

ENDING HUNGER ■ SAVING THE EARTH

WorldArk

THE POWER OF

GRUB

A practical guide to
the real food revolution

MAY/JUNE 2006



AFTER THE WAVE
REBUILDING LIVES
AFTER THE TSUNAMI

HUNGRY PLANET
A LOOK AT WHAT
THE WORLD EATS

Dear Friends ...

By Jo Luck
President and CEO

More than three decades ago, when war in Southeast Asia was at its worst, peace seemed impossible. Yet here I am in 2006, visiting Cambodia and Vietnam, nations once torn by war. People smile warmly at me, an American, and graciously welcome me into their homes. Though the difficult memories of the past remain, they speak instead of their plans for the future, for their families, for education, for homes and for jobs.

would attract increasing numbers of tourists eager to experience the great beauty and sophisticated cultures of these two nations?

What a joy that we no longer have to imagine this—it has become a reality.

Heifer began working in Cambodia in 1982. In 1987, we began our efforts in Vietnam. In both countries Heifer has sought to help people devastated by decades of war achieve self-reliance. Terrible poverty continues to plague both countries, and much

Who could have imagined during the bitter years of war that former enemies would work side-by-side and speak of a hopeful tomorrow?



Who among us could have imagined such a time—a time when former enemy soldiers now meet and discuss their shared dreams for a bright future? Who could have imagined that the governments of Cambodia, Vietnam and the United States would cooperate and speak of trade and commerce and all the peaceful concerns of governments everywhere? Who could have imagined that Cambodia and Vietnam

remains to be done. Oum Seng of Cambodia discussed his former enemies, saying “Now we don’t hate each other. We work together.”

Who could have imagined during the bitter years of war that former enemies would work side-by-side and speak of a hopeful tomorrow?

With peace and cooperation there is always hope for the future—that fact requires no imagination.

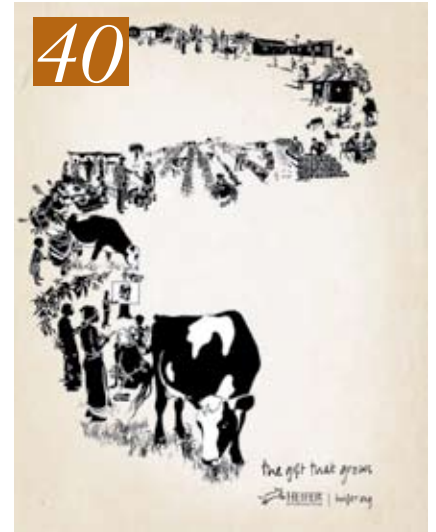
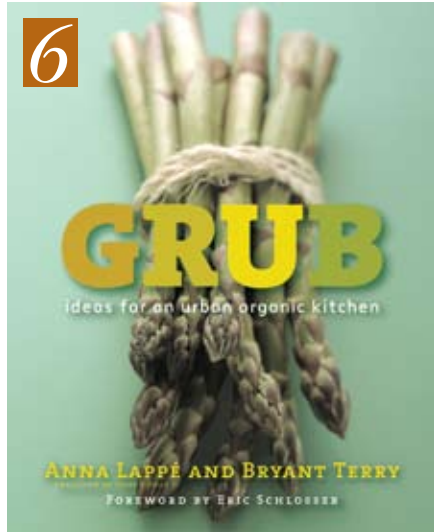
PREVIEW

WORLD ARK

MAY/JUNE 2006

“As you cook and eat Grub, remember that each time we act, every time we eat, we become something much bigger than ourselves. We become part of a global movement toward a more sustainable planet, a movement spurred on by thousands, millions even, of people just like us.” — Anna Lappé

Cambodia • Vietnam
Indonesia



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By Anna Lappé

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Do you know what “fair trade” means, and, if so, do you seek to buy Fair Trade-Certified™ goods?

To me Fair Trade means paying farmers/producers a fair wage for their product. A wage that allows them to support their families, send their children to school, and have access to medical care.

I first became aware of Fair Trade about five years ago and make an honest effort to purchase Fair Trade products whenever possible. My children’s school promotes Fair Trade by hosting a Fair Trade Coffee and Chocolate sale every month. We are working with Just Coffee from Madison, Wis., to offer coffee and The Day Chocolate Company to offer Divine Chocolate bars. We are in the process of adding Fair Trade/Organic tea next month. It has been rewarding to help educate citizens about Fair Trade. It’s amazing how many people are unaware.

**Merrie Schamberger
Neenah, Wis.**

As an ardent supporter of the mission of Heifer International, I have started honoring various people with gifts of animals at Christmas time. One year, I honored the classes and teachers of my three young-



est grandchildren with the gift of goats. I included a copy of the book, *Beatrice’s Goat*, for each class so that they would understand the project.

One class sent me the most clever thank you card. On the cover was a picture of the class wearing goat masks, which the teacher, Ms. Logan, had made for them. Inside were the smiling faces, masks off. I could not put this picture away without sharing it with you, and perhaps inspiring other grandmothers to honor the teachers of their grandchildren in the same way.

Thank you for your continued good work and realistic methods of improving the conditions in the world.

**Joan Rossano
Gambrills, Md.**

It was a pure joy to read the article “The Café of Miracles: My Breakfast with Eliot” by Tom

Peterson in the November/December issue of *World Ark*.

It is so easy today to look around and see so much suffering, pain and loss in the world. To wonder for as long as the human race has been on this Earth, why we have not figured out how to solve our differences peacefully, to live sustainably with the Earth and all the creatures that dwell here, to simply care for the well being of our brothers and sisters.

Tom’s article reminds me how far we have come (thank you Tom). He is right,

the distance we have traveled has not been an easy one. But we have done it and will continue to do it. Miracles do exist every day, and we have countless opportunities to create miracles not only today, but for tomorrows evermore.

Thank you to all the people that make *World Ark* possible—keep up the wonderful work.

**Joseph Montemurno
Boone, N.C.**

Recently, a group of children from the United Church of Lincoln, Vt., raised



Congressional Record

PROCEEDINGS AND DEBATES OF THE 109TH CONGRESS, SECOND SESSION

House of Representatives

CHILDREN SHALL LEAD THEM

HON. BERNARD SANDERS
OF VERMONT
IN THE HOUSE OF REPRESENTATIVES
WEDNESDAY, FEBRUARY 1, 2006

Mr. SANDERS. Mr. Speaker, I want to commend a group of young people in Vermont who have done a wonderful thing, worth bringing to the attention of my colleagues in the Congress and the American people.

A group of students in the Sunday School of the United Church in Lincoln, Vermont, have raised over \$5,000 dollars for Heifer International. Lincoln is a beautiful community in the Green Mountains of Vermont, but it is not a large community, so a fundraising effort of this magnitude, for the benefit of a rural village in an underdeveloped country is testimony to how much the youth of America care about the world.

This project began with conversations about world hunger. Students, as young as 3 and as old as 14, decided that raising money for Heifer International would be a good way to address, positively, the issue of world hunger.

Many people are trapped by poverty, underdevelopment, and the impossibility of finding the resources they need for self-improvement. Heifer International believes in self-help: if human beings are given the tools they need, they can improve their lives. So Heifer International provides livestock, education in agriculture, and small business counseling, so individuals and entire communities get a hand up instead of a handout.

Over the course of 18 months the kids of the United Church Sunday School made countless cow-shaped cookies and holiday ornaments and sold them for a dollar each. It took a lot of cookies and ornaments to reach the goal of \$5,000. They were helped by the school superintendent, Chris Bohjalian and a group of dedicated Sunday school teachers. But the real effort, the real credit, goes to the young people, for on this past Christmas Eve, their goal of \$5,000 was reached.

An “ark” of farm animals will be delivered to a village, most likely in Armenia, the gift of visionary and committed children from Lincoln, Vermont. According to Pastor David Wood, the ark will have everything “from fish to llamas to cows. And chickens and pigs, and also trees to provide ongoing food and medicinal.”

Yes, we do live in a global village, and our children are showing us how it can be rich in generosity and neighborliness.

\$5,000 to purchase an ark from your organization. To honor this accomplishment, I made remarks for the Congressional Record. I was so impressed by not only the work that these children had done but by the choice of Heifer International. You do wonderful work reaching out to underdeveloped countries and offering them a hand up. Thank you for the work that you do.

Bernard Sanders
U.S. Representative
Burlington, Vt.

(To view Rep. Sanders' comments to Congress, visit *World Ark* online at www.heifer.org.)

I think Brian Halweil misused the term "democracy" in his article "Food Democracy—Nourishing a Fundamental Freedom" [January/February issue of *World Ark*]. I fully support the goal of keeping fresh, locally produced foods available in our markets; however, I do not believe an absence of "food democracy" is what is keeping such foods out of the stores.

Multi-national food and beverage companies are not "food imperialist." They are capitalists taking advantage of a global market. No one forces anyone to purchase the foods these companies produce. Consumers vote with their

food dollars, and the message they are sending is that they want cheap food that is fast and easy to prepare. This is true "food democracy."

The types of foods demanded by chefs, food critics and "discriminating consumers" (the wealthy ones, that is) are already available—at a price, which is why such foods are relatively scarce. Few people can afford to pay the premium required to bring such foods to market.

Driving one's tractor into the local McDonald's might make good headlines, but such actions do little to counter the dominance of mass-produced food in a capitalist society. I grant it might work in socialist France. Returning healthful, local foods to our markets will require more sophisticated solutions such as:

1. Education

People need to understand the true economic, nutritional and culinary value of minimally processed, locally produced food.

2. Time

Fresh foods take more time to prepare. Heirloom and "gourmet" varieties often do not have as long a shelf life as "corporate" foods, and so will have to be shopped for more often.

3. Commitment

Retailers must commit to making deals with local growers like King Kullen did in Long Island. Consumers must commit to purchasing these products when retailers make them available, even if they cost more.

No one needs to return to "food democracy" to the consuming public. It has always been there. The same economies of scale that make "corporate food" affordable can work to counter the high costs of minimally-processed, sustainably-produced foods. People just need to make better choices with their food dollars.

Kathryn Wandelmaier
Brookfield, Conn.

Q&A

Mail your response and tell us a little about why you responded as you did to the address on our masthead, or e-mail it to worlddark@heifer.org.

When given the choice, do you buy local produce and, if so, why?

Yes No



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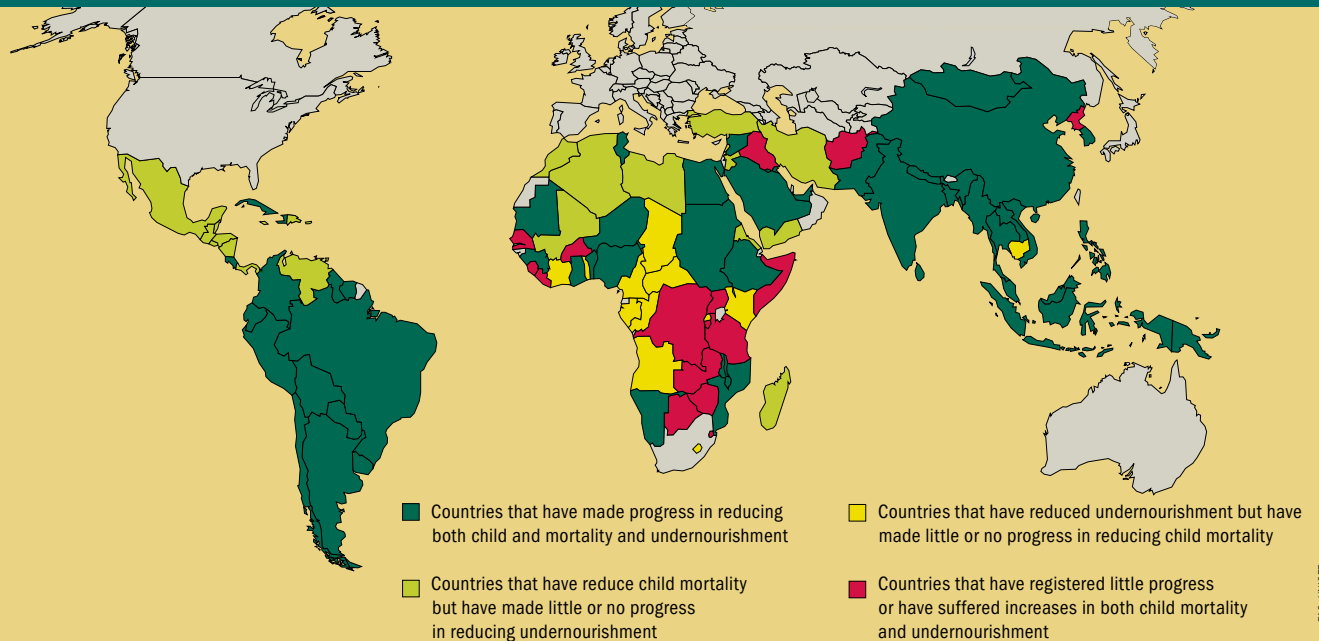
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Heifer International publishes *World Ark* bimonthly for donors and friends. Heifer has helped millions of impoverished families worldwide become more self-reliant through the gift of livestock and training in their care. A nonprofit organization rooted in the Christian tradition, Heifer works for the dignity and well-being of all people.

