

ENDING HUNGER • SAVING THE EARTH

WorldArk



The Global Food Gap OVERCOMING SCARCITY

BY LESTER R. BROWN

JANUARY/FEBRUARY 2005



VOLUNTEERS
OF THE YEAR
RECOGNIZING HEIFER'S HELPERS

ARMENIA
ORPHANS FIND
HOMES AND HOPE

Dear Friends ...

By Jo Luck
President and CEO

Together we make a team that can help solve problems many people think can't be overcome—hunger, poverty and damage to the Earth.

South Africans take very seriously the introductions of all the officials and other dignitaries at an event of any kind. “Introductions are important because they are a form of honoring people,” they say.

Last year, about 500 people, including government officials, representatives of local councils and royalty (the traditional rulers who inherit their roles as tribal chiefs) gathered in a stadium at a “Passing on the Gift” ceremony. It took place in a village near Pietersburg, in the northeastern part of the country. The introductions alone took an hour and a half. Some of the chiefs had their own “praise poets,” people assigned to sing a song of praise or recite a poem after the introduction of the chief.

Every issue of *World Ark* contains a letter from me, the president and CEO of Heifer International. It's my way of introducing myself to you, the readers. And while having one's own praise poet might be gratifying, I think it's more important to sing the praises of Heifer International's project participants and of you, our supporters. Together we make a team that can help solve problems many people think can't be overcome—hunger, poverty and damage to the Earth.

How do I know we can? Because we do, every single day.

At this same celebration, the local chiefs were all familiar with Heifer. They all loved the idea of Passing on the Gift, one of our 12 Cornerstones, in which one or more of a Heif-

er animal's offspring is passed on to another family in need. Many of those attending knew the name of Heifer founder Dan West and that we look to our Cornerstones for guidance. Project participants said things like “This project is succeeding where so many others have failed,” or “The work of Heifer has changed our lives.”

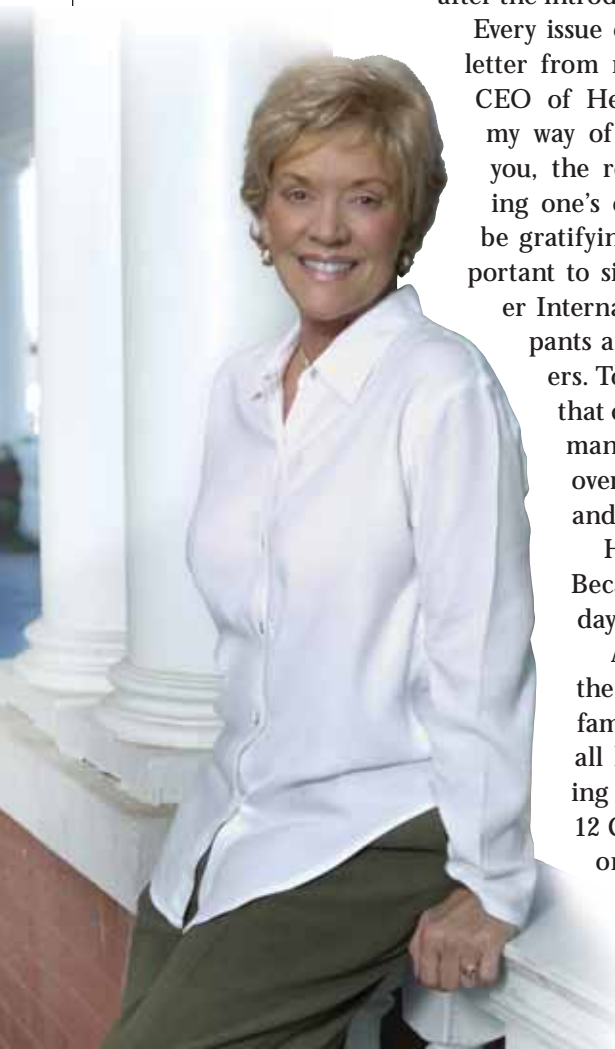
Readers of this magazine will be familiar with these sentiments, but every time I or other Heifer staff members visit a project, we are renewed when we hear them firsthand. We are refreshed to see the way communities are changing, growing in self-reliance, through the simple gift of livestock and training.

This renewal works both ways. Perhaps one of the most important things that we do, what your support allows us to do, is to show our love and concern for our project participants and our confidence that they are able, through their own hard work, to improve their lives and those of their neighbors.

Many people in South Africa have adopted Heifer International as a South African movement. They share our vision of a world without hunger, of a planet revered and cared for by its inhabitants.

The people Heifer helps, wherever they live, know that other people around the world—you—support and stand behind our work. They know that we are passing on to them the gift of your Caring and Sharing, another of our Cornerstones.

And so in this letter I serve as a praise poet for you and for all the people who participate in our projects, I sing about this beautiful cycle, this perfect circle of love. Thank you, and may the circle grow.



PREVIEW

United States
New York

Poland
Armenia

China

Thailand
Mekong

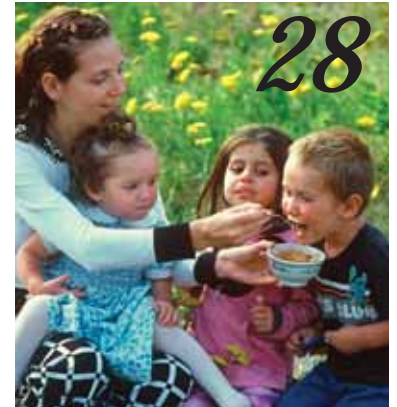
Uganda

WORLD ARK

JANUARY/FEBRUARY 2005

// Whatever your belief is ... your God asks you to feed the hungry, clothe the naked and shelter the homeless. We're all in this together, so let's get on with it. //

—Peter Ireton, general secretary of Bóthar



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By Lester R. Brown

Falling grain stocks and rising grain prices may signal a new era in the world food economy, one dominated not by surpluses but by scarcity.

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By Barbara Justus

We acknowledge some of Heifer International's most dedicated volunteers, people who have committed themselves to sweeping the world free of poverty and hunger.

The 2004 Hilton Humanitarian Prize 20

Heifer International receives the 2004 \$1 million Conrad N. Hilton Humanitarian Prize, the world's largest humanitarian award, and Jo Luck, president and CEO of Heifer, reflects on how Heifer's project participants have demonstrated "the success of simplicity."

Heifer at 60: A Promise to Help Millions 25

By Scott Morris

Heifer International's 60th Anniversary celebration and conference on ending hunger culminates in a bold promise to expand Heifer's work on behalf of the poor.

"Hope Brings Success" 28

By Darcy Kiefel

Two Armenian orphans, both raised in institutions, find each other, marry, adopt a child and, with Heifer International's help, build a new life.

Create a Lasting Legacy 42

A bequest to Heifer Foundation makes a tremendous and ongoing difference in the lives of those who need a helping hand to provide for themselves and their families.

Cover: Girls play in rice paddies in the Philippines.

Photo by Darcy Kiefel

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Happy Coincidence

We were recently visiting our daughter's host family in the Miraflor Nature Reserve in Nicaragua. As we were touring the farm and learning about the family's life, my daughter asked where their cow came from. Imagine our delight when her host mom told us it was from Heifer International! She described the positive experience of working with Heifer to find the right animal and how happy she is with their cow. It has had a calf and now they have milk for their family. Of course, they are "Passing on the Gift."

It was wonderful to happen upon a Heifer International recipient, and it re-

newed our commitment to your fine work in the world.

Mary O'Leary
Kansas City, Mo.
E-mail

Kudos

Just finished reading the September/October *World Ark*. Excellent. I read and enjoyed every article and came away with new knowledge and even some suggested books for my reading list. Thanks.

Jean Morley
Fort Bragg, Calif.

Positive Thoughts

I am a teacher of second grade students. Our community is one of immi-

grants, the very poor and somewhat uneducated families. I want to let you know that I love sharing *Beatrice's Goat* with my class at Christmas time! [The bestselling children's book tells the true story of Beatrice Biira, a Ugandan girl who was able to attend school because of the income generated by a Heifer International goat.]

The children get to see what wonderful things can be given to others who are even worse off than they are. After we read and discuss *Beatrice's Goat*, I pass around two or three of the Heifer International gift catalogs that I have collected over the years. The kids are really impressed, and I do

love teaching them about Heifer. We need more positive thoughts in our world, and Heifer helps people feel them.

Judy Klein
Linden, Calif.
E-mail

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?"*

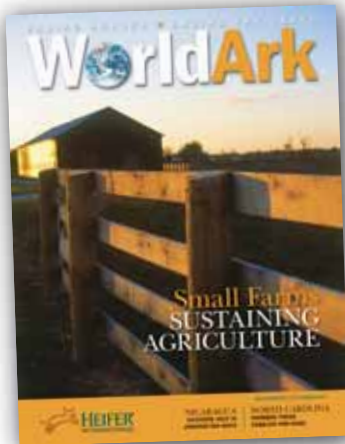
Yes, Definitely

Since the beginning of time, man has revered the Earth, its sustenance and its sustainability. When we have reverence for the Earth and its life-giving produce, our reverence for the planet itself extends as to how best we can sustain its goodness for future generations.

Destroying small farms is leading us to desecration of the Earth. Conquering nature in order to survive, as high-tech farming insists, will undoubtedly lead to self-destruction. Poisoning the air, water and land will not make us a better, healthier nation.

We must backtrack and look to the ancient people who revered the summer and winter solstices. Incas worked within the balance of nature and felt the sun to be the giver of life. In





their culture, life required order, working in harmony with the seasons and nature. It didn't require putting tons of chemicals on the ground to produce nutritionless food.

Small farms and farm communities have been the backbone of our food production from the time of the pioneers who tilled and cleared the land. Destroying them with high-tech and genetically altered food will be a tragedy.

As a superpower we cannot impose upon the world and destroy its way of life, including people who for generations have diligently looked toward small farms, toward the bounty of the Earth, to sustain themselves.

Greed for the dollar and market share will inevitably make the world a poorer place as we impose mass-production farming. Biodiversity is the answer to survival for the people of the planet. Small farms

are the caretakers of environmental resources. Let's keep it that way.

Kathleen Long
Boise, Idaho

An Idea for Export

The article was disturbing. What disturbs me more are the farm subsidies in the Midwest that feed corporate farms more than anyone else.

It would make sense (not politically, I'm afraid) if the subsidized lands were opened up to farming once again for export purposes only. It will not affect domestic prices; it will provide food to regions suffering from grain shortages. Landowners who are getting money to not farm the plots will still get money from export sales. Or they can sell or lease to those who will. This can be done with some legislative maneuvering. Or will politics

leave people hungry again?

Justine Hansen
Carmel, Calif.
E-mail

What About Diversity?

I am concerned for the minority, poor farmer. With so many large farms, small farmers will get squeezed out. These often provide diversity in crops. Do we want to enjoy only a few types of products or many?

Polly Riddle
Warminster, Pa.
E-mail

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.

Q&A

In each issue we pose a question or two related to Heifer's goals of ending hunger and saving the earth.

Is environmental change a major threat to the United States? Why or why not?

Yes No

Send your answers, plus any additional comments you wish to make, to the address 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.

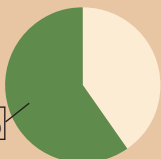
FOR THE RECORD

Available water withdrawn in key regions

IN PERCENT

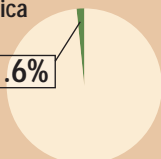
Near East and North Africa

59.7%



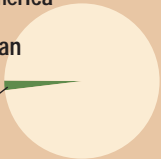
Sub-Saharan Africa

1.6%



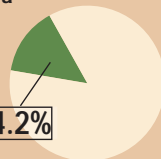
Latin America and the Caribbean

2%



Asia

14.2%



SOURCE: The United Nations

World water supplies are of increasing concern, particularly in the Near East and North Africa.

GRAPHIC BY KIRK MONTGOMERY

Economists believe that malaria reduces economic growth in some African countries by as much as 1.3 percent annually.



“Every gun that is made, every warship launched, every rocket fired, signifies, in the final sense, a theft from those who hunger and are not fed, those who are cold and are not clothed. The world in arms is not spending money alone. It is spending the sweat of its laborers, the genius of its scientists, the hopes of its children.”

—Dwight D. Eisenhower

Women *Make* Gains

The 10-year-old effort to improve the lives of women and girls has made impressive gains but glaring problems remain, according to a United Nations report.

“We are moving forward and have much to celebrate,” Thoraya Ahmed Obaid, United Nations Population Fund executive director, declared late last year.

