

ENDING HUNGER ■ SAVING THE EARTH

# WorldArk



## FOOD DEMOCRACY

Nourishing a Fundamental Freedom



JANUARY/FEBRUARY 2006

HEIFER 2005  
VOLUNTEERS  
OF THE YEAR

CAMEROON  
A TALE OF  
TWO VILLAGES

## Dear Friends ...

**By Jo Luck**  
President and CEO

**Although many may remember 2005 as a year filled with sorrow and human suffering, I will remember it as one of the greatest examples of the hope, help and healing that the human spirit has to offer.**

As I reflect on the events of 2005, the overwhelming images of entire cities underwater, fires burning out of control, and numerous villages buried in mud come immediately to mind. Like many of you, these pictures make my heart swell with great sadness. But I remind myself that even in the face of such great adversity, hope is not lost, because the human spirit refuses to be broken.

The year began with the world reeling from the devastation of the December 2004 earthquake and tsunami, which unleashed one of the world's worst natural disasters, killing tens of thousands of men, women and children. In Indonesia alone, over 100,000 people died. In an outpouring of support, people around the world responded on an unprecedented level, proving that humanity is greater than any disaster.

As relief and aid organizations worked to meet the immediate basic needs of tsunami victims, Heifer began preparing programs to help people rebuild their lives and farms over the long term.

The list of catastrophes grew as the year progressed: Hurricanes Katrina and Rita demolished much of the U.S. Gulf Coast region, leaving hundreds of thousands homeless. Soon after, Hurricane Wilma, the most intense storm ever recorded in the Atlantic Basin, took lives in Haiti, Florida and Mexico, where the Yucatan Peninsula sustained extensive damage. The mudslides in Guatemala, earthquakes in Pakistan, wildfires in California, the continuing disquiet in Kenya and Haiti—all these events weigh heavy on my heart.

Mother Nature is great—but human nature is even greater.

That's why Heifer International works so diligently to bring hope to millions of hungry families every day. When communities come together and ask for Heifer's assistance, we respond with training and education, livestock and seeds. Heifer helps communities build the

foundation to lift families from poverty and move toward greater self-reliance.

In every country where Heifer works, we plant the seeds of hope for a better tomorrow. From impoverished villages of indigenous people in Mexico to the former killing fields of Cambodia, in the hurricane-ravaged Gulf Coast region of the United States and in African countries battling the AIDS pandemic, Heifer is there

day after day, helping to build a world without hunger, a world full of hope for the future.

When wildfires burn out of control, the fires of the human spirit burn brighter. When earthquakes shake our world and topple the tallest of buildings, we pick ourselves up, join forces and rebuild foundations stronger than before. When hurricanes uproot the oldest and largest of trees, and the waters drown our streets and homes, the flood of compassion is even greater. Hope is not lost. It's rooted in our hearts and grows in our souls.

From only one hand and one heart comes the greatest help of all—a chain of giving. Although many may remember 2005 as a year filled with sorrow and human suffering, I will remember it as one of the greatest examples of the hope, help and healing that the human spirit has to offer. We proved once again that in the greatest of tragedies, we will overcome and we will prevail—together.

Best wishes for the year to come.





# PREVIEW

## WORLD ARK

JANUARY/FEBRUARY 2006

**“Just as democracy returns power to the voting public, food democracy returns power to the eating public.”**

— Brian Halweil, author of *Eat Here*

• California  
• Guatemala • Honduras

• Cameroon



## 6 Food Freedom: Nourishing a Fundamental Freedom

**By Brian Halweil**

Long-distance food systems and lack of local food diversity are affecting the economic security, consumer choice and health of millions. However, many are reclaiming the power of choice and fostering food democracy around the world.

## 14 Heifer's 2005 Volunteers of the Year

**By Barb Justus**

From coast to coast, Heifer supporters volunteer thousands of hours to promote its mission. Heifer recognizes the outstanding people who make ending hunger and poverty possible.

## 26 “This Is the Road to Peace”

**By Lauren Wilcox**

World-renowned chef Alice Waters serves up food as a way for people to care for the land, their health and for each other. Waters puts this plan into action at the Edible Schoolyard, where hundreds of middle school students learn the lesson of a lifetime.

## 28 A Tale of Two Villages

**By Lauren Wilcox**

Heifer project participants in Cameroon pass on cows and gender equity training to neighbors in need, helping to raise awareness of how the traditional divisions between men and women cut both ways.

## 32 A Journey of the Heart and Mind

**By Katherine Semisch and Shilo Porter-Elliott**

Two teachers share their experiences from a Heifer Study Tour for Educators in Honduras.

## 34 Hurricane Batters Central America

**By Austin Gelder**

Hurricane Stan damages Heifer projects with fierce wind, overflowing rivers and dangerous mudslides. Project participants lose crops and livestock.

**Cover illustration by Gary Overacre**

## DEPARTMENTS

**2 Letters/Feedback From Our Readers**

**4 For the Record** Willie Nelson on the road again

**34 Heifer Bulletin** News from the Field

**39 Mixed Media** Reviews: *One with Nineveh*; *They Poured Fire on Us From the Sky*

**42 Calendar of Events**

**43 Travel With a Purpose**

**44 Reflection** “Seeking to Lift All Boats” by Ritu Sharma

**Q&A, September/October:**

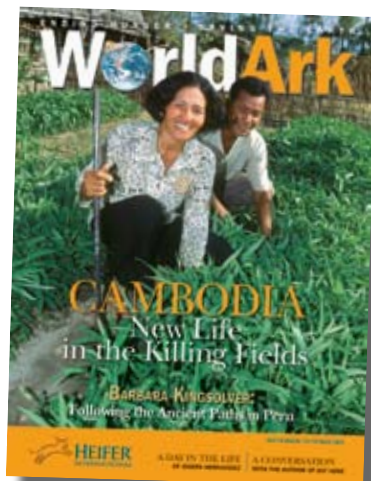
*Have you ever passed up a job or other opportunity because doing so allowed you to have more of what you believe really matters in life?*

I just let go of a good job I've been doing part time for the last five years in order to open up more time and energy for what really matters to me—my two kids and my education.

I'm a teacher, single mom of two great children and a student in a wonderful master's program in marriage and family counseling. I'm in such a fabulous place in my life, really sure of my direction, but I seem to never stop running, always worry about having enough money and lately have found myself drowning more than ever under the constant demands and the guilt of not being really present for my kids or myself.

After talking this over with a close friend recently, and still undecided, I hung up the phone and cracked your magazine to the page with this Q&A. Serendipity. I just called and gave my notice; they were wonderful, supportive, responsive.

I feel empowered and clearer than ever about my choices and direction. We will be fine financially because I always make it happen, but even more importantly, I'm showing my



kids what really matters in life: doing what it takes to make room for the people you love in your life, including yourself.

Thanks for your help in making my difficult decision, and thanks for all the amazing work you do around the world. You make a difference in so many ways.

**Mary Butler**  
Visalia, Calif.

This month's Q&A addresses a topic at the forefront of my mind. Last week I turned down a job. It was a job that I described to my husband and parents as "nearly perfect" for me. It was meaningful, it paid well and it had a flexible schedule.

Yet when I mapped out my priorities, my volunteer commitments and the other myriad ways in which I already use my time, I couldn't accept the "near-

ly perfect" job. For to take on this job would have meant less time with my sons and their classmates, would have meant that a new volunteer art heritage instructor would have to be found for their classrooms, would have meant less time caring for my family, my dog and myself, and would have meant injecting an even higher level of busy-ness into already busy lives.

In short, it struck me when I found myself thinking, "What would I pay for free time, for time to volunteer and for time to cultivate a sense of peace in our family?" I realized that if given a choice, the amount I would pay for my life to remain as it is was much more than I could ever possibly earn, even in the "nearly perfect" job.

**Kristen Lummis**  
Colorado

**Thanks for Kingsolver**

We want you to know how much we enjoy Barbara Kingsolver's articles and books. Her latest article, "Following the Ancient Paths in Peru," was very good and we hope to see more of her work in your publication.

It is very important that well-known writers, actors

and other people in the public eye support Heifer in such a tangible way. Thank you.

**Jim and Pat Bernard**  
DeLand, Fla.

**Hope for the Future**

When we decide to have a child, we are filled with hope. Hope for the future. When we first lay eyes on our children at birth, we instantly wonder what life has in store for them. We think we have control over their destiny. Suddenly, we are reminded that we have no real control, simply the opportunity to nurture and guide and trust. We hope they will make a difference in the world, yet their happiness is all we really ask for. And we say, "Que sera, sera," what will be will be, and do our best.

Our daughter recently took a giant leap of faith and married the man she loves. As she prepared for the wedding, thousands of miles away in China where she and her husband teach school and live, I wondered how she was going to pull this off. We live in Tucson, Ariz.; they live in China, and the wedding was going to be north of Seattle.

While most women who are preparing for a wedding spend months planning the event and attending showers, parties and

registering for fine china, she insisted that they wanted none of that. This wedding would be simple, outdoors on a beautiful five-acre piece of property that they had purchased the year before. It would be attended by only their closest family and closest friends. They made it very clear: they did not want any gifts. This was to be a day of celebrating their love for one another, not a day for collecting "stuff." If people felt so inclined, they would gladly accept gifts to charity in their honor. Planning became much easier with these restrictions.

We gave them a few ideas of possible charities we were aware of that would incorporate one or more of the countries or continents where they had taught over the past number of years—Ecuador, Venezuela, Chile, Cameroon or China. They had ideas of their own as well. After much research and much thought, they decided on Heifer International. They liked the philosophy of "a cow, not a cup." Teaching people how to feed themselves and their families, rather than providing a temporary handout, made so much more sense. Having lived in these developing countries around the world, they knew the need was there.

Along with their wedding invitation, they included their wishes about gifts. They gave information about Heifer International and the website. At the wedding, they played a DVD about Heifer that we had received in the mail. They made an announcement thanking everyone for coming and invited them to view the DVD to learn more about why they had chosen this as their way of celebrating their love and giving thanks for the blessings they had received in their lives.

As her father walked our daughter down the path toward the man she would marry, I was overcome with tremendous pride in the woman she had become. I knew that all I had hoped for the morning she was born had come true. She was making a difference and she had truly found happiness in the man she loved.

They could have come

away from that day with assorted linens, toasters, blenders, candy dishes, fine china that would never be used and maybe a few dollars for their bank account. Instead, they received notification from Heifer International that gifts of pigs, llamas, ducks, chickens, cows and geese had been received in honor of their marriage. They received notice that families all over the world would be given hope. Isn't that what marriage and children are all about ... hope for the future?

Together, this man and woman and families all over the world are filled with hope because of a simple declaration of love, a giant leap of faith and the generosity of others.

**Helen and Ron Russell**  
**Tucson, Ariz.**

P.S. They have returned to their teaching jobs and are awaiting the arrival of adopted twin daughters in China.

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

# Q&A

*Have you ever publicly taken a stand on a matter of conscience even though it was unpopular?*

☐ Yes ☐ No



## **PRESIDENT AND CEO**

Jo Luck

# WorldArk

1 World Avenue

Little Rock, AR/USA 72201

E-mail: [worldark@heifer.org](mailto:worldark@heifer.org)

To change or remove an address, please e-mail [donoraction@heifer.org](mailto:donoraction@heifer.org).

## **PUBLISHER**

Tom Peterson

## **COMMUNICATIONS DIRECTOR**

Michael Haddigan

## **EDITOR**

Jan Cottingham

## **ASSOCIATE EDITOR**

Lauren Wilcox

## **GRAPHIC DESIGNERS**

Pooi Yin Chong

Grace Domagala-Zobkov

John Houser

## **WRITERS**

Austin Gelder

Sherri Nelson

## **CREATIVE SERVICES MANAGER**

Marleen New

## **ADVERTISING SALES**

[worldarkads@heifer.org](mailto:worldarkads@heifer.org)  
(501) 907-2880

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.



### Understanding Infrastructure

There are plenty of field guides out there to help us identify birds, rocks and trees, but what about power lines, coal plants and satellite dishes?



*Infrastructure*, a new book by science writer Brian Hayes, gives readers a guide to all that is unnatural in nature. For Hayes, oil pipelines, nuclear reactors and hydroelectric dams are every bit as interesting as the wild world surrounding them. In his book, he seeks to not only identify these heaps of metal and wire, but to explain

their functions and how they work together.

Even if traffic lights and electric substations don't interest you as much as geology and wildlife, Hayes' book may be worthwhile.

"You might as well get to know what it's called and what it does," Hayes said of the infrastructure components peppering the landscape. "It's all around you."

### Coral Reefs in Hot Water

Rising ocean temperatures are causing coral reefs to bleach and die, and some scientists fear half of the world's reefs will be gone within 40 years unless urgent measures are taken to protect them from climate change. The World Conservation Union released a report in October calling for heightened protections for these gold mines of biodiversity. Even though they cover less than 1 percent of the ocean's bottom, coral reefs are home to more than 25 percent of all marine life.



At the base of these rich ecosystems are coral, underwater animals that usually appear tan, green or blue because of the microscopic plant cells within their tissues. These plant cells use sunlight and the coral's expelled carbon dioxide to produce food for the coral. When ocean water gets too warm, the plant cells die and the coral loses its color as it slowly starves.

### Willie Nelson Goes on the Road Again With Biodiesel



The well-being of farm families and the environment are always on the mind of country music legend Willie Nelson, who's putting his famous face behind a new brand of biodiesel. BioWillie is available at truck stops in Texas, California, Georgia and South Carolina.

Derived from plant and animal fats, biodiesel is a clean-burning, renewable fuel that can be used in cars and trucks

with diesel engines. It can be made from plants and animals raised on farms in the United States, reducing dependence on foreign oil. The fuel can be used alone or mixed with petroleum diesel. And not only does biodiesel reduce carbon dioxide emissions by 80 percent and sulfur dioxide by 100 percent, but the exhaust from biodiesel-powered vehicles smells like popcorn or donuts.



**“Memories of our lives,  
our works and our deeds  
will continue in others.”**

– Civil rights leader  
**Rosa Parks, 1913-2005**

## Screenpeace

Video games often take the blame for violence and apathy among the gaming youth, but a new generation of virtual games aims to educate players about democracy and peace.

In April 2005 the United Nations' World Food Programme released Food Force, an online game in which players must figure out how to feed thousands of hungry people. The game was an instant hit, attracting more than 2 million players from 200 countries. It can be downloaded at [www.food-force.com](http://www.food-force.com).

The success of the U.N.'s socially conscious video game inspired a team of techies at Carnegie Mellon University to create a game about the Mideast conflict. To win, players must negotiate peace between the Palestinians and Israelis.



## Reel Benefits

More people are discovering the Zen of yard work thanks to the re-emergence of old-fashioned reel mowers. Quiet and inexpensive, reel mowers are the lawn implement of choice for people wanting something durable, effective and earth-friendly.