Heifer is a member of InterAction. Federal employees may designate gifts to the Combined Federal Campaign by writing in #0315. Heifer International is a 501 (c) (3) nonprofit organization and gifts to Heifer are tax deductible and are used as designated until current needs of those projects are met. Further gifts are applied to similar projects so that gifts begin helping people immediately.

Progress in reducing child mortality and hunger since 1990



Source: FAO, UNICEF

By the Numbers: The World's Children

According to UNICEF's "State of the World's Children" 2005 report, there are 2.2 billion children in the world. Of these, 1 billion live in poverty.

Of the 1.9 billion children in the developing world, one in three (640 million) does not have adequate shelter, one in five (400 million) does not have

access to safe water, and one in seven (270 million) does not have access to health services.

As many as 30,000 children under the age of six die each day due to poverty. That is more than 200,000 children each week, or more than 10 million children each year who die from poverty-related causes.



"Lost World" Found

As widely reported in the Associated Press, an international team of scientists has discovered what some are calling a "Garden of Eden" on the island of New Guinea, a pocket of never-before classified plants and animals. After being dropped into the remote location by helicopter, the scientists spent almost a month combing the jungle and in the process discovered numerous new species of frogs (including one species a mere 14 millimeters long, or a little more than half an inch), four new species of butterflies, five new species of palm trees, and even a new species of large mammal—a type of tree kangaroo. One of the most spectacular discoveries was a new species of honeyeater, a tropical bird with a bright orange patch on its face.

NATIONAL HUNGER AWARENESS DAY 2006



Help bring awareness about hunger and poverty issues by participating in the National Hunger Awareness Day on June 6. Why not spend some time that day educating yourself and your family and friends about hunger issues? You can volunteer at a local soup kitchen or donate food to a local food bank. For more information about what you can do to help end hunger, visit www.heifer.org or www.hungerawarenessday.org.

Hunger True or False Quiz

1. Nearly one-quarter of the world's population lives in poverty.
2. HIV/AIDS is now the world's leading cause of death.
3. The United States, as the richest country in the world, is largely immune to the problems of hunger.
4. The main cause of hunger is that not enough food is produced to feed the world's population.

Answers

1. *False. More than 3 billion of the world's almost 6.6 billion people, or nearly half, live in poverty.*
2. *False. While HIV/AIDS is a major world crisis, according to the World Health Organization, hunger and malnutrition cause more deaths worldwide than AIDS, tuberculosis and malaria combined—claiming 25,000 lives per day.*
3. *False. More than 36 million Americans, or 12.5 percent of households, experience hunger or the threat of hunger. Of this number, one in three is a child.*
4. *False. In fact, more than enough food is produced to feed the entire human population, and yet some still go hungry.*

Hunger in the United States

More than 36 million Americans, or 12.5 percent of the population, live in poverty according to the U.S. Census Bureau. One Duke University sociologist questions these figures, claiming that they under-represent the actual number of Americans living in poverty. The problem, says Dr. David Brady, is to be found in the way such numbers are derived. The current method for computing these statistics has been used since 1955 and does not account for, among other things, taxes or changes in families. Dr. Brady and many others are calling for a new method that takes these issues into account. If this new method were applied, the number of actual Americans living in poverty would be closer to 18 percent, or 48 million people, giving the United States the dubious distinction of being both the world's richest country and the industrialized democracy with the highest poverty rate. The numbers would change even more drastically for some groups within the general population. Among the elderly, for example, the official percentage in 2000 was 9.9. If refigured in the way suggested, that figure would jump to an astonishing 24.7 percent. To read more, visit www.dukenews.duke.edu/2005/09/povertyoped.html.



“Hunger and poverty persist amid a world of plenty. We never had so much food in our basket, in our global basket, and at the same time we still have 800 million people who do not know where their next meal is coming from.”

—Pedro Sanchez, director of The Earth Institute's Tropical Agriculture Program and director of the Millennium Villages Project



THE POWER OF **GRUB**

A Practical Guide to the Real Food Revolution

By Anna Lappé

OVER THE PAST several decades, a revolution has been blossoming. You won't see it advertised on billboards or broadcast on the nightly news, but still, it's happening: Across the country, millions of people are embracing a healthier relationship to food.



Anna Lappé and Bryant Terry, coauthors of *Grub: Ideas for an Urban Organic Kitchen*



That might sound shocking in light of the soaring rates of obesity-related illnesses, or the double-digit profit margins of big-food companies, or the decreasing numbers of family farmers. While all of these statistics are true, a growing number of us are making the connection between our dietary choices and the health of the environment, farmers and farmworkers around the world, and ourselves.

We know this movement is gathering momentum by the revival of local foods and farmers' markets, the growing acceptance of ecological farming, and the flourishing of food sovereignty across the United States and around the globe. There are the good statistics, too: The majority of Americans say they're concerned about the chemicals used to grow their food. Nearly half say they've bought organic food recently. Tens of millions of pounds of fair-trade coffee are sold every year. And the number of farmers' markets in the United States has nearly doubled just in the past decade.

These choices that people are making about what they are eating are not a diet per se, at least not in the way most of us think about diets. (Although eating healthier, fresher food may indeed end up reducing our waistlines!)

Neither are these choices an inflexible set of principles, for nothing is more personal than what we choose to eat. No, this food revolution is different. It is made up of a set of choices we each can make, choices that have the power to transform our personal lives, our communities and our world.

Let me explain a little further. I recently heard a speech by Carlo Petrini, founder of the Slow Food Movement, devoted to the appreciation and cultivation of good food and good food-production practices. The movement, which

What we choose to consume drives the kind of food that is produced. The more we choose local, sustainably and fairly grown food, the more we create a market for such foods.

began in 1986, now boasts more than 85,000 members in 100 countries. In animated Italian—with the help of a skilled translator—Petrini shared his vision: Slow Food is the antidote to fast food, he explained. He stressed that we are not food *consumers*, we are food *coproducers*.

At first, I didn't get it. In my Brooklyn apartment, I don't feel like I'm producing much food of any kind, unless you count the mold occasionally growing on leftovers in the back of my fridge. But then I understood. What Petrini was getting at is what I'm saying here, too. Our consumption choices are *production choices*.

What we choose to consume drives the kind of food that is produced. The more we choose local, sustainably and fairly grown food, the more we create a market for such foods.

My coauthor and I like to call this food “Grub.” In fact, it's the title of my new book with Bryant Terry. To me the word conveys what these foods should be—down-home and simple, not precious and expensive. Grub should be for everyone, not just a privileged few.

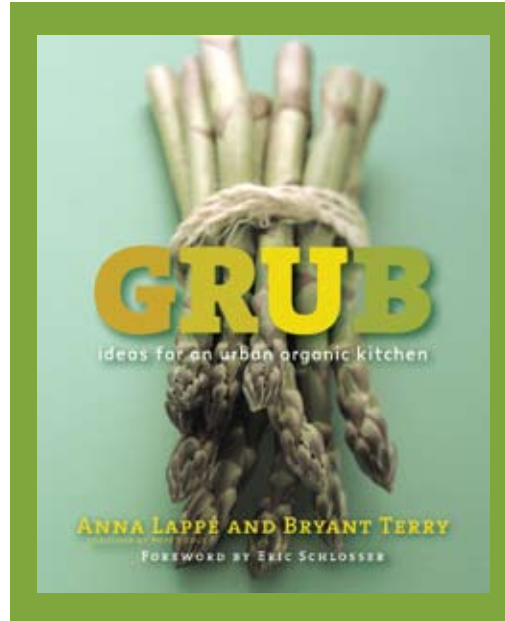
Here's one of the best parts about Grub: What's best for our communities and the Earth is also best for our bodies. And it is delicious.

“These connections are not just metaphorical,” said Tom Hampson, associate for congregational development of the Church World Service, which has developed “Just Eating: Practicing Faith at the Table,” a curriculum to help teach these values.

“There are real concrete links between the choices we make and the lives of people around the world,” said Hampson. “What we choose to eat and what we choose to buy will echo out in consequences for better or worse throughout the world. We have greater power than we think we have. We are not simply passive observers in this global system; we are participants.”

Or, as long-time organic dairy farmer

and activist John Kinsman likes to say, “Every time you spend money on food, you are voting for the world you want.”



It's time we turn the maxim “you are what you eat” on its head: I am what you eat; you are what I eat. Welcome to the diet of interdependence. Welcome to Grub.

Going Grub

So how do we go about adopting a Grub diet—“casting our vote” as Kinsman says? One of the best ways I have found is to take a hard look at what I am buying and where I am buying it. When you vote in an election, you know who you're voting for, right? At least you see their names on the ballot. But when you shop at a supermarket, the name of the farmer usually isn't on that apple you're buying.

No, at a typical store, we usually don't have that much informa-

**A new book
by Anna Lappé
and Bryant
Terry**

Tip:

If you can't find a farmers' market near you, visit World Hunger Year's website for tips about starting your own (worldhungeryear.org).



tion or control over what our dollar “vote” endorses. Most of our food dollar isn’t going to the farmers, or to the workers who process our food or to the workers at the grocery store either. Most of that dollar goes to packaging, transportation and marketing, and into the pockets of big food corporations and the people who run them. Shopping at a typical supermarket, you need determination and diligence to weed the “good” foods from the “bad.” So making smart decisions about *where* you shop may be one of the most important decisions of all.

Tip:
A great sourcebook for learning more about whole foods is **The New Whole Foods Encyclopedia** by **Rebecca Wood.**

Farmers’ Markets and CSAs

As recently as the early 1970s, there were roughly one hundred farmers’ markets in this country. Today, that number is nearly 4,000. And new ones keep popping up all the time.

When we shop at farmers’ markets we’re choosing local foods from farmers we know, strengthening our regional economy. Most markets are “growers’ markets,” meaning sellers must have their hands in the dirt to have their stand on the street. So these food choices not only help local farmers, they also ensure you’re getting the freshest and often most delicious foods. Your produce hasn’t been bumped and battered along a sometimes multi-thousand mile journey to get to your plate.

Even better than knowing your farmer is joining your farmer in her work. For communities that want to support their local farmers further, community-supported agriculture (CSA) is the logical next step. Started in Japan in the 1970s by women concerned about pesticides in their food and brought to the United States in 1984, CSA is membership farming: You join a farm by investing at the beginning of the growing season. In return, you get fresh produce—sometimes dairy, meat, even cut flowers—throughout the year.