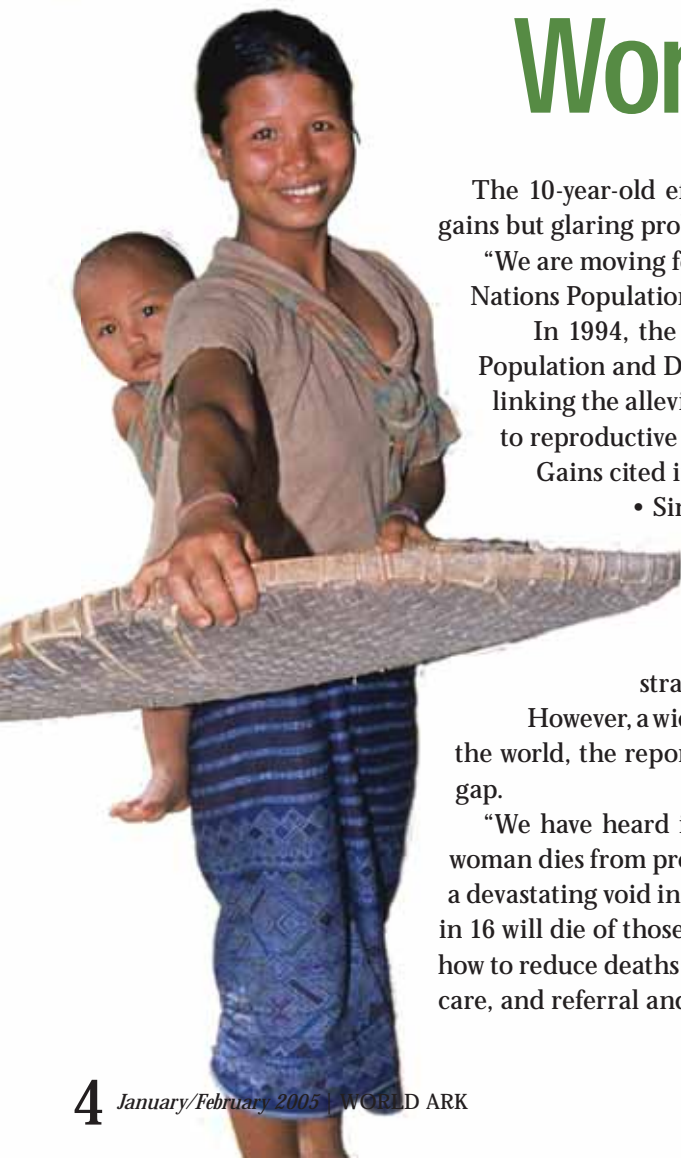
In 1994, the leaders of about 180 countries at the International Conference on Population and Development adopted a 20-year plan to advance human well-being by linking the alleviation of poverty to the empowerment of women and universal access to reproductive health.

Gains cited in *The State of World Population 2004* include the following:

- Since 1994, 99 percent of the 151 developing countries surveyed have adopted measures to protect the rights of girls and women, including passing national legislation and laws on women’s rights.
- Three-quarters of the countries have adopted national strategies on HIV/AIDS.

However, a wide gap in health care access persists between rich and poor throughout the world, the report stresses. Maternal mortality remains the starkest indicator of that gap.

“We have heard it again and again, but it needs to be repeated: Every minute, one woman dies from pregnancy-related complications—529,000 women every year—leaving a devastating void in their families and communities,” Obaid said. “In Africa, one woman in 16 will die of those causes, compared to one in 2,800 in developed countries. We know how to reduce deaths: expand access to skilled attendance at delivery, emergency obstetric care, and referral and transport services so that women can receive medical care quickly.”



Green IS Good

“Green” building designs are catching on in part because they help the bottom line, according to a report by the Worldwatch Institute.

The report lists three examples of the financial advantages of ecological design: the Internationale Nederlanden Bank headquarters in Amsterdam uses only 10 percent of the energy of its predecessor, homes in a California subdivision with solar heating and bike paths are now worth 12 percent more than conventional ones nearby, and an affordable housing development in Texas cut household utility bills by \$450 a year by using efficient appliances and solar heating while adding just \$13 a month to mortgage payments.

The report says buildings can be made more “green” by exploiting natural forces like the sun and wind for heating and cooling, selecting efficient appliances and climate-control systems, and using better construction materials.

Don't Worry, *Be Happy*

What makes for a satisfying life? Psychologists studying measures of life satisfaction have largely confirmed the old adage that money can't buy happiness—at least not for people who are already affluent.

In the United States, for example, the average person's income more than doubled between 1957 and 2002, yet the share of people reporting themselves to be “very happy” over that period remained static.

Good relationships, it turns out, are more valuable than money in the quest for happiness, at least in wealthy countries where basic needs are met.

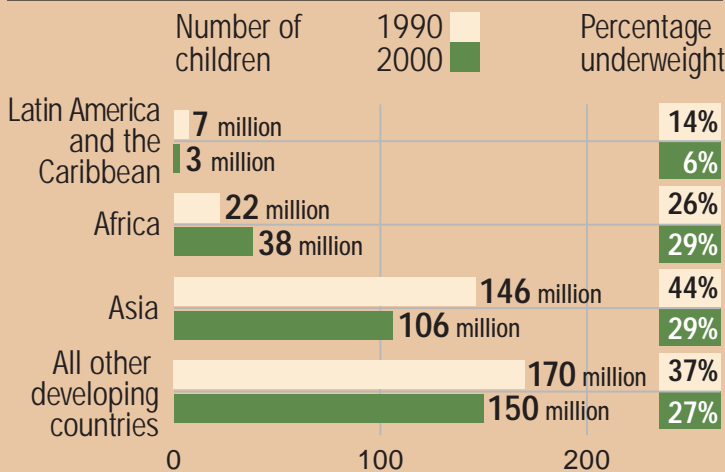
Robert Putnam, Harvard professor of public policy, notes that “the single most common finding from a half century's research on the correlates of life satisfaction ... is that happiness is best predicted by the breadth and depth of one's social connections.” People who are socially connected tend to be healthier—often significantly so.

By the Numbers

The global passenger car fleet now exceeds 539 million vehicles and is growing by as many as 9 million vehicles annually.



Underweight children in developing countries



Source: The United Nations

Hunger and malnutrition claim 10 million lives every year, 25,000 lives every day, one life every five seconds.





The Global Food Gap

Overcoming Scarcity

By Lester R. Brown

Photos by Darcy Kiefel
Heifer International Photojournalist



One of the remarkable achievements of the 20th century was the near tripling of the world grain harvest between 1950 and 1996, an achievement that not only fed people throughout the world but allowed their numbers to grow.

Environmental trends now threaten that achievement, making it much harder for farmers to feed the Earth's increasing population. A frightening gap between consumption and production has developed.

Falling grain stocks and rising grain prices may signal a new era in the world food economy, one dominated not by surpluses but by scarcity. If stocks fall farther, as is likely, dropping far lower than at any time in modern history, the world will move into uncharted territory.



While many observers now recognize that the world is facing water shortages, few have connected the dots to see that a future of water shortages means a future of food shortages.

China, the most populous nation, so far has been able to feed its people by drawing on its grain stocks. These stocks are nearly depleted, and the country is starting to look abroad. China may soon need to import up to 50 million tons of grain a year. Such demand could overload world grain markets—creating major problems for the United States, which controls nearly half the world’s grain exports, as well as for the rest of the world.

This potential era of food scarcity forces us to answer two questions: How did this happen and what can we do?

Production Falling Short

Farmers have long had to cope with the cumulative effects of soil erosion, the loss of cropland to non-farm uses and the encroachment of deserts on cropland. But now they also are facing two dangerous new trends: falling water tables and rising temperatures. These converging conditions have taken a toll on food production.

World grain production did not increase at all during the seven years following 1996. Instead it fell behind the growth in consumption, generating progressively larger shortfalls. The harvest shortfalls of 89 million tons in 2002 and 94 million tons in 2003 are the largest on record. Four consecutive shortfalls have dropped world grain reserves to their lowest level in 30 years.

In early 2004, wheat and corn prices climbed to seven-year highs.

Early estimates put the 2004 crop, boosted by near-ideal weather and stronger grain prices, at 1,962 million tons. If this estimate holds, the world won’t have to draw on its grain stocks for the first time in five years. But even this exceptional harvest won’t rebuild grain stocks. They’ll remain at a dangerously low level in the event of a shortfall in 2005.

Historically, when world food supplies tightened, rising prices prompted farmers to apply more fertilizer, drill more irrigation wells and clear more land. But today many of

these actions are no longer options. Applying more fertilizer to crops today in the United States, Western Europe, Japan or China has little effect on production. Similarly, drilling more irrigation wells may just accelerate aquifer depletion.

Elsewhere, once-vast frontiers of agricultural settlement have disappeared. The age-old approach of clearing more land to boost production is now limited to a few countries such as Brazil, and even there it carries a heavy price—the irreversible loss of biological diversity. Farmers no doubt will seek to increase production in response to the probability of much higher prices, but they're not likely to be as successful this time.

The Threat of Price Hikes

Low levels of grain stocks could easily force prices to spike. When stocks were this low during 1972 through 1974, wheat and rice prices more than doubled. The world wheat price climbed from \$1.90 a bushel in 1972 to \$4.89 a bushel in 1974. Bread prices climbed everywhere. So too did the prices of meat, milk, eggs and other grain-based livestock products.

Exporting countries like the United States restricted exports to keep domestic food prices under control, and food aid requests were denied. In hungry countries like Ethiopia and Bangladesh, hundreds of thousands of people starved to death.

A poor Soviet grain harvest in 1972 triggered this earlier decline in grain stocks. The Soviets, anticipating their need for large quantities of imported wheat, managed to corner the world wheat market before other countries learned of the extent of their crop shortfall. Coupled with short world harvests in the following two years, this led to tight grain supplies and high prices for three years.

In 1972, world carryover stocks of grain—the amount in the bin when the new harvest begins—had dropped to 56 days of consumption, well below the 70 days



that is widely seen as the minimum needed to ensure food security. Carryover stocks in 2004 were at just 63 days of consumption.

Anytime stocks are below 70 days of consumption, one poor harvest can drop them into the danger zone where grain markets become highly volatile and prices climb.

The big question today is, Can the world's farmers boost the grain harvest by enough to close the gap between consumption and production, cover this year's population growth and rebuild stocks? Unless stocks are rebuilt, the world faces another year of living close to the edge.

Food Demand Growing

While the increase in production has been losing momentum, the increase in demand has continued. World population

A woman in Ileb, Philippines (page 6), removes grains of rice from the plants in preparation for dinner. In Thailand (opposite page), a female farmer works in the rice paddies, as do her counterparts in Vietnam (above). Rice remains a staple of the Asian diet, though increasing affluence in some Asian nations has resulted in a growing demand for greater diversity in food choices.

growth has slowed from 2 percent in 1970 to 1.2 percent in 2004. Still, about 76 million people are added each year, putting relentless pressure on the Earth's land and water resources.

And the United Nations projects that by 2050 the world will add nearly 3 billion people to the current population of 6.4 billion. The vast majority of that population growth will be in countries where water tables are already falling and irrigation water supplies are shrinking as aquifers are depleted.

During this half-century, as in the last one, population growth will drive the growth in the demand for food. But given the record or near-record economic growth in countries such as China and India, each with more than a billion people, we cannot ignore the effect of rising affluence on the world demand for food.

Several billion people want to move up the food chain, diversifying their diet by consuming more grain-fed livestock products. Growth in the demand for livestock products translates into additional demand not only for grain but also for soybeans, because soybean meal has become an invaluable protein supplement in feed rations.

While the use of soybean meal reduces the amount of grain used to produce animal products, it has boosted the world demand for soybeans from 17 million tons in 1950 to 190 million tons in 2003, an 11-fold increase. Future expansion of soybean area is projected to occur primarily in Brazil, which is considered the world's larg-

est remaining agricultural frontier. The soybean is consuming the cropland of the Western Hemisphere.

Water Tables Declining

Seventy percent of world water use is for irrigation, 20 percent for industry, and 10 percent for residential purposes. While many observers now recognize that the world is facing water shortages, few have connected the dots to see that a future of water shortages means a future of food shortages.

As world food consumption has nearly tripled, so too has the use of water for irrigation. As a result, the world is incurring a vast water deficit, but because it takes the form of aquifer over-pumping and falling water tables, it is nearly invisible.

The world water deficit is recent in historical terms. Only within the last 50 years, with the advent of powerful diesel and electric pumps, has the world had the pumping capacity to deplete aquifers. The worldwide availability of these pumps and the drilling of millions of wells, mostly for irrigation, have pushed water withdrawals beyond what rainfall can naturally replenish.

As a result, water tables are falling in countries that contain more than half of the world's people, including China, India and the United States, which together account for nearly half of the world grain harvest.

Groundwater levels are declining throughout the northern half of China. Under the North China Plain, they are dropping three to 10 feet per year. In India, water tables are falling in most states, including the Punjab, the country's breadbasket. In the United States, water levels are falling throughout the southern Great Plains, shrinking the region's irrigated area by 24 percent over the last 20 years.

With aquifers that are not rechargeable, such as the vast Ogallala aquifer under the Great Plains in the United States or the deeper of the two aquifers under the North



China Plain, depletion means the end of irrigated agriculture.

Over-pumping creates a false sense of security because though it enables us to satisfy growing food needs today, it almost guarantees a decline in food production tomorrow when the aquifer is depleted.

Many countries that rely on surface water for irrigation are also losing water. The reservoirs behind the large dams that were built several decades ago are slowly filling with silt as their watersheds are deforested.

This situation, now affecting thousands of reservoirs around the world, is a lose-lose state of affairs since the eroded soil that ends up in a reservoir reduces both the productivity of the land upstream and that of the land that can no longer be irrigated.

Temperatures Rising

As concern about climate change has intensified, scientists have begun to focus on the precise relationship between temperature and crop yields. Crop ecologists at the International Rice Research Institute in the Philippines and at the U.S. Department of Agriculture recently have evolved a rule of thumb that with each 1 degree Celsius rise in temperature above the optimum during the growing season, the yields of wheat, rice and corn drop by 10 percent.

Can the world's farmers boost the grain harvest by enough to close the gap between consumption and production, cover this year's population growth and rebuild stocks? Unless stocks are rebuilt, the world faces another year of living close to the edge.

Crops are most vulnerable to higher temperatures during the fertilization period. A research project in the Philippines looking specifically at the effect of rising tempera-



ture on rice determined that at 93 degrees Fahrenheit virtually every one of the tiny flowers on the plant's spikelets turned into a kernel, yielding a bumper crop. As the temperature rose, however, fertilization diminished until at 104 degrees Fahrenheit almost no kernels formed, resulting in a near-total crop failure. Wheat and corn are similarly vulnerable.