The EPA estimates that using a gas mower for an hour pollutes as much as driving a car 20 miles or more. Reel mowers, on the other hand, are emission-free. They're also free to operate and can be a great source of exercise.

Owners of these retro gizmos say they like being able to carry on conversations over the soothing whirr of the rotating blades. Plus, the mowers leave grass clippings behind to help fertilize the lawn.

## A Growing Problem

For the first time in human history, the number of overweight people rivals the number of underweight people. A whopping 23 percent of American adults are considered obese. And the trend is spreading to children, with one in five American children now classified as overweight.

## Go Green With Green Tea

We've all heard about the health benefits of antioxidant-packed green tea, but did you know that leftover tea leaves can make your house a healthier place, too? You can reuse tea leaves in place of potentially harmful chemicals to freshen kitchens and feed houseplants.

Here are some ideas for ways to recycle green tea:

- Bury used tea leaves around the roots of houseplants as an all-natural fertilizer.
- Spread wet tea leaves on cutting boards for several minutes, then wipe clean to remove odors from fish and meat.
- Sprinkle dry, used tea leaves over carpet before vacuuming to eliminate odors and bacteria.





# FOOD DE

Nourishing







# MOOCRACY

## a Fundamental Freedom

By Brian Halweil

Photos by Darcy Kiefel, Heifer Photographer

*Last year, the National Touring Association of Norway, which represents walkers, hikers and campers and is one of the largest lobbying groups in the nation, joined forces with the nation's one and only celebrity chef to develop a line of foods made from indigenous ingredients to stock Norway's extensive network of camping huts. So instead of the usual dehydrated campground fare, someone staying in a mountain cottage in Jotunheimen National Park would dine on cured reindeer heart, sour cream porridge and small potatoes grown only in those mountain valleys.*

After retiring, Jesse Barnes returned to rural Mississippi to farm 12 acres of land that has been in his family for more than a century (previous page).

Heifer urban agriculture projects teach city youth like Elizabeth Wilson, 14, of Gainesville, Fla., how to grow fresh vegetables (below).

In Egypt, the company Sekem, the nation's largest organic foods producer, has developed a line of breads, dried fruits and other items made entirely from ingredients grown in Egypt. The brand is recognized by 70 percent of Egyptians, and sales have doubled each of the last five years.

In New York, the largest supermarket chain on Long Island, King Kullen, committed to buying only fruits and vegetables grown on Long Island during the local growing season for its 50 stores. When Long Island farmers are cutting cauliflower, King Kullen only stocks that cauliflower. Five years ago,

the store spent \$100,000 on Long Island produce. In 2005, the store spent more than \$5 million on local produce.

What ties together these disparate enterprises from around the world? At a time when our food travels farther than ever before, they are all evidence of "food democracy" erupting from an imperialistic food landscape.

At first blush, food democracy may seem a little grandiose—a strange combination of words. But if you doubt the existence of power relations in the realm of food, consider a point made by Frances Moore Lappé and her daughter, Anna Lappé, in their book *Hope's Edge*. The typical supermarket contains no fewer than 30,000 items. About half those items are produced by 10 multinational food and beverage companies. And 138 people—117 men and 21 women—form the boards of directors of those 10 companies. In other words, though the plethora of products you see at a typical supermarket gives the appearance of abundant choice, much of the variety is more a matter of branding than of true agricultural variety. And rather than coming to us from thousands of different farmers producing different local varieties, these products have been globally standardized and selected for maximum profit by just a few powerful executives.

Just as democracy returns power to the voting public, food democracy returns power to the eating public. The parent who lobbies her child's school to serve more fresh foods raised nearby is declaring food democracy. So is the chef who peppers his menu with the names of farmers and fishers who supplied the food. The politicians in developing countries who decide to protect their farms from the ravages of international trade—they declare food democracy, as do the grandmothers in Italy, Zimbabwe and Japan who scorn homogenized fast food and champion culinary heirlooms and home recipes tied to their landscape and passed down for generations.





These declarations might seem simple, but they buck the dominant trend in the global food system. Far-flung food has now become the norm. Apples in Des Moines supermarkets come from China, even though there are apple orchards in Iowa; potatoes in Lima's supermarkets come from the United States, even though Peru boasts the most varieties of potatoes.

The farther our food travels, the less control we have over that food—how it was raised, how the landscape was treated, what sort of living the farmer made. And it's this loss of control over something that touches us so deeply that has sometimes provoked strong, even violent, responses. When the French shepherd José Bové drove his tractor smack into a McDonald's to fight what he called "culinary imperialism," he became one of the better-known symbols in a nascent global movement to protect and invigorate local food sheds (those spheres in which land, farmers and food businesses come together to provide food for the community).

### Jet-lagged Food

The long-distance food system offers unprecedented and unparalleled choice to paying consumers—any food, anytime, anywhere. At the same time, this astounding choice is laden with contradictions. Ecologist and writer Gary Nabhan wonders "what culinary melodies are being drowned out by the noise of that transnational vending machine," which often runs roughshod over local cuisines, varieties and agriculture.

Farmers producing for export often find themselves hungry as they sacrifice the output of their land to feed foreign mouths, while poor urbanites in both the developed and developing worlds find themselves living in neighborhoods unable to attract most supermarkets and other food shops and thus without healthy food choices. Products enduring long-distance transport and long-term storage depend on preservatives and additives, and encounter all sorts of

opportunities for contamination on their journey from farm to plate. The supposed efficiencies of the long-distance chain leave many people malnourished and underserved at both ends of the chain.

But, as more communities decide to take back sovereignty over what they put in their mouths, local food is pushing through the cracks in the long-distance food system: rising fuel and transportation costs, the near extinction of family farms, loss of farmland to spreading suburbs, concerns about the quality and safety of food and the craving for some closer connection to it. In an era of climate change and water shortages, having farmers nearby might be the best hedge against other unexpected shocks. On a more sensual level, locally grown food served fresh and in season has a definite taste advantage—one of the reasons this movement has attracted the attention of chefs, food critics and discriminating consumers around the globe.

### The Dangers of Dependence

Although the notion of food democracy might be abstract, regaining it demands some very concrete ingredients. For instance, farmers who raise just one or two crops will have a hard time feeding their neighbors. And communities that lose their butchers and bakers and ranchers and farmers will have a hard time regaining any level of self-sufficiency. Consider the example of apples in Britain. As recently as 1965, Britain was largely self-sufficient in dessert apples (apples for direct consumption, not canning or baking). This self-reliance depended in part on the production of a wide diversity of apples—there are over 2,000 varieties in the National Collection of the United Kingdom—that ripened and were harvested throughout the year.

In the last 30 years, as less expensive apples began streaming in from abroad and as supermarkets and apple processors required higher degrees of standardization,

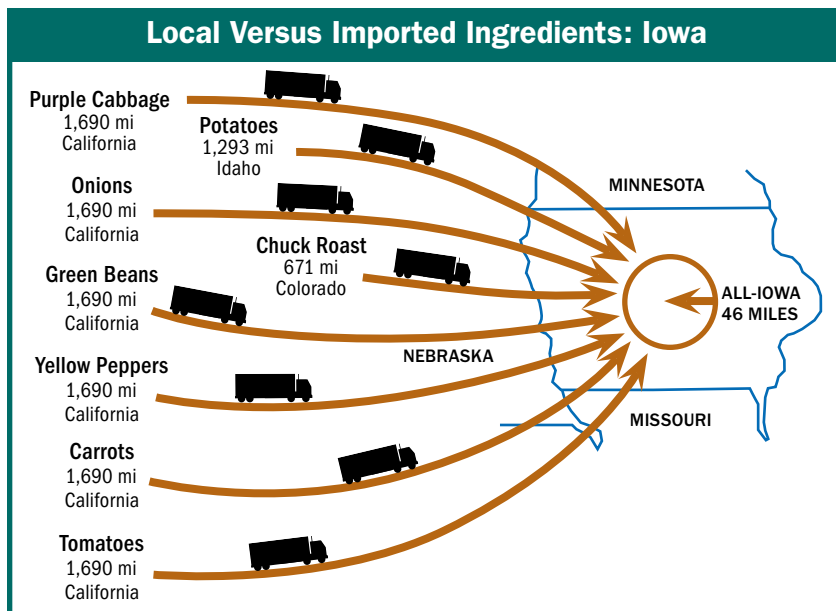
**The typical supermarket contains no fewer than 30,000 items. About half those items are produced by 10 multinational food and beverage companies. And 138 people—117 men and 21 women—form the boards of directors of those 10 companies.**

British farmers replaced 60 percent of their apple orchards with other crops. British orchards are now dominated by two or three “commercially desirable” varieties with a relatively narrow harvest season, crippling the potential to regain self-sufficiency. Today, only 25 percent of the apples eaten in Britain are home-grown.

One of the strongest implications of the

global food chain is that the ability of regions to produce their own food year-round is obsolete. But in those poor communities that are not attractive to distant food companies, or cannot readily afford to import food, the best hope for good nutrition will continue to be local food. “One of the simplest solutions [to persistent hunger] is to promote diversity in the diet,” said Emile Frison, director general of the International Plant Genetic Resources Institute, or IPGRI. In Tamil Nadu, India, for example, the institute has been promoting the use of millet plants that are more nutritious and easier to grow in marginal environments than crops such as wheat. The institute is also promoting indigenous Bayarni rice in Nepal, forgotten legumes in Kenya and sorghum varieties in Ethiopia.

In India, the Navdanya (“Nine Seeds”) movement helps promote food self-sufficiency by cataloguing local varieties of wheat, rice and other crops and declaring them common property. It’s an effort to prevent private entities, such as corporations, from gaining control over local foods by patenting their seeds. Founded in 1987, Navdanya sets up locally owned seed banks, farm supply stores and storage facilities and helps to establish “Zones for Freedom,” villages that pledge to reject chemical fertilizers and pesticides, genetically



The foods going into an “All-Iowa” meal traveled an average of 46 miles to reach their destination, compared with 1,601 miles if they had been shipped from the usual distant sources nationwide. Researchers estimated that local and regionally sourced meals entailed four to 17 times less petroleum consumption and five to 17 times less carbon dioxide emissions than a meal bought from conventional food chains.

## The Bottom Line

All the petroleum now used to move food around the planet is just one small part of modern agriculture’s heavy dependence on fossil fuels—to run tractors, make fertilizer and pump water. So abrupt changes in the

prices and availability of fuel—and many geologists argue that oil production will likely peak within the next decade—could be as big a shock to farming as abrupt changes in the weather.



In the last two decades, the share of American agricultural output produced under contract has more than tripled, from 10 percent to 35 percent—and this doesn’t include the contracts that farmers must sign to plant genetically engineered seed. (These seeds account for 80 percent of the soy, 70 percent of the cotton and 40 percent of the corn planted on American soil.)





engineered seeds and patents on life.

“Freedom” in this context has both an economic and an ecological meaning. The crop diversity reduces dependence on expensive agrochemicals and other inputs and provides resilience against major pest outbreaks or climatic shifts. And when farmers produce for local (as opposed to export) markets, their customer base diversifies considerably, encouraging them to plant a wider range of crops. In this way, crop diversity reinforces self-sufficiency.

### “It’s Hard to Go Back”

The nutritional fallout from the loss of local food diversity has landed heavily on indigenous populations. Treated by governments as second-class citizens, relocated to the poorest lands and inundated with poor-quality surplus food, native people around the world typically suffer from high levels of diet-related illness. The Oodham Indians of the American Southwest suffer from one of the highest recorded rates of adult-onset diabetes in the world. But they have found that many of the native, locally available foods that their ancestors enjoyed—like mesquite flour, prickly pear fruit and pads, tepary beans and cholla buds—are high in fiber and low in cholesterol and saturated fat, and generally help reduce the incidence of diabetes.

In addition to the nutritional benefits, recent efforts to revive cultivation of these plants have helped to reinvigorate the cultural traditions—harvest ceremonies, use as religious offerings, medicinal applications—tied to the foods. Since 1997, demand for the traditional foods in the Oodham communities has grown five-fold—a resounding referendum on food sovereignty.

Farther up the food chain, food companies are beginning to catch on, perhaps prompted by the demands of customers or just good business decisions. “We’ve been pleasantly surprised by how easy it has been for our chefs to create these menus,” said Maisie Ganzler, director of communications and strategic initiatives for Bon Appetit Management Company, about the company’s “Eat Local Challenge” in September. The challenge featured 190 cafes, restaurants and university eateries serving at least one meal made only from ingredients grown within a 150-mile radius. “We were motivated by flavor,” said Ganzler, who noted that the company would expand its local offerings based on the challenge’s success, and the initiative would likely inspire similar programs by other national food service companies. “Once you taste the difference in the food, it’s very hard to go back.”

**The nutritional fallout from the loss of local food diversity has landed heavily on indigenous populations.**

Eating local might be the best defense against hazards introduced intentionally or unintentionally in the food supply, including *E. coli* bacteria, genetically modified foods, pesticide residues and biowarfare agents.

---

“Just as more complex and diverse ecosystems are generally more productive and more stable, so more diverse diets act as a buffer against the ill effects of nutritional perturbations.”—Emile Frison, director general of the International Plant Genetic Resources Institute



A typical meal put together from long-distance ingredients can gobble at least four times the energy—and generate four times the greenhouse gas emissions—as the same meal assembled from local ingredients.

**In an era of climate change and water shortages, having farmers nearby might be the best hedge against other unexpected shocks.**

### **Eat Here, Spend Here**

Perhaps the most compelling reason to declare food democracy is the fact that it offers huge economic opportunities. In fact, local food might be the first economic opportunity in farm country in years. A study by the New Economics Foundation in London found that every £10 (about \$18) spent at a local food business is worth £25 (\$44) for the local area, compared with just £14 (\$25) when the same amount is spent in a supermarket. That is, a pound (or dollar, peso or rupee) spent locally generates nearly twice as much income for the local economy. The farmer buys a drink at the local pub; the pub owner gets a car tune-up at the local mechanic; the mechanic brings a shirt to the local tailor; the tailor buys some bread at the local bakery; the baker buys wheat for bread and fruit for muffins from the local farmer. When these businesses are not owned locally, money leaves the community at every transaction.

While the idea of complete food self-sufficiency may be impractical for rich and poor nations alike, greater self-sufficiency can buffer nations against the whims of international markets. To the extent that food production and distribution are relocated in the community under local ownership, more money will circulate in the local community to generate more jobs and income.

Not surprisingly, this notion of food sovereignty is even invading diplomatic circles. “Today, agricultural trade is far from being free, and even further from being fair,” Jean Ziegler, the United Nation’s special rapporteur on the right to food, recently told the United Nation’s Commission on Human Rights. “Global commodity markets are increasingly dominated by fewer global transnational corporations that have the power to demand low producer prices, while keeping consumer prices high,” with a negative impact, however unintentional, on the millions of people who continue to go hungry around the world.