“If CSAs didn’t exist, we wouldn’t be here,” says farmer Dave Perkins, who with his family tends to 17 organically certified acres near Madison, Wis. Like the thousands of CSA members across the country, their 800 members pay an annual flat fee up front that provides the Perkinses with essential capital to run the farm. In return, their members receive fresh food throughout the harvest season, and thanks to recent partnerships with area farmers, eggs, meat and goat cheese too. The Perkinses also host fun events so that their city-locked members can enjoy the countryside, with annual “U-pick” festivals, corn boils, pesto fests and pumpkin-picking parties.

Labels: What's in a Name?

The next step in adopting the Grub diet and casting your vote is making sense of the labels and guidelines that stores use to categorize foods. The marketplace is flush with these labels—"hormone-free," "pasture-raised," "fair trade." It's enough to make your head spin!

Organic

Since 2002, the United States has had an official certification and requirements for organic farming production, though we lag far behind the organic production levels in most of the other 108 countries with certified organic farming. Italy, which is roughly the size of Arizona, has nearly five times as many organic farmers as the United States, and 100 times the percentage of available farmland devoted to certified organic production. As we choose organic products, we help the United States catch up with much of the rest of the world, and encourage our farmers to get off the treadmill of toxic chemical use.



The Dos & Don'ts of Certified Organic

When you buy a food labeled "organic," you can be certain that the following standards have been applied in its production:

● Organic-food growers MUST:

- **Promote soil health.** Organic farmers employ soil building and conservation practices, manure management and crop rotation.
- **Provide outdoor access and pasture for livestock.**
- **Provide 100 percent organic feed.**
- **Keep detailed farm records.** Farmers must provide records of the farm operation and be monitored by a certifying agency.

● Organic-food growers must NOT:

- **Use chemical pesticides or sewage sludge.** Farmers cannot apply prohibited materials (including synthetic fertilizers, chemical pesticides and sewage sludge). In order to become certified, they must confirm that they've foregone these products for three years prior to certification.
- **Use Genetically Modified Organisms (GMOs) or food irradiation.**
- **Use non-organic animal feed or animal by-products in their feed.**

Here's one of the best parts about Grub: What's best for our communities and the Earth is also best for our bodies. And it is delicious.

Fair Trade, Fair Deal and Grub

You may have seen this black-and-white logo adorning everything from boxes of tea to pounds of coffee at Dunkin' Donuts. But what does it tell you about the food you're buying?

Usually, the price you pay for imported coffee—or tea, or fruit, or any number of goods—is a far cry from what the producer who grew your coffee beans or tea leaves actually got paid. This little seal promises you otherwise: It promises you that the producers who made the food you buy got a fair price.

It also guarantees producers a *floor price* (sort of like a minimum wage) because otherwise, the price of coffee or tea, like all commodities, is tied to the unpredictable fluctuations of the world market. By guaranteeing a minimum floor price for these goods, often many times over the market price, fair-trade certified products provide farmers powerful security and an essential source of income.

This little label makes a big difference. Started in Europe in the 1980s, the certifying organization TransFair USA opened up shop in the United States in 1999. In just over five years, fair-trade products certified by TransFair USA and bought by you and me have helped channel more than \$55 million in additional income to more than 800,000 farmers and their families in more than 50 countries.

To learn more about food labels go to: www.eatgrub.org.

The Food, the Whole Food, and Nothing but the Food

In a world in which you can't escape branded, processed foods—even airplane food is now littered with trademarks—it's no wonder that you can now find pro-

cessed organic foods. It's good to keep in mind that while choosing organic can be a better choice, the healthiest choice is to eat whole foods, as much as possible.

Whole foods are those that have gone through as little processing as possible to get from the ground to your plate and into your mouth. As one friend of mine put it, you "eat the ingredients" not the final product. If you're choosing whole foods, you don't have to worry about deciphering the fine print of a food's packaging.

Choosing whole foods is easy when you pick up a whole eggplant, apple or bunch of spinach. Foods like whole grains can be a little harder to find. "It's not as if you can go into the supermarket and

ask for the whole-grain aisle!" says Michele Simon, founder of the Center for Informed Food Choices.

Here are some whole grains to look for: amaranth, buckwheat, millet, oats, barley and brown rice. Other whole foods include nuts (almonds, walnuts, hazelnuts), seeds (sunflower, flax, sesame) and beans and legumes (lentils, chickpeas, kidney beans).

Time for Some Grub

As you cook and eat Grub, remember that each time we act, every time we eat, we become part of something much bigger than ourselves. We become part of a global movement toward a more sustainable planet, a movement spurred on by thousands, millions even, of people just like us.

When we make the choice to embrace a different relationship to our food, our economy, and our communities, we will never know all of the people who will be touched, all the ways our world will be changed.

Instead of being disheartened by this unknowing, we can be liberated by it; we can surrender to it and take action. The choice is still ours to make. 🍴





Community **GRUB** Audit

Use this handy sheet to “audit” your community’s food resources. Once you’ve created your audit, share it with friends, deliver it to your community center, post it at your church. Spread the knowledge! Visit eatgrub.org for more resources.

- Name of City/Neighborhood _____

- Farmers’ market | sustainabletable.org & localharvest.org

Location _____ Hours of Operation _____

- Community-Supported Agriculture Farm | localharvest.org & csacenter.org

Name of Farm _____ Name of Farmer(s) _____

Phone Number _____ Member Share (\$) and Due Date _____

- Food Co-op | cooperativegrocer.coop

Location _____

Days _____ Hours of Operation _____

- Grocery Store with Local Foods | foodroutes.org

Name of Store/Manager Name _____

Phone Number _____

- Organic Meat and Dairy Provider | eatwellguide.org

Other helpful resources:

- Elected Officials | congress.org

- School Food Resources | farmtoschool.org and farmtocollege.org (farm-to-school and farm-to-college efforts, school board members, healthy food in schools initiatives)

- Other Community Food Resources | foodsecurity.org (local restaurants, community gardens, buy-local campaigns, farmworker solidarity organizations, food policy councils)



Grub on the Grill

Recipes by Bryant Terry

What follows are recipes developed by Bryant Terry, chef and food-justice activist. These recipes use fresh, healthy, whole foods and are a good introduction to Grub—the food, the lifestyle and the revolution. —Anna Lappé

Zealously embracing dietary models can back us into a corner. When considering health reasons for choosing Grub, we needn't be hard-liners. We all have specific body constitutions, cultural foodways and personal tastes that determine which foods work for us—no single way of eating is perfect for everyone. In fact, because our bodies are so dynamic, no single diet is perfect for any one of us throughout our life. Our relationship with food should be fluid, shifting as we change.

Eating healthfully requires that we move beyond obsessing over food pyramids and nutrient content and expand our notion of what “healthy eating” really entails. I used to be a food militant and saw food merely as fuel that I needed in order to be healthy and robust. I lost touch with the joy of eating and soon realized that food should not be utilitarian; it is meant to be enjoyed. Our meals should be healing, but should not resemble taking medicine.

Our diets should be spontaneous, flexible and creative.

MENU taken from Anna Lappé and Bryant Terry's Grub: Ideas for an Urban Organic Kitchen (Tarcher/Penguin). www.eatgrub.org

Tip:

To find a CSA near you, visit localharvest.org. Some communities have initiated their own CSAs by seeking out land and a farmer. Many faith-based organizations are also getting in on the act, too, with “congregation-supported agriculture.” Contact the Robin Van Eyn CSA Center to learn about starting a CSA (csacenter.org).



Afrodiasporic Cookout Menu

*Grilled Corn and Heirloom Tomato Salad with
Fresh Basil (recipe included)
Shrimp and Veggie Kabobs with Mixed Herb Marinade
Fresh Green Beans with Garlicky Citrus Vinaigrette
Good Grilled Okra (recipe included)
Ginger Beer*

Grilled Corn and Heirloom Tomato Salad with Fresh Basil

Preparation Time: 10 minutes

Inactive Preparation Time: 1 hour

Cooking Time: 20 to 25 minutes

This dish is inspired by “Okra, Corn and Tomatoes,” a southern classic.

In August heirloom tomatoes are at their peak, and you can easily find them at farmers’ markets. Health food stores and some conventional grocery stores carry them as well.

- *4 ears corn, silks removed, husks left on, and soaked in cold salted water for 1 hour*
- *1 3/4 pounds heirloom tomatoes of varying shapes sizes and colors*
- *16 basil leaves (preferably purple), each leaf torn into a few pieces*
- *Best quality extra-virgin olive oil*
- *Coarse sea salt*
- *Freshly ground black pepper to taste*

Preheat grill or broiler. Remove corn from the soaking water. If grilling, place the corn on the grill. Close the cover and grill, turning frequently with tongs, until cooked thoroughly, 20 to 25 minutes. Remove corn from grill and let cool.

If broiling, place the corn about 6 inches from the heat for 20 to 25 minutes, turning occasionally, until cooked thoroughly. Let cool.

Remove husks and cut the kernels off the corn cobs. Place in a bowl and set aside.

Cut the tomatoes in various styles to enhance presentation—halves, quarters and slices.

Divide the corn and tomatoes evenly among 4 plates. Divide the basil evenly on top, drizzle with olive oil, and sprinkle with salt and black pepper.

Good Grilled Okra

Preparation Time: 10 minutes

Cooking Time: 10 minutes

- *Select smaller pods, as they’re more tender and less slimy. Refrigerate okra and use within a few days.*
- *Eighteen 12-inch wooden skewers, soaked in water for at least 30 minutes*
- *1 pound small-medium okra pods*
- *2 teaspoons freshly squeezed lemon juice*
- *2 tablespoon extra virgin olive oil*
- *Coarse sea salt*
- *1/4 teaspoon cayenne pepper*
- *1/2 teaspoon freshly ground black pepper*

Preheat grill or broiler. Wash the okra under cold running water and dry with paper towels. In a large bowl, combine the lemon juice, olive oil, 1 teaspoon salt, the cayenne, and black pepper and mix well. Add the okra to the marinade and toss to coat. Thread 5 to 7 okra pods onto 2 skewers each (to keep okra in place).

If grilling, place the skewers on the grill and cook until browned and slightly crisp, 3 to 4 minutes per side, turning with tongs frequently.

If broiling, place the skewers about 3 inches from the heat and broil until browned and slightly crisp, 3 to 4 minutes per side, turning with tongs frequently.

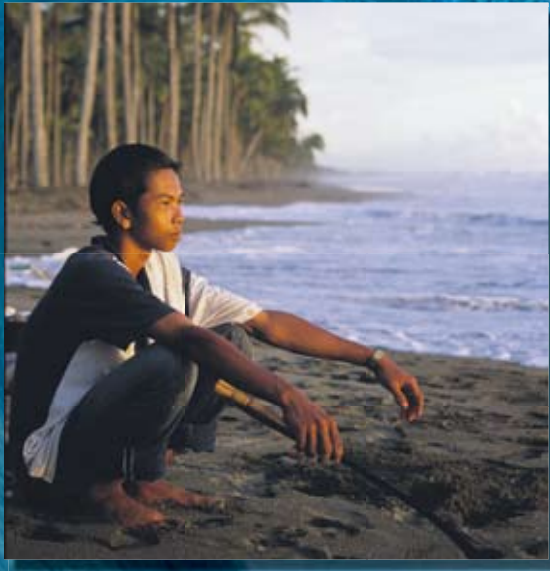
I have had okra prepared in every way imaginable: My grandmother used to pickle it for the winter; my mom would sauté it along with corn and juicy tomatoes from our garden; and when I lived in New Orleans I always ate it in seafood gumbo, where it is used as a thickener. But grilling is, by far, the best way that I’ve ever had it. This whole meal was inspired by those crispy, purple “lady fingers” on skewers. (Yes, there is purple okra!)

Since okra is a native African plant (historians believe it originated over 10,000 years ago in what is now Ethiopia) and is used in African, Afro-Caribbean and African-American cuisine, I created recipes for this menu that draw inspiration from dishes that I’ve eaten from different parts of the African Diaspora. Enjoy this meal at an afternoon cookout with family and friends.

