



Heifer Salutes Heifers, Japan Heroes of Humanity Healing

HORIZONS | HEROES OF HUMANITY

Dear Friends ...

By Jo Luck President and CEO

Heifer is proud to work alongside innovative, dedicated thinkers like these in our shared mission to end hunger, poverty and suffering.

his time each year I am reminded yet again of the blessings of life and community, and of the gift and potential of each human spirit for tremendous good. In this issue of World Ark, I am excited to share with you five of the people we're calling "heroes

of humanity." These individuals have inspired us this year with their big dreams and even bigger commitment to change the world. Some of their names may be unfamiliar to you, but after you learn about them I know that you will agree.

Among our heroes for 2006 is Pedro Sanchez, a man whose ideas about restoring fertility to marginal soils is especially pertinent to Heifer's work. Many of our project participants are able to convert dusty, steep or otherwise unusable plots into rich, productive land, thanks in part to methods he pioneered. Heifer Hero Wes Jackson, founder of the Land Institute, is also a visionary for us. His

idea to mimic nature in agriculture by planting a variety of crops rather than the monocultures that require excessive chemicals and tilling is a guiding light in Heifer's field work.

We also highlight Dr. Cynthia Maung, who places herself at risk every day to treat fellow Burmese who have taken refuge on the Thailand border. Dr. Cynthia as she is known is helping to create a community where her patients can be healthy and free from the political upheaval and violence that continue to churn in their homeland. Also honored in the health field is Dr. Joia Mukherjee, the medical director for Partners In Health. This international charity operates clinics in Haiti, Rwanda, inner-city Boston and other areas where access to quality health care is too often considered a luxury.

I know you'll enjoy reading about Trevor



Jo Luck (right) with Dr. Joia Mukherjee, medical director for Partners In Health, and one of five individuals named as "Heroes of Humanity" by Heifer International.

Field, a retired advertising executive who devised a way to combine playground fun with collecting bathing and drinking water in sub-Saharan Africa. Thanks to him, what was once an exhausting, timeconsuming chore can now be as simple as a spin on a merry-go-round.

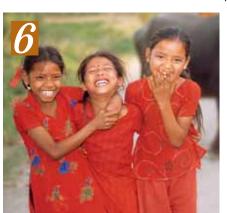
Heifer is proud to work alongside innovative, dedicated thinkers like these in our shared mission to end hunger and poverty and to care for the earth. In this season of giving, their hard work and sacrifices can inspire all of us to do our part, however big or small.

PREVIE

WORLD ARK **NOVEMBER/DECEMBER 2006**

"It seems clear that the emphasis on harmony within the group in Japanese culture gives Japanese farmers an advantage in sustaining rural cooperatives."

- Philip West







Out of Poverty: Triumphs and Challenges of 2006

Humankind suffered setbacks in 2006, but we can find hope in progress made in health care, agriculture, environmental protection and education.

15 Heroes of Humanity

Heifer honors five leaders who do amazing work to help the poor and struggling.

20 Mama Doctor

A community livestock worker protects animals and livelihoods.

22 Heifers, Japan and Healing the Wounds of War

A professor retraces the steps he took in 1958 when he delivered heifers to veterans in post-war Japan.

27 The Most Important Gift Catalog in the World Put goats, chickens and llamas on your holiday shopping list this year.

42 Heifer: The Next Generation Young volunteers are supporting Heifer in big ways.

44 The Big Deal of Fair Trade-Certified

The public relations manager of TransFair USA discusses why the fair trade sticker matters.

Cover: In the Inkawasi district of Peru, Antonio Bernilla Sanchez poses in native costume with a sheep provided by Heifer International. Photo by Darcy Kiefel

DEPARTMENTS

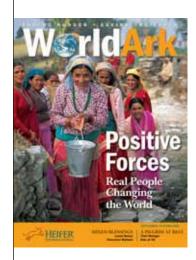
- Letters | Feedback from our Readers
- The Good Life | Tips for Better Living
- 35 Asked & Answered | Documentary filmmakers visit Heifer Kenya
- 38 Mixed Media Reviews The White Man's Burden, Chew on This
- 46 Heifer Spirit Six-year-old Julia Crumb tells us how she raised an ark
- 50 Heifer Bulletin Llama Drama inspires students to change the world
- 56 Calendar of Events
- **58** For the Record | Facts & Figures
- 60 Reflection

November/December 2006 | WORLD ARK www.heifer.org

Q&A September/October:

Who do you admire most for his or her efforts to end hunger and poverty? Why?

