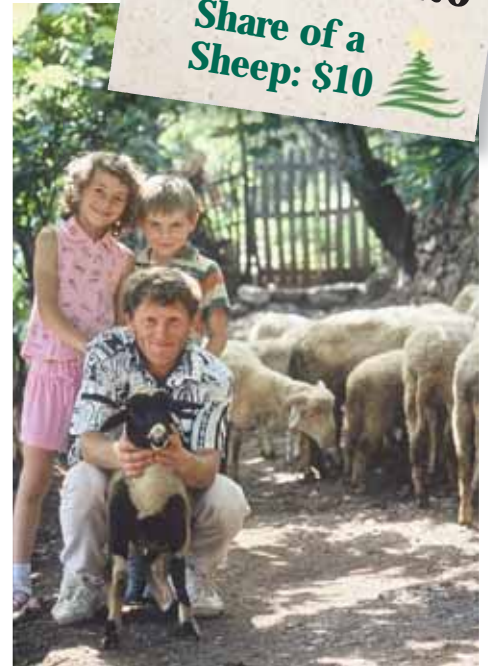
## Sheep: A Sure Thing

It feels good to pull on a wool sweater when the weather's chilly. In cold climates, many indigenous people rely on the warm clothes and blankets they can make from sheep's thick wool. And subsistence farmers depend on sheep for income.

Heifer International participants learn how to care for their sheep so they will improve fragile grassland with their droppings, and not overgraze it. Heifer International quality sheep give three times as much wool as local ones. And with one

or two offspring a year, a flock soon grows and a steady income is ensured.

Honor your friends or family members who always wear natural fibers; send the gift of a sheep to a family in need. It's a warm-hearted choice!



**Gift of a Sheep: \$120**  
**Share of a Sheep: \$10**

**Gift of Chicks: \$20**



## Chicks: The Right Choice

Chickens are a real value. Starting at six months, they can lay up to 200 eggs a year—a reliable source of protein for children who otherwise subsist mostly on starches. Extra eggs can be sold to pay for school, clothes and medicine. And in the vegetable garden, chickens peck at bugs and weeds, scratch up the soil and enrich it with droppings.

Chicks are an excellent solution to improving a family's diet and crops—and to the dilemma of what to give your socially aware friends this season.

Visit [www.heifer.org](http://www.heifer.org)

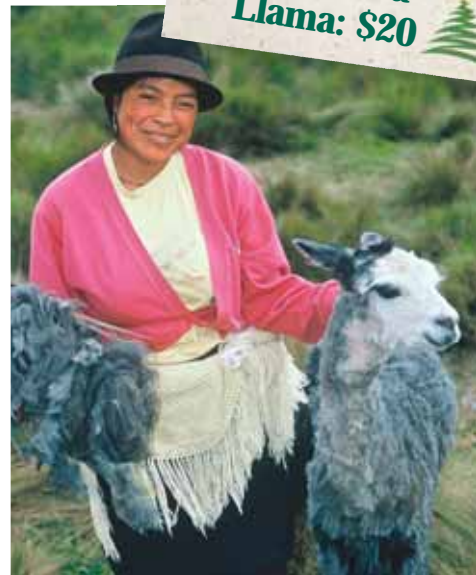
## Fa-La-La-Llama

Domesticated by the Incas 6,000 years ago and selectively bred for their gentle nature and fine fiber, llamas appear intelligent and serene. They play a pivotal role in the cultural life of indigenous communities on the high plains of Bolivia, Ecuador and Peru.

Women weave their llama's fleece into warm clothing to wear or sell. They load them up with goods for market and trek with them across rugged slopes at high altitudes. As

they travel, llamas' padded feet don't damage the fragile terrain and their selective browsing doesn't destroy sparse vegetation.

Heifer International llamas can make your holiday gift-giving more intelligent and serene, as well. You'll be strengthening the recipients' income and their cultural traditions—and starting a tradition of your own. Honor your friends and family with a gift of llamas sent in their names to an indigenous Latin American family.



**Gift of a Llama: \$150**  
**Share of a Llama: \$20**

**Gift of a Pig: \$120**

**Share of a Pig: \$10**



## Profiting from Pigs

To help hungry, undernourished families put protein back in their diets at little cost, Heifer teaches farmers how to raise healthy pigs even with scant resources. A farmer who may not be able to manage cows can raise pigs.



In Latin America, pigs eat rejected bananas or damaged yams that otherwise would be wasted. They grow to market weight while producing manure that improves crop production. Around the world, using resources once considered worthless, impoverished families supply themselves with the protein and income they need to build better houses, put their children in school and improve their lives.

No wonder families smile over their Heifer pigs. Your friends and family members will smile, too, when you send a gift of pigs in their names to a family in need of a boost in nutrition and income.

**Call Toll Free (800) 698-2511**

**Gift of  
Ducks & Geese:  
\$20**



## Ducks and Geese Get Results

When it comes to holiday gift-giving, things quickly get out of hand. It's easy to spend too much on things that mean too little. There is an alternative.

Honor a friend or loved one with a flock of Heifer International ducks or geese sent in their name to a

family in need. Ducks and geese add vital protein to the diet and much-needed money in the pocket from selling eggs as well as ducks and goslings. And they make food crops better by removing weeds and bugs and adding fertilizer.

## Bees Are a Sweet Gift

The way bees work together is a lesson for us all. They produce food, care for the young, recycle waste and create an effective, efficient community. They pollinate fruits, flowers and vegetables in the process—a benefit for us all. Bees

can as much as double some fruit and vegetable yields. A package of Heifer International bees and a hive give a family better crops, candle wax, pollen for medicine and honey to eat and sell. Honoring a friend or family member with bees sent in their name is a honey of a gift that shows you cherish both people and the environment.

**Gift of  
Honeybees:  
\$30**



**Gift of Tree  
Seedlings: \$60  
Share of  
Seedlings: \$10**



## Trees for a Green Future

Trees are essential to life on earth. They breathe out oxygen and breathe in carbon dioxide. They hold water in the soil and moisture in the air. They reduce global warming. They provide food and medicine for birds, animals and people.

That's why planting fast-growing

trees that put nitrogen back in the soil, serve as wind-breaks and provide animal feed, fencing and firewood is often the first step in a Heifer project.

Honor friends who love the outdoors with gifts of trees sent in their names to families who will treasure the difference they make.

Visit [www.heifer.org](http://www.heifer.org)

**Trio of Rabbits: \$60**

**Share of Rabbits: \$10**



## Rabbits Bring Rapid Reward

Why rabbits? Because even a family without the land or resources to raise cows or even goats can find a warm dry spot—in a hutch on a back porch or perhaps even in a cool burrow dug beneath a garden planter—where rabbits can thrive. They can be fed with vegetable waste and kitchen scraps, so they conserve farm resources as they grow.

And, like other livestock, rabbits are sources of healthy protein

to help feed the hungry. Their nitrogen-rich manure makes excellent fertilizer to put on crops as compost. And everyone knows how rabbits proliferate. Here's a gift that multiplies! With as many as 40 offspring a year, a trio of rabbits can provide a family with a steady source of protein and income.

Rabbits can be just the right thing for a family that needs food and income where resources are scarce.



## Buffalo Bring in Bushels

Nothing's more satisfying than finding exactly the right solution to a problem. That's the good feeling you get when you give a subsistence farmer a water buffalo. These powerful yet gentle creatures can plow through mud that would stall a tractor. They take narrow terraces on steep mountains in



**Gift of a Water Buffalo: \$250**

**Share of a Water Buffalo: \$25**



stride. They feed on crop residue and produce milk for consumption and manure to increase crop yields. Plus, they pull cartloads of crops to market with ease. A gift of a water buffalo can lighten the load of a

struggling family in countries like Nepal, Cambodia or the Philippines. A gift of a water buffalo can lighten the load of decisions about what to give everyone on your gift list as well.

**Call Toll Free (800) 698-2511**

# Fighting Hunger Two by Two

*A Heifer International Ark is an extraordinary gift.*

If you or your business or organization are wondering how you can do more with your giving—how you can change the world—this is the opportunity for you.

Your Gift Ark goes around the world. Latin America, Africa, Asia, Europe, North America. Where we find hunger, poverty, hopelessness and misery, we answer with Heifer animals and training ... and discover, through our efforts, the “olive branch” that grows from encouraging peace and opportunity.

What does the gift of an Ark mean? It means ... oxen, donkeys and water buffalo ... cows, sheep and goats ... even bees, chicks and rabbits, and more ... healthy, hearty animals that will go forth and multiply,

improving lives for countless families and children, and “passing on” your spirit of faith and charity over and over again. A whole “Ark-ful” of hope and happiness ... setting sail for the places in the world where your generosity, kindness and vision are needed most.

To discuss ways that your company, civic organization, religious organization or family can give the Gift of an Ark during this holiday season from Heifer International, please call **(800) 698-2511** and say, “I want to help change the world.”



## *Gift Ark animals may include:*



### **2 Cows**

To bring milk and income to a Russian village.