—Bryant Terry

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LIFE AFTER THE
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Long-term sustainable development is key to life for tsunami survivors

By Michael Haddigan
Heifer Communications Director

PEUNAGARAYEUK, Indonesia—Early on the morning of Dec. 26, 2004, fisherman and farmer Alex Bustami worked in a field near the palm-lined coast of Sumatra. The ground shook and shifted under his feet, and his world turned inside out forever.

VE



Bustami ran to his beachside house to find that the earthquake had collapsed the roof and walls, trapping his mother inside. As he tugged furiously at debris trying to find her, he noticed the Indian Ocean receding from the beach. “Then 15 minutes later, the water rushed back in like a gunshot,” Bustami recalled a year later.

The crazed sea rolled him over and over. Eventually, he was able to grab and climb a coconut tree. When the water receded again, he climbed down and ran again to the ruins of his house to find his mother.

Then another wave rolled in. Bustami ran to another tree and climbed it. Arms wrapped around the tree, his cheek pressed against the rough bark, he wept. “I called out, ‘Mama! Mama!’”

His mother and the rest of his family living on the coast died that day. “I had nine in my family. Now I am alone.”

More than 220,000 died in the earthquake and tsunami that devastated parts of South and Southeast Asia. The earthquake, the biggest in the region in 40 years, centered just off the Sumatran coast. It caused some of its worst damage in the Indonesian province of Aceh where Bustami lives.

Today, Bustami’s home is a shack he built with debris on the now-tranquil beach. He survives on emergency food rations from one of the many international relief agencies operating in Aceh. The tsunami washed away Bustami’s boat and everything he owned.

“That net over there is all I have left,” he said. “I’m so sad.”

Bustami’s dilemma in many ways mirrors that of millions in Indonesia, Thailand, Sri Lanka, India and other nations battered by the disaster. It also illustrates the sharp contrast between short-term emergency aid

and the very different, and equally difficult post-disaster task of rebuilding lives and livelihoods through long-term, sustainable community development.

In the weeks after the tsunami, governments and aid agencies poured relief into the tsunami-affected region. International attention, food, water, medicine, tents, temporary housing and clothing kept alive people who would have otherwise died. These efforts—vital and often heroic—are only part of the solution.

More than a year after the catastrophe, the critical architecture of rural livelihoods is still in ruins. Fishing communities are without boats, nets, port facilities, ice houses and markets. The tsunami damaged 60 percent of Aceh Province’s fishing fleet.

Farmers are without tools, animals, fences, barns, carts and seed. The tsunami killed 1.6 million farm animals in Aceh Province alone.

The waves washed away topsoil, destroyed irrigation systems and turned some farmland into stagnant lagoons. Roads and communications systems in some areas still need replacement or major repairs. Community buildings and schools are crumpled and overgrown with weeds.

A Whole Region Devastated

Indonesia is a vast chain of islands stretching from the northern Australian coast to the southern reaches of the Philippine Islands to near the Malay Peninsula. Indonesia’s population of 214 million includes a wide array of ethnic groups, languages, religions and cultures. Islam predominates. Sumatra is the northernmost and largest of the thousands of islands within Indonesia’s political borders.



Alex Bustami, 35, who lost nine members of his family to the tsunami, works by the sea on his fishing net.

The tsunami took two-thirds of its human toll, about 170,000 dead and missing, in Indonesia's predominantly Muslim Aceh Province on Sumatra. Aceh was the first hit by the tsunami—tens of thousands died without warning when the waves barreled into coastal communities.

Zainun Arif of Peunaga Rayeuk, just outside the port town of Meulaboh on Sumatra's northwestern coast, said that even before the tsunami he and his neighbors struggled to make an adequate living.

"But at the time, we at least had the tools and the resources to work for it," he said.

Heifer International is developing long-term projects to help communities regain what they lost and develop ways to support themselves. Although much of Heifer's work is taking place in Sumatra, tsunami-related disaster rehabilitation projects are also under way in coastal southern Thailand, Sri Lanka and on India's southeastern coast, said Mahendra Lohani, Heifer International's vice president for the Asia and South Pacific Program.

In northern Sumatra, Heifer will provide livestock for 1,500 families, along with training on effective farming, animal husbandry, and community-based disaster management. Heifer will also help provide equipment and training to fishing families, Lohani said. On the small island of Pra Tong off the coast of Thailand, Heifer will help 90 families develop and implement a plan that will ensure they have enough food for years to come.

On India's southeastern coast, the regions of Tamilnadu and Pondicherry lost more than 11,000 livestock. Heifer will supply goats and poultry, along with appropriate training, veterinary services and support to 1,465 families.

Heifer is weaving together a network of community groups and non-governmental organizations to ensure the livestock, farming and fishing projects will be sustainable over the long term. So far, Heifer has begun work with six Sumatran non-governmental organizations (NGOs).

"Most of the fishermen lived right on the beach so most of them died," said Zulyadi Miska of Meulaboh, director of the Indonesian NGO known by the acronym PAPAN. More than 30 of PAPAN's 150 members perished. Working with Heifer, the organization hopes to provide boat-building materials, nets, farm tools and other resources to help residents like Alex Bustami stitch their lives back together.

But PAPAN worker Mahli, who like many Indonesians uses a single name, said fishermen



Mahli, who works for Heifer International partner organization, PAPAN, and Director Zulyadi Miska (right) go over tsunami statistics near their office in Meulaboh District.

“The tsunami ate boats like snack chips,” said a man smiling from behind mirrored teardrop sunglasses.



need help building boats and gathering the tools they need to get back to work.

“We’re helping people to get small, traditional boats and nets,” he said. “We think the fishery has improved since the tsunami. But the problem is that people don’t have the equipment to catch the fish.”

Mahli cautioned against expecting a quick fix. Time, patience and community are as vital to economic recovery as money and material.

“Life won’t return to normal for at least two or three years, maybe longer,” he said.

As the emergency work of some international development organizations winds down, Heifer International is gearing up, steadily building relationships with groups like PAPAN and with communities where they work. “Right now, the most important part of our work is creating networks in and among communities,” said Henri Sitorus, director of Heifer Indonesia.

Heifer is helping communities plan their own recoveries and is channeling resources that will eventually result in “passing on the gift,” thereby achieving sustainability and self-reliance. As with Heifer projects throughout

the world, Sumatran participants agree to pass on an animal, training or other resources to neighbors in need. The resulting chain reaction multiplies the impact of Heifer’s work and helps sustain it over generations.

Replanting, Rebuilding, Remembering

The home of Zainun Arif, his wife Suriana and their four children serves as a meeting place for many in the Peunaga Rayeuk community near Meulaboh. More than a year after the tsunami, 29 of the community’s 223 households were still living in makeshift barracks because they lacked resources to restart their lives.

“We first need to clean up the land, then we need seed and a way to develop economic activity,” he said. The community’s farmers grow chilis, peanuts, corn, rice, coconut and papaya.

At what was once Meulaboh’s port, the village of Panggong, the tsunami’s destruction is all too apparent. Ragged chunks of concrete, broken pilings and shattered buildings are all that is left of the docks, ice

plant, market and dwellings that stood there before the sea took them. Amid the odor of spilled diesel fuel, stagnant water and fish, hammers echoed as workers pounded nails into damaged boats.

“The tsunami ate boats like snack chips,” said a man smiling from behind mirrored teardrop sunglasses.

Another man, Usman Budiman, pointed to row upon row of wooden houses built by an international aid organization. Residents hope to see permanent houses where the temporary buildings now stand, he said.

Not far away, two preschool-age girls giggle as they play outside a house. Workers rebuild a collapsed mosque. A man wearing a T-shirt strolls by, glancing and grinning warmly at foreign visitors.

“The housing is the first step,” Usman Budiman said. “We’re also building a market over there.”

Outside Panggong, brightly colored yellow and red plastic tape on wooden posts flutters in the breeze a short walk from the ocean side. Within a 300-square-foot area marked off by the tape is a mass grave for tsunami victims. A sign marks the date of the disaster and serves as a makeshift memorial. Two workers struggled to move rocks into a pile at the site.

“There are three places like this in Meulaboh,” one of the men says. “There are 2,000 people buried here. We’re building a wall to protect the site.”

In the Gunong Kleng community, residents welcome visitors with broad smiles. One by one, residents enthusiastically shake a visitor’s hand, then touch their hearts with the same hand in a traditional Acehese greeting. The welcome is gracious and warm, but for the many who lost entire families in the disaster, the heartbreaking losses lie below the surface. After a year of sheer survival, people are tired, and many acknowledge they still suffer from the trauma of the event.

Asked if children are still fearful

of the sea, a group of scarved Gunong Kleng women stare in disbelief: “We’re ALL afraid!” they say, almost in unison.

In the village of Pasie, a coastal tent camp about an hour’s drive from the provincial capital of Banda Aceh, residents shared painful memories of the disaster.

“I had six children,” said villager Hadawiyah as she wept. “I lost my husband and five children.”

A second woman, Ansyariah, said her husband and daughter died in the tsunami. She and her son only survived because they happened to be in town buying medicine when the waves hit.

Another woman Rohani, a single parent, raised four children in the nearby village of Meunasah Lhok with money she earned operating a small restaurant. The tsunami destroyed the restaurant and killed two of her children. “We don’t know what will happen. We need many things. But we don’t know where to start,” she said.

The women—and the Acehese translator—were too overcome with grief to continue the interview.

Pasie was a village, located in the sub-district of Lhoong, of 1,000 people before the tsunami. Most families farmed or fished. Some raised shrimp. Only 230 people have returned to the village. The tent camp stands a few hundred yards from Pasie’s original site. The raging waves flushed the village away and ate away at the coastline.



Community leader Ilyas Mahmud, 32. “We live here because our village is now under the sea.”

“We live here because our village is now under the sea,” said community leader Ilyas Mahmud, 32.

When the earthquake first hit, Mahmud, his wife and a son were among about 40 villagers who ran down to the beach to find the ocean had receded.

“The beach was dry. There were fish all over the place. Lots of people were there collecting the fish,” he said. “Then people screamed, ‘The water’s coming back!’ We didn’t have time to run,” he said.

The initial wave carried Mahmud inland, slamming him into the side of a hill. He blacked out. When he regained consciousness, for a while he thought he was dead. He never saw his wife and son again.

Now, Mahmud lives in an eight-by-ten-foot tent provided by the United Nations High Commission for Refugees. He sleeps on the tent’s raised wooden floor amid his only possessions—four red plastic containers, a small cabinet and a metal desk and chair. A single light bulb is his source of light after dark. The only decoration is a printed calendar bearing a color photo of a smiling Muslim family in Indonesian national dress.

He said he tries not to dwell on the past. “When I remember the past, I feel sad. If you wanted to be a farmer, a fisherman or a trader, it was possible. The life was good here. We had good income. We had brick houses, an

elementary school and a mosque. The future looked good.”

The tsunami wiped it all away.

The Red Cross and CARE provided rice, oil, canned goods, instant noodles and other food, Mahmud explained. But at some point the agencies must stop distributing food. “We will need to survive somehow.”

The villagers are working with Heifer International and an Indonesian organization known by the initials LPPL to develop a long-term development plan.

“We are still in the planning stages. But we hope that we can regain what we had before the tsunami. Step by step, things are looking up,” Mahmud said. “I don’t plan on moving. This is my home. Whatever happens, I’m staying here.”

Hasbi Azhar, an LPPL official, said the people of Aceh are known throughout Indonesia for being straightforward and tough. The Acehnese were the last holdouts against Dutch colonial domination of Indonesia. Until recently they fought for independence from the Indonesian government, and they have endured numerous hardships throughout their history. After the tsunami, the militant separatist movement and the Indonesian government came to terms on a peace agreement that ended years of conflict in the province.