Farmers, consumers, even the rare trade official who are wary of the promises of free trade have begun to define an alternative model for agricultural trade that returns full control to nations to govern their farming for the public good. In some cases, this might mean supporting producers of basic staples; in other cases, propping up farmers in a protected watershed. Subsidies would be permissible to support small-scale agriculture for local production, but not to support large-scale farming or the export sector.

So while global trade agreements try to eliminate geographic distinctions, elsewhere people are restoring them. Farmers in Hawaii are uprooting their pineapple plantations to sow vegetables in hopes of replacing the imported salads at resorts and hotels. School districts throughout Italy have launched an impressive effort to make sure cafeterias are serving a Mediterranean diet by contracting with nearby farmers. Even some of the world’s biggest food companies are starting to embrace these values, a reality that raises some unsettling questions and awesome opportunities for local food advocates. Recently, officials at SYSCO, the world’s largest foodservice provider, declared its dependence on small, local farmers for certain products they can’t get anywhere else.

### **The Food Renaissance**

In my own neck of the woods, on the Eastern end of Long Island—the finger of land directly east of New York City where America’s first farming and fishing families settled but which has morphed into the McMansion-laden resort spot known as “The Hamptons”—a few innovative farmers and food makers are doing what they can to detach from the global vending machine and feed the people around them. Stop at any of the remaining farm stands or the fields where farmers continue to grow some of the world’s tastiest potatoes, and you can find



inspiration. A friend is trying to hold onto her family's potato farm by making potato chips in a converted storage shed, outfitted with a peeler, slicer and fryer: a "micro-chippery." Their chips are already flying off the shelves of dozens of local stores.

Many farms have been turned over to grape vines, and the relatively young "Long Island wine country" now boasts more than two dozen wineries. Local winemakers are churning out merlots, chardonnays, gewürztraminers and other standards that feature the unique characteristics of the maritime climate and have won international acclaim.

In one of the most inspiring stories, a local school chef has built her cafeteria around local food, resulting in 1,500 meals each day that taste better, are more nutritious and begin the essential process of teaching students where their food comes from.

Listed together, these efforts do seem formidable, and it's easy to feel as if I'm living in the middle of a culinary renaissance. For me, rebuilding a food democracy includes the one-acre kitchen garden and orchard that my wife and I tend. It includes the farmers market my wife and I launched in our hometown of Sag Harbor, and have watched flourish as droves of locals come to enjoy fruit, vegetables, clams and oysters, mushrooms, raw-milk cheeses, jams and honey raised by local artisans.

Similar changes are unfolding in millions of different communities in a million different ways. But the general path will look familiar. Farmers will plant a greater diversity of crops. Less will be shipped as bulk commodity and more will be packaged



Cathy, a youth member in one of Heifer's urban agriculture projects in Florida, helps prepare strawberries for the local farmers market.

and canned and prepared to be sold nearby. Small food businesses will emerge to do this work. Governments will encourage these new businesses. And shoppers, seeking pleasure and reassurance, will eat deliberately and inquire about the origins of their food. It is the fact that communities around the world all possess the capacity to regain this control—to declare food democracy—that makes the simple idea of eating local so powerful. These communities have a choice. And they are choosing instead to eat here. 🌱

---

*Brian Halweil is a senior researcher with the Worldwatch Institute, and author of Eat Here: Reclaiming Homegrown Pleasures in a Global Supermarket (W.W. Norton, 2004). He lives in Sag Harbor, N.Y., where he and his wife tend a home garden and orchard.*

# 2005 Heifer's Volunteers of the Year

*"We're All in This Together"*

By Barb Justus

## Northwest Region

### Eliza Penick and Carla Schneider

Isaak Egge, community relations coordinator for the Northwest Region, cannot believe his good fortune. In Seattle, Heifer volunteers Eliza Penick and Carla Schneider have joined forces to become the Northwest Heifer Dream Team.

"Carla and Eliza are a volunteer team unlike any other, and a dream come true



for the Northwest Regional Office," Egge says. "They have made incredible progress in promoting Heifer throughout the Pacific Northwest. They have developed a mechanism for recruiting, training and retaining new volunteers. They have developed a calendar of local events and make sure they are staffed with Heifer volunteers. They speak on Heifer's behalf whenever necessary and are always coming up with new ideas for how to promote Heifer."

Penick was the first in the dream team to become involved with Heifer—at the age of 6. "Our church always had a Heifer booth at our annual fair, and I loved it, mostly because the fellow at the booth had bunnies. When I was 8, he didn't show up for some reason, so my cousin and I took over. We decorated brown paper bags and

worked the crowd collecting for Heifer. And I've been working for Heifer ever since!"

Schneider became involved with Heifer at a different point in life—when she was in graduate school at Seattle University. While working on a graduate degree in nonprofit management, she wrote her thesis on how to build Heifer support on college campuses.

"When I was making my final formal thesis presentation to my colleagues, I told them that I was working with a nonprofit that does it all—gender equity, sustainability, environmental issues, hunger, microcredit, livestock management, community building, everything," Schneider says. "You could have heard a pin drop in that room as I outlined the scope of Heifer's work."

When Egge introduced Schneider and Penick to each other, their individual energy morphed into a formidable force for Heifer. Together, they have single-handedly developed a Heifer presence in the Seattle area.

One of their pet projects is a monthly potluck dinner where they break bread and share experiences with other Heifer enthusiasts. "When we get together, I am reminded of one of the Cornerstones of Heifer, community building," Schneider says. "That is what we are doing together, building a community of people who help one another and shore each other up. Everything we do for Heifer is community driven."

Egge says, "Carla and Eliza have set a new standard for what it is to be a Heifer volunteer."



## Central Region

### Jack Jackson

As a wildlife biologist with an advanced degree in environmental studies, Jack Jackson of Hugo, Okla., knows a thing or two about investigative methodology.

"When I retired, I knew I would have a little time to invest in other pursuits, and I wanted to make sure I invested my time wisely," Jackson says.



So Jackson began his research into organizations that interested him. Jackson reviewed charitable monitoring organizations to see how various

groups were rated. He researched source materials to find the methodologies used by relief organizations and their outcomes. In all his research, Jackson says that Heifer stood out as a quality operation.

But Jackson is a thorough man, and so he began his second round of inquiry into Heifer. "You can tell a lot about an organization by the people who work for it and support it," he says. So in 2004, he arranged a two-week working vacation at Heifer Ranch in Perryville, Ark., to do some further sleuthing. What he found pleased him.

"Everyone I came in contact with at Heifer were quality folks, solid and credible, hard-working and dedicated," Jackson says. "What I found at Heifer are people who not only have the right mindset to be successful, they have the right 'heart set.'"

Jackson lives in Southeastern Oklahoma where Heifer is unknown to a lot of people. That is all changing, thanks to Jackson. He has thoroughly familiarized himself with Heifer's work, even traveling "to the field" on a Heifer Study Tour to see the work of Heifer firsthand.

"I can speak from experience when I tell people that Heifer is different than other organizations because it helps people directly at the point of need. I've seen it with my own two eyes," Jackson says. "And what impresses me even more is that they do not try to impose any social or political agendas."

Jackson has made countless presentations to civic groups, church groups and professional groups. He's always ready for his next Heifer presentation. He jokes that he is like Paladin, the 1950s television gun-for-hire character, whose moniker was "have gun, will travel"—except that Jackson's catch phrase is "have briefcase, will travel."

"Jack's enthusiasm never ceases to amaze me," says Todd Montgomery, a community relations coordinator in the Central Region. "Heifer International has been able to accomplish so much because of amazing people like Jack."

## Mid-Atlantic Region

### Ann Riggan

Ann Riggan, lead volunteer in Philadelphia, is truly a "woman of the world." Having lived in many countries and been steeped in many cultures, she has unique insights and perspective about development and hunger issues. Given her experience, her devotion to Heifer and its mission is an immeasurable



asset (and complement) to the organization.

"I am passionate about Heifer's work and am dedicated to improving life and livelihoods in developing countries," Riggan says. "My aim is to serve Heifer by bringing knowledge and insights about rural poverty and sustainable agricultural

"You make a living by what you get, but you make a life by what you give."

— Winston Churchill

**“The deeds  
you do may  
be the only  
sermon some  
persons will  
hear today.”**

**— St. Francis  
of Assisi**

development gained over many years. First, I served as headmistress of a Harambee (self-help) School in a rural farming community in highland Kenya while my husband was working with the Peace Corps on agriculture land settlement issues. We then served in Chad supporting volunteers in improving basic food crops, water supplies and adapting agricultural techniques to benefit the small local farmers.

“Later we worked in Latin America, South America, Asia and back in Africa on a major Ford Foundation assignment to strengthen the capacities of the international Agricultural Research Centers through partnering with the private sector, including NGOs [non-governmental organizations], and diversifying revenues.”

The Mid-Atlantic Region is now greatly honored to have Riggan as its greater Philadelphia area volunteer coordinator. She has been involved with Heifer as a donor for many years. In 2002, she spotted Heifer’s regional office about five minutes from her house, and she contacted the office to see how she could offer hands-on help.

Riggan has coordinated volunteers in Philadelphia to provide coverage for speaking engagements, training, office work, fund-raising and other events. She and her husband, John, have hosted numerous Heifer volunteer meetings and social events in their home. In April 2005, Riggan participated in the Honduras Study Tour.

Riggan came by her strong interest and dedication to helping the rural poor honestly.

“I grew up in post-war Europe, India, Somalia and Kenya,” Riggan says. “My father moved from the Marshall Plan, to the early foreign assistance programs and finally to USAID.”

Umaru Sule, community relations coordinator for the Mid-Atlantic Region, says, “Growing up overseas most of her life certainly provided Ann with an

international perspective of the world. She also became aware of the mistakes that many development organizations have made and is captivated by the concept of Heifer International.

“Ann is a leader, not a manager. She is my mentor.”

### **Midwest Region/Chicago Cathy Cahill**

“Cathy Cahill has literally driven the volunteer program in the Heifer Chicago office,” says Rosemary Larson, Heifer’s Chicago area representative. “She has designed the format and structure of the volunteer activities in our office. She is part of a two-person Heifer-Chicago brain trust.”



How she became involved with the organization is a typical Heifer story. A Heifer gift catalog found its way to her, and after leafing through the publication, she was hooked. When she discovered that Heifer had an office in her hometown of Chicago, she called to see how she might get more involved.

“The more I found out about the organization, the more convinced I’ve become that Heifer has the answer to all of our futures—not just the futures of resource-poor people but your future and my future as well,” Cahill says. “It’s a good long-term solution to some of the globe’s most complex problems.”

Cahill, a management consultant, abhors waste of any kind. That’s how she originally became intrigued by Heifer; buying gifts out of the Gift Catalog provided a great way to work around giving superfluous presents.

“One of the most heartening things about



Heifer is how this process of ‘passing on the gift’ builds dignity within project partners,” Cahill says. “Can you imagine how it must feel to go from having nothing to being able to pass on something of incomparable value to your neighbor? And it builds dignity that continues to grow as more pass-ons are accomplished and as people become more self-sufficient.

“If I could offer a piece of advice to anyone considering making a gift to Heifer or getting involved as a volunteer, remember that everything you give to Heifer, no matter the size, grows exponentially. Each volunteer hour and each contribution continues to give for years to come.

“If you want to make a big impact way out of proportion to the effort you put into it, get involved with Heifer!”

### **Midwest Region** **Barbara Oakes**

“Someone from the heavens must have dropped the Heifer Gift Catalog into my mailbox because I had never before heard



of the organization before I received it in the mail. But by the time I got to page three of the catalog, I knew I had found my life’s passion,” says volunteer Barbara Oakes of Spring-

field, Ill., who is a lead volunteer in the Midwest Region. Since her introduction to Heifer in 2000 through the Christmas mailing, her enthusiasm for Heifer has been unquenchable.

In 2002, Oakes retired from her full-time job for the state of Illinois to pick up a full-time passion—spreading the good word about Heifer. She has volunteered at Heifer Ranch in Perryville, Ark., for

Lambing Weekend and Global Village Days in Perryville, participated in Study Tours to Poland and the Philippines, and helped with the Goshen 60th Anniversary celebrations in Goshen, Ind. In 2004, Oakes spent more than 300 hours making presentations and leading workshops about Heifer.

Oakes has spent so much time on the road that she splurged on a sporty RV, her new Heifer home away from home. Not including her Study Tour to the Philippines, Oakes traveled close to 2,500 miles for Heifer in 2004.

Everywhere Oakes travels she tells anyone who cares to listen about Heifer’s approach to hunger relief. Recently, she was at an outdoor rally of Women RVing, a nationwide organization. The members are an enthusiastic group of women who look for information, support and networking to expand their horizons and try new experiences. Oakes says that Heifer fit right in with their culture. These adventurous women were intrigued by the whole Heifer concept, particularly the idea of alternative gifts, since many of them, mothers and grandmothers, spend much of their year on the road, making traditional gift-giving more difficult.

Dave Boothby, manager of the Midwest Region, says, “While Barbara is one of our newer volunteers, she is definitely one of our most enthusiastic and dedicated.”

### **Midwest Region** **John Brockschink**

“John Brockschink is a model volunteer,” says Midwest area representative Jason Bergman. “Not only will he excitedly accept any volunteer opportunity from our office, but he is even more proactive about finding his own opportunities to share Heifer International.”

Even though Brockschink has been active with Heifer for 20 years, his enthusiasm stays fresh. Brockschink and his late wife, Louise,



first heard about Heifer International at their church 20 years ago. Brockschink, a farmer, was intrigued by what he heard, especially with the idea of “passing on the gift.”

The Brockschinks decided to investigate Heifer firsthand, so they visited Heifer Ranch in Perryville, Ark., on their way to the New Orleans World Fair in 1984. They never quit coming back.

“Louise and I have taken Study Tours to Honduras, India, China and Cameroon, and we visited Bóthar in Ireland [one of Heifer’s sister organizations],” Brockschink says. “You cannot imagine until you see it yourself how a simple gift of even one animal can completely change the destiny of a family.”

In September 2004, Brockschink took a Study Tour to Peru where he was astonished at the progress being made by Heifer project partners. Through passing on the gift, one project had grown from 60 to 600 families. As a farmer, Brockschink was also impressed by what the farmers in the harsh and dry areas had accomplished. He was particularly touched by the pride with which women showed him their new stoves equipped with chimney flues that use half as much wood and provide twice as much heat. They told him how their health is better because they can cook without smoke stinging their eyes and making them cough. And their children are no longer exposed to open fires. “Just a \$30 stove changed their lives,” Brockschink marvels.

Brockschink adds that each Study Tour compels him to do more to help. In Iowa, Brockschink has become the “go-to” guy for other Heifer volunteers. He may arrange up to four presentations a month at schools,

civic groups and churches.