During the last three decades, the Earth's average temperature has climbed by 0.6 degrees Celsius. The four warmest years on record have come during the last six years. In 2002, record-high temperatures and drought shrank grain harvests in both India and the United States. In 2003, a record-breaking August heat wave in Europe claimed 35,000 lives in eight countries and withered grain harvests in virtually every country from France through the Ukraine.

The Intergovernmental Panel on Climate Change projects that during this century, with a business-as-usual scenario, the Earth's average temperature will rise by 1.4 to 5 degrees Celsius (2 to 10 degrees Fahrenheit). If the accelerating rise during the

Heifer project participant Rosalio Funes (opposite page) cuts wheat in Chiata, Guatemala, and a Cambodian woman (above) separates grain from stalks. Climate change may threaten grain production. In 2002, record-high temperatures and drought shrank grain harvests in India



In Rwanda, women plant crops (above). A Floridian (opposite page) waters his plants.

last few decades is any guide, the actual increase may be closer to the top of the range than the bottom.

These projected rises are for the Earth's average temperature, but the increase will not be evenly distributed. Temperature is expected to rise much more over land than over the oceans, more in the higher latitudes than in the equatorial regions, and more in the interior of continents than in the coastal regions.

This suggests that increases far in excess of the projected average are likely for the North American breadbasket—the region defined by the Great Plains of the United States and Canada and the U.S. corn belt. Today's farmers confront the prospect of temperatures higher than those faced by any other generation since agriculture began.

As the Earth warms, agriculture could expand northward in both Canada and

Russia. But these are not necessarily regions of fertile soils. There is a world of difference, for instance, between the glaciated soils north of the Great Lakes and the deep, fertile corn belt soils that lie south of them. And extending agriculture into the uninhabited regions of the north would require an enormous investment in infrastructure.

China's Harvest Shrinking

Perhaps the most dramatic development in the world food economy has been the precipitous fall in China's grain production since it peaked in 1998. After an impressive climb from 90 million tons in 1950 to 392 million tons in 1998, China's grain harvest has fallen in four of the five crop years since then, dropping to 322 million tons in 2003. For perspective, this decline of 70 million tons easily exceeds the entire grain harvest of Canada.

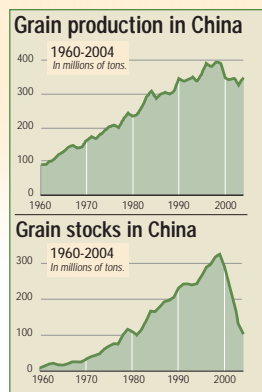
Behind this harvest decline is a decline in the amount of land devoted to grain production, a reduction from 90 million hectares (222 million acres) in 1998 to 76 million hectares (188 million acres) in 2003.

Five distinct trends are contributing to this reduction. They are 1. the loss of irrigation water, 2. the expansion of deserts (largely from over-plowing and over-grazing), 3. the conversion of cropland to non-farm uses, 4. the shift of grainland to

The Bottom Line

CHINA MAY SOON NEED TO IMPORT UP TO 50 MILLION TONS OF GRAIN A YEAR. SUCH DEMAND COULD OVERLOAD WORLD GRAIN MARKETS.

Harvest shortfalls of 89 million tons in 2002 and 94 million tons in 2003 are the largest on record. Four consecutive shortfalls have dropped world grain reserves to their lowest level in 30 years.



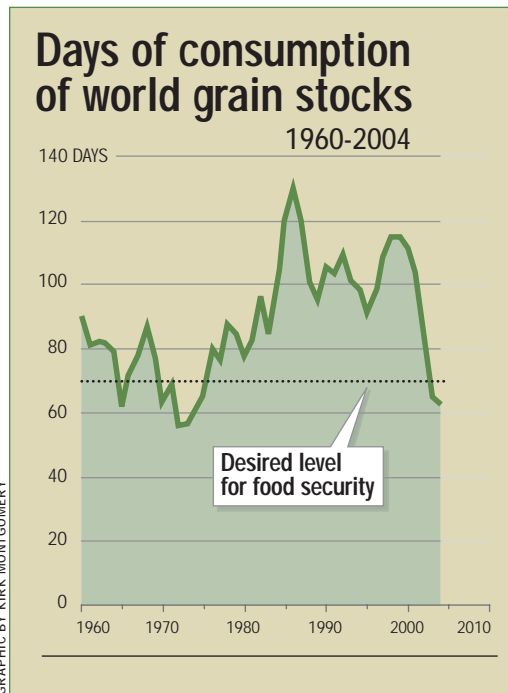
Anytime stocks are below 70 days of consumption, one poor harvest can drop them into the danger zone where grain markets become highly volatile and prices climb.

World population growth has slowed from 2 percent in 1970 to 1.2 percent in 2004. Still, about 76 million people are added each year.

higher value fruits and vegetables, and 5., in some of the more prosperous regions, the loss of rural labor needed for multiple cropping.

Irrigation water shortages have reduced grain harvests in smaller countries, such as Saudi Arabia, but China is the first large food producer where water shortages have contributed to an actual decline in production.

China desperately wants to reverse the decline in its grain production. In February



2004, Beijing announced an emergency supplemental appropriation to the year's agricultural budget, expanding it by 20 percent (\$3 billion) to encourage farmers to grow more grain. Unfortunately for China, none of the five trends that are shrinking the grainland area is easily reversed.

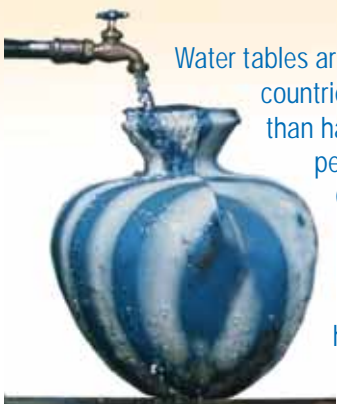
China so far has covered the fall in its grain harvest by drawing down its once massive stocks of grain. With these now largely depleted, and with domestic wheat and rice prices up 20 percent or more, China is starting to turn abroad for grain.



The Foreign Policy Challenge

The big test of the international community's capacity to manage scarcity may come when China turns to the world market for 40 million or 50 million tons of grain per year—a demand that could quickly overwhelm the system. When this happens, China will have to come to the United States, which controls nearly half the world's grain exports.

This will pose a fascinating geopolitical situation: 1.3 billion Chinese consumers, who have a \$120 billion trade surplus with the United States—enough to buy the entire U.S. grain harvest twice—will be compet-



Water tables are now falling in countries that contain more than half of the world's people, including China, India and the United States, which together account for nearly half of the world grain harvest.

Crop ecologists have evolved a rule of thumb that with each 1 degree Celsius rise in temperature above the optimum during the growing season, the yields of wheat, rice and corn drop by 10 percent.

DURING THE LAST THREE DECADES, THE EARTH'S AVERAGE TEMPERATURE HAS CLIMBED BY 0.6 DEGREES CELSIUS. THE FOUR WARMEST YEARS ON RECORD HAVE COME DURING THE LAST SIX YEARS.

It is perhaps a measure of the complexity of our time that decisions made in ministries of energy affecting climate may have a greater effect on food security than those made in ministries of agriculture.



ing with Americans for U.S. grain, thus driving up food prices. In such a situation 30 years ago, the United States would simply have restricted exports, but today the country has a stake in a politically stable China. The Chinese economy is not only the engine powering the Asian economy; it is also the only large economy in the world that has maintained a full head of steam in recent years.

Within the next few years, the United States may be loading two or three ships a day with grain for China.

This long line of ships stretching across the Pacific may link the two economies more closely than ever. Managing this flow of grain to satisfy the needs of both countries may become one of the major foreign policy challenges of this new century.

The risk is that China's entry into the world market will drive up grain prices so high that many developing countries will not be able to import enough grain. What began with the neglect of environmental trends harming food production could end with political instability on a scale that disrupts global economic progress.

What Can We Do?

Falling grain stocks combined with rising grain prices may mean the end of global food surpluses and the beginning of an economy of food scarcity.

These changes signal the need for a much broader effort to secure our food supplies, one that involves ministries of energy, of health and family planning, and of water and natural resources working in

concert with ministries of agriculture to achieve an acceptable balance between food and people.

Stabilizing population means making sure that women everywhere have access to family planning services and education. It also means a worldwide effort to eradicate the poverty that leads to high infant mortality and large families. Such an effort begins with at least an elementary school education for girls everywhere. Together, these initiatives can accelerate the shift to smaller families and a stable world population.

Food security now depends on raising water productivity in all sectors, in agriculture of course but also in industry and in homes. Today we need a global full-court press to raise water productivity similar to that launched a half-century ago to raise land productivity as the frontiers of agri-



Given the record or near-record economic growth in countries such as China and India, each with more than a billion people, we cannot ignore the effect of rising affluence on the world demand for food.



cultural settlement disappeared. We have the technologies, like drip and low-pressure sprinkler irrigation, but all too often not the policies nor the economic incentives to raise water productivity in all sectors worldwide.

A world facing food scarcity can no longer afford heavy soil losses from erosion. Reducing soil erosion means a worldwide effort to reduce over-plowing and overgrazing and to adopt soil conservation practices such as terracing and minimum tillage.

Nor can our modern civilization afford to continue converting cropland to non-farm uses as though cropland were an endless resource. The mounting competition between cars and crops for land calls for a reexamination of existing transportation strategies. Among other things, cropland scarcity may force developing countries to stop building auto-centered transport systems and instead use extensive high-tech light-rail networks augmented by bicycles.

And finally, climate stabilization may be essential to securing future food supplies. If it becomes apparent that rising temperatures are shrinking harvests and raising food prices, we will suddenly have a powerful new lobby of consumers pushing for a cut in carbon emissions. This will require

What began with the neglect of environmental trends harming food production could end with political instability on a scale that disrupts global economic progress.

a restructuring of the world energy economy, shifting from fossil fuels to renewable kinds of energy. It is perhaps a measure of the complexity of our time that decisions made in ministries of energy affecting climate may have a greater effect on food security than those made in ministries of agriculture.

These four steps—stabilizing population, raising water productivity, protecting cropland and stabilizing climate—constitute a challenging agenda. It is time to redefine security. The threat now is not so much military as it is environmental, not so much invading armies as it is encroaching deserts, falling water tables and rising temperatures. 🌿

Lester R. Brown, author of Plan B: Rescuing a Planet Under Stress and a Civilization in Trouble, is founder and president of the Earth Policy Institute, www.earth-policy.org.

A Cambodian mother and child (opposite page left) and a farm couple in Dong Thanh, Vietnam (opposite page right). Cropland scarcity may force developing countries to stop building auto-centered transport systems and instead use extensive high-tech light-rail networks augmented by bicycles.

2004 HEIFER INTERNATIONAL *Volunteers of the Year*

By Barbara Justus

Mother Teresa said if you want to change the world, pick up a broom. In this issue of *World Ark*, we acknowledge some of Heifer International's most dedicated volunteers, people who have committed themselves to sweeping the world free of poverty and hunger.



PHOTO BY MOLLY SLOCUM

David Slocum and Judy Enders

● Vancouver, Washington
Northwest Region

David Slocum took his first Heifer Study Tour to Albania in 2002. On that trip, he came to see the world through different eyes. Fueled by the energy of the Heifer project partners he met, he committed himself to sharing this new vision with others. Before long his wife, Judy, also was convinced that it was time for them to become more involved in the important work Heifer is doing to end world hunger.

Dave and Judy started their journey together as Heifer volunteers with a trip to Little Rock in late 2002 to attend Heifer University. Inspired, Dave and Judy headed back to Vancouver, Wash., and began to share their passion for Heifer with others in their community.

Since then, Dave and Judy have traveled throughout Oregon and Washington, telling churches, civic clubs and schools about Heifer's simple solution to some of the world's most complex problems.

Isaak Egge, Heifer's Northwest community relations coordinator, says, "Their passion has rubbed off on countless people."



PHOTOS BY DAVID STYFFE

Fullerton First Christian Church

● Fullerton, California
Southwest Region

On Thursday afternoons at the farmers market in Fullerton, Calif., the strong, sweet, smoky aroma of barbecue lures people to a small booth in the plaza. There they find friendly Heifer volunteers from the Fullerton First Christian Church ready to serve them gourmet tri-tip barbecue sandwiches. Patrons also get a hefty portion of information about Heifer International, which is given the proceeds from the sandwiches.

This past year, the volunteers of Fullerton First Christian Church were honored by an invitation to set up a booth at the Orange County Fair, which attracts more than 800,000 visitors. A good portion of the fair-



“It’s gratifying to know that volunteer efforts in a small community like Hot Springs Village can significantly benefit people around the world,” long-time member Duane Millar says.

goers left with an introduction to Heifer. The congregation also partners with several other congregations to run an alternative gift fair each November in Fullerton’s downtown plaza.

“Members of the First Christian Church in Fullerton seem to infuse everything they do with the spirit of volunteerism,” says Pamela Edwards, Southwest community relations coordinator.



PHOTO BY CLINT STOWARDS

The Hot Springs Village Heifer Club
● Hot Springs Village, Arkansas
 Central Region

Members of the Hot Springs Village Heifer Club have a tradition of raising their own bar of excellence with every project they undertake.

Each November, the group holds a Living Gift Market. They enlist help from other churches in their area, have produced a handbook for the event, add other fun fund-raising components to the market such as drama and crafts, and train other individuals and groups on how to put on such an event. Last year, the market raised over \$30,000 for Heifer International.