“Don’t underestimate these people,” Azhar said. “They survived many situations before the tsunami that gave them a specific character and strength.”

Farmer Zainun Arif put it another way: “Take a look at the coconut trees,” he said. The basketlike root system is made up of sometimes hundreds of separate strands about as big around as a human finger. Even though the tsunami’s powerful waves washed most of the soil and sand away from the base of the trees, many stood firm.

“The coconut trees have strong roots. Many were pushed down, and some died. But many others are alive and healthy,” Zainun said. “The people here are like that, too.” 🌿

Two little girls from the district of Meulaboh hope for a better future.





A local fisherman at sunrise
on a beach near Banda Aceh.

“Take a look at the coconut trees,” he said. The basketlike root system is made up of sometimes hundreds of separate strands about as big around as a human finger. Even though the tsunami’s powerful waves washed most of the soil and sand away from the base of the trees, many stood firm. “The coconut trees have strong roots. Many were pushed down, and some died. But many others are alive and healthy,” Zainun said. “The people here are like that, too.”

World Ark Market

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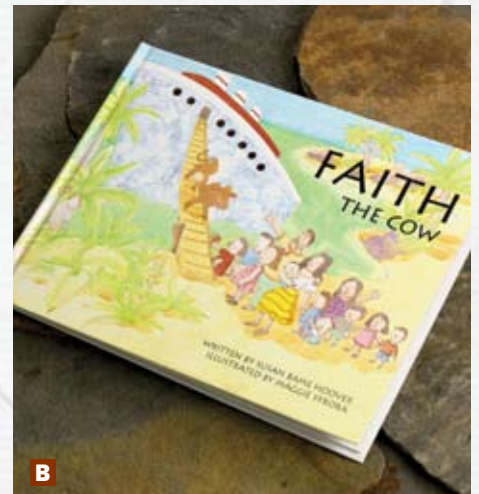
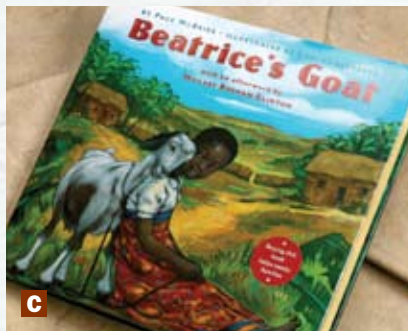
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J



K



M

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N



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P

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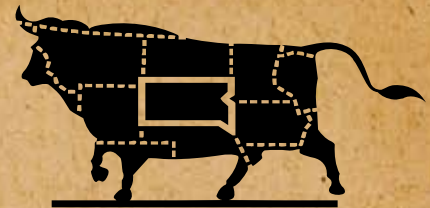
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To learn more about Dakota Beef contact us at **888.701.2333(BEEF)** or visit our website at

www.dakotaorganic.com

Tribute to Seagoing Cowboys

Multi-media installation artist Jo Israelson describes her work as “uncovering some little-known piece of history.” So she is always, as she puts it, “looking for a story.” It is a serendipitous process, and stories often surface when—and where—she least expects them.



Tony Woodell, Heifer's director of community relations, honors Jo Israelson for her efforts to preserve the history of seagoing cowboys.

Recently, Israelson was researching the life of her father, who was part of the Civilian Public Service, a joint effort between churches and the U.S. government that gave conscientious objectors other ways to serve their country during World War II. The public service corps, she found, was only a small part of a much larger story—the thousands of conscientious objectors who served their country in ways other than combat during the war.

One of those ways was a relief effort known as the “seagoing cowboys.” These were the men who accompanied shipments of livestock to war-ravaged countries in Heifer's early days in the postwar period. And one

of the original members of this relief effort was Dan West, founder of Heifer International.

Israelson also discovered that many of the seagoing cowboys were connected to a single organization in New Windsor, Md., called the Brethren Service Center, and that a farming couple in nearby Union Bridge, Olive and Roger Roop, had been early partners with West in the relief efforts. With a little sleuthing, she found that Olive Roop, still well at 92, lived less than a mile from Israelson's home.

The more she learned about the sea-going cowboys from Roop and others, the more Israelson felt that this was a story that needed to be celebrated, not in least part for the cowboys themselves, who were never formally recognized for their efforts or had formally gathered since their seagoing days. Thus was born “Passing on the Gift: A Commemorative Conference,” held last August in Union Bridge and New Windsor to honor the seagoing cowboys and their legacy.

With the help of local historians and groups, including Heifer, Israelson put together a three-day program of speakers and events and began contacting cowboys, now mostly in their eighties, to invite them. The response, she said, was overwhelming.

“Cowboys wrote to other cowboys to tell them,” she says. “Thirty-four

ended up coming. They drove from all over: Indiana, North Dakota, Maryland. They brought their memorabilia to share.”

What had been planned as a small gathering turned into a standing-room-only event that received international attention. “We had hundreds of people come through the exhibit hall,” she says, where photographs, diaries and other souvenirs of the era were displayed. National Public Radio showed up and interviewed the cowboys, as did the BBC.

Israelson said it was extraordinary to watch these men talking to each other, reliving the experiences that had made such an impression on them so many years before. Many, she said, had gone into the ministry or peace work.

As for the artistic side of her project, Israelson installed the side of a barn in a gallery, and projected onto it photographs she had taken, which recalled images from the men's diaries: fields, cows, ships.

Israelson's attempts to capture a piece of lost history seemed to resonate with the men who had lived it, giving them a way to reconnect with each other, and with that period in their life.

Jo Israelson has produced a DVD of the conference, which includes interviews with many of the seagoing cowboys. Cost is \$24.99 plus \$3 shipping each. To order, write:

OTM Productions
100 Stonegate Drive
Silver Spring, MD 20905

For more information about the Civilian Public Service, go to www.pbs.org/itvs/thegoodwar/ and click on the “World War II Pacifists” link.



Read to Feed participants at the Canyon Verde adult care center in Rodondo, Calif., spent a year reading and raising money to purchase Heifer gift animals for others.

Read to Feed Inspires Love for Reading and Giving

When Pam Ryan, who works with developmentally disabled adults, first began the Read to Feed program with her class, she asked what animals they'd like to give struggling families. Not surprisingly, they chose ones they were most familiar with. A cat, someone suggested. A bird, offered another.

But after they watched the video "Legacy for Efrain" and read *Beatrice's Goat*, Ryan says the message really hit home. And then the program took on a life of its own.

"What happened was amazing," says Ryan. "Everyone really wanted to read." For a group of people for whom reading can be more of a challenge than an enjoyment, this was a remarkable development.

The program began when Nancy Langdon, executive director of Canyon Verde adult day center in Redondo,

Calif., decided that the center's annual "Make a Difference Day" project would be devoted that year to Heifer International. Make a Difference Day is an event the center holds each year to help its clients, who are mildly to moderately developmentally disabled, learn how they can help others. Ryan, who is a program manager at the center, began exploring how to teach them Heifer's message.

When she came across Read to Feed, she says, "I saw all these possibilities." Developed to teach elementary and junior high students about Heifer's work while providing incentives for reading, the material was perfect and easily adapted for the people in her program. Ryan set up a kind of reward system for her clients, giving bookmarks and stickers—and for each book read, a ticket that represented the animal of their choice.

"I learned by trial and error," she says. But as the year went on, the program gathered momentum. "We watched the video twice, read *Beatrice's Goat* twice," remembers Ryan. "The more our clients see something, the more they understand."

Ryan found the coloring pages on the Read to Feed website, and printed off huge versions for their bulletin board to make the animals' virtues come alive.

"We devoted the whole year to Heifer," she says. Even students who couldn't read wanted to participate, reading picture books and receiving their "animals" at the completion of each one.

At the end of the year, at Make a Difference Day, the students made giant posters for their holiday open house that explained how their year had been spent. To raise money to buy animals, they sold arts and crafts they'd spent the year making, as well as baked goods. And clients' families got in the spirit, too. One family, says Ryan, donated an entire collection of Beanie Babies to sell. Ryan's son, a graphic artist, designed bright green t-shirts for the forty-eight participants and twelve staff members.

The three clients who read the most books—Nicholas Young, Kim Kranz and Juanita Felix—were declared the winners. With the money raised at the open house, the group was able to donate enough money for the animals of the winners' choice.

This, undoubtedly, was an important moment for everyone. But the best part, says Ryan, was simply the way the program inspired and engaged them. "It encouraged a love of reading," she says, "and of giving to others."

Seeing Is Believing— Eye Exams Add up to an Ark

For southern California optometrist Jeffrey Brown, who raised enough money in his office last year to donate an Ark, getting involved with Heifer International began with “just dumb luck.”

“A brochure from Heifer came in the mail around Christmas-time,” he said, “and I bought my daughter some bunnies.” But his rational mind soon kicked in. Brown, who has his own practice in Costa Mesa, Calif., says he read about the Ark—a pair of every animal offered through Heifer’s gift catalog—and did

some calculations. He figured if he donated a couple of dollars for every eye exam he performed, he could raise enough money, \$5,000, to buy an Ark to donate during the 2005 holiday season.

Brown may make a living doing quiet, precise work, but he has a flair for the theatrical that lent itself well toward his mission. To put his office in the proper frame of mind for the year’s quest, he mounted a giant thermometer on the wall that kept track of the rising total, along with a jar on the



Dr. Jeffrey Brown, of Costa Mesa, Calif., raised \$5,000—enough money to donate an Ark of animals to Heifer International.

front counter for any extra donations.

At two dollars an exam, progress was slow but steady. He never asked his clients for donations, but gradually, when people learned about what he was doing, money began coming in. “People would give \$20, \$100,” he says. “It wasn’t thousands, but it was helping a little bit at a time.”

By the end of the year, the office had reached its goal.

“I put together a Christmas party for my staff,” Brown said, “and invited Pamela Edwards (from the

local Heifer office.) We presented her with a giant check for the amount of the Ark, like a sweepstakes winner, as well as a real, cashable check.”

The story might end there if it weren’t for another stroke of luck. “That very night,” he recalls, “after the party, my wife and I decided to open one of our Christmas presents, a package from her family in Virginia.

“We hadn’t told them about the fundraising I had been doing. When we opened the present, we just sat there and stared at each other. We said, ‘How is this possible?’”

The present was a beautiful, hand-carved wooden ark.

“I mounted it on the wall in the office,” Brown said, “next to the thermometer and the giant check.”

Encouraged by his success, Brown is raising money again this year for another Ark. His only fear, he says, is that now he’ll be known as “the Ark guy.”

“For the rest of my life,” says Brown, “people are going to say, ‘I know what we can get him. We’ll get him an Ark!’”

How Now, Black Cow?

Parishioners Use Eggs, Wooden Cow to Spread the Word about Heifer

For residents of Perrysburg, Ohio, seeing a cow on their daily commute is nothing new, even though the fields surrounding the little farm town are rapidly being replaced by bedroom communities for Toledo. But last year, the town's more observant commuters saw a cow of a different color.

The heifer, part of a fundraising effort cooked up by Joan Schroeder of Perrysburg, appeared on the front lawn of her Catholic parish after Easter 2005. Cut out of plywood by Joan's husband—and "anatomically correct," she said—it began life as a

Holstein, white with big black blotches. But as the parish raised money for Heifer International, the cow's spots began to spread, slowly but surely. "The more money we raised," Schroeder explained, "the more black we filled in. Our goal was to turn it into a Black Angus."

The cow was the most visible sign of a multi-tiered fundraising effort by the parish, which began, Schroeder says, when she had a brainstorm about eggs. Schroeder, who is on the Peace and Justice Committee of

the parish, said she is always mulling over ways to educate the parishioners about world issues and providing ways for them to give support.