### **2 Sheep**

To help families in Mexico produce wool.



### **2 Pigs**

To enable families in Cambodia to attain greater self-reliance.



### **2 Donkeys**

To supply animal draft power for farmers in Tanzania.



### **2 Goats**

To help two Guatemalan families provide milk for their children and earn extra income.



### **2 Trios of Guinea Pigs**

To help families in Ecuador add protein to their diets and increase income.



### **2 Water Buffalo**

To help Indonesian families increase rice production through animal draft power.



### **2 Oxen**

To pull plows and carts in Uganda.



### **2 Beehives**

To help families in Canada earn money through the sale of honey and beeswax.



### **2 Trios of Rabbits**

To provide food and income for families in North Korea.



### **2 Flocks of Chicks**

To help families in South Africa improve nutrition and replenish their land.



### **2 Llamas**

To improve livestock bloodlines and produce wool and income for Bolivian families.



### **2 Trios of Ducks**

To help families in Peru generate income through the sale of eggs and birds.



### **2 Flocks of Geese**

To help families in China better their nutrition and income through the production of eggs and meat.



### **2 Camels**

To help families in Kenya earn income by transporting agricultural and industrial materials.

**Gift of an  
Ark  
\$5,000**



The price of a Gift Ark includes the purchase/transport of quality animals and the training/support Heifer International gives recipients. Contributions to the Gift Ark program represent a contribution to the entire mission of Heifer. Donations will be used where needed most.



# Thurl Metzger

## “A Glorious Journey”

Metzger, who served as Heifer's executive director from 1951 to 1967, and then as director of international programs until his retirement in 1981, accompanies a shipment to Poland.

By Lauren Wilcox, HEIFER STAFF WRITER

In the fall of 1946, a young administrative assistant for the Heifer Project—as it was called then—was invited to accompany a boatload of cattle bound for farms in war-torn Poland. This was Thurl Metzger, an Indiana farm boy who had begun working with Heifer as a conscientious objector during the war. It was his first trip abroad. As the livestock were distributed throughout a Polish countryside “pockmarked with bomb craters,” Metzger recalls, he discovered that several hundred head of the cattle had been sold, perhaps mistakenly, by the Polish government.

“Armed with only my youthful indignation,” Metzger says, he approached officials about the missing cattle, and “was able to secure a settlement”—paid with a suitcase full of Polish zloties. Unable to exchange the money or spend it outside of Poland, he used it to bring 10 Polish students to the United States for a year, to study agriculture at American universities.

So began Thurl Metzger's career at Heifer International, where he was executive director from 1951 to 1967, and then director of international programs until he retired in 1981.

Born in 1916 on a farm in Kosciusko County, Indiana, Metzger had a knack for commonsense problem-solving that dovetailed with the fledgling organization's grassroots approach

to development work. Under his resourceful, energetic and sometimes unorthodox leadership, Heifer grew from a volunteer endeavor with a skeleton staff to a thriving network of community programs and organizations worldwide.

“Thurl is a creative genius,” says Jan West Schrock, daughter of Heifer founder Dan West. “And he is a farm boy—he knows how to fashion a solution to a situation.” As director, he was known for his forthright style as much as his sense of humor. When the FBI began trailing Metzger and his Polish exchange students, he traveled to the White House to ask J. Edgar Hoover to call them off. As Metzger remembers it, Hoover “wasn't in town,” but the FBI's attentions stopped shortly thereafter. When the students were preparing to return to Poland, the FBI, at Metzger's invitation, attended the farewell party.

During Metzger's tenure, Heifer began working with communities in South Korea, India, Russia, Germany and Africa, as well as with American farmers in the deep South and Native Americans on reservations. Metzger made many of these initial visits himself—traveling to 60 or 70 countries over the years, by his reckoning—to troubleshoot and help communities tailor the programs to their needs.

As Heifer expanded, its approach to humanitarian aid necessarily grew more complex. Metzger helped take Heifer from simple gift-giving to the more comprehensive program of sustainable development in use today.

“Thurl took Heifer into new territory,” says Kathy Moore, a Heifer employee who accompanied a shipment of livestock overseas in 1958. “At the same time,” says Schrock, “he kept the original vision intact.”

In 1941, Metzger married Ruth Landis, with whom he raised four children. “Ruth has always been an anchor for him,” says Schrock. “She allowed him to pursue his dreams.” In 1971 the couple moved from North Manchester, Ind., to Little Rock, where they live today.

After Metzger retired in 1981, he wrote *The Road to Development*, a collection of essays about his experiences with Heifer. Also in 1981, Metzger traveled back to Poland for the first time since his trip in 1946. “Returning to Poland after all these years was a study in changes,” he wrote of his trip in *The Road to Development*. “I saw no war-damaged buildings. The land is in production. ... People are well-fed and well-dressed.”

His hosts were the students he had brought to America 35 years before. Of the 10, nine had gone on to careers as some of Poland's top professors and scientists. One, who had become president of Warsaw University, awarded Metzger two medals of distinguished service from the Polish Ministries of Education and Agriculture.

“One cannot help but assume that the cumulative effect on the lives of these people has been greater than the distribution of a shipment of cattle,” Metzger wrote, adding, “It was a glorious journey.” 🐾

# Cowboys Remember

"Emotions That Have Lasted a Lifetime"



By Sharon Blair, Archiving Consultant, Heifer International

More than 7,000 people served Heifer International as seagoing cowboys and cowgirls, air attendants and truck drivers, accompanying shipments of horses, cattle, pigs and other livestock to Europe after World War II. (At this time Heifer was shipping livestock from the United States, a practice not generally used now.) They signed up through Brethren Volunteer Service; many had been conscientious objectors. Most were right off the farm and embarked on a grand adventure that would change their lives.

For most of them, this trip was a series of firsts: the first time to sail on a ship, to cross the ocean, to visit another land and culture, to see war's devastation and to test their faith in a secular setting.

These recollections are from *Cowboy Memories*, edited by Bill Beck and Mel West and published to mark Heifer's 50th anniversary in 1994.

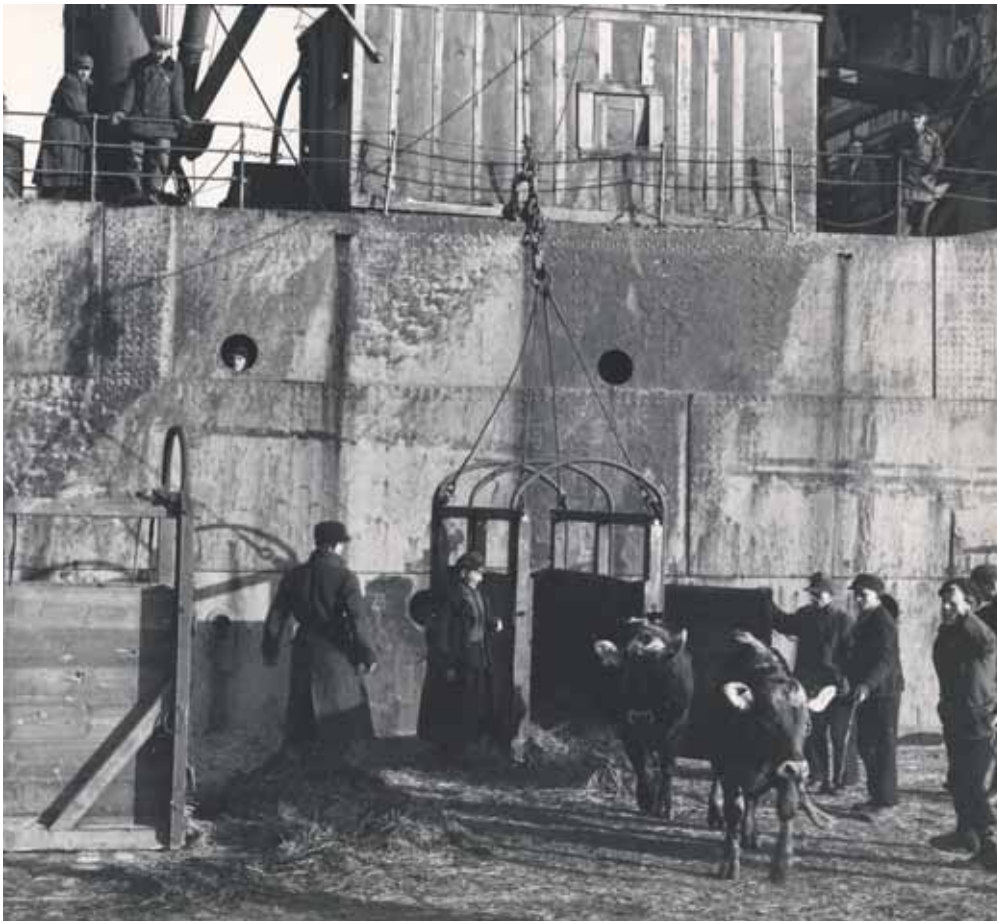
## Wayne Hostetler Cowboy, 1944

"Almost everyone at Pier C South, Alabama State Docks, Mobile, Ala., was on hand to witness the loading of the 17 relief heifers [to Puerto Rico] on the liberty ship, William D. Bloxham, the morning of July 13, 1944. It was unusual to witness the loading of cattle at Mobile because these heifers were the first shipment of cattle from this port in 15 years.