Since Louise’s death in 2003, Brockschink has donated more than one \$5,000 Gift Ark in her memory and in honor of all the wonderful times they had working side-by-side to help end hunger.

Brockschink’s son, also named John, says, “There’s no telling how many thousands of people in the world have access to food today because of my dad.”



### **Northeast Region Larry Colman**

Larry Colman of New York City had an epiphany a few years ago. Taking a break from his high-profile job with a Fortune 500 company, he had treated himself to a well-deserved vacation in the Caribbean.

“On the islands, I was surrounded by wealthy tourists with umbrella drinks in their hands and khaki shorts,” Colman says. “But in the countryside just a stone’s throw away from the resorts, people were living in abject poverty. The contrast was painful and uncomfortable. I remember thinking that every human being, just by virtue of being a human being, deserves the essentials that it takes to build a life of self-sufficiency and dignity. And I also realized that I couldn’t just be complacent about this inequity.”

“My resolve was only strengthened in this post-9/11 world. I firmly believe that once people around the world have equal opportunity, we will all be better off.”



Colman set about looking for a way to give resource-poor people a hand up. When he learned of Heifer International, he knew he had found a tool to use in his quest to help “level the playing field”

around the world.

Colman is a member of Men's Divisions International (MDI), whose mission is to train men to serve their communities in a way that assures the success of future generations. Aware of the congruency of the missions of Heifer and MDI, Colman searched for a way to raise money for Heifer project partners through MDI. He decided to organize a walk-a-thon with proceeds going to Heifer.

In 2004, the first year that Colman organized the walk-a-thon, it raised \$7,000. In 2005, it raised \$40,000. That year, actor Ed Asner, a longtime Heifer advocate, lent his name and support to the effort, and through the Heifer website, donations poured in from all over the country.

Colman attributes the success of the walk-a-thon to thorough and professional planning. He is the finance director for a startup company in New York, so he knows a thing or two about launching new ventures successfully.

Pat Stanley, community relations coordinator for the Northeast Region, agrees. "Larry is an incredible guy. He has an amazing gift to tend to all the details."

The most significant effect of his involvement with Heifer, Colman says, has been the opportunity to create a connection between himself and people around the world. "I can't imagine how painful it must feel to be living with little or no hope and to feel as if no one cares. Through Heifer, we can demonstrate that there is enough for everyone and that people around the world can support one another in a sustainable way. We're all in this together, and it's a privilege to be on the helping end."

## Southeast Region

### Patti Garrett

Patti Garrett of Decatur, Ga., sees the solution to world hunger as a huge jigsaw puzzle. The puzzle pieces are varied in size

and impact, but every piece is needed.

"And Heifer is definitely a critical piece of this puzzle," Garrett says. "That's why I make the time to volunteer to this organization."

Among the puzzle pieces of Heifer's Cornerstones method of development, one piece in particular drew Garrett into the organization—nutrition. Garrett is a registered dietician who teaches at Georgia State.

"When I learned about Heifer's approach to meeting hunger needs in a sustainable manner, I knew this was an organization with which I wanted to be involved," Gar-



rett says. "I am particularly impressed that Heifer meets the specific nutritional needs with food appropriate for the area. Having a protein source is so important

so that children's growth is not compromised. Heifer covers all the bases: food, sustainability and independence."

Garrett became acquainted with Heifer quite by accident; she had agreed to hand deliver a Heifer display that a friend had borrowed from the Heifer Atlanta office.

"When I walked in the office and met the community relations coordinator, Elizabeth Elango, I was intrigued," Garrett says. "She told me a little about Heifer between answering phone call after phone call. Their office was full of life. I had just moved to Atlanta and was not yet employed, so I volunteered to help in the office. That was the beginning of a great relationship." (Elango has since become Heifer's West Africa program officer.)

Since then, Garrett has given many presentations on Heifer at churches and schools and to civic groups. She also heads

**"Everyone  
can be great,  
because  
everyone  
can serve."**

**— Martin  
Luther King Jr.**



“The best way to find yourself is to lose yourself in the service of others.”

— Mahatma Gandhi

up the fund-raising effort at her church every year.

Community Relations Coordinator Mondie Tharp says of Garrett: “She believes deeply in Heifer’s work and is willing to help out whenever and wherever she can. She is very socially aware and always strives to make the world a better place. She definitely has the admiration and gratitude of everyone in our office for all her work.”

### Southwest Region David Keeton

“I remember meeting a teenager in rural Thailand about 10 years ago,” says lead volunteer David Keeton from West Hollywood, Calif. “He was holding a rooster, which he thrust in my face with incredible pride. It was clearly his prized possession.



He reminded me of the kids I see in Los Angeles tooling around in their brand new BMWs, their status symbols. This is before I knew about Heifer, but I was reminded in a

very real way how important farm animals are to people around the world and how they can change lives.”

Keeton has been a Heifer volunteer for only a couple of years, but he has made a great impact on thousands of lives in his short tenure.

He’s a man who has not been afraid to change courses throughout this career—actor, producer, director, CPA, business owner, house renovator—and now he has beamed his high energy in the direction of Heifer International.

Keeton became involved with Heifer as many do—by buying alternative gifts for

his employees, many of whom came from Latin America. His workers loved the idea that their boss was helping people from their countries of origin. After a few years of that, Keeton was invited to a Heifer dinner presentation in the Southwest Region, and before the dinner was over, Keeton sensed the next cataclysmic shift in his life. Keeton became a bona fide Heifer enthusiast.

Combining his background in home renovation and theater, Keeton offered his services to build sturdy, attractive structures for Heifer displays. Keeton used his construction knowledge, design instincts and often his crew of workers to build a special display called Beyond Our Borders.

Beyond Our Borders is a traveling educational exhibit featuring three replica dwellings of village life in Thailand, Uganda and Ecuador, all countries where Heifer has project partners. The display has been viewed by millions of visitors who have passed through the Orange County Fair and the Los Angeles County Fair, and Keeton is making arrangements to have it displayed at other public settings where he has contacts.

“David is an inspiring volunteer,” Pamela Edwards, the Southwest Region’s community relations coordinator, says. “David’s deep compassion and respect for Heifer’s partners around the globe inspires him.”

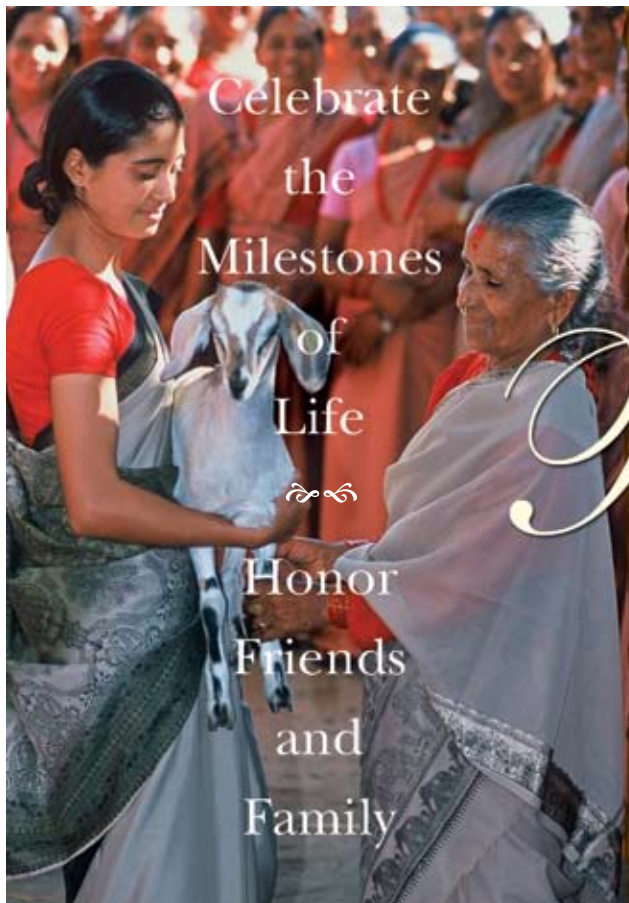
Keeton, who is selling his business, likes to think big and is making plans to spread the word about Heifer in ways that will give the organization “the most bang for its buck.”

“Heifer is what I’ve been looking for—a way to give back to a world that has been very good to me. My life partner, Frank Quijada, and I are totally devoted to the work of Heifer and its mission.”

---

*Barb Justus is a freelance writer who lives in Little Rock, Ark.*





Celebrate  
the  
Milestones  
of  
Life



Honor  
Friends  
and  
Family

Heifer International's  
New Online

# Giving Registry

The Heifer Giving Registry works like any other gift registry.  
The difference is you choose gifts that change the lives of others.

Find out how to create a Giving Registry of your  
own at [www.heifer.org/giftregistry](http://www.heifer.org/giftregistry)

It's the perfect way to help others  
make meaningful gifts.



## Looking for a Purpose-driven Career?

Make ending hunger your full-time job.

**Great cause • Great benefits • Great place to work**

See what Heifer International has to offer you.



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

# World Ark Market

## Heifer Books

### A. ONE WORLD, ONE FAMILY BOOK

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.

**#NB0703 Softback \$5.00**

### B. FAITH THE COW

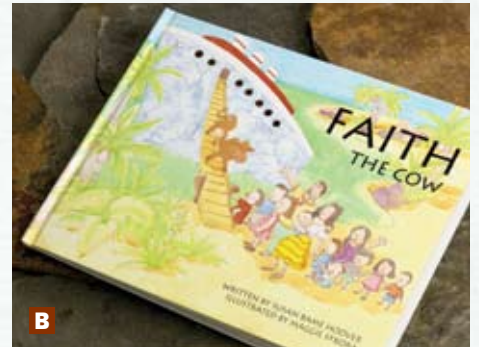
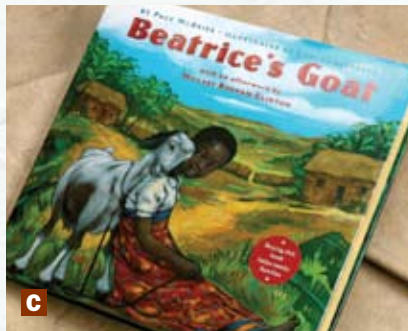
Share the story of Heifer's beginnings with the tale of how Faith the cow brought hope and healing to families in Puerto Rico. Written by Susan Bame Hoover and illustrated by Maggie Sykora.

**#NB0705 Hardback \$16.00**

### C. BEATRICE'S GOAT

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. Written by Page McBrier and illustrated by Lori Lohstoeter.

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



## Heifer Gifts

### D. HEIFER 2006 WALL CALENDAR

13 beautiful pictures that can help you share Heifer's message of hope with your friends and family.

**#NL2006 \$13.00**

### E./F. HEIFER NOTECARDS

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

**#NNR004 E. Rwanda Set of 10 \$8.00**

**#NNU004 F. Uganda Set of 10 \$8.00**

### G. HEIFER MUG

Heifer's coffee mug is a daily reminder that it is possible to end hunger and poverty.

**#NM0411 \$8.00**

### H. HEIFER HOPE BLEND

A Fair Trade Certified™ organic coffee created by Green Mountain Coffee Roasters®.

**#NGHH04 Whole Beans 12 oz.bag \$8.69**

**#NGHH14 Ground Beans 12 oz.bag \$8.69**

### J. HEIFER PORTRAITS NOTECARDS

Enjoy the uplifting photographs of Heifer's "Portrait" notecards. Photography by Darcy Kiefel.

**#NN0014 \$11.00**

When you buy this coffee, you get great taste and a chance to help Heifer end hunger and protect the Earth. Heifer teaches small family farmers in Guatemala how to raise crops in an environmentally friendly way, and these farmers grow the beans used in this coffee.



Call Toll Free (800) 422-0474





**K**



**L**



**N**

## T-Shirts & Caps

### K. ARK T-SHIRT

Bring a little happiness to your kids with a vibrant Heifer Ark T-shirt, depicting animals spreading joy to the world. White, 100% cotton

**#NS4700 Child XS-L \$10.00**

**#NS4700 Adult S-XXXL \$12.00**

### L. "COW THAT SAVED THE EARTH" T-SHIRT

100% cotton; Black

**#NS4800 Adult S-XXL \$12.00**

### M. HEIFER BALL CAPS

Relaxed front 100% cotton. Available in Stone or Khaki. One size.

**#NS4000 \$10.00**

### N. "COWING AROUND" T-SHIRT

Available in Gold and Blue, 100% cotton

**#NS4900 Adult Gold S-XXL \$15.00**

**#NS4900 Adult Blue S-XXL \$15.00**

**#NS4900 Child Gold XS-L \$12.00**

**#NS4900 Child Blue XS-L \$12.00**

### O. SAGE ADVICE: END HUNGER T-SHIRT

Embroidered with the Heifer logo. Light green, 100% cotton

**#NS5000 Adult long sleeve S-XXL \$26.00**

**#NS5000 Adult short sleeve S-XXL \$22.00**

### P. HEIFER DENIM SHIRT

Embroidered with the Heifer logo.