World issues that were fresh on

her mind in the late winter of 2005 were the 2004 hurricanes—Charlie, Frances, and Jean—and the tsunami. "We took up a collection, of course," Schroeder said, "but the risk is that people put their wallets back in their pockets and forget about it. I wanted to do something different, something that would help

people understand that development is the big concern. You throw money at the Red Cross and get everybody in tents after a disaster, but the real work begins after that."

"After the flood," she said, "comes the deluge."

A few weeks before Palm Sunday, she realized that perhaps she could use the tradition of buying Easter eggs to help teach people about sustainable work like Heifer's. The egg, she reasoned, is a locally grown product, something that city people often take for granted, but which is

directly connected to farming and sustainable livelihoods.

In her parish, which is a mix of farmers and professionals, Schroeder said the challenge is often to "get city people to recognize the role that farmers play." What if she provided local eggs for parishioners to buy and donated the profits to Heifer, thus introducing people to the concept of "buying local," and the work of organizations like Heifer?

With the help of local farmers from Hertzfeld Farms, who sold the eggs at cost, and a refrigerated truck borrowed from one of the deacons, Schroeder and her helpers set up a stand outside the church on Palm Sunday, hawking eggs. Foul weather notwithstanding, the day was a success. Parishioners bought all of the 300 dozen eggs Schroeder had brought.

After that, she laughed, "we really took the bull by the horns."

They put copies of *Beatrice's Goat* in local school and public libraries. A vacation Bible study group heard about their efforts and began teaching about Heifer's work.

"All this time," she said, "the heifer is sitting on the front lawn getting blacker."

By the time their efforts were finished, the cow had become a Black Angus, and they had raised enough for a sizable donation. But they never posted a dollar amount, Schroeder said, because the money wasn't the goal.

"Frankly, we didn't care how much we raised. The goal was to educate people—about life outside of Perrysburg, life in the farming fields, life in the rest of the world. It was never about throwing money in a basket."



Joan Schroeder, of Perrysburg, Ohio, sold eggs at her local parish to raise money and awareness for Heifer.

Green Mountain Coffee Roasters Honored with Green Power Award

By Jaman Matthews, Heifer Staff Writer

Green Mountain Coffee was honored with a 2005 Green Power Leadership Award, acknowledging the company's commitment to environmental stewardship. These awards, bestowed annually by the U.S. Environmental Protection Agency (EPA) and the Department of Energy, recognize organizations that have voluntarily committed to using green power for a portion of their energy needs.

Green Mountain was selected from a field of nearly 70 nominees for a Green Power Purchaser award, one of the three types of Green Power Leadership Award, which honors companies and other organizations that purchase a significant amount of energy from renewable sources and thereby help to build a market for green energy.

Green energy, according to the EPA, is derived from "resources that are both renewable and environmentally preferable" (e.g. solar, wind, bio-gas and low-impact hydroelectricity). In some areas, green energy can now be purchased directly from utility companies or independent renewable energy suppliers. Where this is not an option, "renewable energy certificates" are available. Each certificate represents a certain amount of energy produced by renewable methods, allowing consumers to support renewable energy production by purchasing enough certificates to offset part or all of their conventional energy use.

Green Mountain Coffee has gone well beyond the norm, not only purchasing enough energy credits to offset its elec-



Kurt Johnson, former director for the U.S. EPA Green Power Partnership Program (left), Michael Dupee (middle), vice president of Social Responsibility, and Mark Ginsberg, U.S. DOE Board of Directors.

tricity use, but in fact purchasing enough credits to compensate for all use of fossil fuels in the roasting and delivery of their products, heating their facilities, and even the company's business travel and employee commuting—thereby achieving their goal of 100-percent carbon neutral operations.

Green Mountain's substantial energy credit purchases have already helped to build a farm methane project in Loganton, Pa., and a wind energy project that will be completed this year.

Green Mountain Coffee Roasters started in 1981 as a small café in Waitsfield, Vt., serving fresh-roasted coffee. From those beginnings, the company has grown into one of the premier specialty coffee producers in the United States with its products being sold and served nationwide. But unlike many com-

panies that experience this sort of growth, Green Mountain Coffee has consistently maintained its commitment to socially and environmentally responsible business practices.

In addition to being a leader in the organic and Fair Trade coffee movement, Green Mountain also contributes at least 5 percent of its pre-tax profits each year to support worthy social initiatives. It has received recognition from *Forbes* magazine, which has six times named it one of the "200 Best Small Companies" and from *Business Ethics* magazine where, for three years now, it has been in the top ten list of "100 Best Corporate Citizens."

Third Grader Finds “Millions of Ways to Help”

By Jaman Matthews, Heifer Staff Writer

“IF I HAD A MILLION DOLLARS ...”

What usually follows that phrase is a litany of luxury items, a shopping list of automobiles and larger houses and dream vacations. But ask eight-year-old Monicah Paquette what she would do with a million dollars and the answer may surprise you.

Monicah, a third grader at Mount Merici School in Waterville, Maine, is the winner of the “Millions of Ways to Help” essay contest.

The contest, which asked schoolchildren what positive action they would take if given a million dollars, is a collaborative effort between Heifer International, Twentieth Century Fox Home Entertainment and Young Minds Inspired, designed to coincide with the DVD release of the movie “Millions.” A feel-good family movie with a positive message, “Millions” is a story of two brothers faced with the dilemma of how to spend \$1 million that literally falls out of the sky. One brother dreams of toys and trinkets, while the other envisions using the money to help alleviate suffering in the world.

“For more than 60 years, we at Heifer have embraced this spirit of selfless giving, believing that we should not squander our resources, but use them to better the lives and

opportunities of those in need,” said Jane Ellen Frazier, corporate relations account manager. “Heifer also celebrates the idea that children have an integral part to play in the realization of Heifer’s mission, which is why we are so excited to partner with 20th Century Fox Home Entertainment and Young Minds Inspired for this essay contest.”



Essay contest winner Monicah Paquette with her teacher, Erinn Michaud

The contest is one part of Heifer’s “Read to Feed” program (www.readtofeed.org), which seeks to introduce children to the pleasures of reading while educating them about the root causes of hunger and poverty and the depletion of the Earth’s resources. The program encourages educators and parents to discuss these issues with children while also giving students the opportunity to raise money by sponsored reading in order to help end world hunger and improve the environment.

As the winner of the “Millions of Ways to Help” contest, Paquette will receive a \$1,000 U.S. Savings Bond and her third-grade class will be awarded a \$500 Heifer International donation that they will decide how to distribute. Monicah’s teacher will also receive a library of Twentieth Century Fox DVD’s.

Winning Essay: “Books Are Important”

By Monicah Paquette

If I had a million dollars I would buy books and open a bookshop called “Books Build Dreams.” Reading is important because it builds dreams, imagination, and helps kids set more goals. It also helps kids become leaders. Every child would get one free book a month. On their birthday they could get two books and a bookmark. This free book a month would let them learn something new and have fun at the same time.

If the million dollars ran out I would open up a gift shop as part of my bookshop. It is important because people would buy the items and that would give me more money to buy more books. Children could volunteer in the gift shop. They could make book-related things for the shop to sell. Some great ideas they could make are bookmarks, book covers, simple book bags, and signs that say positive things about reading. Another way I could get more money is ask my family for donations. I would also ask my teachers.

I would donate books to children’s hospitals so they would have a much better time and not be so lonely. I could help them set up a library so when kids are there they can go and choose books they enjoy.

I would like to have a variety of books. Some of my favorite books are *Secrets of Droon*, *Trixie Belden*, and books about famous people. My favorite authors are Tomie DePaola, Lynn Plourde and Eric Carle.

If I really had a million dollars I would be excited to open up my bookstore that I dream of doing.



The first Heifer International Evaluation Symposium, held in October 2005, brought together experts from inside and outside the organization to discuss the place of monitoring and evaluation in Heifer's future.

The Making of a Learning Organization: A Commitment to Accountability

By Rienzzie Kern,
Heifer International Director of Planning, Monitoring and Evaluation

For more than 60 years, Heifer International has been working to end world hunger and poverty. Our experiences with helping communities develop small-scale livestock programs have taught us that eliminating hunger and poverty goes hand-in-hand with caring for the environment. Today, our work around the world is rooted in principles of sustainability, which protect and make

the most of precious resources.

Along with hard work in the field, it is also imperative that Heifer ensures it's providing people with the very best tools and resources they need to improve their lives.

During the last five years we have conducted evaluations, self-reviews and a special global study designed to take stock of what we, as an organization, know about the best practices

and methods for ending hunger and poverty and caring for the earth. And over the last three years we have conducted an additional 30 evaluations to determine the relevance, effectiveness and efficiency of our work. These assessments are crucial to program growth and success.

To create sustainable, and replicable, solutions to end hunger, organizations must commit to ongoing

monitoring and evaluation. Heifer's openness to learn puts us ahead of the curve and allows us to continue developing best practices—practices that other organizations and governments are duplicating.

As we examined the results of Heifer's evaluations, questions began to emerge. What are we learning from our work? What can we learn from these evaluations that will increase program effectiveness?

To answer these questions, Heifer conducted its first ever Evaluation Symposium in October 2005, which drew staff from all levels of the organization. In her opening remarks, president and CEO Jo Luck set the tone, saying, "Heifer International is glad to provide this intellectual space to reflect on our work. Learning is vital to the effectiveness of our work and is in keeping with our core values, the Cornerstones."

As a group, the symposium developed a two-pronged approach for improving the way that we learn as an organization. First, Heifer will work to standardize the methods used in evaluating our efforts in the field and then find methods to better communicate those results throughout the organization.

Among the evaluators present were Dr. Michael Scriven of Western Michigan University's Evaluation Center; Ken Giunta, director of InterAction's Membership and Standards department; professor Jehan Raheem of the Sustainable International Development Program of Brandeis University; and Dr. Maliha Khan from the School for International Training.

Heifer field representatives provided invaluable contributions to the symposium by sharing their evalua-



Heifer Mexico field coordinator, Florencio Osollo, gives a helping hand to Josefa Hernandez as she gathers firewood.

tion findings and personal experience. Learning at the field level is vital. It is where Heifer's development approach faces the most challenges in terms of relevance, effectiveness and efficiency and where our successes and our challenges occur.

Learning is a product of reflection on the combination of these successes and failures. For our staff in the field, this deeply honest reflection enhances Heifer staff's evaluation and monitoring capabilities. An important part of this process is taking the time to examine not only what we have learned as an organization but also how we learned it.

An organization such as Heifer that is committed to critical learning opens its windows to fresh ideas and new ways of thinking, even though this means taking risks. Most of the external evaluators, while recognizing that Heifer is a leader in our work in many ways, also suggested ways for us to improve. Above all, they challenged Heifer to embrace a "culture of



Heifer project participants in Kenya learn best practices in farming and preserving the environment.

evaluation" in which we are accountable for our actions while also learning from our experiences.

The more we at Heifer learn from our work, the greater our ability to develop sustainable solutions to ending hunger and poverty. And by learning from our successes and our failures, we will be much stronger. As the old African adage goes, "If you plant one tree alone, it is weak; if you plant several trees, they can withstand the storm."

Fast Food, Slow Food, No Food

HUNGRY PLANET: WHAT THE WORLD EATS

Peter Menzel and Faith D'Aluisio
Material World Books and Ten
Speed Press
Hardcover | \$40



—Reviewed by
Austin Gelder
Heifer Staff Writer

“Tell me what you eat, and I will tell you what you are,” Frenchman Anthelme Brillat-Savarin wrote more than a century ago in his classic *Physiology of the Taste*.

With their new book *Hungry Planet: What the World Eats*, photographer Peter Menzel and writer Faith D'Aluisio take Brillat-Savarin's equation a step further. By looking at what 30 families in 24 countries eat during the course of a week, they document not only

what these families are eating, but also how their cultures are adapting as local farmers are pushed aside by supermarkets and how home-cooking loses out to fast food.