Ed Sircy
● Coppel, Texas
 Central Region

When Ed Sircy speaks to a crowd, people listen. And for the last two years, Ed Sircy, with his characteristic passion, has delivered the Heifer message to countless groups.

When he learned about Heifer International, he immediately knew he wanted to become involved. Although Ed lives in Dallas, he has crisscrossed the state of Texas with the energy and conviction of a political candidate in the heat of a race. His message is consistent and persuasive: Heifer works because people are empowered and transformed when they pass on the gift.

“Ed Sircy is truly one of our Heifer Heroes,” Melissa Worm, community relations coordinator for the Central Region, says. “His contribution has been invaluable.”



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Howard and Wilma Lord
● Montezuma, Iowa
 Midwest Region

Howard and Wilma are lead volunteers in Iowa, where they have been organizing and motivating other volunteers since the early 1970s. But their initial involvement started in 1947, when Howard volunteered as a cowboy to deliver cattle overseas for resource-poor families. “After my experience as a cowboy, when I saw the poverty and need of other people around the world, my whole world changed,” Howard says.

Howard and Wilma have dedicated more than 25 years of their lives to educating people about Heifer and world hunger. They have taken more than 20 groups of people



PHOTO BY ROGER ALLEN

to Heifer Ranch in Perryville, Ark. Howard even kissed a heifer in 1984 when his youth group raised enough money to purchase a heifer.

Jason Bergmann, Midwest Area representative, says, "Howard has been with Heifer through all the changes over the years and has been known to say, 'If it's good for Heifer, that's all I care about.'"


Mary Alice and Richard Rubach

 Burlington, Wisconsin
Midwest Region

Mary Alice and Richard Rubach, lead volunteers for Wisconsin, are the first to admit that they are "hooked on Heifer." Since they first learned about Heifer International 10 years ago, their desire to spread the word about Heifer has remained intense.

Mary Alice and Richard keep the volunteer efforts rolling throughout Wisconsin by organizing the annual volunteer meeting and coordinating volunteer efforts throughout the state. They help with the Racine County Fair, inviting buyers of auctioned 4-H lambs to donate an animal to Heifer. Last year Heifer received a check for more than \$2,000 from fair-goers. The couple staff displays at church conferences and events such as the annual World Dairy Exposition in Milwaukee. Mary Alice says, "Heifer makes so much sense as a peaceful way to help needy people around the world."

Audrey Veath

 Barrington, Illinois
Midwest Region

Audrey Veath knows a lot about hard work. For 27 years, seven days a week, she and her husband ran a coffee shop and soda fountain in the Chicago area. In 1994, when her husband died, Audrey shifted her energy from the coffee shop to the Chicago office of Heifer International as an office

volunteer. "The whole organization makes sense to me," she says,

Audrey's philosophy is that when life gives you scraps, make a quilt. Perhaps that is how she came to be the "Quilt Lady" for Heifer. Quilts fascinate Audrey because of the unique story that every quilt holds within its patches. Audrey spearheaded three Chicago Quilt Auctions and recently helped with the Goshen Office 60th Anniversary Quilt Auction as part of its three-day celebration.

Audrey loves to travel and has been on six Heifer Study Tours. Audrey says, "It was awesome and inspiring to actually see the difference those animals made."



PHOTO BY CARLOS TORRES




PHOTO BY JACK SPRATT



PHOTO BY PAM GLAZEBROOK

Tom Lyon


 Mount Sinai, New York
Northeast Region

Tom Lyon, a lifelong educator, teaches in a way that transforms students. Fortunately for Heifer International, Tom is also passionate about finding a solution to world hunger. Since 1985, he has combined his passions, working to make young people aware of hunger issues and advocates for sustainable change.

In the late 1980s, Tom co-founded the Long Island Hunger Awareness Network.

During his 33 years at Ward Melville High School, he led the Hunger Task Force. Tom is also responsible for the annual Boston University 50-Mile Walk for Hunger. With Tom's guidance, for the past 10 years BU students have not only raised thousands of dollars but also awareness about Heifer and hunger-related issues. Tom's passion and talent for pulling young people together help make sustainable change possible.

Triangle Heifer Committee

 Raleigh, North Carolina
Mid-Atlantic Region


When a handful of people met in Raleigh, N.C., to form the Triangle Heifer Committee, they never dreamed how successful their efforts would be. In 1997, they planned an informal meal, invited their friends and colleagues and hoped people would show up to hear about Heifer. Three hundred people poured through the doors that evening, and the committee has been on a roll ever since.

The Triangle Heifer Committee, which has grown to 20 active members, does presentations about Heifer at local schools, civic clubs and mission fairs. The committee passes out Heifer materials at local universities, including North Carolina State College of Veterinary Medicine. The members have held two fund-raising

banquets, which raised more than \$40,000.

"The Triangle Heifer Committee is an example of volunteering at its best," says Mondie Tharp, the Southeast community relations coordinator.

Michele Grove and Dr. Andrew Townsend

 Martinsburg, West Virginia
Mid-Atlantic Region

Michele Grove and Dr. Andrew Townsend are "committed partners" in their efforts to help end world hunger. They have set a personal goal to raise a \$5,000 Gift Ark each year to benefit a different country program for the rest of their lives.

Michele and Andy began supporting Heifer International at their church, United Methodist, 15 years ago. They started by helping the children in the church raise money to buy Heifer animals. Four years ago, Michele and Andy co-led a mission trip to Nogalas, Mexico. What they found there was a life-changing experience, leading them to increase their activities with Heifer. In 2001, Andy and Michele went on a Heifer Study Tour to China. On returning to the United States, they developed a network of volunteers in the area and later became area volunteer coordinators for Northeast West Virginia and Western Maryland.

"So far Michele and Andy have raised several Gift Arks," Umaru Sule, the community relations coordinator for the Mid-Atlantic region, says. "They are an inspiration not only to other volunteers but to the Heifer staff as well." 🐾



Barbara Justus is a freelance writer living in Little Rock.



PHOTOS BY RAY WHITE

The 2004 Hilton Humanitarian Prize: Honoring “the Success of Simplicity”

On Oct. 28, Heifer International received the 2004 \$1 million Conrad N. Hilton Humanitarian Prize, the world’s largest humanitarian award. Steven Hilton, president of the Conrad N. Hilton Foundation, presented the prize to Jo Luck, president and CEO of Heifer, at the Hilton humanitarian conference in New York City.

Heifer, among the oldest United States humanitarian agencies, is the first U.S.-based organization to receive the prize since 1997. Past winners of the award include the International Rehabilitation Council for Torture Victims, Doctors Without Borders and the International Rescue Committee.

The Hilton Prize goes to organizations that are significantly alleviating human suffering. A distinguished international panel of jurors selects the winners.

“Heifer International’s success proves that it’s often the simple ideas that are the best,” Steven Hilton said. “Providing poor families with cows and other livestock, along with agricultural training, helps people become self-sustaining. Ideas on how to help the poor in our world come and go, but Heifer has produced a model that has endured for 60 years.”

Jo Luck and Beatrice Biira of Uganda spoke at the award presentation. Biira was 9 years old when her family received a goat from Heifer. Proceeds from the sale of goat milk allowed Biira to achieve her dream of

attending school. Her story is the subject of the best-selling children’s book *Beatrice’s Goat*.

Following is the text of Jo Luck’s speech:

It is truly an honor to stand in such distinguished company to accept the 2004 Conrad N. Hilton Humanitarian Prize on behalf of Heifer International.

Those with us around the room today include representatives of other organizations that have previously received this award. We are so privileged to be in your company. You inspire us and you walk beside us in our collective mission to alleviate suffering in our global village that we share and call Earth.

We at Heifer International would very much like to thank the Arkansas congressional delegation and others who nominated Heifer for this prestigious award. And we are extremely grateful to the distinguished jurors who selected Heifer International for this honor.

Steve Hilton in some very kind remarks said that “Heifer International’s success proves that it’s often the simple ideas that are the best.”

As many of you know, the seeds of Heifer’s efforts to end hunger sprouted from the embattled earth of the Spanish Civil War in the 1930s.

Our founder, Dan West, as a volunteer relief worker ladled out cups of milk to the civilian victims on both sides of the conflict.

He came to believe the solution was not just a daily cup of milk, but a cow, to provide

a continuing source of milk. Since then, this simple idea has helped millions around the world to move closer to self-reliance and dignity.

During the six decades of our work, small farmers all over the world have repeatedly demonstrated to us the success of simplicity—using the gift of a single animal and training:

- To bolster diets and improve nutrition,
- To improve housing and provide education,
- To restore marginal lands,
- To safeguard water supplies,
- And to ensure the full participation of men and women in building communities together.

We on the Heifer team are keenly aware that these farming families are the true winners of this prize.

We are proud to represent them here—families in Navajo country, in the Andes, across Central and Eastern Europe, on the African grasslands, on the Tibetan plateau and in many other places across our planet.

Despite limited resources, the beneficiaries rise every day determined to make the world a better place for their families. They are of modest means, but in their hearts they hold humanity's richest treasures. Daily, through their efforts, they demonstrate ingenuity, industry, a love of peace, a passion for justice, great common sense and uncommon courage.

Though largely unheralded, they carry out some of the most important work of our time.

They strengthen their communities. They feed, clothe and educate their children. They teach their children—and the rest of us—to love and to hope.

They build peace in the face of ignorance, conflict and chaos.

They receive—and they pass on the gift to others.

They are in a very real sense heroes and role models for all of us.

At Heifer International, we are continually inspired by what small farmers around the world teach us about cooperation, dignity, respect, hope and compassion.

We take great pride in working with them and in following their example.

I'd like to share with you three of my favorite quotes, which can be found in a small book that we have produced ourselves called One World, One Family.

"I have the audacity to believe that peoples everywhere can have three meals a day for their bodies, education and culture for their minds, and dignity, equality and freedom for their spirits." Martin Luther King Jr.

"We cannot all do great things but we can do small things with great love." Mother Teresa.

"Despite limited resources, the beneficiaries rise every day determined to make the world a better place for their families."

"In my world, the needs of women and children transcend their politics." Dan West, founder of Heifer International.

We are privileged to have with us today one of the finest examples of Heifer's success stories. As a child in Uganda, Beatrice Biira and her family received a Heifer goat and training in its care. As a result, Beatrice's family moved closer to self-reliance and the realization of their dreams.

In time, Beatrice's family became donors themselves when they proudly passed on their gift to another family in need.

Beatrice is now a serious and successful student in the United States. She hopes to use her education to end hunger and poverty.

Beatrice and her family have shown how a simple gift can reveal the shining jewel of humanity and the brilliance of a new future.

Beatrice's grace, intelligence and young wisdom demonstrate the potential of millions around the globe who require only a simple gift to begin building sustainable self-sufficiency, to nourish their families, to educate their children, to nurture community and build peace. 🌱

Jo Luck, president and CEO of Heifer International, is flanked by Steven Hilton and Beatrice Biira at the award presentation in New York (opposite page left); Jo Luck, speaking at the Hilton conference.

WORLD ARK MARKET



Heifer is more than ending hunger—we work hard to heal and replenish the earth as well. With this Heifer grocery tote, you can support both missions. Made of 100% organic cotton, this tote will reduce the amount of waste in landfills and help preserve our forests. This product is a result of organic farming, which prohibits use of synthetic pesticides and fertilizers for minimum adverse effects on the environment.

End Hunger Grocery Tote

11x14x4, 100% organic cotton
\$17.00, #N00404

A picture is worth a thousand words...Bring the world to your family with this award-winning collection of inspirational quotes and photographs featuring Heifer International's projects and participants.

One World, One Family Book

Softback \$5.00, #NB0703



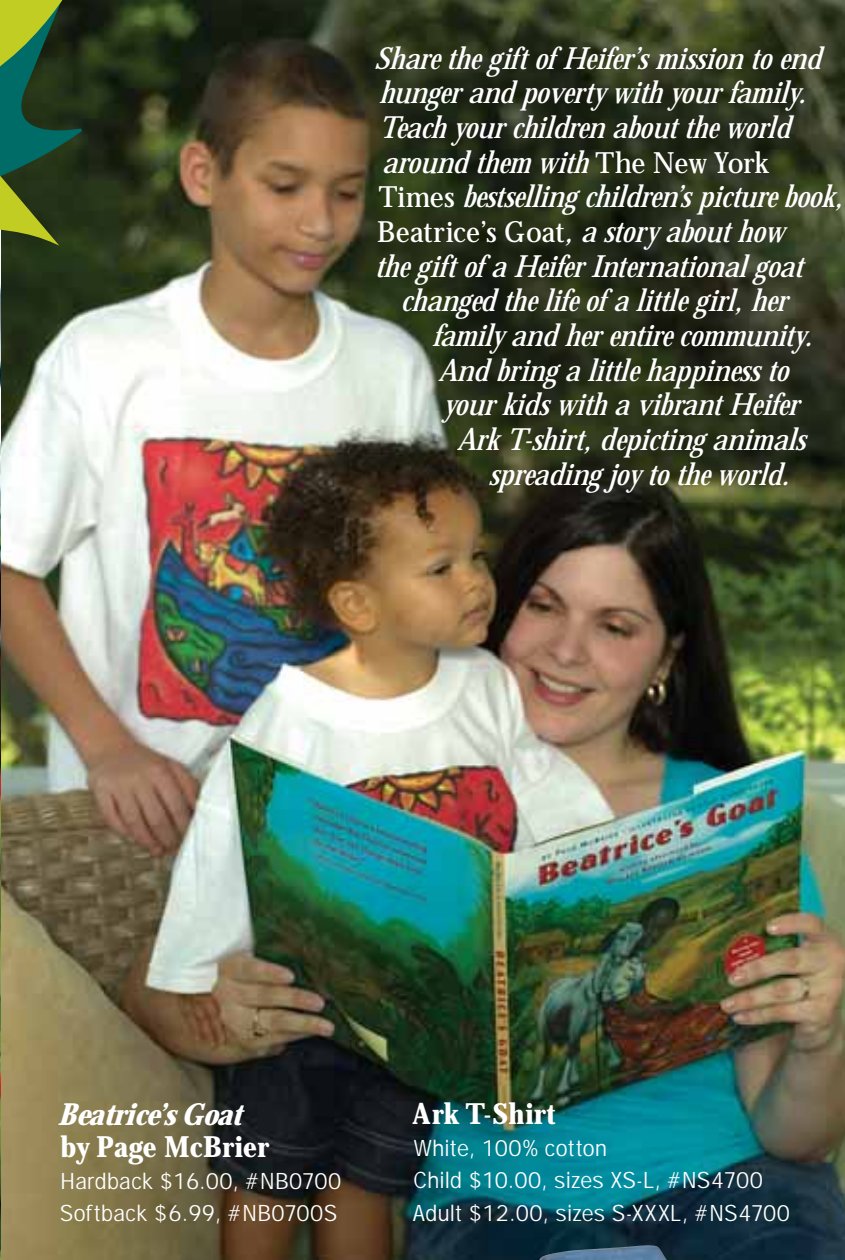
Heifer Images

Share the story of Heifer's beginnings with the tale of how Faith the cow brought hope and healing to families in Puerto Rico.