100% cotton

**#NS4100 Adult long sleeve S-XXXL \$30.00**

### Q. "END HUNGER: PASS IT ON" T-SHIRT

Gray, 100% cotton

**#NS5100 Adult long sleeve S-XXL \$20.00**



**O**



**P**



**Q**

## Heifer Extras

### R. END HUNGER GROCERY TOTE

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

**11x14x4, 100% organic cotton**

**#N00404 \$17.00**

### S. HEIFER TIES

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**

**#NT001400B Blue Tie \$25.00**

**#NT000400M Red Tie \$25.00**



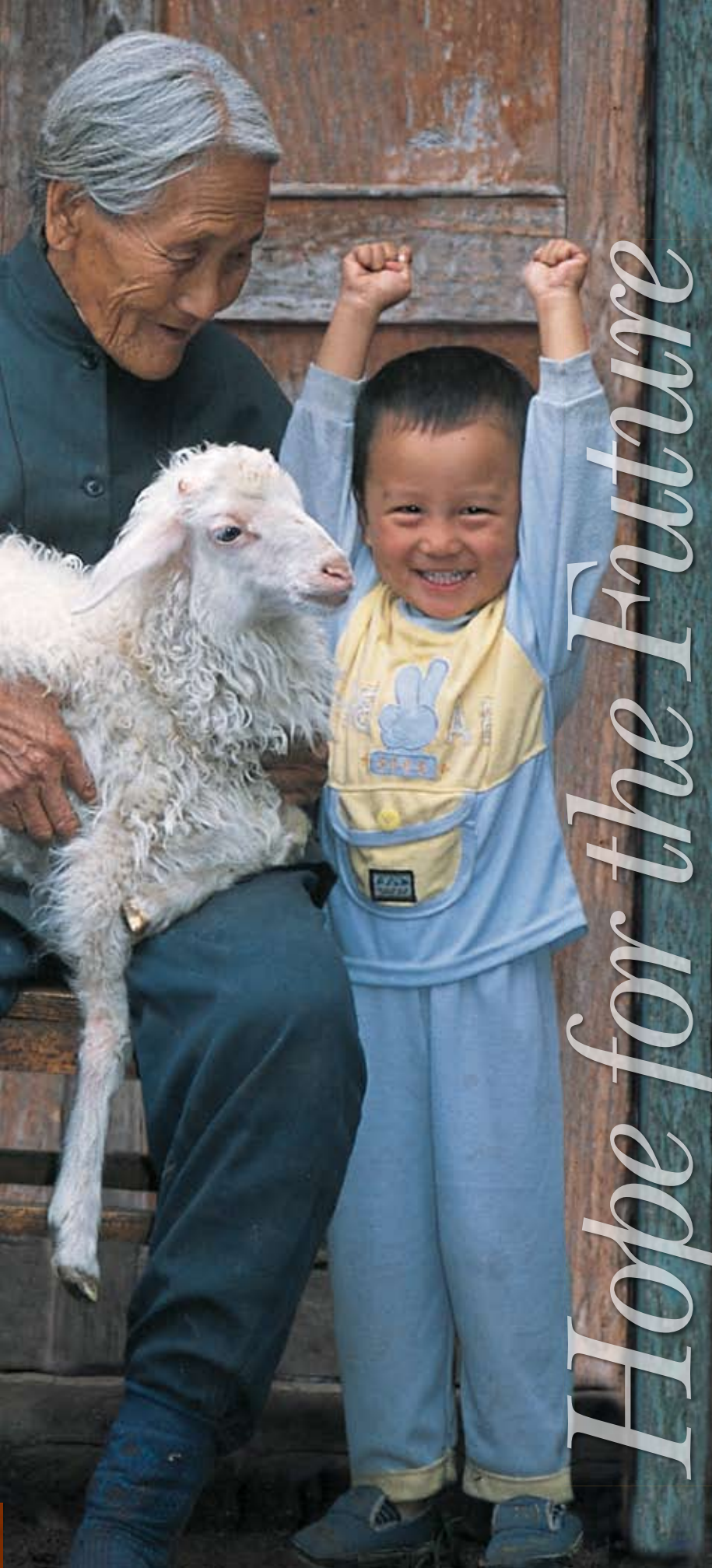
**R**



**S**







## HOPE FOR THE FUTURE CAMPAIGN

At Heifer International, our hopes—and our goals—are higher than ever. Heifer plans to extend hope to 23 million people



during this decade.

Between 2000 and 2010 Heifer International will assist:

- 1 million families — that's 4.5 million men, women, boys and girls — to receive animals, including passions, and training in environmentally sound farming, improved animal management, gender equity and community development.
- 1.4 million additional families or 6.5 million men, women, boys and girls, to receive training in environmentally sound farming, improved animal management, gender equity and community development.
- And 2.6 million more families — 12.5 million men, women, boys and girls — to receive significant other benefits as a consequence of Heifer's work.
- In addition, Heifer will substantially increase its efforts to educate the public about issues surrounding world hunger, poverty and the environment, and promote ways for each person to make a difference.

Therefore, between 2000 and 2010, Heifer International will assist, directly or indirectly, 5 million families — 23 million men, women, boys and girls — toward achieving sustainable income and food security in an equitable and environmentally sound manner. To find out more, call (800) 422-0474 or visit [www.heifer.org](http://www.heifer.org).



# Alice Waters Is Cultivating a Revolution



can serve not only as a connection to the land and a source of strength and health, but as a form of love. If you were a peach, could you hope to meet a better end?

Waters first arrived at the idea of sustainable farming as she says, “through taste,” looking for fresh, natural ingredients to serve at Chez Panisse after opening it in 1971. “I wanted beautiful foods,” she says, “salads that were alive. We foraged for things along the roadsides, like fennel and mushrooms. We were interested in getting fresh vegetables, spring lambs—and we ended up at the doors of the local sustainable farmers.”

That simple decision—to buy what was available locally—changed the way the restaurant was run. Menus became seasonal, dependent on what local fisheries, farms, gardens and orchards could provide. As the restaurant expanded its network of providers, it “built an economy,” she says, one in which everyone benefited. “We have the very best food, and [the food providers] are the sole beneficiaries.”

The restaurant soon became famous for its combination of simplicity, wholesomeness and pure, gustatory pleasure. People came to eat there as much for the dishes as for the atmosphere, for the enjoyment of eating in a place that cared so much about food and where it came from. The 75 or so food providers became Waters’ friends. Through Waters’ work, through the restaurant and its lovingly prepared dishes, people were connected to the sources of their food. In addition to an economy, she had created a community.

As her business thrived, she found

## “This Is the Road to Peace”

**B**ERKELEY, Calif.—If you happened to eat at Chez Panisse, the restaurant of world-renowned chef Alice Waters, during a certain few days in summer, chances are you would be served a dish made with the fruit of a single peach tree, which grows in the

yard of a woman Waters knows. The tree’s small crop is harvested each year, transformed into some mouth-watering dessert, and served on the sturdy wooden tables of a woman who revolutionized cooking, who is devoted to what she calls the “pleasure of the table,” who believes that food

THOMAS HEINER

herself wanting to do more. She wanted to share what running the restaurant had taught her: that food could be a way for people to care for the land, for their health and for each other. As she puts it, at the restaurant, she and her staff were “preaching to the saved.” She needed to find a way to reach more people. But her model was a local one. How could she bring it to a larger audience?

One way, of course, would be commercially: franchising the restaurant, going on TV, becoming a celebrity chef in the mold of other talents in her field. But what Waters believes in isn’t for sale. The brand of food appreciation she encourages is, at its essence, a form of democracy. And democracy already belongs to everyone.

So she turned to what she calls “the last truly democratic institution”—the public schools. “I felt,” she says, “that the only way we were really going to make change is if we educated our children.” Thus was another revolutionary concept born: the Edible Schoolyard.

### The Edible Schoolyard

The Edible Schoolyard turns school lunch into an academic subject—a living, growing, interactive one. At Martin Luther King Jr. Middle School, just down the street from Chez Panisse, an old asphalt lot has been transformed into a one-acre organic garden. A classroom has been built just for the garden, complete with kitchen, airy dining room and communal tables.

Says Waters, “We wanted to reach children through a place of pleasure—food that was delicious and beautiful.”

The idea, she says, is “to teach children to be stewards of the land, teach them how to nourish themselves, how to communicate at the table.” All aspects of food production are taught in the program: growing, harvesting, cooking, serving and the etiquette of the table. In addition, through the



RICK CHAPMAN

School Lunch Initiative, a partnership between the school district and the Chez Panisse Foundation, the lessons of the schoolyard can be spread throughout the entire curriculum, in classes such as history and science.

The project has been an enormous success, not in least part by getting children to actually eat. “We discovered that when kids grow it and cook it, they eat it,” Waters says. More than that, she says, the program reaches students in a way that other classes don’t. “The kids love this. They feel that we care about them. I’m a believer that this can be a transformational experience. There are a lot of kids that excel at this that don’t in other subjects.”

And the program’s effects extend beyond the schoolyard. “It address-

es several issues: feeding children, health and nutrition, the preservation of the environment and community, by getting local producers and parents involved.” It is even, Waters says, a kind of school reform: “Because it is interactive, it changes the pedagogy of school.”

Waters hopes to expand the program, making it an integral part of curricula across the country. As her vision has grown, so has her idea of what food can do for people. “If people know how to feed themselves from the land,” she says, “know how to cook and have the pleasure of the table, know how to care for each other—it just seems like this is the road to peace.”

Like her friendship with the woman with the single peach tree, Waters’ belief in the power of food is grounded in a deep appreciation, a reverence almost, for relationships between people. For her, food is a concrete and immediate expression of those relationships. “The bottom line is that eating is what we all have in common. And if it has values at its core, then that’s what you’re giving someone when you feed them.”

“It’s difficult to tell people to pay attention to each other,” she says. “We need something to share. We can all go to a rock concert and feel good together during those few hours, but then the feeling goes away. You need something you’re exchanging. And that’s where food comes in.” 🌱

*Renowned chef and author, Alice Waters is the founder and president of the Board of Directors for the Edible Schoolyard. For her efforts, she was awarded the John Stanford Education Heroes Award in 1999.*



# *Passing on Cows—and New Ideas*

## A Tale of Two Villages



Fatima Tou pours yogurt made by Coopvalait, the dairy cooperative she and other women in the village of Ngoudoup founded.

**B**AFOUSSAM, Cameroon—In many ways, the country of Cameroon, tucked in the western curve of the African continent, is a country of differences. For thousands of years, it has been a crossroads for people traveling between West Africa and Central Africa. Many indigenous tribes have settled here, and in more recent times, the country was colonized by both the British and the French. Today, some 280 languages are spoken in Cameroon, and the British and French areas each have distinct styles of government, education and commerce.

A Cameroonian may be Muslim or Christian or animist, or her spiritual practices may include elements of all of these. She may be either an Anglophile or a Francophile. English may be her language, or French—although Pidgin, a blend of two languages, is also widely spoken, as well as native dialects. The government is officially democratic, but the old colonial systems of government persist vestigially. Schools are either British or French. The police in Cameroon are either French gendarmes or British bobbies, each entity with its own policies and rules, and a person moving around the country may find herself interacting with one and then the other, or with both at once. Even the land itself changes entirely from one end of the country to the other, from lush, tropical forests to flat, arid desert.

To be Cameroonian is to navigate among these differences as a fact of daily life, acquiring an encyclopedic understanding of the ways in which one's countrymen can differ from each other, and from oneself. Sometimes, these differences divide people, and identity becomes something to preserve and protect. Other times, they make identity more permeable, open to revision, evaluation and change. This is the story of two villages in Cameroon and how they met—and what happened when they did.

STORY AND PHOTOS BY LAUREN WILCOX  
WORLD ARK ASSOCIATE EDITOR

### FATIMA TOU LIVES IN THE

village of Ngoudoup, near the town of Bafoussam in the western part of Cameroon. She is the secretary and one of the original members of Coopevalait, a cooperative formed by residents of the village, which, with help from Heifer International, has developed a small business producing and selling yogurt and milk.

Fatima is an energetic woman with a direct gaze and quick smile. Along the side of her small house she keeps her cow, which is large and healthy looking, in a pen built by the cooperative. When a visitor, approaching her house, asks, “Whose cow is this?” Fatima, who is working behind the pen, answers firmly: “*C’est moi*”—It’s mine.

Along with nearly everyone in Ngoudoup, Fatima is of the Bamoun tribe, and Muslim. As Islamic custom in this area dictates, she and her husband live in separate houses, and she is one of his two wives.

Yet Fatima and the other women of Ngoudoup lead lives that are in many ways quite non-traditional. They have spearheaded efforts to improve the health and livelihoods of the villagers. Of the 10 original members of the cooperative, nine were women. The first president of the cooperative was a woman, Alima (whose husband, Chouibou, became the second president). And Fatima, not her husband, signed the original contract with Heifer that required her to pass on the gift of the cow’s offspring.

As Fatima and several other women haul a huge container of fresh yogurt



Residents of the Ngoudoup work together in the field to care for their crops. Their crops have grown almost twice as tall as those of their neighbors because they use manure from their cows to fertilize them.

into the village’s red clay courtyard and begin ladling out bowls of it to villagers and visitors, she talks about what a difference the dairy project has made. “Our children are much healthier,” she says. “We have fresh milk and yogurt everyday. Even though the market is not very good here, we can sell it and drink the rest. And the yields of our crops are much better now, because of manure from the cow.”

Indeed, the villagers’ corn crop stands almost twice as tall as that of their neighbors and is lush and green. Fatima points out several children who, she says, were sickly and have grown strong on their new diet. Later, she and other women perform a dance for visitors, circling the courtyard and singing, their voices rising and falling in the space between the houses. Their husbands,

some of them holding children, watch, tapping their feet.

The women of Ngoudoup have made a tremendous difference in their village, and their contributions are now an important part of daily life. And while they are obviously proud of what they have done, the men in the village seem proud of them too. There is a distinct feeling of cooperation in the group. When, in the fields, one of the men begins to demonstrate how he clears fodder with a machete, two women fall in line next to him, sweeping the cut grass into their arms as he cuts.

This cooperation may be due partly to the gender equity training Heifer has conducted in this village, but it is also because of this particular group of men and women, their vision for their community and their willingness to work together.

**“Our children are much healthier. We have fresh milk and yogurt everyday. Even though the market is not very good here, we can sell it and drink the rest. And the yields of our crops are much better now, because of manure from the cow.”—Fatima Tou**





Outside a home in Didango, a colorful pot holds water used for washing before prayers.

### The Village Down the Road

Just down the road from Ngoudoup is a village called Didango. Unlike the people of Ngoudoup, the people of Didango are of the Fulani tribe. They are also Muslim, though of a more fundamentalist sect. Historically, women in Didango have had little involvement in community decisions. Their roles have been very traditional: cooking, cleaning and serving their husbands and their children. Custom has dictated that women sit lower than men and avert their eyes when they speak. There is a community center in Didango, but women have not been allowed to enter it.

Like Ngoudoup, Didango has a community group that formed with the intention of starting a business to benefit the village. For several years,

Heifer has been working with Didango, helping them through the application process to become a project partner, a goal which Didango diligently pursued. Festus Ali, one of Heifer Cameroon's project coordinators, says that every few months for the past few years a representative from Didango showed up at Heifer's office.

"I just wanted to let you know," the man would say politely, "our village is still interested in working with your organization." A few months later, he would come by again, with the same message. Finally, Didango's application was accepted. After

completing the necessary training and preparations, the villagers received their cows. The village from which they received them was Ngoudoup, whose cattle had calved and were ready to be "passed on." Of the first group to receive the passions from Ngoudoup, all were men.

Along with livestock and supplies, Heifer project participants receive months of training: training in sustainable farming practices, like the use of manure for fertilizer, and in animal care. They also receive training in gender equity issues. The training, which is conducted with men and women together, is designed, Ali says, to help communities evaluate the roles that men and women have in the community.

One exercise breaks a day down into 24 hours. The men list how each hour of their day is spent, and the women do the same. Another asks participants to name "who has access to resources such as land, water and houses," says Ali, "and then to name who actually owns these resources." What emerges, says Ali, is often a picture of a community strikingly divided along gender lines.

"At the beginning," he says, "people are resentful." They think that gender training "is about women seizing power from men. But as the results of the 24-hour profile start to come out, everyone sees that women spend all their time working, and men spend their time idling around."

**Little by little, the way that women and men relate to each other in Didango is changing for the better. There is also, remarkably, a growing understanding of how the traditional divisions between men and women may have cut both ways.**

Community members also see that though women have access to the community's resources—that is, they spend most of their time working in the fields, gathering water or caring for the animals—it is usually the men who own these resources and who control the income from them.