"While on the voyage the heifers had their home on deck in two shed-shaped barns, one on each side of

Number 4 hatch. A 13-day feed supply of alfalfa and Johnson grass hay and grain was carried on the hatch between the two barns. The feed was covered with a tarpaulin at all times to protect it from the sea and rain. The heifers were fed and watered and the stables were cleaned three times a day. On Sunday, July 16, part of the ship's crew witnessed the birth of the first calf born during the trip. There were three births on our eight-day sea voyage.

"... We had almost ideal sailing weather. The heifers



Cowboys on the S.S. Mount Whitney (facing page, left) return from Poland in 1947.

Richard Tobias (facing page, top right) of Akron, Ohio, with 9,000th heifer, bound for West Germany in 1956.

George Craig (facing page, bottom right) with heifers from Indiana.

Heifers (this page, left) arrive at Gdansk, Poland, in November 1945.

Chickens and ducks (below) land in Bolivia in April 1964.

Jack O. Shoff (bottom) makes his third trip as a cowboy on the S.S. Edward Burton in 1946.

went to poor ranchers who owned no dairy cattle and could provide plenty of good grass for the heifer's feed.

"The families were usually large and were very grateful for getting one of the heifers. For instance, 'Faith' is to supply milk to a family of 12 children who have never tasted milk. ..."

### **Newton S. Goodridge Cowboy, 1954**

"The buzzing of bees, the bleating of goats ... and the clamorous confusion of much ceremony marked the take-off for Korea yesterday of a 'Noah's

Ark' airliner. A chartered four-engine DC4 plane of Transocean Air Lines, stripped of all but two of its passenger seats, was the Ark. It carried 100 goats, 600 rabbits and an estimated 1,500,000 bees, along with a goat-tender and a beekeeper. ..."

Koreans will "milk the goats and use the liberated bees to pollinate crops—since the wartime profusion of DDT insecticide killed off much of the insect life that normally carries pollen to the blossoms of food-producing plants."

### **Bill E. Beck Cowboy, 1964**

In 1964, Beck accompanied a shipment of 20 polled Hereford heifers and one bull along with 20 pigs on board the S.S. President Tyler bound for Japan.

"A highlight of the trip was traveling to the Iwate Prefecture to meet the farmers receiving the cattle for this cooperative project. Kentara Buma, Japan Church World Service director, met me at the ship and took me to Iwate. We entered a great hall set for a banquet with tables in a half circle. Representing





Cowboys from the S.S. Edward Burton (above) pose with ruined weapons during a voyage up the Kiel Canal to Danzig in 1946.



A Greek family (top right) receives a heifer donated by the Church of the Brethren circa 1947.



Cowboys relax in empty deck stalls (bottom right) on the U.S.S. Carroll Victory during a trip to Greece circa 1947.

HPI, I was given a seat of honor. What a humbling experience when all you have done is feed and care for the animals generously given by others. They graciously presented me with gifts and words of gratitude. I responded by telling them about farmers who had given animals and churches that had collected money to provide these livestock. ... But the highlight for me was when Kentara Buma turned to me in the car as we drove away and said, 'You need to know that most of these farmers walked all morning to come and say, Thank you!' The emotions of that moment have lasted me a lifetime."

### **E.G. Carper Cowboy, 1966**

"... I accompanied a load of heifers and bees from Miami to Peru during the time I lived in Boston. I

no longer know the date. It must have been 25 years ago. This was the first time they decided to go south via the east coast rather than the west.

"It was almost a disaster. We stayed overnight on one of the islands, at which time I hired a couple of young native boys to carry and give water to the cattle. The young fellows took their work seriously and carried water all night long, saturating the straw bedding with so much extra weight that we barely were able to get off the ground the next day.

"We got lost going across the jungle. The pilot put out an SOS and only New York answered. For about three hours we flew around trying to find our small airport. At a desperation point we saw a small light in the distance which we followed. It was our destination airport, but we didn't know

it. We flew around it twice trying to get a response in order to land. No answer. The pilot said we must land for we didn't have enough gasoline to make another trip around. When we landed and inquired about the lack of radio response, we were told that the guy decided to take the day off.

"After the cattle were unloaded and taken to their destination I left on a regular airline to go further south to check on and write an article about a previous shipment. ... I could not find my contact, so I didn't get my story.

"When I got back to Boston, I learned that the pilot and copilot purchased a lot of parrots somewhere, hoping to make a lot of money selling them. Much to their surprise, the plane, the parrots and the crew were quarantined in Miami for three days. They lost the birds." 🐦

# TAKE IT PERSONALLY:

How to Make Conscious Choices to Change the World

Anita Roddick  
Conari Press  
Softcover, \$24.95

—Reviewed by  
Tim Newman, Heifer School  
Programs Manager

**W**arning: Terrorist Material. ... You could be committing a crime by reading this page.

Don't be alarmed. The previous line is simply the title of one of the chapters of *Take It Personally: How to Make Conscious Choices to Change the World*, edited by Anita Roddick.

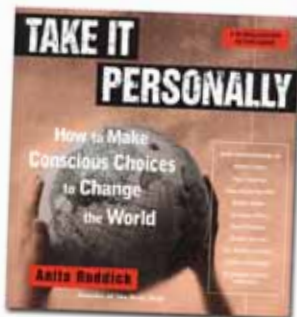
Obviously, this warning to the reader, which refers literally to Britain's sweeping Terrorism Act, is hyperbole; however, it makes a key point. To make socially responsible decisions as consumers, we must learn about the ugliness in the world and then act against the perpetrators of injustice.

Anita Roddick is founder and CEO of The Body Shop, a skin and body care retailer that works with marginalized communities to produce naturally and traditionally inspired products and to support sustainable development. A crusader for social, environmental and economic awareness, Roddick calls on her co-activists to share information and personal experiences. Paul Hawken, Ralph Nader, Vandana Shiva, Helena Norberg Hodge and David Korten offer insights into issues ranging from globalization and the World Trade Organization to poverty and democracy.

The book is both a handbook for activists and an educational resource for those interested in learning about globalization. It is visually enticing, offering a variety of compelling photos and insightful quotes. Several chapters stand out, especially Shiva's exploration of how multinational companies are patenting naturally occurring products, such as rice and turmeric, and making it illegal for people to save and share centuries-old seeds and grains.

At times, however, the wealth of information contained in *Take It Personally* verges on overload. Roddick's argument that the pursuit of money and the bottom line have corrupted global business sometimes gets lost in the array of images, data and cutting sarcasm that fill the book's chapters.

*Take It Personally* is most persuasive when Roddick demonstrates how social and ecological change benefits us all. She writes, "It is people's personal experience that really counts. Not just for the poor, but for all of us." Because in the end, "the future of the world depends on us all taking it personally."

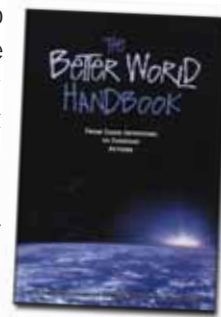


# The Better World Handbook: From Good Intentions to Everyday Actions

Ellis Jones, Ross Haenfler  
and Brett Johnson  
New Society Publishers  
Softcover, \$18.95

—Reviewed by  
Katy Montgomery,  
Heifer Global  
Village Coordinator

**M**any people want to make a difference in the world but have no idea where to start or believe they do not have enough time or energy to effect real change. *The Better World Handbook* will help transform these good intentions into everyday actions.



The authors strive to answer three basic questions: "First: What stops people from making a difference in the world? Second: What are the major challenges facing our world? And third: What can the average person do in his or her everyday life to make the world better?"

By challenging readers to live out their ideals through everyday actions, the authors explain how we can break the cycle of cynicism and embrace hope. The book outlines seven essential foundations for a better world: "Economic Fairness, Comprehensive Peace, Ecological Sustainability, Deep Democracy, Social Justice, Culture of Simplicity, and Revitalized Community." A brief overview of the challenges facing these foundations is included, along with useful references for readers who want to learn more.

*The Better World Handbook* shows how people can make more informed decisions in their everyday lives on topics ranging from money to shopping to travel in order to help create a more sustainable world. Some examples include opening an account at a socially responsible bank or credit union, buying a low-emission, fuel-efficient car and supporting local farmers and grocers.

This book doesn't hold all the answers, nor will everyone agree with every suggestion it contains. It does, however, offer an inspiring guide that will start readers on their way to following Gandhi's guidance of "being the change you wish to see in the world."

# “A Turning POINT”

## Sheep Change Lives in Poland

Story and Photos by Darcy Kiefel,  
Heifer International Photojournalist

“Everything depends on the mentality of the family. We decided not to give up.”