Faith the Cow by Susan Bame Hoover

Hardback
\$16.00
#NB0705



Share the gift of Heifer's mission to end hunger and poverty with your family. Teach your children about the world around them with The New York Times bestselling children's picture book, *Beatrice's Goat*, a story about how the gift of a Heifer International goat changed the life of a little girl, her family and her entire community. And bring a little happiness to your kids with a vibrant Heifer Ark T-shirt, depicting animals spreading joy to the world.

Beatrice's Goat
by Page McBrier

Hardback \$16.00, #NB0700
Softback \$6.99, #NB0700S

Ark T-Shirt

White, 100% cotton
Child \$10.00, sizes XS-L, #NS4700
Adult \$12.00, sizes S-XXXL, #NS4700

Heifer Style

Wrap your family and friends in Heifer today.



"Cowing Around" T-shirt

Available in Gold and Blue, 100% cotton
Adult Gold, \$15.00, sizes S-XXL, NS4900
Adult Blue \$15.00, sizes S-XXL, NS4900



Sage Advice: End Hunger T-shirt

Light green, embroidered Heifer logo, 100% cotton
Adult long sleeve \$26.00, sizes S-XXL #NS5000
Adult short sleeve \$22.00, sizes S-XXL #NS5000



Sport Heifer Ball Caps

Relaxed front
100% cotton
Available in Stone or Khaki
One size fits all
\$10.00, #NS4000



Heifer Denim Shirt
Embroidered Heifer logo

100% cotton
Adult long sleeve \$30.00
sizes S-XXXL, #NS4100
Adult short sleeve \$28.00
sizes S-XXXL, #NS4200



The Cow that Saved the Earth T-shirt

Black, 100% cotton
Adult \$12.00
sizes S-XXL
#NS4800



End Hunger: Pass It On T-shirt

Gray, 100% cotton
Adult long sleeve \$20.00, sizes S-XXL
#NS5100

WORLD ARK MARKET

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Gift Package
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 Includes all three.
 Also sold individually.



You can help spread Heifer's message of hope, while your friends and family enjoy the uplifting photographs of Heifer's project participants featured in the 2005 wall calendar and Heifer "Portraits" notecards. The Heifer coffee mug is a daily reminder that it is possible to end hunger and poverty.

- A. Heifer 2005 Wall Calendar (13 images)**
\$13.00, #NL2005
- B. Heifer Mug**
\$8.00, #NM0411
- C. Heifer Portraits Notecards**
\$11.00 #NN0014



Heifer Greetings

Heifer has the perfect way to keep in touch all year.

Heifer Notecards

Artist Betty LaDuke's colorful portrayals of Heifer projects in Uganda and Rwanda.

- A. Uganda Set \$8.00, #NNU004
- B. Rwanda Set \$8.00, #NNR004

Heifer, Naturally

Heifer Hope Blend is a Fair Trade Certified™ organic coffee created by Green Mountain Coffee Roasters®. When you buy this coffee, you get great taste and a chance to help Heifer end hunger and protect the Earth. Heifer trains small family farmers in Guatemala how to raise crops in an environmentally friendly way, and these farmers grow many of the beans used in this coffee.



- Whole Beans
12 oz. bag, \$8.69
#NGHH04
- Ground Beans
12 oz. bag, \$8.69
#NGHH14

Heifer Ties

Show the world that the special man in your life makes a real difference. These 100% silk ties, adorned with the Heifer logo, not only look good—they promote a good cause too.



- Available in Blue and Red, 100% silk
- Blue Tie, \$25.00
#NT001400B
- Red Tie, \$25.00
#NT000400M

Call Toll Free (800) 422-0474

Please cut along dashed line

Heifer at 60: A Promise to Help Millions



By Scott Morris
WORLD ARK ASSOCIATE EDITOR

Heifer International's 60th anniversary celebration and conference on ending hunger ended with a bold promise to expand Heifer's work on behalf of the poor.

"We are not finished until every family is self-sufficient, until every family is self-sustaining," said Charles Stewart, chair of Heifer's Board of Directors.

Stewart and Jo Luck, Heifer's president and CEO, officially announced the launch of the organization's \$800 million Hope for the Future Campaign. The announcement came at a gala that concluded the three-day conference in October, attended by more than 1,000 people from all over the world. Drs. Janet and Steve Cathey of Little Rock hosted the gala, which drew more than 1,200 people. The actors Mary Steenburgen and Ted Danson served as co-chairs.

Peter Ireton, general secretary of Bóthar, the Irish charity that is one of Heifer's partner organizations, presented Jo Luck with a \$1 million contribution to the campaign. Ireton noted that all religions call on their adherents to help the poor.

"Whatever your belief is ... your God asks you to feed the hungry, clothe the naked and shelter the homeless," Ireton said. "We're all in this together, so let's get on with it."

Jo Luck announced that Heifer had already raised \$236 million toward its goal of \$800 million in the first decade of the 21st century. She said the effort to expand Heifer's work, which now includes projects in 50 countries and more than 20 states, was necessary because 800 million people remained chronically hungry and a total of 3 billion still lived in poverty. "Together," she said, "we can end world hunger."

Heifer Board Chair Charles Stewart and Jo Luck, Heifer's president and CEO, announce the launch of Heifer's Hope for the Future Campaign (clockwise from photo at far left); Peter Ireton presents Jo Luck with a \$1 million contribution; author Frances Moore Lappé speaks at Heifer's Conference on Ending Hunger; economist Desmond Jolly addresses the "Small Farmers in a Global Economy" symposium; actors Ted Danson and Mary Steenburgen with Beatrice Birra.



Hope for the Future



Heifer International's Hope for the Future Campaign, announced at the gala that ended Heifer's 60th anniversary celebration and the three-day conference on ending hunger, has set important goals in the organization's efforts to end hunger and alleviate poverty.

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.

A World in Crisis

Earlier, during Heifer's "Small Farmers in a Global Economy" symposium, Desmond Jolly, an agricultural economist at the University of California-Davis, said the world faced a crisis of poverty, hunger and AIDS. Small farmers in developing countries are among those suffering the most, he said.

Jolly, vice chair of the National Commission on Small Farms, compared the mounting crisis to those faced during the Great Depression and World War II.

To move out of poverty, Jolly said, small farmers need more land, appropriate technology such as healthy animals and quality seeds, more information about markets, and the ability to influence government policies that affect their chances for success.

Irene Hoffmann, chief of the Animal Production Service of the U.N.'s Food and Agriculture Organization, said disease frequently pushed small farmers into poverty. AIDS is especially devastating, she said, because it kills the most productive laborers and erodes food security.

Good nutrition can be a buffer against disease, she said. Gifts of livestock are part of the solution because they help small farmers rebuild assets, improve nutrition and generate income, Hoffmann said.

During the Conference on Ending Hunger, Frances Moore Lappé, author of *Diet for a Small Planet* and *You Have the Power: Choosing Courage in a Culture of Fear*, noted there was enough food to feed everyone on the planet. Hunger is "human-made," she said.

The problem, Lappé said, is "not a scarcity of food. It's a scarcity of democracy. Wherever there is hunger, it means people have been denied a voice."

The solution to hunger lies in the basic human impulse to cooperate to solve problems. Heifer, with its emphasis on empowering communities, "taps our deep need to cooperate and help one another," Lappé said.

Ritu Sharma, co-founder and executive director of Women's Edge (the Coalition for Women's Economic Development and Global Equity), noted that the overwhelming majority of small farmers were women. Sharma said these women were poor because they were trapped in gender roles that put them at an economic disadvantage. In the developing world, for example, girls often lack access to education while women are denied the right to own land.

Also at the conference, Arkansas First Lady Janet Huckabee, who served as spokesperson for the pilot Read to Feed Challenge in Arkansas, was presented with

a Literacy Leadership Award by Heifer and Scholastic, the children's book publishing company. Huckabee helped introduce the program to governors' spouses at the 2004 National Governors Association conference, and the Challenge is now expanding to other states.

Ray Anderson, founder and chairman of Interface, Inc., the largest commercial carpet manufacturer in the world, addressed the luncheon on the second day of the conference. Interface, based in Atlanta, is a leader among environmentally responsible corporations. It works to reduce its impact on the environment during the

manufacturing process and also makes products of recycled material and products that are themselves recyclable.

Lester R. Brown, founder and president of the Earth Policy Institute and author of the cover story in this issue of *World Ark*, echoed Lappé's observation about people's need to help one another. He called Heifer's practice of "Passing on the Gift," which requires recipients to give one or more offspring of their animals to other needy families, "the genius of Heifer."

Brown said, "Perhaps Heifer's greatest legacy is helping people discover the satisfaction of helping other people." 🌱

"Perhaps Heifer's greatest legacy is helping people discover the satisfaction of helping other people."

—Lester R. Brown

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Story and Photos
by Darcy Kiefel
Heifer International
Photojournalist

“Hope Brings Success” A Home of Their Own

MRGASTAN, Armenia—Shura and Karine Gevorgyan began their married life sharing a special bond—both grew up as orphans, both wanted to create the loving family life they never had.

Raised in institutions in separate villages, the couple met, fell in love and wed, hoping to have a child. But they couldn't conceive, so Shura and Karine, both knowing the loneliness of a family lost, adopted a baby girl. And now, after receiving a cow from Heifer International, Shura, Karine and 2-year-old Anna are building a new life.

With Heifer's help, “I realized quickly that hope brings success,” Shura says.

Life could have been much different for them, as it has been for thousands of Armenian children orphaned by natural disaster and war. The devastating Spitak earthquake of 1988 left more than 25,000 people dead and 500,000 homeless. The armed conflict between Armenia and neighboring Azerbaijan over the status of Nagorno-Karabakh, an Armenian-dominated region of Azerbaijan, killed 30,000 Armenians and displaced another million.

These tragedies have contributed to an orphan crisis in Armenia unprecedented since the genocide of 1915, during which more than 1.5 million Armenians were killed or died of starvation during deporta-

Armenia faces an orphan crisis unprecedented in almost 100 years. Thrown out of state-run orphanages when they reach adulthood, orphans often resort to prostitution and crime to survive.

tion by the Ottoman Turks. The orphans, once they reach adulthood and are no longer under the protection of the state, often are thrown onto the street where they must fend for themselves with no resources or skills. Many resort to lives of crime or prostitution, and survival becomes an even greater challenge.

Shura lost his mother when he was 6 years old, and his father abandoned him and his six siblings soon after. Shura's eldest sister, who was 13 at the time, tried her best to run the household and care for the children. She spent her days working on a collective farm; her nights were devoted to the family, collecting apricots or whatever else she could find to alleviate their hunger.

Shura remembers many days going to bed without a meal. Life was lonely and as time went on, simple survival became a daily challenge. The following year, Shura's sister realized the responsibility was more than she could handle, and the children were placed in an orphanage, where Shura spent the rest of his childhood.

For her part, Karine has no memory of her family. She was raised from infancy to adulthood behind orphanage walls.

A New Start

The Aigebatz (Sunrise) project of Armenia was established to help orphans such as Shura and Karine. With financial support from the St. Nerses the Great Charitable Association, Aigebatz began purchasing and reconstructing existing "modest farms" in various villages near the town of Ejmiatsin with the goal to ultimately accommodate 30 orphans.

Archbishop Mesrop Astjian of St. Nerses then asked Heifer International in Armenia for help obtaining animals for the young families. Heifer agreed to support the idea. In 2002 the project gave five families quality animals and training in family nutrition and farm management, as well as ongoing technical guidance for sustainability.

Shura and Karine Gevorgyan were among the five young couples to receive homes and plots of land in the village of Mrgastan. Their immediate dream was to start a family and give their child the love and nurturing they had been deprived of while growing up in orphanages. Their dream was shattered, however, when Shura and Karine discovered they were unable to conceive. Months later, their prayers were answered when Shura's sister agreed to let the couple adopt her newborn baby, Anna.