At this point, Ali says, the community is asked to think about the consequences of this situation. Wouldn't it be better if women had ownership too? Wouldn't the community be more productive, more cohesive, if everyone worked together? "And then," he says, "changes begin to come."

### Learning a Different Way

To a visitor in Didango, the effects of this change may not be immediately evident. Women still speak softly around men and defer to them in conversation. Around visitors, they hang back or stay inside their houses. And yet, says Ali, when negotiations happen now in the village, women are a significant, even dominant part of the discussion. They are beginning to work more closely with the men of the village in handling income and planning activities.

Ali attributes the changes in Didango in part to the gender training. But he also attributes them to something more subtle. As Didango completed its training and began its dairy project, it joined Coopevalait, the dairy cooperative begun by the women of Ngoudoup.

And so the women and men of Didango met the women and men of Ngoudoup. They attended meetings together. They met Alima, the co-

op's first president, and her husband, its second president. They met Fatima Tou. They saw what they had until that point only heard about: a different way of doing things.

And they saw that it worked.

Little by little, says Ali, the way that women and men relate to each other in Didango is changing for the better, even, he says, without anyone quite being aware of it. There is also, remarkably, a growing understanding of how the traditional divisions between men and women may have cut both ways.

One of the elder members of Didango, a man named Saidou, attends



Coopevalait's meetings with his youngest wife, Zakiadou. Smiling shyly, but regarding a visitor steadily, Zakiadou says that she "feels good" expressing herself at meetings. "I am very comfortable

saying what I think," she says.

And then Saidou adds something interesting. "At our meetings," he says, "Zakiadou is learning things that I, as a husband, might not have had the courage nor the place to tell her. But now she will have this knowledge and share it with our children, and when I am not around, the work that we have been doing as a family can continue." He pauses, and then adds, "To me, that is the most important thing." 🐄



Men in the village of Ngoudoup work together with their wives to run the dairy cooperative that has become a source of improved nutrition and income.





Group two of the Study Tour for Educators learns firsthand about Heifer's work on a stingless bee project in Santa Lucia, Honduras.

# A Journey of the Heart and Mind

By KATHERINE SEMISCH AND SHILO PORTER-ELLIOTT

## Two Teachers Learn for Themselves ... and for Others

A Study Tour for educators? Both of us must admit that we were both scared and excited by the possibilities. For years, we've read Heifer International stories to try to comprehend the hardships endured by others. We looked intently at the photos, studying the faces, the habitats and the lay of distant lands. We marveled at the stories of great accomplishments, dedication, patience and teamwork. We longed to meet the people, listen to their stories and understand why—and how—they are doing what they're doing.

But understanding can be risky. Now that we had an opportunity to travel to where our thoughts had been, we were afraid. We thought that if we truly came to understand what some people are up against, we

might be overwhelmed—or worse, whatever worse is.

Seeking the conviction and authority that come not merely from reading but from firsthand experience, we filled out our applications. Katherine felt a kinship with her high school students who were filling out their college applications as she self-consciously described her relationship with Heifer, how she tries to pass on its message of hope to her students, and how she thought she could use what she would learn on the trip. Miraculously, during the same week in April when their fates were being decided, along came a fat envelope in Katherine's mailbox announcing her acceptance. She gleefully told her seniors, "You're going to college and I'm going to Honduras!"

A lot of educators who had seen the *World Ark* invitation were also cat-

apulted into action. Twenty-four of us arrived in Miami, en route to Honduras, for an intense version of Heifer U and quick bonding. We represented a wide range of educators: grade school teachers, high school teachers, retired teachers, religious education teachers, school librarians, principals, administrators, community volunteers and missionaries. Many of us were in transition: marriages ending, careers tanking or grinding to a halt, nests emptying and first teaching jobs about to begin. Some people had traveled extensively, some had lived abroad, and some had never traveled out of the United States.

In Miami, we met Tim Newman and Rex Enoch from Heifer's Community Education team. After an intensive two days studying Heifer's Cornerstone principles and a few basics of Honduran geography and

culture, we double-checked to make sure our passports, malaria medicine and Imodium were safely tucked into our Heifer-issued backpacks and set off to see poverty we'd known only from photos. We worried about intruding, about disrupting, about being obnoxious, rich observers of people who struggled to survive. We worried about whether we'd be able to express our admiration and support, our appreciation and respect.

Our hosts, Tim and Gloria Wheeler, met us at the airport in Tegucigalpa, the capital of Honduras, and quickly assuaged our fears. They welcomed us with unconditional hospitality to their world of people helping people ... and cold showers, dorm-style bunks and plentiful, home-cooked meals. Each day brought new experiences and new awareness. We rode a school bus for hours and hours on roads pitted with deep gullies, traveling up steep mountains, through the rain and the sun and the heat. We talked with Heifer gift recipients and Heifer partners and visited six projects. We spent time with children and elders, mothers and fathers, schoolkids, farmers, doctors, professors, social workers, beekeepers, soap makers, cooks, artisans, school administrators, merchants and community organizers.

We feared we'd overwhelm and burden these gentle people, but they regarded our smiling presence as a witness to their achievements and a testament to the caring of others. Rather than disturbing their work, our visit seemed to them to be what we felt it to be: a form of esteem, a bridge from one world to another.

Now both of us have returned home. We still face the same challenges that we did when we left, but we both feel more connected—not only to the people we met in Honduras but to everyone, everywhere who is helping to end hunger and poverty, build sustainable communities and care for the Earth. The people we met in Honduras showed us that what they are doing makes a difference and that we can make a difference too.

Heifer gave us the gift of education. We went to Honduras to look, listen and learn. Now, it is our turn to pass on the gifts we received. As teachers, we interact with dozens of children or teens every day. We tell about the people we met. We describe how they live and what their lives were like before they received their Heifer gift.

Some of the people who went on the Study Tour are using Heifer-based lesson plans. Several people developed poignant presentations to share what they learned. Others are incorporating personal anecdotes during fund-raising or information-sharing events. The ways we choose to pass on what we've learned are as varied as our experiences, our environments and our expertise. The thread that runs through the ways in which we are passing on the gift is our passion for supporting Heifer's mission and our eyewitness accounts of the power of creating sustainable solutions to the problems of resource-poor families and communities around the world.

The world is full of invitations, of transitions, of adventures, of challenges. We saw and felt our kinship with those in Honduras who choose

**T**he 2006 Study Tour for Educators program is open for applications. The program is aimed at teachers, educators, administrators and educational volunteers interested in learning more about Heifer International's work and the issues associated with world hunger and poverty. Accepted applicants will be provided with a grant that covers costs of the tour. If you are interested in applying for the program, please visit [www.readtofeed.org/studytour](http://www.readtofeed.org/studytour) for a description of the program and a downloadable application or e-mail Tim Newman at [tim.newman@heifer.org](mailto:tim.newman@heifer.org). Applications are due March 15, 2006.

to meet their challenges with pride, pluck and persistence. In attending the Study Tour, we accepted the challenge of conducting our lives with similar grace (we hope!), of reaching out to others in the same way in which we saw communities unite to solve problems. And now we are telling the story of what, with Heifer's help, can be done to turn despair into hope. 🌱

---

*Katherine Semisch currently teaches 10th- and 11th-grade English and journalism at Central Bucks High School West in Doylestown, Pa. She has a master's degree in English and guides the Heifer International extracurricular club at the high school.*

---

*Shilo Porter-Elliott has worked as an elementary schoolteacher and as an adventure-based therapist for children at risk. She currently works for Hewlett-Packard and volunteers for the Heifer Northeast Regional Office and Overlook Farm in Massachusetts.*

---



# Hurricane Stan

## Batters Central America, Damages Heifer Projects

By **AUSTIN GELDER**, HEIFER STAFF WRITER

The October downpours that came to Guatemala with Hurricane Stan flooded rivers far above their banks and loosened mountainsides until they fell away in torrents of rocks and earth. When the rain finally stopped after five days, entire neighborhoods were paved over by thick slabs of mud. Officials suspected that more than a thousand people were dead.

On the lush slopes above Lake Atitlan in the Sierra Madre, where the coffee and tourism industries thrived only days before, the future seemed dark.

Entire coffee groves had tumbled into the lake, and much of the rich volcanic soil credited with producing some of the world's finest coffee was washed away.

But hope survived among the coffee growers of La Voz, a cooperative known around the world for high-quality organic coffee. With the help of Heifer International and Green Mountain Coffee Roasters, the group has successfully used environmentally friendly organic farming practices to grow much of the coffee sold by Green Mountain. More than a week went by after the storm without word from La Voz, but good news finally made it to the Heifer International offices in Guatemala City. The 116 indigenous Ki'che and Tzutujil families participat-

ing in a Heifer agroecology project had all come through the disaster alive.

Although they lost much of their crops, they will still be able to provide for their families thanks to a gift of chickens Heifer provided in December. The eggs will provide protein for their diets, and the sale of the eggs will provide much-needed capital to reestablish the coffee groves.

By next summer, the hens are expected to be productive enough that extra eggs can be given to local schools to improve students' nutrition.

Heifer partners in other affected areas will receive rabbits, whose manure will help reestablish the stressed soil and whose protein will feed families struggling after the disaster.

Heifer staff are also helping project partners care for their animals, in some cases relocating the livestock to safer areas. "I would say it is the biggest disaster we ever faced in Guatemala," said Oscar Castaneda, Latin America/Caribbean program director at Heifer International. Castaneda grew up in Quetzaltenango, Guatemala, just an hour's drive from the hardest-hit areas.

Castaneda's friends and family back in Guatemala had e-mailed him dozens of pictures of the destruction. The shots showed houses sliding down eroded hillsides and churning rivers of muddy water rushing through city streets.

And Castaneda's worries reached beyond the Guatemalan borders. The storm also took lives in El Salvador,



Families stand in front of their devastated homes in the aftermath of Hurricane Stan.

Nicaragua and Mexico, with the regional death toll reaching at least 1,153.

Heifer project participants in El Salvador and Nicaragua suffered as well under Hurricane Stan's driving rain and high winds. Four projects in Guatemala, four in El Salvador and eight in Nicaragua faced heavy damages and loss of livestock after the storm. Renuad Cuchet, a Guatemala-based coffee broker for the Green Coffee Buying Agency, said that while the coffee crop would certainly suffer, the disaster's effects on other crops were causing more worry. Crops grown for food have been devastated, he said.

"The situation is very severe because all of the people who live on the coast depend on their corn crops, and a lot of these crops have been destroyed," he said. "There are losses in export crops of sugar and sesame seeds, but also beans and corn planted for their own survival. This is what they eat."

This loss of crops, lives and livestock shouldn't mean a loss of hope, Castaneda said. The mudslides and flooding don't deter Castaneda from rebuilding and pursuing more projects on the steep hills overlooking Lake Atitlan. In fact, he believes that more planting on those hills will prevent, or at least mitigate, future disasters. Low coffee prices during the past few decades have deterred families from planting and maintaining the coffee trees whose deep roots can help hold soil in place to prevent erosion and mudslides, he said. Encouraging the planting of more coffee trees will keep the ground stable.

"We think that agroecology is more important than ever," he said.

## Battling the Tsetse Fly in Kenya

BY DARCY KIEFEL, HEIFER PHOTOGRAPHER

For years, Alphonce Mbaya and his wife, Wmanatum Mbaya of Mombasa, Kenya, struggled to feed their family on only 1,000 Kenya shillings (about \$12) per month, which they made from farming a small plot of land. When they began working with Heifer International, Alphonce said, life improved not only for their family but their community as well. "Everyone is drinking milk, and health has improved," he said. "With our cow, our income has increased to 6,000 Kenya shillings. We sell the milk to neighbors who before had none, so our whole community benefits."

However, a small but persistent and potentially dangerous pest has complicated their new livelihood. The tsetse fly, which carries blood-borne pathogens that can sicken or kill both livestock and humans, has become a major problem in the community. Along with other project partners, Alphonce and his wife are learning about various traps and netting, and slowly coping with the situation. Nevertheless, the problem continues.

Although costly, one solution is to spray the animals directly to keep away the tsetse fly. Alphonce's brother, David Mbaya, has been trained by Heifer to spray recipient cows every four weeks. For the services he charges 2,000 Kenya shillings—for Alphonce and his wife, one-third their monthly income. And Alphonce worries about the cost and the effectiveness of spraying. "Spraying helps," he said, "but it is very expensive for us, and the results are not guaranteed."

There are, however, a few other tricks with which to combat the deadly pest. Justin Mukono, field coordinator for Heifer and a government official, has dedicated his time and efforts to assist farmers with the problem. Recently, he and the farmers designed a six-unit tsetse fly trap.

Three traps lie within six meters of the animal's corral, and another three are placed at 50 meters, 100 meters and 150 meters. The traps are blue, a color that scientists have discovered attracts the fly. There is also a makeshift "cow" made from a black tarp and a bottle of cow urine. The flies, attracted by the urine and the tarps, fly into bottles and plastic bags and become trapped. The aim is to ensure that the tsetse fly will be trapped within six meters of the unit, which is surrounded by sprayed netting draped over the corral one meter from the ground up.

It is an ingenuous method, but not 100 percent effective, and Mukono and the Mbayas continue to work to develop better methods. "We are trying so hard to make as few problems as possible with the tsetse fly by introducing the traps and netting," Mukono said. "It is our greatest desire for our communities to be self-sustainable."



# Heifer Prepares for Bird Flu

By Sherri Nelson, Heifer Staff Writer

Reports of avian influenza, more commonly known as “bird flu,” are spreading worldwide, with the majority of cases in Southeast Asia and more recent reports in Turkey, Romania and Russia. Although the disease is top-of-mind, avian influenza has existed for more than 100 years and can affect all bird species.

Several strains of the virus exist, but the most deadly is called highly pathogenic avian influenza (HPAI) H5N1 strain. Although extremely rare, the disease can spread to humans, causing severe illness and even death.

birds are mostly free-range or semi-confined and not housed in large floor pen or battery operations. These poultry operations are more widely dispersed but have less bio-security, which means that some small flocks will be completely missed by the infection and others will be overwhelmed by it,” Wollen said.

“Most of Heifer’s project birds have not been affected because they are dispersed so widely. However, in the areas where the infection is most intense, birds have been affected or depopulated for quarantine purposes. Heifer is committed to following the health guidelines set forth by the

control, surveillance and poultry vaccination are measures used to control the disease. Farmers are instructed to confine their free-ranging birds to avoid exposure from wild birds.

“The most important thing to do is remain calm and keep informed. We encourage Heifer staff and project participants to keep the lines of communication open,” Wollen said.