—Wladyslaw Tylka

**K**ROSCIENKO, Poland—“A guest in the house is God in the house” goes a traditional Polish saying. Wladyslaw Tylka and his wife, Ryszarda, took that adage to heart last summer, greeting Heifer International staff with smiles and a feast of produce from their garden and products from their sheep.

Such a feast wouldn't have been possible just a few years ago.

The couple live in Kroscienko, a village in Podkarpackie Province in south-eastern Poland. The heavily forested province, home to Bieszczady National Park, is one of the loveliest and least developed regions of the country. It is also the most agricultural area of Poland. Almost half of the province is under some form of environmental protection.

The collapse of communism and the dissolution of state farms took a huge toll on the people here, leaving those who worked the farms without resources or even a source of income. The transformation of Poland's economy also affected those who worked outside of agriculture, with many people losing their jobs.

The official unemployment rate in Podkarpackie is 25 percent, but that figure is misleading. Sixty percent of the residents of the province live in rural areas and villages, but because many of them own land, the government doesn't count them as unemployed, even though their farms—at an average size of 8.5 acres—are often too small to generate much income.

Despite their efforts, the people here have seen their standard of living continue to decline, and young people continue to leave to seek work in large cities and abroad. Small-scale farmers here, and throughout Poland, are hurting.



Map by Kirk Montgomery

Before the state farms were broken up, said Katarzyna Malec, Heifer's country director in Poland, "farmers such as those in the Podkarpackie area could receive credit as well as support from the government."

"It was easy for them to invest in farm development, and all the products they produced were sold because the government would guarantee it," she said. With the introduction of a free-market system, "today, the small-scale farmer must compete in the market," she said.

But many of these farmers lack the basic resources that would allow them to compete—or even feed themselves. Some of them attempt to provide for their families through seasonal employment such as picking mushrooms and blueberries to sell by the roadside.

"Because in the past farmers were doing quite well, it is difficult to convince city people that today they are in need of help and support," Malec said.

"Farmers are still perceived as people who can produce food and therefore make a living for themselves. Many people do not understand, and it is a pity," she said. "They will need some time to change their mentality and once again support the small-scale farmer."

Support for the small-scale sheep farmer in Podkarpackie did arrive in August 2000 when Heifer International joined with the Sheep Breeders' Association, the project partner, headed by Stanislaw Kutyna. Malec said Kutyna's knowledge of sheep breeding, hard work and sensitivity to the farmers' problems were essential to the project's success.

### Looking to History

Podkarpackie Province has a long history of sheep breeding, and farmers, who unsuccessfully sought employment in the area, once again view breeding sheep as a chance to improve their standard of living. Podkarpackie means "under the Carpathians," and the province is mountainous.

The province also includes abundant grassland, making it well suited for small ruminant production. Sheep graze in a way that doesn't destroy the biodiversity of the native plants, and sheep manure enriches the soil, Malec said. Podkarpackie has provided Heifer International with a model location to establish an ecologically sound sheep project.

In 2002, Wladyslaw and Ryszarda Tylka received 15 pregnant sheep. Now, Tylka is proud of his herd of 50 sheep and growing.

"From early childhood I have been caring for sheep," he said. "I found myself in a difficult situation after the cooperative farms collapsed and I had no work. This Heifer International sheep project has been a turning point in my life."

"I was employed by the cooperative [state-run farms] for 23 years and worked until 1998, when unfortunately I had a serious health problem," Tylka said. "When I recovered, the political and economic situation of our country was completely different, and they refused to take me back in my previous position."

Tylka and his wife, Ryszarda, have two daughters, Alicja, now 20, and Jolanta, 14. The family struggled for several years, but Ryszarda's job at the railway station allowed them to get by. Five years ago, however, a terrible accident made their already precarious existence more difficult.

Ryszarda recalled: "It was in December 1999 and very cold outside. I don't remember well how it happened, but a train hit me and my bones on the left side of my body were crushed. ... I lost my leg, and for the next year and a half, there was incredible trauma for myself and my family. I remained in the hospital for months but after I still had to work."

"I had problems walking with an artificial leg, but I still had to work," Ryszarda said, her eyes filling with tears. "We survived only because Wladyslaw's brother found work for



Ryszarda Tylka (facing page) and her husband, Wladyslaw (above), say their income has risen "100 percent" since they received 15 pregnant sheep from Heifer in 2002. Their herd now totals 50. "We took a big chance to make things happen," Wladyslaw says. "It has all paid off because of this Heifer International project."



Renata Dydak-Zajaczek with her husband, Michal. "We were so happy to receive assistance," Michal says.

him in Germany to pay for my treatments. At the time, I tried to cope and heal alone because my husband was away struggling to pay for my treatment. It was very difficult."

But "everything depends on the mentality of the family," Wladyslaw Tylka said. "We decided not to give up when the state farms collapsed and throughout Ryszarda's tragedy. Most people were scared but we tried to be brave.

"Even though we had no money, we wanted to try," he said. "We took a big chance to make things happen. It has all paid off because of this Heifer International project."

The Tylkas rise in the dark of early morning to feed and milk their sheep. By the time the sun begins to rise, Wladyslaw is in the smoke hut making cheese to sell to neighboring homes. One block of cheese sells for about \$3.50. Wladyslaw also belongs to a sheep-shearing association and sells the sheep's wool.

"Since this project began and with my production of cheese and the sale of sheep, I believe my income has increased by 100 percent," he says. Thirty percent of his income comes from the sale of cheese, 60 percent from the sale of lambs and 10 percent from wool production.

### Three Generations Benefit

**I**n the neighboring village of Rabe, the gift of 15 Heifer International sheep is helping three generations of one family.

Throughout her childhood and into adulthood, newlywed Renata Dydak-Zajaczek has been taught by her father, Antoni

Dydak, the skills of sheep breeding that he had learned as a child from his father, Konstanty.

Antoni secretly hoped his daughter would remain on the farm and that some day her wish would be to raise sheep as he and his father had done. Renata proved to be a hard worker and often dreamed of owning her own land and raising sheep.

Just before her wedding day, Renata and her fiancée, Michal Dydak-Zajaczek, received 15 sheep from Heifer International. The couple are now eager to begin their lives together as sheep breeders.

"We were happy with the help from both our family [for land] and Heifer International" for sheep, Renata said. "Heifer International has brought hope for all of us. For young people like us, it would be impossible to save money for a flock of sheep, and we all agree sheep are the best for this region."

"This project contributes to protecting our environment," she said. "Sheep help people live in harmony with nature."

Renata's husband, Michal, added: "We were so happy to receive assistance. Before we had nothing, but after receiving, we felt like people chosen by the heavens."

**"This project contributes to protecting our environment. Sheep help people live in harmony with nature."**

**—Renata Dydak-Zajaczek**

Zygmund Paluch, Heifer's representative in Podkarpackie Province, said, "This region is so poor, yet there are many fields and pastures to be used for raising sheep. With limited work and funds, small-scale farmers in the Podkarpackie region must find ways to generate income here in the mountains.

"It is realistic to say that income can be made through this sheep project," he said. "Today, with the help of Heifer International, there are new possibilities for both our small-scale farmers and for protecting the environment for years to come." 🌿

# Thousands Visit Heifer's Exhibit at Orange County Fair

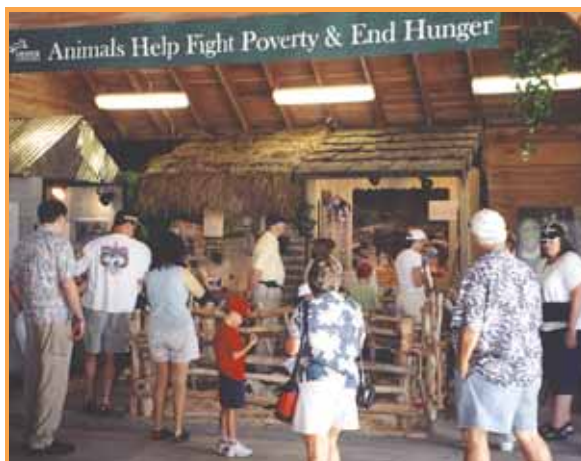
By Sherri White HEIFER STAFF WRITER

Everyone loves a good county fair—the smell of buttered popcorn, the sound of roaring roller coasters and the echo of screeching riders, the sweet stickiness of a big fluff of pink cotton candy and the gentle moos and warm scent of hay from livestock exhibits. In addition to this traditional slice of Americana, the 2004 Orange County Fair in Costa Mesa, Calif., provided a window into other worlds—the worlds of Heifer International project participants in Uganda, Ecuador and Thailand.

After Heifer's Southwest Regional Director Pamela Stone visited the fair to discuss potential collaborations, **Jim Bailey**, special projects manager, invited Heifer to have an exhibit at the Centennial Farm, a working farm designed to educate the public about Orange County's agricultural heritage. The fair had record-breaking attendance, with more than 960,000 visitors.

The exhibit gave visitors a chance to look through windows built into partial homes that were constructed in the materials and styles of particular regions: mud brick for Uganda, cinder block and corrugated metal for Ecuador and a bamboo home on stilts for Thailand.