In March 2001, Shura and Karine had a home and a beautiful child, but they knew that Anna's health depended on securing a sustainable source of good nutrition. A dairy cow would solve the problem, but there was no way the young couple could afford one.

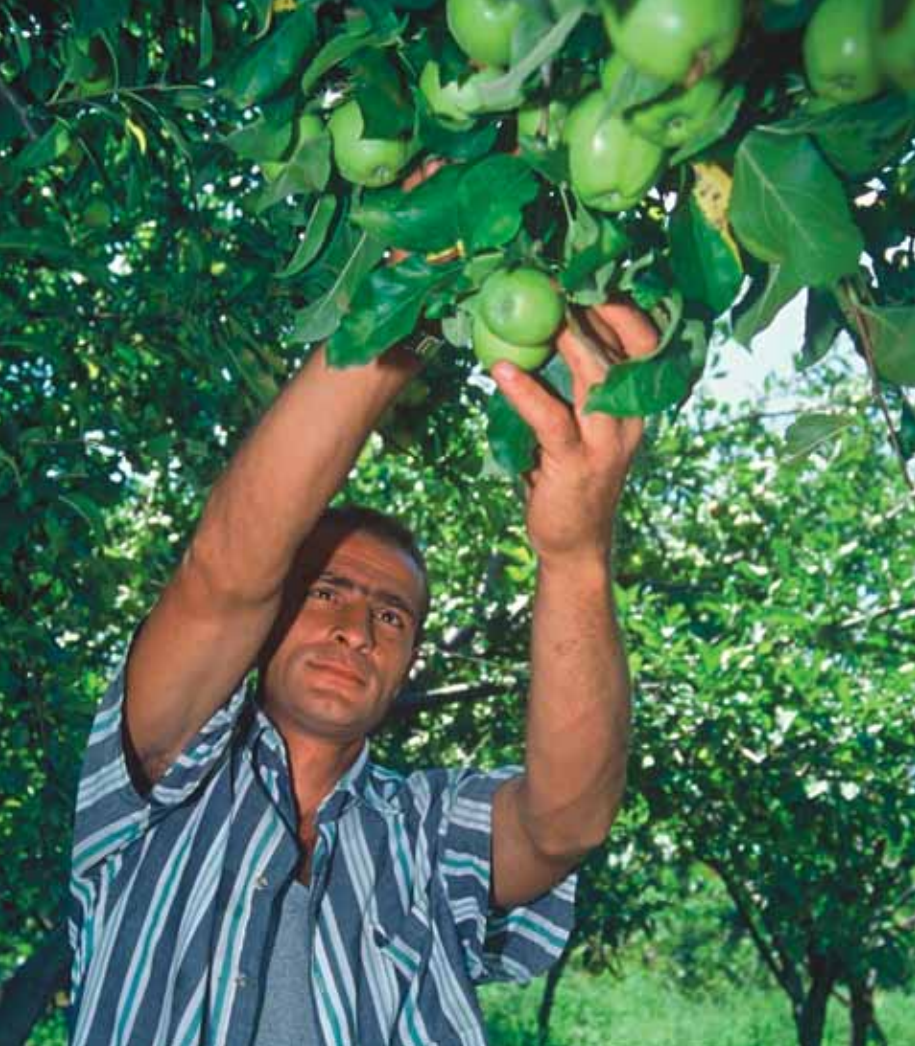
"Due to our hard work, in a year's time we made our house a home and my wife and I were very, very happy," Shura says. "However, it was very difficult for me to provide my family with the nutrition they needed."

With a smile, Shura recalls, "In October 2002, Heifer International entered our lives. There was much training and preparation. At the beginning I was scared about succeeding. I had no skills or experience with cows, but Heifer showed trust in me and demonstrated the skills I needed, along with hope. I realized quickly that hope brings success.

"Before," Shura adds, "I had temporary work without a salary through my electrical skills. Few people could pay me and many



Karine and Shura Gevorgyan, with their daughter, Anna, and their Heifer cow (opposite page) in the village of Mrgastan. The couple, both orphans, are building a new life. "No one in this village has the possibility to purchase a cow. This project has been a great contribution not only to our family but the village as well," Shura says.



Vasily Plechanov (above in his garden in the village of Aygeshat) says, "The orphanage did not teach us any skills or experience for life in a village. ... Heifer means for us a friend and a partner." Dmitri Zuev (right) with the cow he shares with Plechanov.

were neighbors, so I would just help them. It was not sustainable income but the cow has been. For one family, this cow has solved all our financial and nutritional needs."

Karine says, "Before we received our own cow, our neighbors would give us about a pint of milk for Anna, who was 7 months old at the time. Since our Heifer cow has arrived, I make my own butter, cheese and yogurt. Anna is raised on our cow's products and her health has improved. Any surplus milk or products we sell to our neighbors for additional income."

Tears show in Shura's eyes. "No one in this village has the possibility to purchase a cow. This project has been a great contribution not only to our family but the village as well. Heifer International is a big mission and tangible to the whole world. We give big, big thanks to Heifer. From the beginning until now, I express our deepest thanks for all their efforts. I cannot find the words to express any more."

"I Am Accepted"

In the neighboring village of Aygeshat, Vasily Plechanov, who believes his Russian parents abandoned him, sits in the shade of his new home while his friend tends to their animals a short distance away.

"I don't remember when I entered the orphanage, but I guess I was about 2 or 3," he says. "Nobody knew anything about me, and the institution gave me the name I have today. By the time we were 15 or 16, they informed us we were now free. They had little interest in how we would proceed in life. The orphanage just opened the doors and said to leave."

Plechanov laughs. "My only thought was how to buy bread or how to earn the mon-



“Because of our Heifer training, we have succeeded in farming and are now receiving benefits. ... We will proceed as they have taught us, and continue after they are gone. We will become sustainable.”—Dmitri Zuev

ey for it. This was my first priority. I actually don't remember how I survived. We were still children and we had entered a new, alienated world. We had no aim, no goals; we just tried to survive and prepare ourselves for this new world. Sometimes we would receive temporary work as laborers and slept in the streets at night.

“Besides our own difficulties, it was the most difficult time for the people of Armenia after 1991 and the collapse of the Soviet Union,” he continues. “Everyone was in financial ruin. In 1992, here in Armenia there was no electricity; there was not even bread. We had entered the streets at the most difficult time.”

Plechanov explains that he and others struggled daily on the streets but were fortunate to be given food and clothing through Red Cross and other nonprofit organizations. His life-changing opportunity came when Aigebatz provided him and his friend, Dmitri Zuev, with a home and Heifer International gave them a cow.

“The orphanage did not teach us any skills or experience for life in a village,” Plechanov says. “What we have learned came from the kindness of strangers and then, of course, through Heifer International. Heifer means for us a friend and a partner. Because of our Heifer training, we have succeeded in farming and are now receiving benefits.

“We value and appreciate the core of Heifer—the ‘Passing on the Gift,’ which is so right and such a perfect initiation,” Plechanov says. “We benefit today and can then pass on the value and mission to an-



other family. Tomorrow, I believe, we can live without Heifer. We will proceed as they have taught us, and continue after they are gone. We will become sustainable.”

With the support of Aigebatz and Heifer International projects, both Vasily Plechanov and Dmitri Zuev have become respected members of the Aygeshat community. Zuev says he is no longer afraid and no longer questions his aspirations. He plans to establish a breeding farm and is confident of his skills. He also looks forward to providing a healthy and loving home for his future wife and family.

“We have completely solved our nutritional problems,” Zuev says. “We can produce yogurt, cheese and butter and sell the surplus. We have improved our economic and social situation by 80 percent! We have become completely sustainable through this project.”

As Zuev excuses himself to herd his animals to a shaded area, he says, “When I am alone with the cows, I clear my whole spirit and my nerves are OK. My thoughts are pure and I expect goodness even from the evil I have seen. I respect and rely on God because of being close to nature. With this project, I am accepted. I feel so comfortable and feel more generosity toward others.” 🐾

Susanna Mashkovich (above) feeds honey to her two children and a local child in the village of Hermon, Armenia. She and her husband, both orphaned as children, received bees from Heifer. “It may not be physically difficult to raise bees but you must be clever,” Mashkovich says. “We don't feel so alone with the presence of Heifer International.”



PHOTOS BY KATARZYNA MALEC



Zdzisław Jakubowski and his prize cow, Zajda (left). Jakubowski poses with his nephew, Marcin (above).

The Cow Who Could

By Sherri White
HEIFER STAFF WRITER

In the Podkarpackie region of Poland, which borders the Ukraine to the east and the Carpathian Mountains to the south, Zajda the cow, a beautiful Simmental breed, confronted an uncertain fate.

Because of insufficient care from her first owner, the heifer had failed to breed. After she underwent lengthy treatment from a local veterinarian, Zajda's future looked bleak.

Zdzisław Jakubowski was also facing hard times. After the unexpected death of his brother, Jakubowski was worried his brother's family would have no income; that's when he decided to take his brother's place in Heifer's Multipurpose Cattle Production in Southeastern Poland project.

However, that wasn't the only life-altering decision Jakubowski made—he decided to look after Zajda, too.

After much care and healing, Zajda rewarded her new owner by win-

ning the Super Championship Award during the Regional Exhibition of Simmental Cattle in Podkarpackie, held Aug. 28 and 29, 2004, in Rudawka Rymanowska. Richard Pichler, head of the European Federation of the Simmental Breeders, judged the cattle. Poland's minister of agriculture, Wojciech Olejniczak, presented Jakubowski with the award.

"I will remember this day until the end of my life. I also won't forget that this unbelievable joy was possible thanks to Heifer," Jakubowski said. "I am happy for my late brother and for myself to be able to continue his work. I am sure that he would have been really delighted with the award that our Zajda received. Simmental cattle breeding was a real passion of his life. Although he is not with us any more, this award has a special meaning to his wife, son and grandson."

Jakubowski's cow Eliza also re-

ceived a vice championship award. Three additional Heifer project participants received vice championship honors during this exhibition: Zbigniew Gac and his cow Lalka, Tadeusz Chowaniec and his cow Bajka, and Lukasz Knurek and his cow Lalka.

"When I was looking at Zdzisław and his cow, I was thinking of all the people whose hard work was symbolically awarded in such a beautiful way, and I was extremely proud of the results of our cooperation," said Heifer Poland Country Director Katarzyna Malec. "The success of this type is also a great help to our everyday activities, since it is evidence for the participants of other Heifer projects that although they are poor, they can achieve very good results if they work hard systematically. This award, therefore, generates a great hope for Heifer employees and project participants for the future."

Mekong Region Takes Borderless Approach

By Michael Haddigan, HEIFER COMMUNICATIONS DIRECTOR

National borders mark the boundaries of the Mekong River country. But from the rugged mountains of China's Yunnan Province to the marshy Mekong Delta in southern Vietnam, the region's 240 million people share many of the same challenges.

That's why Heifer International has formed the Mekong Region Program, explained Heifer's Sopapan Promwas during a visit to the organization's headquarters in Little Rock, Ark.

"We don't just focus on financial development, we also focus on human development," she said.

Nicknamed "Toon," Sopapan is administrative assistant in the program, which is based in Chiang Mai, Thailand.

Niwatchai Suknaphasawat, former director of Heifer's Thailand country program, heads the Mekong effort.

The 2.3 million-square-kilometer region includes parts of China, Myanmar, Laos, Thailand, Cambodia and Vietnam.

"The Mekong River is the lifeblood of Southeast Asia," Sopapan said. "It is the 12th longest river in the world."

Rebecca Alderfer of Heifer's Asia and South Pacific program said several ethnic groups—the Akha, Karen and Lahu, for example—were found in several of the Mekong nations. "They are dealing with the same economic and environmental and social issues, the same lack of resources



and lack of opportunity," Alderfer said.

Heifer country directors from the Mekong region decided at a Chiang Mai meeting in 2000 to try a regional approach to their work.

"The country directors got together and said, 'It would be really great if we had a borderless approach. Wouldn't it be nice if we could share among each other the ways we are dealing with these same groups?'" Alderfer recalled. "So the Mekong River Project was born out of the discussion between the country directors."

More than 70 percent of the region's in-

habitants are rural subsistence farmers.

The Mekong program offers training and exchange opportunities to Heifer and partner organization staff, community leaders, volunteers and funding organizations from the five nations. These efforts seek to share agroecological practices and to foster understanding among the region's diverse ethnic groups. (Similar regionalization efforts are now underway in Heifer's Africa and Latin America programs.)

Heifer's Mekong staff last year coordinated the China-Thailand Friendship Project, which shipped 100 rabbits, 50 dairy goats and 34 Mei Shan pigs to Thailand.



Becke Corkern (center) Heifer's Study Tour coordinator, on a visit to Peru.

Heifer Offers Study Tour for *Educators*

Heifer International's Community Education team is excited to offer a Study Tour opportunity created specifically for educators. The trip, to one of the Heifer program areas in Central America, is scheduled for the summer of 2005.

Teachers, administrators and other educators are invited to apply for a grant from Heifer that would include international air transportation, land transportation in the countries visited, accommodations and meals, Heifer project visits and resource materials.

Applications may be obtained by e-mailing tim.newman@heifer.org or by calling (501) 907-2983. Heifer staff will lead the seven- to nine-day tour. Applications are due by March 15.

"This Study Tour will provide teachers who participate in Read to Feed or other community education programs with an opportunity to learn more about Heifer International, issues associated with the root causes of hunger, poverty and environmental degradation, and how their actions as educators help to alleviate these problems," said Tim Newman, Heifer's manager of school programs.