Hungry Planet is modeled on the team's previous book, *Material World*, in which statistically average families in countries around the world were photographed with their worldly possessions. In *Hungry Planet*, families are photographed in their dining

areas along with the food they typically consume in a week. The portraits are accompanied by grocery lists and the price tag for the week's meals.

Hungry Planet spans feast and famine in its 287 pages. In one portrait, the Aboubakars, who live in the Breidjing Refugee Camp on the Chad-Sudan border huddle outside their tent with sacks of grain and little else. Their subsistence rations look all the more meager next to the portrait of the

The Melander family: Jörg, 45, and Susanne, 43, with sons Kjell, 10, and Finn, 14—in the dining room of their home in Bargteheide, Germany, with a week's worth of food.

Cooking methods: electric stove, microwave, and outdoor BBQ grill.

Food preservation: refrigerator-freezer, freezer chest.

Favorite foods: Jörg: fried potatoes with onions, bacon, and herring. Finn: fried noodles with eggs, cheese. Kjell: pizza, vanilla pudding. Susanne: “Anything that's fresh and good.”

Food expenditure for one week:
\$500.07 USD.

© 2005 Peter Menzel/*Hungry Planet*:
What the World Eats/www.menzelphoto.com





The Aboubakar family of Darfur province, Sudan: D'jimia Ishakh Souleymane, 40, holds her daughter Hawa, 2; the other children are (left to right) Acha, 12, Mariam, 5, Yousseuf, 8, and Abdel Kerim, 16. Photographed in front of their tent in the Breidjing Refugee Camp, in eastern Chad, with a week's worth of food.

Cooking method: wood fire.

Food preservation: natural drying.

Favorite food: D'jimia: soup with fresh sheep meat.

Food expenditure for one week: \$1.23 USD.

© 2005 Peter Menzel/*Hungry Planet: What the World Eats*/www.menzelphoto.com

Melanders of Bargteheide, Germany, who stand in a warm and sunny dining room beside a table heaped with fresh meats, colorful produce and bottles of juice and beer.

D'Aluisio fortifies Menzel's photographs with accounts of the featured families' daily lives. She tells of Ermelinda Ayme Sichigalo of Ecuador, who hikes three miles to the village market each week to buy provisions for herself, her husband and their seven children, and the Madsen family of Greenland, who load their dog sleds for a seal-hunting expedition whose bounty will help keep them fed through the dark and frigid winter.

These accounts accompany photo essays that capture family members in their daily routines, at supermarkets, in slaughterhouses or in the kitchen. Photos show Chinese street vendors plying regional favorites (roasted scorpions on a stick, anyone?) and a senior center in Okinawa, Japan, a town that has the highest life expect-

tancy in the world. Charts for each country list thought-provoking trivia: obesity rates, smoking rates, annual alcohol consumption and health care expenditures. Who knew the average French person smokes 2,058 cigarettes a year, or that only 30 percent of the population of Bhutan has access to electricity?

Hungry Planet illuminates the push and pull between older generations who cling to traditional foods and home-cooking even as their grandchildren clamor for burgers and fries. "What can you do about Mackas?" 9-year-old Sinead Brown asks her grandfather Doug. In Brisbane, Australia, where they live, Mackas is slang for McDonald's. The grandfather does his best to humor Sinead, but after decades of eating fresh kangaroo and porcupine meat out in the bush, he doesn't quite understand the draw of processed beef on a bun.

The book also drives home the ubiquity of the giant food conglomerates

and the homogenized brands they sell from Idaho to Indonesia and all points in between. The inspiration for *Hungry Planet* came to Menzel and D'Aluisio during a visit to a remote village of hunter-gatherers in the New Guinea rainforest. The inhabitants live in wooden huts without electricity or running water, and their paltry diet consists mainly of grubs and the mashed pulp of palm trees baked into bread. Menzel and D'Aluisio were surprised to see that even here, in a swampy, remote, undernourished corner of the world, a traveling vendor tempts children with the same packaged blocks of salty ramen noodles that you and I have in our pantries.

A paean to the rapid decline of food-centered customs and a launching pad for serious thought about how, for many, food has become the enemy, *Hungry Planet* satisfies the appetite for a hard look at our changing food systems and how they affect our lives.

Sweetness and Light

The Mysterious History of the Honeybee

Hattie Ellis
Three Rivers Press
Paperback | \$13.95

—Reviewed by
Jaman Matthews
Heifer Staff Writer

A veritable swarm of books on bees and honey have appeared on the shelves in the last few years: histories of honey, how-to manuals, cookbooks and any number of memoirs from beekeepers. One of the best of these, Hattie Ellis's *Sweetness and Light: The Mysterious History of the Honeybee*, has just been released in paperback.

Ellis is neither an expert beekeeper nor an academic, but rather a food writer and journalist with a talent for turning well-researched themes into intriguing and cohesive stories. *Sweetness and Light* is more than merely a natural history of a species; it is a history of the relationship between humans and honeybees across continents and millennia: the honeybee in art from the prehistoric cave paintings of Spain and southern Africa to modern architecture; the bee in literature from Virgil to Auden; the bee in religion and mythology from the honey-fed Zeus to St. Ambrose, patron saint of beekeepers.

The title of the book is taken from a quote by the British writer Jonathan Swift: "We have chosen to fill our hives with honey and wax; thus furnishing mankind with the two noblest of things, which are sweetness and light." While it is certainly true that bees have given us much-needed sustenance in times

of scarcity, Ellis makes clear in her chronological journey that this tiny insect has also provided the spark for many a poet, inventor, thinker and entrepreneur. To her credit, the author has populated her book with many of these distinct and interesting people.

Francois Huber, for example, working in 18th century Europe, invented a new type of observation hive that sandwiched sections of hive between panes of glass and thus allowed the sections to be flipped and viewed like pages in a book. Huber, however, was blind and relied on his loyal helper, Francois Burnens, to assist him in his observations and recordings. Honeybees, according to Ellis, are "the most studied creature on the planet after man," and the author manages to relate the stories of the many scientists and laymen before and after Huber who also found their inspiration in the lives and hives of honeybees.

Sweetness and Light also traces the medicinal history of honey and other bee products, many regarded as having healing and healthful properties. Now, notes Ellis, with the growth of traditional and alternative medicine, people are again turning to the bee and its products for gentler and more natural remedies. No health food store would be without a supply of bee and honey-



related products. Local honey is said to lessen allergies; bee pollen is taken as an energy booster; propolis, a sticky substance used to protect the hive, may promote a healthy immune system; and royal jelly, the special food in the hive reserved only for the queen bee, is believed to increase longevity.

After a necessary discussion of some of the darker moments of interface between modern humans and bees—the near mania caused by news of an extremely aggressive Africanized honeybee and the serious threat to bees everywhere from both natural diseases as well as the use of chemicals in industrial agriculture—Ellis concludes with the refreshingly positive trend of urban beekeeping. From the hives kept on rooftops in New York City to the now-famous hives atop a Paris opera house, beekeeping has made the transition from the country to the city.

And so the honeybee continues its long-standing relationship with humans, providing us with a truly local food and, in the capable hands of Hattie Ellis, the subject for an immanently readable and informative history.

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www.heifer.org



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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, or ask your employer about matching-gift opportunities.

Ending Hunger in Black and White

By Austin Gelder, Heifer Staff Writer

Heifer International has a beautiful, compelling new way to get the message out about ending hunger and poverty.

Publicis, the world's fourth-largest communications company, has donated its time and talent to create a visually striking and emotionally rich new public service campaign to build awareness of the work Heifer does around the world. Creators of the print and television ads used unique black-and-white animation to create a clean visual effect.

Jon Renner, senior vice president of Group Account Direct at Publicis New York, said their goal was to help Heifer become better known in a way that would get across the breadth of the organization's work. "We wanted to do great work for this great cause that would appeal to all generations and help educate a much broader audience about how Heifer's life-changing program works."

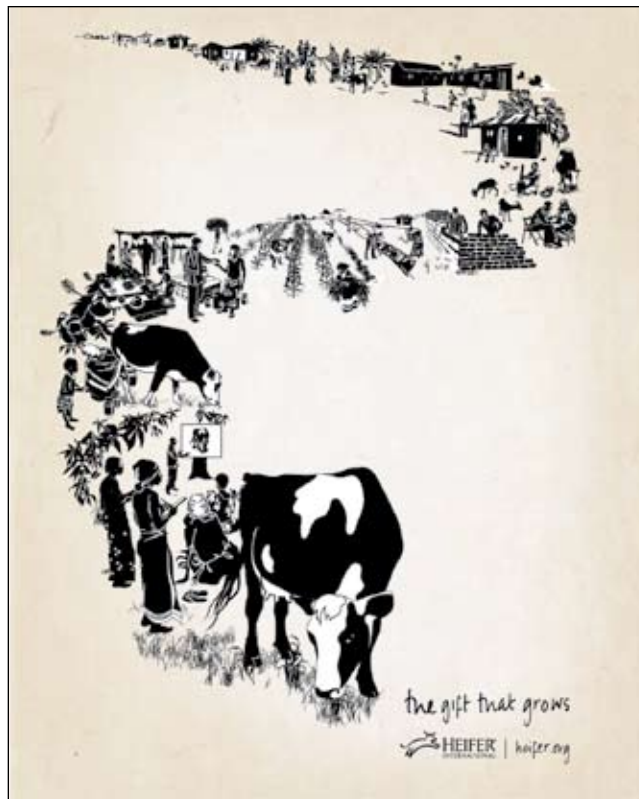
The TV spot premiered on Martha Stewart's nationally syndicated show on Jan. 17. "The Gift that Grows" shows how the simple act of giving an animal can generate food,

income and more for an entire community. The voiceover begins, "When you give the gift of an animal to a family in need through Heifer International, you give the gift that grows." The animation demonstrates the stages of pass-

ing on the gift: a cow eating, a group being trained in how to care for the cow, someone milking the cow, the cow's milk being sold for money, the money turning into crops. The spot wraps with a voice saying, "To learn how you can help change the life of an entire community with one simple act, visit heifer.org."

The three print ads created for the campaign mirror the same message and use the same illustration style featured in the TV spot.

"We're thrilled with this wonderful new campaign that Publicis has created," said Mike Matchett, Marketing Director for Heifer International. "The dynamic animation really grabs your attention and completely captures the amazing chain of events that is set into motion when a person receives an animal and training from Heifer."