The exhibit also displayed photos of people and animals in those villages, showing both the dignity and the hardship of Heifer project participants' lives. Bailey offered the exhibit to Heifer because he wanted to give visitors an international perspective



Thousands of Orange County Fair visitors learned about Heifer's mission to end hunger at a special exhibit that showcased typical dwellings from Uganda, Ecuador and Thailand.

on the role of animals and plants in a sustainable future.

Pamela Edwards, Heifer's southwest community relations coordinator, estimated that the volunteer staff of Heifer's exhibit had detailed and direct conversations about Heifer International's work with about 4,000 visitors.

"Most visitors were moved to learn how Heifer International project partners in Ecuador, Uganda and Thailand are struggling not only with hunger and poverty, but are also helping to address global issues such as environmental degradation, the worldwide AIDS epidemic and the marginalization of women," she said.

Heifer's exhibit was a success because of the cumulative efforts of several Orange County businesses and churches, as well as a civic group and dozens of individuals.

Long-time Heifer supporter **David Keeton**, owner of DC Keeton Home

Improvements, and **Marshal Elbertson**, of G Marshal Elbertson LP General Contracting and Home Improvements, worked together to design the exhibit, provided lodging, food and wages for construction crews and donated many of the building materials.

Employees of **HPI Racing**, makers of radio-controlled cars and trucks, voted Heifer as their charity of choice. In addition to sending monthly donations, HPI employees "adopted" the exhibit for a day and provided trained

docents.

Ecuadorean **Patricia McMaster**, chairperson of a Long Beach, Calif.-Manta, Ecuador, sister city organization, provided appropriate artifacts and items, as well as a team of volunteers to staff the exhibit. The consul general of Ecuador, **Marcelo Salcedo**, accepted McMaster's invitation to visit the exhibit.

Many Orange County religious organizations helped with the Heifer exhibit as well, including: **Fullerton First Christian Church, University United Methodist Church, Good Shepherd Presbyterian Church, Community United Methodist Church, Christ Presbyterian Church, Sisters of St. Joseph's, Bayshore Congregational Church, Unitarian Universalist Church of South County, Faith United Methodist Church, and Hillcrest Congregational Church.**

More than 150 volunteers served as docents throughout the Heifer exhibit at the Orange County Fair.

# Women's Lambing Experience Builds Community

By Shelle Barton  
HEIFER RANCH MARKETING COORDINATOR

The sun rises above the hills as a group of women gathers at the edge of a field. Dew clings to the new grass. Budding trees stand stoic at the pasture's edge. The women watch the ewes in the field below—waiting for signs of the year's first lamb.

For many women around the world, a similar scene takes place every year because of Heifer's gift of sheep. This scene also plays out for the women who gather each spring at Heifer Ranch in Perryville, Ark., for the Women's Lambing Experience.

Women from all over the United States share in the birth of dozens of lambs during two events, Women's Lambing Weekend and Women's Ranch Hand Week: Lambing. Participants can also take part in two events that focus on postnatal care of lambs and ewes during Women's Lamb Care Weekend and Women's Ranch Hand Week: Lamb Care.

The Women's Lambing Experience begins with a quick study of prenatal care, delivery and postnatal care of the ewes and lambs headed by **Christine Williams**, an internationally known authority on sheep and a longtime friend to Heifer. Between sessions in the field with the lambs, participants help with daily gardening and livestock chores. They also may choose among several learning opportunities that include hands-on activities like wool carding or cheese making. Additionally, women learn about gender equity, environmental conservation, sustainable agriculture and Heifer's mission to end hunger and poverty.



PHOTO BY COURTNEY PERRY

June Tablak of San Jose, Calif., hands a lamb to Cyndy Twedell, associate minister of University Christian Church in Fort Worth, Texas, during the Women's Lambing Experience at Heifer Ranch.

Participants say they leave these events with a deeper understanding of the world, Heifer's work and themselves.

**Linda Eastwood**, a medical equipment designer from Cleveland who attended Ranch Hand Week this spring, said, "Heifer Ranch at that time of year is just beautiful. I spent a lot of time just walking around. But the best part was this group of women forming into a community almost instantly." All it took, Eastwood said, was witnessing the first lamb's birth and the spirit of passing on the gift to inspire them.

Longtime Heifer volunteer **Dr. Shirley Gilmore**, who organizes the lambing experience, remembers Eastwood's "instant community" well. "The last morning during Ranch Hand Week the women developed their

own farewell program and showed their willingness to 'Pass on the Gift.'" The group presented Gilmore and the Heifer Ranch staff with an additional \$1,400, which they donated to Heifer's projects.

Participants say Women's Lambing Experience is a lot of fun, too. **Merilee Eaton** from Oaji, Calif., enjoyed talking to the schoolchildren who visited Heifer Ranch on field trips during her visit. "I loved watching them. They are wide-eyed and ask the funniest questions. I have three boys so it was really fun to poke around with kids." She loved the lambs, too. "It was fascinating and so much fun."

For more information on Women's Lambing Experience events (March 17-April 10) and a registration form, visit [www.heifer.org](http://www.heifer.org).

# Moo Power to You

By Lauren Wilcox HEIFER STAFF WRITER

Talking with retired high school teacher **Daun Brown** is a little like standing in the middle of a crowd of teenagers: A swarm of ideas comes at you, rapid-fire, from all directions. It's easy to see how Brown single-handedly motivated his entire high school to raise a total of \$30,000 for Heifer. He has an infectious enthusiasm that runs at precisely the frequency of a 17-year-old's.

Brown, who until this year taught an international relations class at Edmonds-Woodway High School in Edmonds, Wash., says that his goal with the class was to teach "world citizenship." "I wanted to create Mother Teresas and Nelson Mandelas," he said. "I wanted students to care about something other than themselves."

Each year, his class chose a different humanitarian issue and worked throughout the school year to raise awareness—and funds. Three years ago, the class raised money for relief work after the terrorist attacks of 9/11. Two years ago, the class raised enough money for the Mine Advisory Group to de-mine a school in Luena, Angola, that had been closed for 17

years. Last year, Brown was casting around for a suitable cause when he sat in on a meeting of Heifer volunteers in north Seattle. This, he thought, had potential.

His class agreed and began to plan. "We wanted to make our work for Heifer a five-month project," Brown said, "but we didn't want to lose momentum." One Saturday in the fall he and his students sat down and brainstormed ways to involve the entire school. They came up with a slogan ("Moo Power to You"), a slate of monthly fund-raising and awareness-building events and a host of attention-grabbing devices and activities.

"To advertise the kick-off assembly, the kids dressed up in cow suits and made a commercial that was broadcast on our in-school television network. We brought in an actual cow—we named her Miss Hugh Heifer—and a family of dairy farmers, who spoke from the heart about the importance of dairy products."

Students from Brown's class arranged a rock 'n' roll concert, hosted a comedian, held a "world hunger



Daun Brown and his students raised awareness and money for Heifer in Edmonds, Wash.

banquet" and brought in international speakers from developing countries. As excitement for the project grew, so did student involvement. Teams of students went into classrooms throughout the school and gave presentations about Heifer and world hunger. "We had the entire school dressing up in black and white," he said. And his students went into the community, presenting at local Rotary and Kiwanis clubs.

In all, his students raised \$16,000 within the school and \$14,000 from outside sources. Brown, for all his work, was quick to attribute this to the spirit of the project, and to the students.

"I think kids really responded to the chance to help someone," he said, "not just now but in the future. They saw that what they were doing would go on without them."

## 9/11 Puts Artist to Work for Heifer

By Lauren Wilcox HEIFER STAFF WRITER

Sculptor and potter **Elizabeth Nields** doesn't remember exactly what prompted her to call Heifer International after the terrorist attacks of Sept. 11, 2001, but she remembers the urgency she felt. "I was all wound up," she said. "I said, 'I think your organization is the best

answer to 9/11. The only thing we can do now is help each other.' "

Within weeks, Nields and Heifer Regional Director Wendy Peskin had met and were planning an event at Nields' farm, in upstate New York. A Nepalese visitor spoke, and Nields held a pottery sale to raise money

(Continued on page 44)



Nields' son's band performs.

(Continued from page 43)

for Heifer. The next year, the event grew.

"We had a tent," Nields said. "Someone played the guitar. We invited people from the area to come and make bowls and plates, and then we sold them for a fund-raising dinner."

As the annual event gathered momentum, Nields got area churches involved as sponsors, and planned a full weekend, with events to suit any taste: Sufi dancing ("dances of

universal peace") for the more energetic; a performance by her son's rock band, "Handsome," as well as one by his classical-piano teacher; and talks by international visitors brought by Peskin. Last year, one of the speakers was Heifer goat recipient Beatrice Biira, whose story was told in the best-selling children's book *Beatrice's Goat*.

To date, Nields has raised over \$10,000 for Heifer, though the biggest benefit from her fund-raisers

may be how word about Heifer and world hunger has spread throughout the community. People travel from neighboring towns to attend the events and have begun holding spin-off events of their own. One local family sold the contents of their garage to raise money.