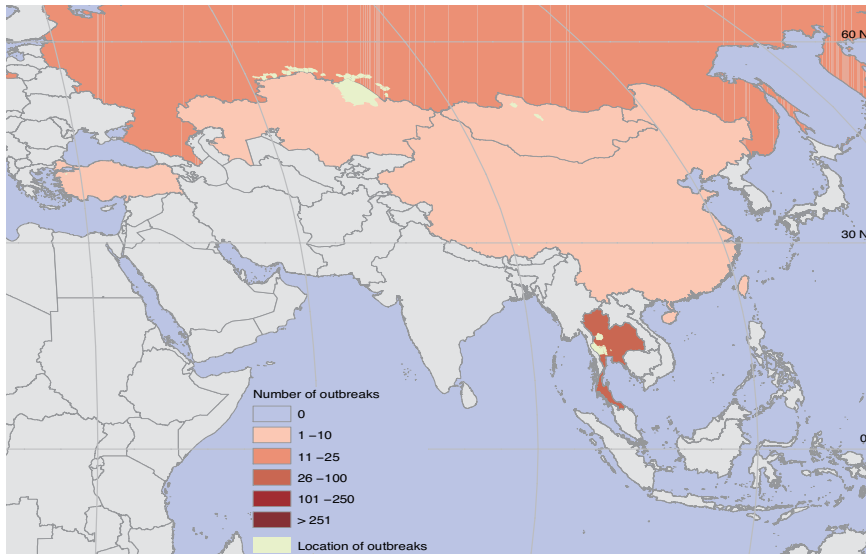
Project participants are instructed to isolate suspected infected birds from the rest of the flock. The readiness and response plan explains that the disease acts rapidly and will quickly kill most birds in a flock and then can spread to other nearby flocks.

Sick birds should not be sold at market or used for home consumption. If the livestock disease personnel determine that the outbreak is not HPAI, then other more appropriate treatment or control measures will be implemented.

In areas where HPAI has been reported, visitors to projects sites are not allowed until the quarantine is lifted by the local livestock regulatory agency.

Country programs and project villages that are affected with HPAI will be under quarantine until the disease has been safely eradicated. After that time, restocking with fresh unexposed poultry can take place.

Wollen encourages Heifer staff to keep up-to-date on the latest avian influenza developments by visiting the Food and Agriculture Organization’s website at [www.fao.org](http://www.fao.org).



© United Nations Food and Agriculture Organization 2005. All rights reserved. Compiled by FAO AGAH, EMPRES Programme.  
The figure represents the number of districts that officially reported AI outbreaks, not necessarily the exact number of outbreaks.  
Data sources: OIE, FAO and Government sources. FAO assumes no responsibility for errors and omissions in the data provided.

Currently, there are no avian flu vaccines available that provide specific protection to humans.

Dr. Terry Wollen, Heifer International director of animal well-being, has created a readiness and response plan for Heifer’s poultry projects.

“Most Heifer poultry projects are extensive in nature; that means the

agencies managing this epidemic.”

Heifer has communicated the readiness and response plan to country offices for distribution to field staff. If a project participant suspects infection, it should first be reported to regional livestock disease control agencies and to Heifer country offices. Depopulation, movement

Map provided by the Food and Agriculture Organization of the United Nations from its website: [www.fao.org/ag/againfo/subjects/en/health/diseases-cards/special\\_avian.html](http://www.fao.org/ag/againfo/subjects/en/health/diseases-cards/special_avian.html).

# Project Participants in Poland Help Feed Children

By **AUSTIN GELDER**, HEIFER STAFF WRITER

School days are much sweeter in the Carpathian region of Poland, thanks to the Heifer International project participants who are sharing their homegrown honey to enrich the diets of 53 children.

The honey is a gift from Eco-Bieszczady, a small but active group of beekeepers living in the mountain communities of Bukowsko, Sanok and Komancza. The region is protected by unique laws aimed at preserving the clean air and water, but the strict regulations limiting agriculture and industry cause high unemployment rates. The Heifer bee project fits within the area's strict environmental regulations while providing extra income for struggling farm families.

The Heifer beekeeping group isn't due for its first "passing on the gift" until next year, when members will share bees, beekeeping equipment and knowledge with other families. But their hives have been so productive that they decided to pass on their bounty of honey now.

So the 19 member families of Eco-Bieszczady decided to join forces with a local dairy plant and bakery to fill the bellies of young students who often go without enough to eat. The simple meals of milk, bread and honey are served daily at a school in the village of Nowotaniec, where 30 percent of the inhabitants receive social aid to make ends meet. For many of the children, it is the only solid meal they get.

"We serve about 60 meals daily, but we should provide twice that much," said Regina Drozd, director of the village kindergarten. "Unfortunately, we don't have enough money to help all of the children in need."



Children wait for a snack of bread, milk and honey. The honey is a gift from Eco-Bieszczady, a group of Heifer partners who keep beehives.

When Heifer partners stepped in with honey for the children, the unprompted generosity heartened the Heifer Poland staff.

"The biggest joy for us is when Heifer project participants are not limiting their activities to their group members and to what has been designed in their project, but are looking broader, trying to help also those who are not directly benefiting from the Heifer project," said Katarzyna Malec, Heifer country director in Poland.

The Heifer honey goes perfectly with the milk donated by a plant that buys some of its milk from the Simmental Cattle Project, another Heifer project in the Sudety region of Poland. The project helps 28 farmers raise Simmental cattle, a dual-purpose breed that thrives in the mountains to produce lots of milk.

The gift of honey to these children represents generosity toward the students, but also among the beekeeper families. The group has shared supplies, knowledge and encouragement to make its project successful.

Maintaining viable beehives has been particularly challenging for the Blazowski family. They nearly gave up on their apiary this spring after a hungry bear broke in and destroyed 10 hives. Other beekeepers in the project brought hive frames and beehives to share. Now the Blazowskis' hives are thriving, and soon they will pass a hive on to another family.

This is the first Heifer beekeeping project in Poland, and its success will make a great example for future projects throughout Europe.

"Having an opportunity to see the happy faces of the children and their shining eyes while trying the honey is the most empowering moment one can experience," Malec said.



# Picture Book Comes *Together*

Scholastic, which works with Heifer International to promote Heifer's Read to Feed program, has published a new children's book, *Together*, to help young readers understand the importance of livestock and other domestic animals to people all over the world.

Through beautiful illustrations and simple but profound prose, *Together* also conveys an inspiring message of co-operation and giving.

"We decided to publish the book because we've had a relationship with Heifer for a couple of years now, and the work that you do is extraordinary," said Angela Shamel of Scholastic, the largest publisher of children's books in the United States. "We wanted to have something tangible to show children who participate in the Read to Feed program the nature of Heifer's work."



*Together*, written by Dimitrea Tokunbo and illustrated by Jennifer Gwynne Oliver, was published under Scholastic's imprint Cartwheel Books. Cynthia Hester, Heifer's corporate relations director, said that Scholastic "wanted to show at a very basic level how animals help people." The idea "snowballed," Hester said, and the illustrator worked with Terry Wollen, Heifer International director of animal well-being, to portray the animals and Heifer's work accurately.

The book features an afterword by Jane Kaczmarek, who portrays the mother on Fox's television program "Malcolm in the Middle," and Erik Per Sullivan, young Dewey on the TV program. "*Together* makes the world of these farm animals come alive and teaches a very valuable lesson—that when we work together, we can accomplish anything," Erik writes.

To learn more, please visit [www.heifer.org/together](http://www.heifer.org/together).

## Find Your Match



**Join with your employer**  
and multiply your charitable contributions

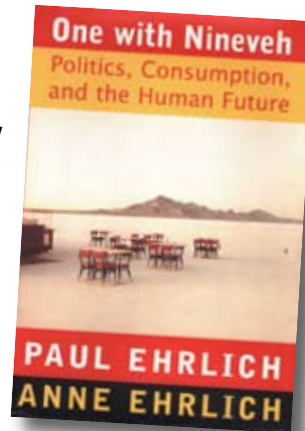
With an employer matching-gift program, your donation to Heifer can double or even triple.

Find your match today—see if your employer is listed at [heifer.org/employermatch](http://heifer.org/employermatch), or ask your employer about matching-gift opportunities.

# One with Nineveh

Paul R. Ehrlich and Anne H. Ehrlich  
Island Press  
Hardcover, \$27

—Reviewed by  
Austin Gelder  
Heifer Staff Writer



For scientists Paul and Anne Ehrlich, the axis of evil is not a trio of countries bent on nuclear assault but a set of potentially lethal worldwide problems that should no longer be ignored.

In *One with Nineveh: Politics, Consumption, and the Human Future*, the lauded husband/wife team warns that a toxic trifecta of increasing population, rising consumption and political and economic inequity has our planet hurtling toward destruction. Our bleak fate awaits us in the forms of pestilence and toxins spread in our increasingly boundary-free world, hunger when our Earth cannot produce enough to feed us all and warfare over limited resources that are quickly running out.

The authors tell us these jangling alarms can be quieted, however, if the community of mankind acknowledges our crash course with oblivion and makes rational changes to live in harmony with our neighbors and our planet.

The book itself is logical and easy to understand, unlike its somewhat mysterious title. “One with Nineveh” is a line plucked from Rudyard Kipling’s 1897 poem “Recessional,” a lyrical admonition to the British Empire to remember the fate of ancient Mesopotamia. The thriving civilization fell to warfare and drought after decades of excessive consumption, the cultural damage inflicted by a rigid hierarchy, deforestation and unsustainable irrigation. While the poem fits the subject matter well, anyone without a master’s degree in literature

likely won’t get the Kipling reference without doing a quick Google search or reading the explainer on the inside flap.

Paul and Anne Ehrlich, both seasoned writers and faculty members of the Stanford University Department of Biological Sciences, make a good case for the overhaul of our societal structure and priorities by putting economics at the core of their arguments. Policies that chisel away at the sizable gap between rich and poor, the Ehrlichs say, would arm those on the bottom of the economic ladder with the education and other resources they need to lead productive lives and have fewer children. This would decrease the population, thereby easing the stress on our Earth and its resources.

Few will argue that people living in poverty need education, health care and other tools to take them closer to self-reliance, but some of the changes the Ehrlichs suggest are sure to be controversial. *One with Nineveh* blames much of the world’s suffering on over-consumption by the rich, and says the United States and other wealthy nations must stop ignoring rapid environmental decline.

“Today, the political right uses its power to make further enrichment of the wealthy the primary goal of social policy, blithely confident that decay of the human environment, even if serious, will not be a grave problem for those with the financial means to keep their personal surroundings safe and pleasant ... the assumption seems to

be that the rich nations can somehow become the global equivalent of a gated community,” they write.

*One with Nineveh* also asks its readers to question whether we really need to produce and consume more each year, whether economic growth is truly necessary. Why do those who have everything they need and more feel they must strive for more money, power, products, services and luxuries, especially when those things often come at a steep environmental and social cost to others? The authors challenge the notion that an economy must be growing to be healthy, an idea so ingrained in Western culture that a change is nearly impossible to imagine.

The authors admit early in the book that some of their suggestions will require major lifestyle changes and a global forum to rethink the way many of our governments and institutions are run. “We see no choice but to attempt the possible rather than accept the unacceptable,” they say.

Although the book presents facts about unsustainable population growth, environmental devastation and economic inequities in blunt and disheartening terms, it offers enough potential solutions that readers aren’t totally dejected. The reader is left with the hope that *One with Nineveh* will attract enough attention to help inspire the changes the authors say are so desperately needed if we are to avoid the fate of those doomed civilizations that came before us.

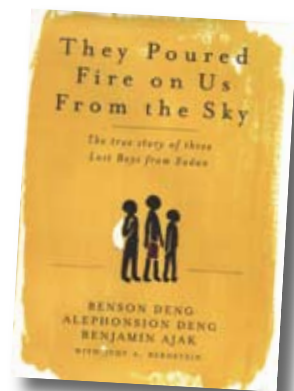


# They Poured Fire on Us From the Sky:

## The True Story of Three Lost Boys from Sudan

Alephonsion Deng, Benson Deng,  
Benjamin Ajak with Judy A. Bernstein  
PublicAffairs | Hardcover: \$25

—Reviewed by  
Sherri Nelson  
Heifer Staff Writer



*The name Lost Boys came to be when our village was attacked by fierce Arab horsemen. We, little boys, spewed out of the blazing village like a colony of ants disturbed in their nest. We ran in different directions not knowing where we were going. We gathered some fruits for our breakfast and lunch. We, little boys, were so messy, all chaos and cries filling the dark, fiercely lightless night.—Alepho Deng*

**A** riveting, inspirational and heart-breaking book, *They Poured Fire on Us From the Sky* is a first-hand account of three “Lost Boys,” the youngest of Sudanese refugees who braved lions, crocodiles, starvation and bullets to escape the violent attacks of their pastoral villages by the fundamentalist jihad of the northern government. With the elegance of a masterful author, brothers Benson and Alephonsion (Alepho) Deng and their cousin Benjamin Ajak share their horrific journey of a thousand miles, searching for their families, for peace, for food, for education—and, for many years, searching for one another.

Judy Bernstein introduces Benson, Alepho and Benjamin, whom she met through the International Rescue Committee in San Diego, and provides the history of why an estimated 20,000 young boys had to flee their homes, walking through treacherous, desert terrain in the hopes of finding safety and their families. She writes: *Ignited in 1983, Africa's longest-running war is still going on. North against South, Muslims against animists and Christians, Arabs against blacks. Huge oil reserves in southern Sudan being held by the northern Muslim government fuel the war. Race, religion and riches. The same*

*things people always kill each other over. With no solution in sight, 2 million blacks in the south have already died. More casualties than Angola, Bosnia, Chechnya, Kosovo, Liberia, the Persian Gulf, Sierra Leone, Somalia and Rwanda, combined. A holocaust happening today.*

The Lost Boys of Sudan are the youngest victims of this war, and this page-turner is filled with Benson, Alepho and Benjamin's harrowing experiences. A book of interchanging vignettes, their story begins with the recollections of their then-peaceful village. Benson and Alepho's mother wore the five-line scarification mark on her forehead, signaling she was worthy to join men in battle. Benson recounts the tribal rituals of his circumcision and removal of his bottom teeth, which is how the Dinka people distinguish themselves from other tribes. Alepho writes of his carefree manner and teasing of others, a village clown of sorts. The reader is adeptly pulled into their simple village life, stories woven from childhood and wonderment. Benson relates one such anecdote:

*On one trip to town, he [his father] returned with a shiny, soft pair of red shorts for me. I'd never seen anything so beautiful in all my life. He said they were underwear and made of nylon. I didn't care about that: I especially liked the dark blue stripes that went up each side. I wore them everywhere. The only time I took them off was when I was taking a bath.*

Their childhood quickly changed, as does the tone of their stories. Benson and Alepho's mother warned, “No one is safe here. They want to pour fire on us from the sky.” The red nylon un-

derwear would turn out to be the only clothes Benson had as he fled the village attack. Soon, they were filthy and lice-ridden, and they were all Benson had left of his beloved father.