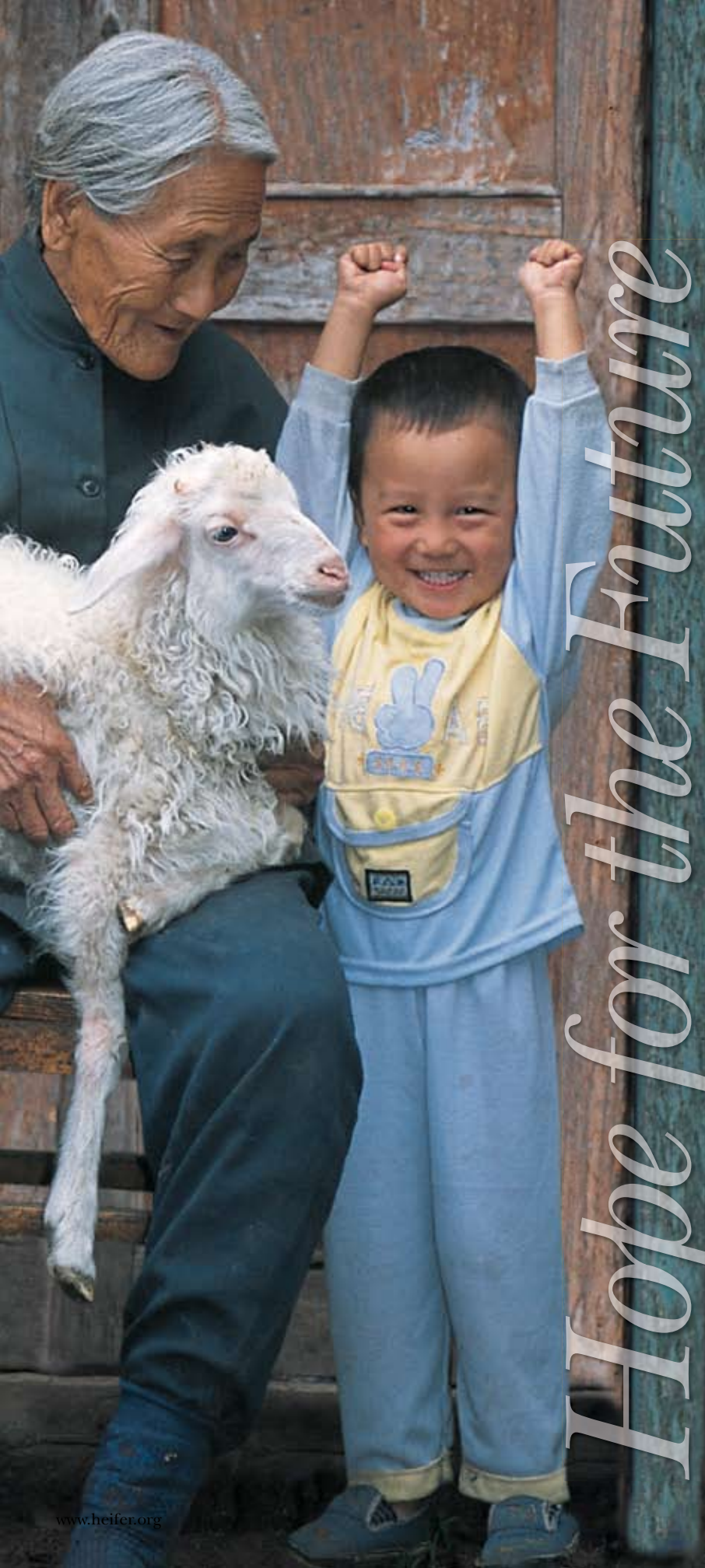
The closing scene of Heifer's 30-second PSA.

To view in its entirety visit www.heifer.org.

You can help promote Heifer's PSA Campaign, "The Gift That Grows."

- 1) Call your local ABC, CBS, NBC and Fox television affiliates
- 2) Ask for the Public Service Announcement (PSA) Director and tell them you are a local supporter of Heifer International and you would like them to air our PSA, which was sent to them in the first quarter.

- 3) If they need a copy of the PSA, e-mail us at PSA@heifer.org or call Lori Moen at 501-907-2676. We will need to know the name of the person you spoke to and the station's call letters, so that we can follow up.



Hope for the Future

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 pass-ons, 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.

THE HEIFER CALENDAR



CERES CENTER

June-August

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

Year-Round

FIELD TRIPS

Learn about Heifer and 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's mission to end hunger and poverty.

HEIFER RANCH

Progressive Programming

FIELD TRIPS

Students learn about Heifer's work and how livestock can improve nutrition and income. (Pre-K and older; two-hour program)

GLOBAL VILLAGE FAMILY MEAL

Experience a taste of Heifer project participants' daily lives by preparing a meal using their ingredients and resources. (Fourth grade and older; three-hour program)

CHALLENGE COURSE

Build teamwork and problem-solving skills and use globally themed challenges to learn about world hunger and environmental issues. (Sixth grade and older; half- to full-day program)

GLOBAL EXPLORING

Learn how everyday choices affect our global community ecologically and culturally. (Fifth-sixth grades; two-day program)

GLOBAL VILLAGE OVERNIGHT

Build problem-solving skills and learn how you can help your environment and the world. (Sixth grade and older; overnight program)

SERVICE LEARNING

Learn how to serve others, through interactive learning, community building and work projects. (Sixth grade and older; two-, three- or five-day program)

GLOBAL VILLAGE 2

Immerse yourself in an experience that will connect you to the realities of poverty and hunger and to our global community. (Ninth grade and older; three- or four-day program)

ADULT WORK GROUPS

Learn the value of serving others through interactive learning and work projects. (18 years and older; five-day program)

VOLUNTEERING

Learn, share and grow while becoming a vital part of our work to end hunger and poverty and care for the Earth. (18 years and older)

CONFERENCE CENTER

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

OVERLOOK FARM

June 24-25

INTERNATIONAL FAIR

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

GLOBAL VILLAGE DAY CAMP

Youth learn about the environment, hunger and poverty—and how to make a difference—by working with animals and participating in cultural and educational activities. (Six to 15 years; Eight weeklong sessions beginning July 3 and ending August 25, 9a.m.-4p.m.)

September 7-10

HEIFER UNIVERSITY

A three-night program to provide tools to promote Heifer in your community

YEAR-ROUND PROGRAMS

FIELD TRIPS

Learn about Heifer and Overlook Farm with a video, guided tour and hayride.

DAY EDUCATION PROGRAMS AT OVERLOOK FARM

Programs may include a video, tour and a Peasant Meal in the Global Village, a hunger education session, a farm-work experience and a horse-drawn hayride. (Fifth grade to adult; Half- and full-day programs)

GLOBAL VILLAGE SERVICE LEARNING PROGRAM

Spend the night in the Global Village, eat international foods, experience other cultures, participate in farm chores, and learn about issues of hunger and poverty. (Sixth grade to adult; two- to five-day program)

HEIFER UNIVERSITY PROGRAMS

Heifer University gives participants the tools to promote Heifer in their communities.

Contact Rex Enoch at rex.enoich@heifer.org or call (501) 907-2855.

June 23-26

HEIFER U 101, RABUN GAP-NACOOCHEE SCHOOL, RABUN GAP, GA.

August 3-6

HEIFER U FOR EDUCATORS, HEIFER RANCH*

September 21-24

HEIFER U FOR EDUCATORS, HEIFER RANCH*

November 2-5

HEIFER U 201, HEIFER RANCH**

Cost is \$195 per person (includes all meals, lodging, program fees and transportation to and from the airport when necessary).

**Programs designed primarily for teachers/educators interested in Read to Feed and GET IT! school programs.*

***Program for Heifer U 101 graduates, focusing on Global Food Systems.*

INFORMATION

CERES CENTER

Ceres, California

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

HEIFER RANCH

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

OVERLOOK FARM

Rutland, Massachusetts

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

HOWELL NATURE CENTER

HEIFER GLOBAL VILLAGE

Howell, Michigan

(517) 546-0249 or 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

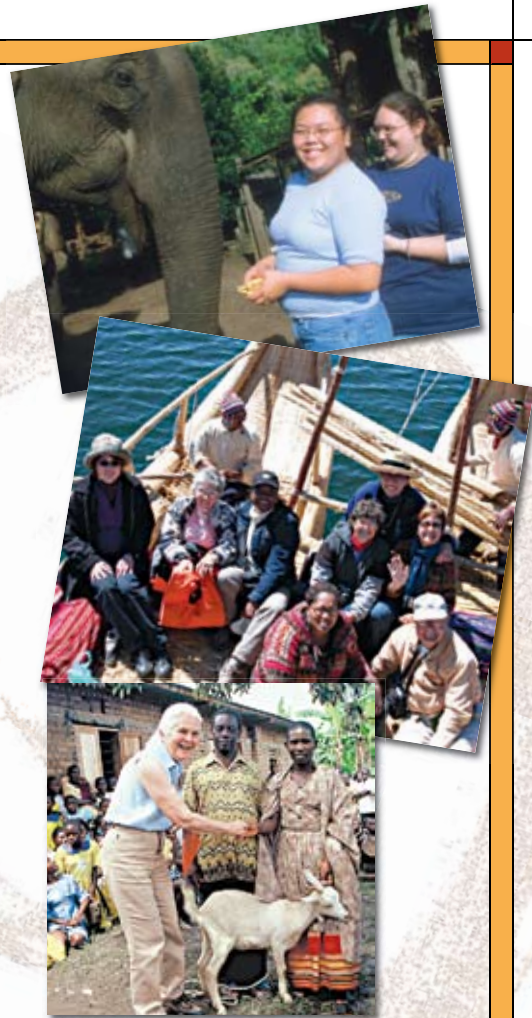
What is a Heifer Study Tour?

It's travel with a purpose—a journey of change!

Most Study Tour participants return from their trips more determined than ever to make a change, not only in themselves but in society as well.

Heifer in-country field staff plan Study Tour trips and ask permission of our project partners for us to come and visit. The trips are led by Heifer staff and knowledgeable volunteers, who offer deep insight on issues of hunger and poverty.

Join us and see how Heifer animals and agricultural training provide the vehicle for sustainable development and community building. If information is not complete when you inquire, we will automatically send updated information as soon as it is available. Send questions to the tour leader or e-mail studytours@heifer.org. Check www.heifer.org for the latest Study Tour dates and information.



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

2006 STUDY TOURS

CENTRAL/EASTERN EUROPE

Romania/Moldova

May 21 – June 6

Sherry C. Betts

Waiting list

Albania/Kosovo

June 5 – 17

Suzanne J. Awalt

Heifer Board Member 1998-2004

abicat@vfr.net

LATIN AMERICA/CARIBBEAN

Peru

October

Guatemala

November

AFRICA

Uganda/Rwanda

July 10-26

Tererai Trent

Heifer Deputy Director PM&E

tererai.trent@heifer.org

Tanzania Generational

Aug. 4 – 16

J.P. Perkins

jpperkins@massed.net

Pam Grignaffini

pamgrignaffini@comcast.net

**For more information
e-mail studytours@heifer.org**

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, and click on "Get Involved" for the most current information.

Being Poor

By John Scalzi

John Scalzi is a writer in Bradford, Ohio, where he lives with his wife, Kristine, his daughter, Athena, and their pets, Kodi, Rex, Lopsided Cat and Ghlaghgee (pronounced "fluffy"). To read "Being Poor" in its entirety, please visit www.scalzi.com.



Being poor is having to keep buying \$800 cars because they're what you can afford, and then having the cars break down on you, because there's not an \$800 car in America that's worth a darn.

Being poor is hoping the toothache goes away.

Being poor is going to the restroom before you get in the school lunch line so your friends will be ahead of you and won't hear you say "I get free lunch" when you get to the cashier.

Being poor is a heater in only one room of the house.

Being poor is hoping your kids don't have a growth spurt.

Being poor is thinking \$8 an hour is a really good deal.

Being poor is finding the letter your mom wrote to your dad, begging him for the child support.

Being poor is not taking the job because you can't find someone you trust to watch your kids.

Being poor is hoping you'll be invited for dinner.

Being poor is needing that 35-cent raise.

Being poor is \$6 dollars short on the utility bill and no way to close the gap.

Being poor is crying when you drop the mac and cheese on the floor.

Being poor is knowing you work as hard as anyone, anywhere.

Being poor is people surprised to discover you're not actually lazy.

Being poor is having to live with choices you didn't know you made when you were 14 years old.

Being poor is getting tired of people wanting you to be grateful.

Being poor is deciding that it's all right to base a relationship on shelter.

Being poor is a cough that doesn't go away.

Being poor is a \$200 paycheck advance from a company that takes \$250 when the paycheck comes in.

Being poor is knowing how hard it is to stop being poor.

Being poor is people wondering why you didn't leave.



READ TO FEED

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School Kids Making A Difference

NEW! **5th/6th** **Grade Curriculum**

- NEW and Standards-based Lessons on Civics, Geography and Economics
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- Flexible, Fun and Free!

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● Read to Feed Brochure ● Poster

ALSO AVAILABLE:

Lessons from a Village Called Earth
3rd/4th Grade Curriculum

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- A Chores for Change service-learning booklet for each student
- Leader's Guides to help teachers, parents and students make the most of GET IT!

To order a free GET IT! Leader's Guide Packet, call **800.422.0474** or visit **www.heifered.org/getit**

ALSO AVAILABLE:


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



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