Does Nields plan to continue what is fast becoming a tradition? "I don't think we can help it," she said, laughing. "If I didn't do it, people would still come."

# Heifer Online: [www.heifer.org](http://www.heifer.org)



## Help Hungry Families Feed Themselves

"Teach a man to fish" has been the practical, but powerful, philosophy behind Heifer since 1944. How does it work?

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OUR WORK

GET INVOLVED

GIVE

LEARN

INSIDE HEIFER

The holiday gift-giving season is almost upon us, and shopping styles will soon be on display.

Funny thing about the holidays. Whether we set off early down the planning trail or are constantly playing catch-up, we still end up at the finish line together.

Luckily, Heifer's Online Gift Catalog can handle any gift-giver's "modus operandi." Here's how:

#### Plan-Ahead Types:

- E-mail your friends and family one of our special animated cards to help spread the word about Heifer's work.
- You can also drop a not-so-subtle hint about what you really want to get this year: a Heifer Honor Card of your very own.

#### For Those in Panic Mode:

- Choose your last-minute Heifer gifts with a simple point and click.
  - Then either print out or e-mail your custom-finished Honor Cards, and be on your merry way.
- No more digging through the markdown racks an hour before the stores close.

So whether it's now or later, this year visit [www.heifer.org](http://www.heifer.org). You'll still get to that holiday finish line, and you'll get there by giving the best gift of all: Hope.



Arkansas First Lady Janet Huckabee, spokesperson for the pilot Read to Feed Challenge, rallied students at Gibbs International Magnet School in Little Rock.

# Read to Feed Challenge Goes National

By Sherri White HEIFER STAFF WRITER

**A**fter a successful pilot program in Arkansas, the Read to Feed Challenge has been launched on a national level. The Read to Feed Challenge is a three-way educational partnership among Heifer International, Scholastic and selected states.

In each state, one school will be selected to host the Challenge, while other schools will be encouraged to participate in the Read to Feed program to directly involve children in the effort to end hunger and poverty.

Janet Huckabee, Arkansas's first lady, served as spokesperson for the pilot program in Arkansas. She worked with Heifer representatives to present the Read to Feed Challenge program to other governors' spouses at the 2004 National Governors Association conference. The spouses were invited to serve as spokespersons for the program in their states.

"It is truly my privilege to partner with Heifer International and Scholastic to not only help the children of Arkansas become better readers, but to also help children around the world have a healthier lifestyle," Huckabee said.

After the Governors Association conference, the first ladies of New York and Virginia committed to implementing the Read to Feed Challenge in 2005, and Iowa,

Vermont and New Mexico are showing strong interest. Arkansas will also participate again this year. Heifer's 2006 goal is to have five new states participate in the Challenge.

The Challenge has five main goals: to promote literacy, to educate students and teachers about world hunger and poverty, to give children an opportunity to help others, to encourage teachers to focus on global issues and to use new, creative teaching methods and to earn books for students. Scholastic, the global children's publishing company, donates a book to each student in classrooms that complete the Challenge.

"Read to Feed is a key component of Heifer's education mission, and it teaches children about the causes and cures of hunger, which empowers them to be a part of the solution," said Tim Newman, Heifer's school programs manager. "The Challenge is a unique opportunity to inspire schoolchildren to make a real difference in the world they live in."

The Read to Feed program features a national standards-based educational curriculum that was created by the acclaimed Center for Teaching International Relations at the University of Denver in cooperation with Heifer International.

# Heifer Launches Middle School Curriculum

Heifer International's community education program now includes a middle school curriculum that will enable students to explore the ways they affect the world.

Heifer worked with the Center for Teaching International Relations to develop a standards-based curriculum that features stimulating, age-appropriate lessons. The curriculum was funded by Green Mountain Coffee Roasters of Waterbury, Vt., one of Heifer's corporate partners.

"These are engaging lessons for a group of students who are at a crucial point in their lives where they are starting to make their own consumer choices," said Tim Newman, Heifer's school programs manager. "We want to provide materials that will help them see that their choices affect people and environments around the world."

The curriculum, which will be available to teachers in November, covers four broad areas: the root causes of poverty, conservation, Fair Trade, and

gender equity and child labor. These topic areas will be considered in academic units focusing on economics, geography and language arts.

The middle school curriculum supplements Read to Feed's recently released fifth- and sixth-grade program, called "Lessons From a Village Called Earth," as well as its successful third- and fourth-grade edition.

Beginning in November, all three education programs may be ordered free by visiting [www.readtofeed.org](http://www.readtofeed.org) or by calling (800) 422-0474.

## Wake Up With Heifer Hope

Green Mountain Coffee Roasters and Heifer International, which have been helping coffee growers in Guatemala, are offering coffee drinkers something new, the Heifer Hope Blend.

The medium roast coffee sells for \$8.69 per 12-ounce bag and is certified Fair Trade organic. "For every bag that's sold, whether Heifer sells it or Green Mountain sells it, Heifer will receive 40 cents," said Cynthia Hester, Heifer's corporate relations director.

Green Mountain, a leading specialty coffee company based in Waterbury, Vt., and Heifer have been working to improve the lives of coffee growers at the LaVoz Cooperative in Guatemala. "This is coffee that primarily comes from our project at the LaVoz Cooperative," Hester said. "It's really high-quality coffee."

"By roasting and distributing this coffee, Green Mountain Coffee Roasters is supporting Heifer's efforts to help struggling coffee farmer families," she added.



The addition of the Heifer Hope Blend to Green Mountain's lineup is just one of the latest developments in the partnership between the company and Heifer, which began in 2002. Green Mountain also benefits from the joint venture because helping the farmers stay productive gives the company a stable source of high-quality coffee.

Members of the LaVoz Cooperative have received chickens, worms and training from Heifer in sustainable agriculture practices. This program helps the farmers by providing them with better nutrition and a diversified source of income.

Jonathan Guzman, Heifer's country program director in Guatemala, said the partnership had aided the coffee-growing families of LaVoz in several ways. The project has empowered the families. By providing animals, Heifer helps the families diversify their income sources, he said, so

they can withstand fluctuations in the coffee market.

"People should buy the Heifer Hope Blend because it's a contribution to the resolution of a problem that doesn't belong to just Guatemala but to everybody," Guzman said.

Heifer is expanding the LaVoz project. First, each of the 103 families will receive 10 citrus trees to improve their diet, combat soil erosion, provide habitat for birds and help farmers qualify their coffee for "shade-grown certification." Coffee beans grown in the correct shade ripen more slowly and have a better flavor.

Second, Heifer is giving LaVoz farmers 23 bull calves. They will be fed for six months and then sold. Also, the bulls will supplement the manure provided by the chickens, which is used as organic fertilizer for the coffee shrubs.

Heifer Hope Blend may be bought from either Green Mountain Coffee or Heifer International. To purchase the coffee from Heifer, please call (800) 422-0474.

# An End and a Beginning

Until her retirement, which occurred this summer, Rosalee Sinn had worked for Heifer International for over half of its existence. When Sinn started at the organization in 1965, Heifer was small enough that she often not only personally knew the individual donor, she knew the recipient of that donor's gift.

Raising funds to support Heifer's mission has been Sinn's primary task with the organization, but during her 39 years here, she has served in many important positions. Most people at Heifer probably know her best as "Dansingoat," her e-mail address. The journals Sinn kept of her adventures at Heifer—and her e-mail missives—make compelling reading.

There is of course a story behind the nickname.

When Sinn started at Heifer, she saw it as a way to once again be in touch with animals and the resources of the earth that had meant so much to her in her childhood.

"My best childhood memories center on my grandparents' farm in Pierce City, Mo.," Sinn said. "The house stood on a small hill above the roadside. The house, which was without electricity or running water, was like a castle to me."

Sinn was raised in Tulsa, Okla., in "a small two-bedroom house with a big yard. In the back were pear and peach trees, a half-acre garden and rabbits and chickens. It wasn't a farm, but this small piece of land provided most of our food."

Sinn began working at Heifer as a secretary in the

New England office, then in Bridgewater, Mass. In 1973 she became director of the New England Region, later the Northeast Region, and was the first woman to serve Heifer in a management position.

Sinn received her master's degree in animal science from the University of Connecticut in December 1984. Her master's project was a book, *Raising Goats for Milk and Meat*, which is still used in many countries around the world.

In 1989 Sinn received the Pearl S. Buck Humanitarian Award. Sinn retired as Northeast director of Heifer in 1993 and came to Little Rock to head Development for three years. She stayed on to work in Major Gifts and direct the Heifer International Conference on World Hunger.

Sinn has just com-



Rosalee Sinn (left) and Cornelia Potra of Romania.

pleted a year as interim director in the Mid-Atlantic Region. "It meant a lot to me to finish my career in a region. ... Donors are not only Heifer's best friends, they are also friendships I cherish because we share a common mission."