Benson was 7 and Alepho and Benjamin were 5 when they began their journey over skull-littered lands, all hunted by predators—the animal and human kind. In turn, each Lost Boy gives his account of separation and survival. Their tales are of hunger, thirst, sickness, slavery and sorrow, until they were reunited and found their way to the United States—a land of mysterious machines that dispense soda, chicken strips with a myriad of sensational flavors for dipping sauces, and where Wal-Mart seems like a king's palace. Here, Benson, Alepho and Benjamin are pursuing their education, which was always a beacon during their trials as refugee children in Africa.

*They Poured Fire on Us From the Sky* is a must-read and sheds light on one of the world's most tragic situations. The most engaging book since Tracy Kidder's *Mountains Beyond Mountains*, this Lost Boys memoir leaves the reader wanting to know more—wanting to do something.

The International Rescue Committee founded the Lost Boys Education Fund, which offers grants to Lost Boys and Girls in the United States. For more information, visit [www.TheIRC.org/LostBoysEd](http://www.TheIRC.org/LostBoysEd).

# PLENTY

—Reviewed by  
**Marise Nazzaro**  
 Heifer New Media Producer

Witty phrases, chic ecological purchases and wholesome visuals are some of the things one notices first about the environmental magazine *Plenty*. The cover's tag line—"It's easy being green"—is an optimistic twist on the song Kermit the Frog made famous, "It's not easy being green." The title itself, *Plenty*, is an intentionally ironic comment on the endangered state of our world's natural resources. This flippant façade leads to entertaining—really!—articles about the positive effects of environmental conservation.

"There was this revolution in green technology that was transforming our lives. ... [But] no one was writing about it the way people wanted to read about it," says Mark Spellun, *Plenty*'s editor-in-chief. Spellun gives technology a hip, rebellious slant in his niche publication, and the result is right on target. "I think the green movement today is a continuation of the counter-culture of the '60s," he says. "We want *Plenty* to be what *Rolling Stone* was to the counter-culture and what *Wired* was to the Internet revolution. *Plenty* is a combination of both."

With features including advice on socially responsible investing and innovative fuel-production techniques, Spellun sees the magazine as part of a dialogue on ways to save our environment.

Spellun, who worked at the Economist Group and had policy-making experience after college, firmly believes in policy change as a tool for social change. He cited an example he witnessed growing up in New York



City. "When the pooper-scooper law passed, I thought New York wouldn't do it," he says. "They passed the law, and overnight it became socially unacceptable to not use the scoopers."

Unlike many environmental activists, Spellun is not against big box chain stores or large corporations. Rather, he believes that for people to start thinking "green," the large companies have to change. Articles in *Plenty* have highlighted big business' ecological progress. He points out that Wal-Mart is the biggest purchaser of organic vegetables, and that General Electric, which was blamed for polluting the Hudson River, is making great changes with its "ecomagination" campaign.

Spellun's target audience, he says, is "environmental newbies" from ages 18 to 85, which is pretty much the entire population, outside of those who already consider themselves part of the green movement. Even with this wide-open market, Spellun says, the magazine wants to be cautious about its advertisers. "We take advertisers on a case-by-case basis.

Some things are unquestionably bad for the environment, like Hummers. We are not chasing down Hummers [for ads]."

But Spellun is savvy about what sells, and tossed into the mix of policy, technology, eco-business and consumerism are waif-like models wearing or using socially responsible products. "We want fun, playful and irreverent for the covers," says Spellun. "On our first cover, the main article was 'The End of Oil,' with a picture of a model holding a gas nozzle and a look of 'Oh, no!' But she was wearing a petroleum-free dress."

Despite the magazine's hip, young feel, Spellun believes that everyone has a green side, and the magazine is ultimately intended for anyone interested in saving the Earth. "You're going to spend the money," says Spellun. "The question is if you're going to spend it smart."



## THE HEIFER CALENDAR



### CERES CENTER

#### June-August

##### SERVICE LEARNING

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

#### Year-Round

##### FIELD TRIPS

Learn about Heifer International and the Ceres Education Center with a video, walking tour and hands-on experience.

##### GLOBAL VILLAGE

Get a taste of the realities of life around the world with this overnight experience.

##### MEETING FACILITY

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

### HEIFER RANCH

#### March

##### WOMEN'S LAMBING PROGRAMS

Visit [www.heifer.org](http://www.heifer.org) for details, dates and costs

##### PROGRESSIVE PROGRAMMING FIELD TRIPS

(pre-K and older; two-hour program)

Learn about Heifer's work and history and about how livestock improves nutrition and income.

##### GLOBAL VILLAGE FAMILY MEAL

(fourth grade and older; three-hour program)

Learn how Heifer's project participants in other countries live, and prepare a meal using their ingredients and techniques.

##### CHALLENGE COURSE

(sixth grade and older; half- to full-day program)

Build teamwork and problem-solving skills and use globally themed

challenges to learn about world hunger and environmental issues.

##### GLOBAL EXPLORING

(fifth-sixth grades; two-day program)

Learn how everyday choices affect our global community ecologically and culturally.

##### GLOBAL VILLAGE OVERNIGHT

(sixth grade and older; overnight program)

Build problem-solving skills and learn how you can help your environment and the world.

##### SERVICE LEARNING

(sixth grade and older; two-, three- or five-day program)

Through interactive learning, community building and work projects, learn how to serve others.

##### GLOBAL VILLAGE 2

(ninth grade and older; three- or four-day program)

Immerse yourself in an experience that will connect you to the realities of poverty and hunger and to our global community.

##### ADULT WORK GROUPS

(18 years and older; five-day program)

Through interactive learning and work projects, learn the value of serving others.

##### VOLUNTEERING

(18 years and older)

Learn, share and grow while becoming a vital part of our work to end hunger and poverty and care for the Earth.

##### CONFERENCE CENTER

Have your next gathering here, a peaceful place that encourages awareness, reflection and growth.

### OVERLOOK FARM

#### Feb. 5-10

##### PEACE AND JUSTICE HOME-SCHOOL CAMP

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

#### Feb. 28-March 3

##### GOAT-KIDDING AND MAPLE- SUGARING PROGRAM

Three-night program. Help deliver baby goats and enjoy maple-sugaring season on the farm.

#### March 4, 11, 18 and 25

##### PANCAKES AT THE FARM (9 A.M.-1 P.M.)

Enjoy a hearty pancake feast featuring our own pork sausage, and see our maple-sugaring operation. Please call for reservations.

#### May 4-13

##### WOMEN'S LAMBING EXPERIENCES

Three three-night programs. Share in the lambing experience and learn more about Heifer and gender issues in world hunger.

#### June 24-25

##### INTERNATIONAL FAIR

Fair features the Global Village with international sites, on-going entertainment and fresh farm-grown food. Great family fun!

##### SUMMER DAY CAMP

Eight weeklong sessions beginning July 3 and ending Aug. 25 (9 a.m.-4 p.m.) for children ages 6-16.

#### Year-Round

##### DAY EDUCATION PROGRAMS

Full- and half-day education programs for groups include a video and tour and may include a Peasant Meal in the Global Village, a hunger education session, a farm work experience and a horse-drawn hayride.

##### MULTI-DAY SERVICE LEARNING PROGRAM

Two- to five-day stays. Groups enjoy farm work, education about hunger and sustainable agriculture and a Global Village overnight. Get a taste of the realities of life around the world.

##### 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 give participants 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 [rex.enoch@heifer.org](mailto:rex.enoch@heifer.org) or call (501) 907-2855.

#### Feb. 9-12

[HEIFER U 201, HEIFER RANCH](#)

#### Feb. 23-26

[HEIFER U 101, HEIFER RANCH](#)

#### April 6-9

[HEIFER U FOR TEACHERS  
HEIFER RANCH](#)

#### April 20-23

[HEIFER U 101, HEIFER RANCH](#)

#### June

[HEIFER U 101 IN RABUN GAP, GA.](#)  
(specific dates to be announced)

### INFORMATION

#### CERES CENTER

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

#### HEIFER RANCH

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

#### OVERLOOK FARM

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

#### HOWELL NATURE CENTER HEIFER GLOBAL VILLAGE

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

Study Tours allow participants to see firsthand the need for better understanding of global hunger, poverty and environmental destruction.

Our upcoming travel plans include new opportunities to explore Moldova and India. The focus will expand beyond animals to include community development, youth and families, and orphanages.

Heifer's Study Tour office works with in-country offices to provide the best traveling schedules that also are the best times to visit project participants. At times, information is slow in coming, and changes are always possible along the way, but this approach allows us to honor the hard work and progress of our project partners.

If information is not complete when you inquire, you will be automatically sent new information as it becomes available. Send questions to the tour leader, if listed, or e-mail [studytour@heifer.org](mailto:studytour@heifer.org). Please check our website for new trip information as well as updates.



### 2006 STUDY TOURS

#### CENTRAL/EASTERN EUROPE

##### ALBANIA/KOSOVO—June 4-15

Tour leader: Suzanne Awalt  
[abicat@vfr.net](mailto:abicat@vfr.net)  
 (916) 624-8382

##### ROMANIA/MOLDOVA—Early June

Tour leader: Dr. Sherry C. Betts  
 Family specialist and professor  
[sbetts@email.arizona.edu](mailto:sbetts@email.arizona.edu)  
 (520) 621-9756

#### LATIN AMERICA/CARIBBEAN

##### GUATEMALA—Late October

##### PERU—To be announced

##### HONDURAS

10-day program available for groups of 15 to 20 year-round, except December to mid-January.

#### ASIA/SOUTH PACIFIC

##### CHINA—FALL

##### INDIA—Feb. 25-March 11,

Tour leader: Dr. H. Marie Suthers-McCabe  
[msuthers@vt.edu](mailto:msuthers@vt.edu); (540) 231-7133  
[terry.wollen@heifer.org](mailto:terry.wollen@heifer.org); (501) 907-4942

This is a special one-time trip led by an award-winning veterinarian. The tour, which has a special emphasis on animal well-

being, will include a new post-tsunami project visit. Tour participants will also see how Heifer works with other non-governmental organizations.

##### THAILAND—FALL

##### MEKONG REGION—October

This trip will focus on protection of natural resources to sustain the cultural heritage of the people along the Mekong watershed.

#### AFRICA

##### TANZANIA—Summer 2006

Intergenerational! Bring along a child and see Heifer through his or her eyes.

##### PENDING

##### GHANA—August - 10 days

##### UGANDA/RWANDA—Mid July

##### ZAMBIA/MALAWI—May 2007

##### KENYA—October

Focus on women and the effects of HIV/AIDS on communities.

**Heifer Study Tours are subject to change and/or cancellation at any time as deemed advisable by Program staff.**

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

**Please check our website, [www.heifer.org](http://www.heifer.org), and click on "Get Involved" for the most current information.**



# Seeking to Lift *All* Boats

By Ritu Sharma

**A**t the fifth anniversary celebration for the Women's Edge Coalition, a group founded to push for women's rights and opportunities in the poorest countries around the world, I gave a short speech on the importance of investing in women and girls. My then-4-year-old son was apparently listening attentively and piped up when I had finished speaking, "But Mommy, what about the boys?"

"Men and Development?" I thought. If you've ever been involved with international development, my guess is that this little phrase sounds somewhat bizarre to you. I work in the world of women and development. In my world, development is not only economic development, but the development of opportunity for personal and cultural growth, the development of respect for human rights. And in my professional life, I am surrounded mostly by women: I work with women, I read about women, I think about women, I talk about women. And as if to somehow bring balance to my universe, I live in a testosterone-driven household, and I am blessed to be the "mother of brothers," as we moms of only boys call our club.

Luckily for me, research has shown that programs that benefit poor girls—health, education, nutrition and more—help little boys too. Girls tend to be the most disadvantaged in poor developing countries around the world. So if you raise the tide to lift up the littlest and leakiest boats, you do lift all boats at the same time. When we make sure that we reach girls and women, life improves for everybody.

The truth is that we won't succeed in bringing families, communities and nations out of poverty unless we start thinking in terms of both women

and men in development—not lumped together invisibly under the everybody's-basically-the-same frame, but acknowledging that that men and boys, too, are half the population of the planet.

In fact, I believe that balancing the masculine and feminine is part of the ultimate test of eradicating poverty, which is the common goal of everyone in the international community. If we fail to balance the "masculine" drive to build it bigger, better, faster with the "feminine" urge to protect and nurture, we simply won't make it. They've got to be in balance. We do need to devise better housing for people, better varieties of rice to feed our growing populations and better roads. But we also need to preserve our planet's resources for the boys and girls to come.

I also don't think that we can ever really achieve women's equality and empowerment without also cracking open the traps that men and boys are caught in by culture, tradition and fear. I wish for my little boys the same wish many fathers-turned-feminists have for their daughters: I want them to have the abilities and choices to reach their fullest potential—whether that's becoming a nurse, a stay-at-home dad or a world-class quilter. We need programs to encourage boys to go into traditionally female occupations as much as we need programs for girls and women to get into male-dominated fields. If we succeed at this, my bet is that the persistent pay gap between men and women would also vanish pretty darn quick.

Most of all, we need and want men standing with us as full partners in pursuing justice for all peoples, in all places, for all time—including what would probably be the grandest victory for justice of all—realizing the full human rights and freedoms for all people, including both our girls and boys.




---

*Ritu Sharma is the cofounder and president of the Women's Edge Coalition in Washington, D.C. Her sons Kai, 6, and Raam, 20 months, help keep her world in balance.*

# ATTENTION MIDDLE SCHOOL TEACHERS!

**NEW**

From Heifer International

## GET IT!

Global Education To Improve Tomorrow!

**For Grades 6-8**

**FREE Standards-based curriculum and supplementary materials!**

GET IT! focuses on the role middle-schoolers play in the global economy and how their choices impact the environment and people across the world. This global education program highlights the links between Latin America and the United States.

**Subject areas covered: Geography, Economics, History, Science, Language Arts**

**ALSO AVAILABLE:**

**Read to Feed's "Lessons from a Village Called Earth"  
3rd/4th and 5th/6th Grade Curriculums**



**To learn more, visit [www.readtofeed.org](http://www.readtofeed.org)**



# Join Friends of the Ark Today!




Arpillera, 3D textile art from a Peruvian women's coop.  
Photo courtesy of Crossroads Trade,  
[www.crossroadstrade.com](http://www.crossroadstrade.com)

Right now, many children and families are hoping for an opportunity to improve their lives and move out of poverty. By joining Friends of the Ark, Heifer's monthly giving program, friends like you can help them realize the dream of self-reliance.

**Call (800) 422-0474  
to be a Friend of  
the Ark today!**

 **HEIFER**  
INTERNATIONAL  
[www.heifer.org](http://www.heifer.org)

 **HEIFER**  
INTERNATIONAL  
**Heifer International**  
**1 World Avenue**  
**Little Rock, AR 72201/USA**

 Printed on recycled paper

RP1016

Nonprofit  
Organization  
U.S. Postage  
PAID  
Heifer  
International