"Also, by visiting Heifer project

sites and partners, participants get to see firsthand how Heifer's approach to development really works."

In addition, Newman said, the Study Tour for educators seeks to develop

advocates who will take up the cause of sustainable development by speaking out and educating others. Participants in the Study Tour will be expected to take part in educational activities during the trip and, after they return home, to make presentations about Heifer.

The Community Education team is responsible for developing programs such as Heifer U, Read to Feed and the new GET IT! Middle School program. Course materials may be ordered free online at www.readtofeed.org or by calling (800) 422-0474.



Thailand Program Celebrates

By Orawan Raweekoon, HEIFER RESOURCE DEVELOPMENT ASSISTANT, HEIFER THAILAND

NONG KEAW SHEHLEH, Thailand—Little Rock wasn't the only place where Heifer International and our project participants celebrated Heifer's 60th anniversary in October 2004. Country offices throughout the world took part in festivities, including Heifer Thailand.

On Oct. 15, members of the Lahu, Khachin, Lawa and Akha hill tribes were among more than 300 people from 10 villages who celebrated in the village of Nong Keaw Shehleh. Celebrants brought squash, rice and other food to the home of Surachart Jampu, a community leader. Women prepared the evening feast while men cut bamboo to build a stage for more than 20 performances.

Veterinary students from Chiang Mai University, who were visiting the village to train residents in animal health



Members of the Kachin hill tribe were among those who joined in marking Heifer's 60th anniversary. More than 300 people attended the event.

care, also took part.

"I was never successful raising pigs until I met Heifer," one resident of the village of Jia Jan said. Because of language and cultural barriers, the hill tribes of northern Thailand often find access to education difficult. Heifer provides training appropriate to the needs of the local people.

The Heifer Thailand staff organized several games as part of the celebration, including a bamboo climbing competition in which contestants had to climb oiled bamboo canes. Villagers, students and Heifer staff joined in a traditional dance, called

Ja-kue, which concluded the event.

Participants congratulated Heifer and expressed their hope for its continued success in helping millions overcome hunger.

Support Businesses That Support Heifer

A growing number of businesses support Heifer International by contributing a percentage of the proceeds of the products and services they sell. By supporting these businesses, you support Heifer's work to end world hunger.

Following are three businesses that assist Heifer in helping people around the world achieve self-reliance.

Simmons Natural Bodycare will contribute 2 percent of the retail price of its handmade four-ounce soaps to Heifer. You may purchase these soaps online at www.simmonsnaturals.com.

Frontier Tax Solutions/Taxes2Charity will contribute \$10 of every online tax preparation fee to Heifer. Consider filing at www.taxes2charity.com and selecting Heifer.

SoftwareCEO will contribute \$5 for each new site membership. The company provides operations, sales and marketing, research and development, pricing, licensing and financing resources for software executives. Visit www.softwareceo.com or <http://www.softwareceo.com>.

For more information, please contact Heifer International's corporate relations team at (501) 907-2880 or corporatepartners@heifer.org.

THE RETREAT OF THE ELEPHANTS: An Environmental History of China

Mark Elvin
Yale University Press
Hardcover, \$39.95

—Reviewed by
Michael Haddigan
Heifer Communications Director

The book jacket touts *The Retreat of the Elephants* as the first environmental history of China. But to his great credit, Mark Elvin reveals that Chinese authors, bureaucrats, poets, generals, hermits, academicians and notables have been documenting China's environmental history for thousands of years.

Fossils show elephants once prospered in China's Northeast, Northwest and West. They were at once respected for their size, majesty and intelligence and feared for the damage they could do to crops and communities.

Simply put, Elvin argues that as the Chinese method of growing rice—by clearing land and flooding fields for planting—spread, the elephants fled. As forest cover vanished to accommodate agriculture, habitat disappeared. And so did the elephants.

Once elephants roamed what is today Beijing. Now, they can be found only in protected reserves near China's southwestern borders with Myanmar, Laos and Vietnam.

As Elvin writes, "China is an important historical case for three reasons. First, it has an unusually long record which allows tentative answers to many questions that are hard to answer for other areas. Second, it complements, and contrasts with, the environmental histories of other major countries and peoples.

It often provides a critical analytical challenge when testing any general theory mostly formulated in some other context. And, last, it provides a perspective in which to examine the developing environmental crisis in the People's Republic of China today, the origins of which predate modern times."

Elvin's masterwork pulls together political and religious documents, maps, poems, epics and articles from hundreds of sources over 3,000 years in a scholarly, though mostly readable, treatment of how China has regarded and interacted with its environment.

This is no small task. China is one of the world's great civilizations, populated by a stunning variety of nationalities and cultures. The Han people whom Westerners often picture when we think of "Chinese" are only one of many cultures that have had distinct uses for and ideas about their environments. China's seemingly limitless horizons contain tropical jungle, densely populat-



ed river valleys, dusty red-dirt desert, windy plains and frozen peaks.

Like all the best historians, Elvin relies heavily on original sources to sketch the vast Chinese historical landscape and provides perspective informed by decades of scholarship and communication with Chinese experts.

With its longstanding interest in China and all things Chinese, Yale University and its press are perhaps the most appropriate patrons for Elvin's work. A professor of Chinese history at the Research School of Pacific and Asian Studies at the Australian National University, Elvin's specialty is China's use of water-control—from simple ditching to massive dams—to support its society and agriculture.

Elephants and deforestation are important aspects of Elvin's study, but they are by no means the only ones. *The Retreat of the Elephants* is also a study of Chinese engineering, famine, social life, art, tax policy, education, war, government, ethnology, language, aesthetics and more.

Dark Age Ahead

Jane Jacobs
Random House
Hardcover, \$23.95

—Reviewed by
Lauren Wilcox
Heifer Staff Writer

One criticism of Jane Jacobs' *Dark Age Ahead* has been that it is an interesting but only loosely related collection of anecdotes leading rather circumspectly to the thesis in the title.

Jacobs has identified five "pillars" of society that she says are gravely flawed (Jacobs means U.S. society, though to soften the blow she takes her native Canada to task now and then): family, education, science, taxes and what she calls "self-policing," the obligation of commercial enterprises and learned professions to behave morally, ethically and legally.

She devotes a chapter to each, explaining what is wrong and why: a college degree is no longer an education, it's just a credential; the Enron scandal proves that corporations are corrupt and in need of reform. And so on.

The critics are basically right, but they overlook a key point she makes quietly at the end: "North Americans prize efficiency." Efficiency has helped our society make great strides, but efficiency does more harm than good, Jacobs believes, when it breaks down relationships among people.

A successful culture, she says, depends on these relationships, on what she calls natural redundancies—people taking the time to get involved in other people's lives.

"Life is expensive," Jacobs notes. "It makes great demands on energy that are voracious compared to the

undemanding thriftiness of death and decay." Our culture's take on efficiency often eliminates human contact. More tasks are handled automatically; people become more isolated. Natural redundancies disappear. And this, says Jacobs, weakens all aspects of society.

But although industrialism and post-industrialism may have produced these changes, those movements themselves, which brought technological advances that transformed the lives of millions, aren't to blame. And to pine for the "simple" life, an agrarian dream of fresh eggs and hard work, is to misunderstand the issues.

The key to the continued success of our society lies not in a return to agrarianism but, perhaps, in a return to the *values* of agrarianism, the redundancies; the stable, vibrant, mixed-use communities that were encouraged by that economic system, and that the post-industrial age has mishandled and discouraged. (And of course, there are pockets of so-called "Dark Ages" all over the world, in developing countries, where the best way to improve the standard of living is still with small-scale agriculture projects.)



In the end, Jacobs believes our unique, vital cultural identity may save us. She notes that the United States—like Japan and Ireland, two nations that survived catastrophes with their cultures intact—boasts strong cultural traditions, kept alive in ceremony and song.

She writes, "The United States has often been equated with Rome by historians and social commentators seeking modern lessons from Rome's mistakes. But fortunately the two cultures differ greatly. American culture is saturated with heart and emotion; it revels in the richness of indigenous arts. In song alone, America has gospel music and blues; songs of labor unions, cowboys, and chain gangs; hits from musicals and films; country music, jazz, ballads, sea chanteys, rock and roll, and rap; ... school, campfire, drinking, homesick, and love songs; lullabies; revival hymns; plus disrespectful parodies of the lot."

This American abundance of heart and soul, the richness of our culture (along with strategic policy-making) may save us yet. What we also have, she adds almost fondly, is a tendency for arrogant self-deception. We have what it takes to reform our fatal flaws, if we can resist the urge to pretend they don't exist.

Living Simply With Children:

A Voluntary Simplicity Guide for Moms, Dads, and Kids Who Want to Reclaim the Bliss of Childhood and the Joy of Parenting

Marie Sherlock
Three Rivers Press
Softcover, \$12.95

—Reviewed by Eileen Dolbeare
Heifer New Media Director

Parenting is a perpetual balancing act between providing for and over-indulging our children in today's consumer-driven culture. Living simply with less stuff seems impossible when even 18-month-olds can identify brands and logos.

Marketing aimed at children, age-inappropriate media, commercialization of schools and society's general materialism all pose obstacles to raising children simply. Marie Sherlock, however, asserts in her thought-provoking book *Living Simply With Children* that these obstacles can be overcome. "In reality, simplicity and childhood are natural counterparts," she writes.

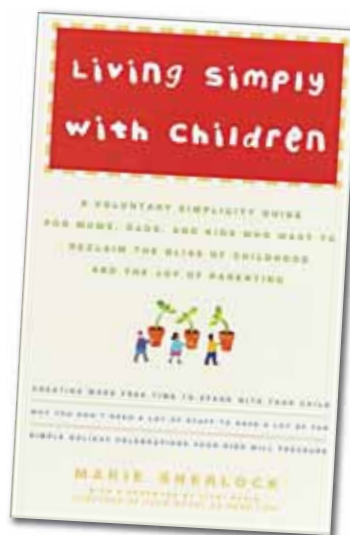
Living simply with children is the most natural and beneficial way to raise them, according to Sherlock and the 60 families she interviews in her book. We add complexity, they insist, by believing children need material things and countless activities to have a meaningful, happy life.

Sherlock offers practical advice for parents who want more time to spend with their children so they can teach them to reduce consumption and care for the Earth.

"Living simply—sometimes referred to as downshifting or downscaling—is both the means and the end to a meaningful life," writes Sherlock. "It's not about being a penny-pinching miser. It is about consuming less... simplicity is not about being supremely organized or having some Zen-like interior decorating scheme... And simplicity isn't necessarily about an easy life."

Sherlock explains that simplicity is relative, and while you may be living simply by refusing to buy a cell phone or Palm Pilot, at least four-fifths of the world's people would be happy to trade places.

She notes, "Simplicity is also not about deprivation. People practicing simplicity in North America typically are quite comfortable by global standards. The only



thing they've given up is the unnecessary and unsatisfying excess that is common in America. In exchange, they receive the luxury of time, peace of mind and happiness."

The book conveys how satisfying the act of simplifying with your children can be. Sherlock offers tips ranging from a family values brainstorming session to frugal entertainment options and alternative gift ideas that kids will love.

Every family will have a different interpretation of what it means to live simply. Some will choose to

live in a cabin in the woods and home-school their children, Sherlock notes, while others will cut back just enough so one spouse can stay at home until the children start school.

She acknowledges that most families fit somewhere in the middle, and the variety of approaches they take to living mindfully are quite different, but meaningful to each family.

It's not easy to reject the peer pressure to keep up with the Joneses. And it's hard to avoid the daily barrage of advertisements that encourage us to buy and spend. But Sherlock has written a guide that makes advancing the social will to change possible and even fun.

If parents make a conscious effort to define their values of living simply and then practice what they preach, they will raise a generation of children who have healthy, holistic views of their connection to each other and the Earth. It's a powerful vision, and so simple.

www.eatgrub.org



grub \grub n

Interested in a way to enjoy a delicious meal, support your local community and feel healthy at the same time? Just eat grub.

That's right, grub. Bryant Terry and Anna Lappé have designed a website, www.eatgrub.org, inspired by their upcoming book, *Grub: Ideas for an Urban, Organic Kitchen* (Tarcher/Penguin 2006), devoted to helping people maintain a healthy, organic kitchen with education about organic food and sustainable agriculture.

On the website, grub is defined as more than slang for "food." According to Terry and Lappé, "1. Grub

is healthy, local, sustainable food for all. 2. Grub is food that supports community, justice, and sustainability. 3. Grub should be universal."

The site offers a range of information about "GrubParties" that center on healthful meals made as much as possible from organic, sustainably grown, local foods. A typical Grub party includes local, seasonal food and a diverse mix of guests interested in the connection of food, politics and life. The goal is to build community and celebrate healthy foods by talking about issues centered on just food

systems, consumer choices in the supermarket, challenges farmers face, community-supported agriculture, the complexities of our food systems and more.

If you eat, you should be interested in food. And you'll find that www.eatgrub.org offers book, film, web and other resources that address the intricacies of food in our life. Find information about recipes, biotechnology, globalization and food distribution, health, the environment and more. This website will inspire you to eat grub. You'll find it's good for you, and it even tastes good.

—Reviewed by Eileen Dolbeare
Heifer New Media Director

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HEIFER HUNGER HAPPENING

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May 14

PANCAKE BREAKFAST

Community event to teach the public about the work of Heifer International.

June-August

SERVICE LEARNING

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

June 19-24, July 11-15
and August 1-5

DAY CAMP

Hands-on program for ages 6-12.

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.

ONE WORLD VILLAGE: Explore the real world in this overnight experience.