Sinn has visited projects in more than 30 countries. "My commitment to Heifer will not end, but now I look forward to more time to reflect on the countless blessings along the way."

To read Rosalee Sinn's story about her recent trip to projects in Tibet, visit [www.heifer.org](http://www.heifer.org).



## - Coffee For A Better World -

Green Mountain Coffee Roasters® is proud to support Heifer International's® work by offering *Heifer Hope Blend*, a Fair Trade Certified™ organic coffee, mostly grown by Heifer's project farmers in Guatemala. When you buy Heifer Hope Blend, you get great taste and a chance to help Heifer in its fight against hunger. While Heifer provides families with livestock and farming skills, Green Mountain Coffee Roasters provides a market for their coffee beans. The result is an economically stronger community and coffee that is grown in an environmentally sustainable way.

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## THE HEIFER CALENDAR



### CERES CENTER

2005

April 29-30

#### HEIFER HUNGER HAPPENING

United Methodist Church-sponsored event for junior and senior high youth.

Year-Round

**FIELD TRIPS:** Learn about Heifer International and Ceres Center with a video, cart ride, walking tour and hands-on activities in the barn.

**WORLD VILLAGE:** Explore the real world with this overnight experience.

**MEETING FACILITY:** Host your special meeting "down on the farm."

### HEIFER RANCH

Dec. 3 and 4

#### LIVING NATIVITY

See the Nativity story, enjoy refreshments, hands-on activities and the International Gift Shop.

2005

March 17-20

#### WOMEN'S LAMING WEEKEND

Experience the miracle of birth, learn how livestock and training can help solve world hunger and explore the roles of women around the world.

March 20-25

#### WOMEN'S RANCH HAND WEEK/LAMING

Similar to Women's Laming Weekend with added participation in ranch life and farm chores.

April 4-8

#### WOMEN'S RANCH HAND WEEK/LAMB CARE

Similar to the Women's Ranch Hand Week/Laming event but focused on newborn lamb care.

April 8-10

#### WOMEN'S LAMB CARE WEEKEND

Experience lamb care and learn how gifts of livestock and training can help end world hunger.

Spring

#### ALTERNATIVE SPRING BREAK

Multi-day Service Learning programs for youth groups.

**ADULT WORK GROUPS:** Service opportunities for adult groups.

**GLOBAL EXPLORERS:** Standards-based two-day residential program for grades 5-8.

**E.A.R.T.H. LEARNING:** Standards-based daylong or overnight environmental education program.

Summer

**SERVICE LEARNING:** Educational weeklong "mission trips" for youth groups.

Year-Round

**FIELD TRIPS:** Learn about Heifer International and Heifer Ranch with an instructional video, hayride and walking tour.

**WORLD VILLAGE:** Get a taste of the real world with this overnight experience.

**CHALLENGE COURSE:** Learn the ropes about teamwork and problem-solving skills.

**"GVR" PROGRAM:** Combine several popular programs in this multi-day event that includes World Village, Challenge Course and more.

**COTTAGE INDUSTRY:** Engage in workshops that turn farm and garden products into value-added items.

#### CONFERENCE AND RETREAT

**FACILITIES:** Leave the busy world behind and relax in the beauty of the Ouachita Mountains.

### OVERLOOK FARM

Dec. 11 and 12

#### LIVING NATIVITY

See a live Nativity, visit the International Gift Shop, enjoy sleigh rides, hot cider and more.

2005

Feb. 26, March 5, 12 and 19  
**PANCAKES AT THE FARM**

Observe the maple sugaring operation and enjoy a pancake meal with pork sausage. **Reservations required.**

April 27-May 6

#### WOMEN'S LAMING EXPERIENCES

Three-night programs to share in the lambing experience and learn more about Heifer and the challenges women face relating to hunger.

Year-Round

**DAY EDUCATION PROGRAMS:** Full- and half-day education programs for groups combine a variety of educational or service opportunities with a video and tour.

#### MULTI-DAY SERVICE LEARNING

**PROGRAM:** Two- to five-day stays for groups include farm work and sessions on hunger and sustainable agriculture. Includes a World Village overnight.

**FIELD TRIPS:** Learn about Heifer International and Overlook Farm with a video, guided tour and hayride.

### INFORMATION

#### CERES CENTER

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

#### HEIFER RANCH

Perryville, Arkansas  
Ranch Events Office  
(501) 889-5124 or  
[ranch@heifer.org](mailto:ranch@heifer.org)

#### OVERLOOK FARM

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

#### HOWELL NATURE CENTER HEIFER GLOBAL VILLAGE

Howell, Michigan  
(517) 546-0249  
[HCNC@howellnaturecenter.org](mailto:HCNC@howellnaturecenter.org)

## HEIFER UNIVERSITY

Heifer International offers a number of Heifer University programs to provide participants with the tools to promote Heifer in their communities and regions. Program cost is \$195 per person (includes all meals, lodging, program fees and transportation to and from the airport when necessary).

For more information, contact Rex Enoch at [rex.enoich@heifer.org](mailto:rex.enoich@heifer.org) or call (501) 889-5124. The schedule is as follows:

Nov. 11-14, 2004  
**HOWELL NATURE CENTER,  
HOWELL, MICH.**

Feb. 10-13, 2005  
"Post-Graduate" Program at Heifer Ranch in Perryville, Ark. An in-depth curriculum for individuals who have already "graduated" from a Heifer University program.

Feb. 24-27, 2005  
**HEIFER RANCH,  
PERRYVILLE, ARK.**

March 3-6, 2005  
Heifer University for Teachers at Heifer Ranch in Perryville, Ark. This program focuses on Read to Feed and other school programs.

April 14-17, 2005  
**HEIFER RANCH,  
PERRYVILLE, ARK.**

Sept. 8-11, 2005  
**OVERLOOK FARM,  
RUTLAND, MASS.**

Sept. 29-Oct. 2, 2005  
**HEIFER RANCH,  
PERRYVILLE, ARK.**

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

# Travel

## WITH A PURPOSE

You might choose to see Asia, Africa, Central and Eastern Europe, North America or Latin America on a 2005 Heifer Study Tour. No matter which area you choose, you'll be stepping into a new world where you'll engage your mind along with all your senses.

**"Travel is fatal to bigotry, prejudice, and narrow-mindedness ... . Broad, wholesome, charitable views of men and things cannot be acquired by vegetating in one little corner of the earth ... ."—Mark Twain**

The sights, sounds and smells you encounter will give you new insights into what it's like to live and work in the country you decide to visit.

You'll meet our country staff and see how and why sustainable development is improving lives as you visit the communities and homes of our project partners.

Most of our Study Tours next year will take place between May and October. Here's a look at the tentative calendar for 2005:

### 2005 STUDY TOURS

**AFRICA:** Rwanda/Western Uganda • Mozambique • South Africa

**ASIA:** China • Thailand • Vietnam • Cambodia

**EASTERN EUROPE:** Ukraine • Armenia • Poland • Albania • Russia

**LATIN AMERICA AND CARRIBEAN:** Peru • Guatemala • Bolivia

**NORTH AMERICA:** Canada • Navajo Nation *(These North America Study Tours will be combined with Heifer University in Canada and Arizona.)*

For information on any of these trips, please send an e-mail to [studytours@heifer.org](mailto:studytours@heifer.org) and on the subject line, add: 2005 ST to \_\_\_\_\_ (list your area preference). Or you may leave a voice message at (501) 907-2957.

Look for information about additional trips in future issues of *World Ark* or visit [www.heifer.org](http://www.heifer.org).

Heifer International reserves the right to cancel or change Study Tours at any time.



Heifer International is a nonprofit organization classified under Section 501 (c) (3) of the Internal Revenue Code, and contributions to Heifer are generally considered tax deductible under U.S. tax regulations.

Heifer International considers Study Tours to be part of its mission of education on the issues of hunger, poverty and the environment. Heifer asks Study Tour participants to share their experiences with others in order to expand our educational message.

Accordingly, Heifer considers payments for Study Tours to be a contribution to our mission, and participants will receive a charitable tax receipt for the amount paid to Heifer for the tour. However, each participant should consult his or her own tax adviser regarding the deductibility of this contribution.

Heifer recognizes that Study Tour participants will incur other expenses related to their travel. Heifer does not issue charitable tax receipts for these expenses, and participants should consult with their tax advisers regarding the deductibility of these expenses. Prices range from \$2,000 to \$5,000.

# 5 Things to Remember

(AS DECEMBER 31 DRAWS NIGH)

**B**efore we know it, the end of the year will be upon us and a new year will dawn. Here are five gentle reminders to help you finish the current year in charitable style.



Photographs by Darcy Kiehl

"This project is so important for our family because the cows give us milk and our health has become so much better," says Erenia Carolina Sequeira Gomez, shown here with her sisters at the Colama project in Nicaragua.

Eleven-year-old Victor Nalukenge (facing page), shown here in the window of her house in Kayunga, Uganda, lost her father to AIDS, and her mother, a Heifer project participant, now suffers from the disease.

## CHARITABLE GIVING BENEFITS YOU, AS WELL AS HEIFER FOUNDATION.

A special, year-end gift during "The Season of Giving" can bring you added pleasure, especially as you consider the lasting value of your generosity to generations of families. You will enjoy knowing that your gift through Heifer Foundation has provided long-term support for Heifer's work around the world.

## APPRECIATED ASSETS CAN MAKE GREAT GIFTS.

Take stock, for example. If you have owned the stock for at least a year and a day, you can receive full value for the gift, including all the appreciation. What's more, neither you nor Heifer Foundation will have to pay capital gains tax on the gift. The more the stock has appreciated, the greater the benefit. This is a great way to provide tremendous support to Heifer Foundation, while meeting your own personal financial needs.

## TAX-WISE CHARITABLE GIFTS OFTEN REQUIRE ADVANCED ACTION.

A stock gift usually takes longer to complete than simply writing out and mailing a check. Real estate gifts require even more time—often several weeks.

You should also plan to discuss your non-cash gift with your attorney or financial adviser. Arranging appointments and handling the paperwork can be time-consuming, so start early.

## CHARITABLE GIFTS CAN BE ACCELERATED.

That is, you can reach into next year and pull your charitable giving into the current year. There are several reasons why this might make sense.

(Please complete and return this reply form.)

## Dear Friends at Heifer Foundation:

- ☐ Please send me more information on Annuities.
- ☐ Please send me more information on Wills.
- ☐ Please send me more information on Charitable Remainder Trusts.
- ☐ Please send me more information on Endowments.
- ☐ Please send me more information on Stock Gifts.
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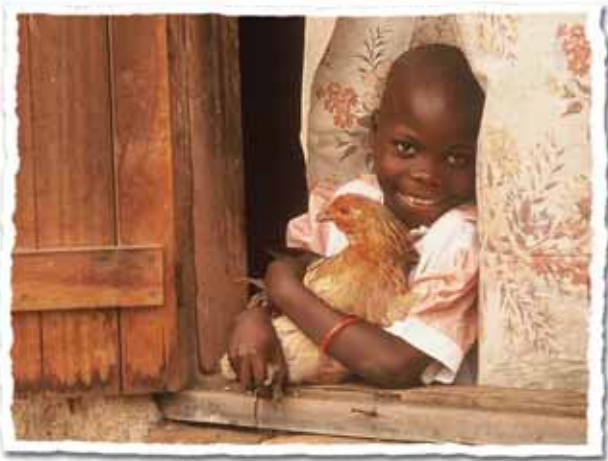


Mail this form to:

**Heifer Foundation**

**P.O. Box 727**

**Little Rock, Arkansas 72203**



First, you may be looking at a higher tax bill this year due to larger-than-anticipated income. Additional giving this year may create a larger income tax charitable deduction and help ease your added tax burden.

Second, as you move closer to the end of the year, you may find you have extra cash on hand and may want to make an "advance" on your charitable giving plans for the new year.

Third, you may want to give more this year simply because you are certain of the existing tax benefits, but unsure about what Congress may do next year regarding the income tax charitable deduction. After all, who knows what a year can hold?

### **A LIFE-INCOME PLAN MAY MAKE SENSE FOR YOU AT THIS TIME.**

These deferred giving plans allow you to establish a gift arrangement now, obtain current tax benefits, create a stream of lifetime income and provide a future contribution to Heifer Foundation that will live on forever in the changed lives of people around the world who receive livestock and training to improve their nutrition and income. Deferred giving plans are especially attractive to donors who cannot afford to give up current income from retirement-related assets.

Whatever planned and charitable giving questions you may have, Heifer Foundation can provide educational materials, support and options for you and your attorney to discuss so that you are able to make an informed decision regarding your giving legacy.

For more information and forms, visit our website at [www.heiferfoundation.org](http://www.heiferfoundation.org), or return the attached form to receive specific information about the gifts that are right for you. ✨

# The Force of Nonviolence

By Colman McCarthy

Colman McCarthy, a former *Washington Post* columnist, is the founder and director of the Center for Teaching Peace in Washington, D.C.

**C**an peace be taught? And then learned?

When I asked myself those questions 22 years ago, I responded like a journalist. Phone the academic experts, get their readings and I'd have my answers. But after phoning the experts and listening to them talk much and say little, I did some legwork. I went to the high school nearest my office in downtown Washington, D.C., and offered my services as a volunteer teacher of peace.

The principal and faculty welcomed me, as did the students. That semester, 25 students enrolled in my course—"Alternatives to Violence." They were able to grasp intellectually what they already had absorbed emotionally: the haunting awareness that their future is threatened and their present ensnared by excessive military, environmental, economic and family violence. We read from two texts I edited: *Solutions to Violence* and *Strength Through Peace: the Ideas and People of Nonviolence*. We studied Gandhi, Tolstoy, Martin Luther King, Jr., Dorothy Day, Jeannette Rankin, Emily Balch, Jane Addams and a long list of proven peacemakers. The students loved the course, and I cherished their company.

Since that happy beginning, I took "Alternatives to Violence" to four universities—American, Georgetown, Maryland and Georgetown Law School—and two more high schools. In 22 years I've taught more than 6,000 students. With all of them, I emphasized one theme: alternatives to violence exist and, if individuals and nations can organize themselves properly, nonviolent force is always stronger than violent force.

Some students open their minds immediately. They understand Gandhi: "Nonviolence is the weapon of the strong." They believe King: "The choice is not between violence and nonviolence but between nonviolence and nonexistence."

Other students, who like to call themselves realists, have doubts. Sure, nonviolence and pacifism are glo-



rious theories and let's all hug each other after we read *Utne Reader* in our hot tubs, but in the real world there are muggers and international despots.

All I ask of these snappy-talking realists is to tune out for a moment the allures of violence and consider the successes of nonviolence. Since 1986, six brutal or corrupt governments have been driven from power—not by violence but by organized nonviolent resistance: in Poland, the Philippines, Chile, South Africa, Yugoslavia and Georgia. Twenty years ago, who would have thought that possible? But we stay skeptical. Theodore Roszak explains: "The usual pattern seems to be that people give nonviolence two weeks to solve their problem and then decide it has failed. Then they go on with violence for the next hundred years and it seems never to fail or be rejected."

Many students come from households where verbal, emotional or physical violence is rampant. For them, learning conflict resolution is essential, if only as a basic survival skill.

I have no illusions that enrolling in a course on the philosophy of nonviolence and reading a couple of books on the literature of peace will cause governments to start stockpiling plowshares, not swords, or that the Peace Corps will replace the Marine Corps. But I do know that unless we teach our children peace, someone else will teach them violence. I know also that if violence, whether fists, guns, bombs or armies, were effective, we would have had a peaceful planet eons ago. Hannah Arendt wrote: "Violence, like all action, changes the world, but the most probable change is to a more violent world."

In a world where an estimated 40,000 people die every day from hunger or preventable diseases, and where the United States alone spends more than \$1 billion a day—about \$12,000 a second—on the military, peace education is in its infancy. Plenty of obstacles lie ahead. No matter. If the path to peace has no obstacles, it probably isn't leading anywhere.



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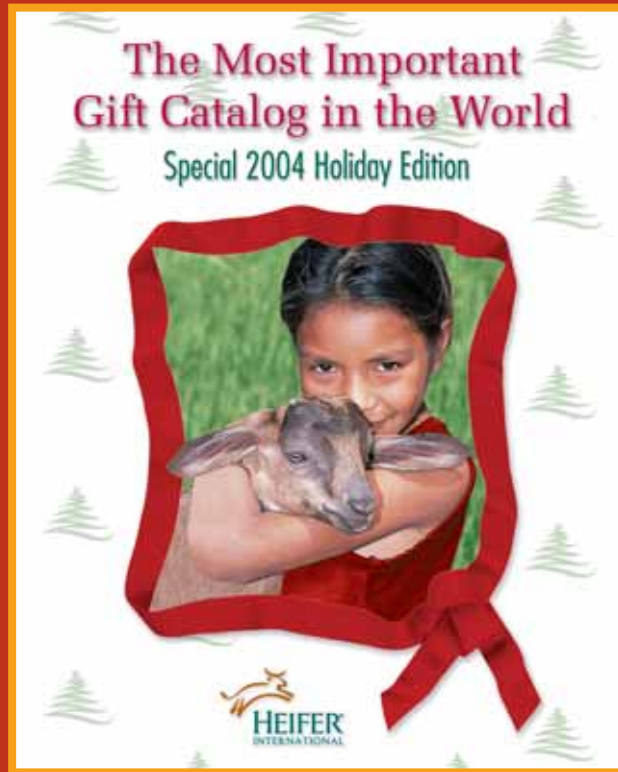
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This year, give a gift that changes lives. Donate a cow that provides precious milk, chickens that give fresh eggs or other life-changing animals through Heifer International. Honor those on your list and help struggling families lift themselves out of poverty with a gift from The Most Important Gift Catalog in the World.

See our holiday gift catalog on page 25 in this magazine.

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