MEETING FACILITY: Host your gathering "down on the farm" and learn about Heifer's mission to overcome world hunger and poverty.

HEIFER RANCH

March 17-20

WOMEN'S LAMBING 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/LAMBING

Similar to Women's Lambing

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/Lambing 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 hunger.

April 17-21

SERVICE ELDERHOSTEL

Maintain our Global Village and other facilities and work with the organic gardens and livestock.

April 23

EARTH DAY CELEBRATION

Learn how you can make a difference at our first Earth Day celebration.

May 1-6

SERVICE ELDERHOSTEL

Same as above.

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.

Summer

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

Year-Round

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

ONE WORLD VILLAGE: Explore the real world in 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 Global Village, Challenge Course, and more.

COTTAGE INDUSTRY: 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

Feb. 26; March 5, 12 and 19

PANCAKES AT THE FARM

Observe maple sugaring operations and enjoy a pancake meal and pork sausage. RESERVATIONS REQUIRED.

April 27-May 6

WOMEN'S LAMBING EXPERIENCES

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

June 25 and 26

INTERNATIONAL FAIR

Featuring the Global Village, entertainment and farm-grown food.

Year-Round

DAY EDUCATION PROGRAMS: Full- and half-day education programs for groups, can combine a variety of education or service opportunity.

MULTI-DAY SERVICE LEARNING PROGRAM

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

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

HEIFER UNIVERSITY

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

Contact Rex Enoch at rexenoch@heifer.org or call (501) 889-5124.

The schedule is as follows:

Feb. 10-13

"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

HEIFER RANCH, PERRYVILLE, ARK

March 3-6

Heifer University for Teachers at Heifer Ranch in Perryville, Ark. Focuses on Read to Feed and other school programs.

April 14-17

HEIFER RANCH, PERRYVILLE, ARK.

Sept. 8-11

OVERLOOK FARM, RUTLAND, MASS.

INFORMATION

CERES CENTER

Ceres, California
(877) 841-7182 or
cerescenter@heifer.org

HEIFER RANCH

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

OVERLOOK FARM

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

HOWELL NATURE CENTER HEIFER GLOBAL VILLAGE

Howell, Michigan
(517) 546-0249
HCNC@howellnaturecenter.org

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

Travel

WITH A PURPOSE

Heifer Study Tours are a personal invitation into the lives of project participants. An invitation to host a Study Tour is a gift from our country staff and project partners worldwide.

We invite you to take part and learn, not with your hands, but with your mind and heart. We are all partners in carrying Heifer's education messages.

2005 STUDY TOURS

AFRICA

ZAMBIA/MALAWI—May

Tour leader: Margo Smith, Heifer International Southeast regional director, margo.smith@heifer.org.

WESTERN UGANDA/RWANDA, details to come.

MOZAMBIQUE—June

Tour leaders: Terry Wollen, D.V.M., Heifer International director of animal well-being, terry.woolen@heifer.org; Roger Ellis, D.V.M., Heifer Executive Board member, rellis6@adelphia.net

TANZANIA FOR FAMILIES—Mid-July
Ages 12 and older, details to come.

SOUTH AFRICA—August

Tour leaders: Charles Stewart, chairman of the board, Heifer International; Julie McClain, Heifer International planning, evaluation and training assistant.

ASIA

CHINA—September

Tour leaders: Jan West Schrock, Heifer International senior adviser, jan.schrock@heifer.org; Phil West, professor of Modern Asian Affairs, University of Montana; the two, the children of Dan West, will offer their unique insights on this trip.

VIETNAM/CAMBODIA—December

Tour leader: Rosalee Sinn, dansingoat@aol.com.

THAILAND/LAOS, details to come.

CENTRAL/EASTERN EUROPE

POLAND—late May, early June

Tour leaders: Rex Enoch, Heifer International

adult education programs, rex.enoch@heifer.org; Phil West.

ALBANIA/KOSOVO—late May

Tour leader: Suzanne Awatt, abicat@vfr.net.

ARMENIA—September

Tour leader: Wendy Peskin, Heifer International Northeast regional director, wendy.peskin@heifer.org.

RUSSIA—September, details to come.

UKRAINE—September

Tour leader: Pat Stanley, Heifer International Northeast community relations coordinator, pat.stanley@heifer.org.

POLAND—October

Tour leader: David Boothby, director of the Midwest Region of Heifer, david.boothby@heifer.org.

LATIN AMERICA/CARIBBEAN
GUATEMALA, details to come.

BOLIVIA, details to come.

PERU, details to come.

Tour leader: Pamela Stone, pamela.stone@heifer.org.

HONDURAS, details to come.

NORTH AMERICA/HEIFER UNIVERSITY

The first three nights of the program will be Heifer University followed by project visits. Rex Enoch, with local Heifer staff, coordinates Heifer University.

NAVAJO NATION—July 25-30



Study Tours are a gift from our country staff and project partners worldwide, who take participants into their lives.

Costs and Lengths of Stay

Prices include airfare (except where noted), accommodations, meals and local transportation.

Latin America and the Caribbean

10-14 days, \$2,000-\$4,000

Central and Eastern Europe

10-14 days, \$3,000-\$4,200

Africa

17-24 days, \$4,000-\$5,500

Asia and the South Pacific

14-21 days, \$3,500-\$5,000

North America (airfare not included)

5-10 days, \$800-\$1,500

studytours@heifer.org
501-907 2957

Create a Lasting Legacy

Every year we receive bequests from the estates of friends who have created lasting legacies of their lives and provided a future for countless Heifer International recipients. These gifts make a tremendous and ongoing difference in the lives of those who need a helping hand to provide for themselves and their families. We count on such gifts as we move into the future.

When you create or revise your will, we hope you will include Heifer Foundation. Your estate gift will help us serve future generations.

KINDS OF BEQUESTS

As you consider an estate gift to Heifer Foundation, it may be useful to know some of the bequest options available to you. For example, you can make your bequest as an unrestricted gift. This permits the Foundation to add your gift to a general endowment that Heifer will use where it is needed most.

A second type of bequest is designated or restricted to a specific purpose. For example, a gift may be earmarked for the country program or initiative that is closest to your heart.

A third option is a combination of the first two. That is, part of the bequest might be used as

Heifer sees fit and the restricted part devoted to an endowment earmarked for the area of your choice.

WAYS TO MAKE BEQUESTS

Once you've decided on the kind of bequest, you must determine how the bequest will be identified. You have at least three options.

First, you can specify an amount or item. For example, you could bequeath a vacation home, other real estate, stocks or a set amount of money to be given to the Foundation.

Second, you can name Heifer Foundation to receive a percentage of the residue of your estate—the amount that is left after bills have been paid and specific bequests have been made.

Finally, you can name Heifer Foundation as a contingent beneficiary to receive the part of your estate that would have passed to another person had he or she been living. For example, a will can indicate that everything is to go to your spouse unless your spouse predeceases you—in which case the assets, or part of them, could be assigned to Heifer Foundation.

As you think through your estate giving plans, you may want to talk with our professional planned giving staff, who can answer any questions you may have. We will be happy to send you a complimentary Will Information Kit and our planned charitable giving video to help you in this process.

As you proceed with your estate plans, we encourage you to inform us about any bequest decisions affecting Heifer Foundation. This will help ensure that we can honor any restrictions you have placed in your bequest. It also helps our long-range planning efforts if we know where future resources are being directed.

Please use the response form on these pages to request our free Will Information Kit and video. You can also obtain the kit and arrange for a visit by calling Heifer Foundation's planned giving office at (888) 422-1161, or by visiting our website at www.heiferfoundation.org.



Photo by Darcy Kietel

Bequests provide a future for countless Heifer International recipients, making an ongoing difference in the lives of people around the world.

GIVE ONLINE

Since first establishing the Country Endowment program at Heifer Foundation, we have heard from many of our donors asking that we make their endowments available for online contributions. So in response to your requests, we at the Foundation are proud to announce the launch of this service, available through our website.

Now you can use your credit card to give directly to the endowments online at www.heiferfoundation.org. Each endowment page contains information about the origin and purpose of the endowment, as well as additional information and stories related to the endowment. Through the individual pages, with just a few clicks, you can give directly to the endowment of your choice.

Why would you want to make additional gifts to a pre-existing endowment? Remember what makes your gift to the Foundation so special: an endowment generates annual income, in perpetuity, for the causes that matter most to you. The good that results from your gift is not a one-time benefit; it continues to grow and give back to recipients for generations.

Of course, the larger the endowment, the more income it contributes annually to projects or places you value. By growing your endowment, you can effect powerful change in more lives more quickly. This is especially true at Heifer Foundation, where, as you know, one of the requirements of Heifer's work is that a recipient "passes on" the gift to a neighbor in need, thus spreading self-reliance even farther.

Heifer International estimates that, as a worldwide average, it costs \$700 for animals and training to make a family self-reliant. Toward this end, we encourage additional gifts of \$10,000 or more to improve the lives of many as quickly as possible. While we realize this is a major commitment, it is one that gives for years.

The Foundation stands ready to help you with your own fund-raising efforts, providing literature and other materials—ask us how. Or perhaps you would consider making regular additions (such as monthly or quarterly), conveniently charged to your credit card. It's easy to make arrangements for our automatic credit card charge plan. Simply download the online form at www.heiferfoundation.org/download, or call the Foundation at (888) 422-1161.

(Please complete and return this reply form.)

Dear Friends at Heifer Foundation:

- Please send me a free Will Information Kit.
- Please send me your free Planned Giving Video.
- Please send me an Endowment Catalog.
- I have included Heifer Foundation in my will.

Name: _____

Address: _____

City: _____

State: _____ Zip: _____

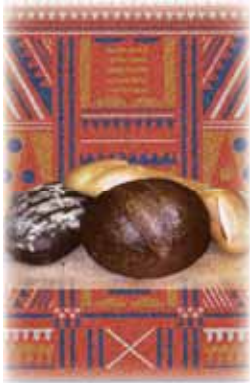
Phone: _____

E-mail: _____

www.heiferfoundation.org
(888) 422-1161



Mail this form to:
Heifer Foundation
P.O. Box 727
Little Rock, Arkansas 72203



The Highest Generosity

By Elizabeth
Mayang Elango

Elizabeth Elango, who was born and raised in Cameroon, is Heifer International's West Africa program officer.

The author and Holocaust survivor Elie Wiesel is one of my favorite writers. I remember him saying in an interview that “receiving is a superior form of generosity.” That saying has stayed with me ever since and has guided me many, many times. It rang particularly true one sunny day in a Ugandan village.

Last year, a team of Heifer's Africa staff members attended a workshop in Uganda. Our mission was to visit projects and learn different ways of working in the communities. We were also asked to teach one group how to evaluate its projects so members could identify their strengths and weaknesses without the help of our field staff. Such an approach lets them determine for themselves what their needs are and how we can best assist them. It was a trial run for a tool kit we had recently developed.

Group members greeted us at the roadside with songs and dance and flowers in their hands. We all entered the small makeshift church where we would be holding our workshop, began with introductions and prayer, and then delved into the meat of the work. The group first listed their values—the things that bound them together: *butwela* (unity), *buwaana* (transparency), *kukulakulana* (growth), *umbalilita* (accountability), *kwihimisawo* (sustainability), and *wanghasi* (honesty). Then a few individuals rose and told the group's history, giving personal testimonies of how joining the project had helped them. We sat silently and listened as they shared their stories with us.

Lunchtime came quickly and we went to the group leader's house where we found that a veritable feast had been laid out for us. All kinds of foods in generous amounts

sat on the table, and it all looked and tasted great. But instead of digging in to enjoy the group's generosity, we each took tiny portions and sat down to eat. It wasn't that we weren't hungry; rather, we were overwhelmed. In our minds these people were poor and had almost nothing, and it seemed unfair for us to take all that they had.

Soon our hostess walked in, took one look at the table still filled with food and expressed her disappointment at our unwillingness to enjoy the meal that had been prepared for us. A few people made excuses, one even going so far as to say we did not want to eat it all. “But it was made for you,” the hostess insisted. “Please. Eat.”

That's when Elie Wiesel's words came back to me. *Receiving is a superior form of generosity.* In refusing to receive what was being offered us, we were being selfish. We were rejecting all the work and all the heart that had gone into preparing this food. I could see the hurt in our hostess's eyes as she took her seat in the corner of the room, and I thought to myself: We listened as they shared their stories—intimate stories of their lives—and we accepted the flowers and songs they had given us at the roadside when we arrived. Why now was it so hard for us to break bread with them?

I turned to the other staff members seated next to me and, elbowing each one, urged them to return to the table and eat some more. And as we rose from our seats and went to the table, grabbing spoons to scoop large portions of food onto our plates, I saw, out of the corner of my eye, a huge smile spread across our hostess's face. She was obviously proud to have something to give, and better still, she was pleased that we had chosen to receive it.

ATTENTION MIDDLE SCHOOL TEACHERS!

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From Heifer International

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For Grades 6-8

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Heifer International is proud to present Heifer Hope Blend, a Fair Trade Certified™ organic coffee. Many of the beans for this blend are grown by small family farms in Guatemala, where Heifer is providing training in sustainable agriculture. When you buy this coffee, you get great taste and a chance to help Heifer in its fight against hunger. While Heifer provides families with a goat or cow, 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.




Green Mountain Coffee Roasters is proud to support the efforts of Heifer International, improving the quality of life in coffee-growing communities around the world.

Call or go on-line today to order Heifer Hope Blend coffee and join the thousands of others who have their coffee delivered right to their door. Give the gift of Hope to family, friends and yourself.
> \$8.69 plus shipping & handling



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