I admire most those who teach the rest of us how to open our hearts and keep our faith in the value of all beings. I especially admire those who don't just say "Be compassionate!" but actually show us how to manage our discouragement, grief, and despair; our self-doubt, anger, and hatred so that we do not lose our way in our intention to address hunger, poverty, and all the other suffering in the world.



I'm not mentioning names because the value of ranking one teacher against another is lost on me. The ones who have taught me have been Buddhists and Hindus, but it doesn't matter what their religion is. I have met Jewish, Christian, and Sufi teachers who can teach this just as well.

Janie Pulsifer Freeland, Wash.

There are many persons and institutions dedicated to helping the poor and suffering, but no one I admire and respect more (than Heifer).

I began to send my contributions as soon as I received their first magazines, just a little before Christmas 2005. I learned then about the things they do and my heart was blessed when I heard what small contributions can do for impoverished villages around the world, especially those badly hit by famine and drought in the last few years.

Children can go to school because of the literacy project; basic education is provided for illiterate adults. Illiteracy and poverty usually go hand in hand, and so do poverty and disease. Everything is connected, and Heifer International has stepped in to do something about it. They have my whole hearty admiration.

I am a 78-year-old, former teacher, and I thank God I discovered Heifer International in my old age. I cannot travel and become a volunteer in any of those foreign countries, but my contributions will be doing it for

Edith F. Buchelt Lake Worth, Fla.

Q&A, July/August:

What do you think is the greatest obstacle to ending poverty? Why?

I am compelled to respond to the question posed in the July/

August magazine. The greatest obstacle to ending poverty, in my opinion, is the global weapons trade. If any would doubt this, try to imagine a world without weapons. Truly, what would it look like?

Would there be masses of people displaced from their homes, cut off from their livelihoods, lands destroyed? Would there be money enough for food and shelter? Would farmers have all their limbs? Would children be soldiers or students?

How did the concept of "security" become tied to weapons and disconnected from food and shelter? What happened to the buttons and bumper stickers urging "Bread Not Bombs" in decades past when the idea seemed possible?

Somehow weaponry has become so much a part of the background that we hardly question the presence. In the United States, a gun is regarded as a right. The scope of massacres and daily terror that are a reality for so many in the developing countries is outside of our imagination.

If only we could pull the thread of weapons running through the fabric of our world and unravel the pattern of poverty. What new pattern would we see?

Joan C. Anderson Gainesville, Fla.

In answer to your question 'What do you think is the greatest obstacle to ending poverty?' I would say fear is the answer – fear of leaving our

comfort zones and reaching out to those who are in need.

Love is letting go of fear. Love is knowing we are all created equally on a spiritual level. Let's operate on a spiritual plane and transport it realistically and humanely on this earth.

I respond this way because I know on a personal level I sometimes get fearful when I reach out to someone in need even with a few dollars – how are they going to feel, can I do it lovingly, without embarrassment, etc.?

I believe when we operate from fear it is a major obstacle to things moving forward. With love, the world expands, and with giving, the planet enlarges.

> Gale Patrick Durham, N.C.

The answer is capital greed. Even America, the shining example of capitalist democracy, finds no compassion through its official channels. Statistics show the income gap between the most wealthy Americans and the poorest of the poor is worse than at any time since 1929.

Individuals, such as Heifer members, do wonderful work. But until we get a government in place that makes ending poverty a priority and abandons costly, aggressive warfare as its means of dealing with every perceived problem, poverty is not going to go away, even here

Jaymee Colvin Mena, Ark. The greatest obstacle to ending poverty is without question the human mind. And of course, the human mind is ultimately the only tool we have for ending poverty.

There is a mindset, shared by millions the world over, that poverty is the fault of the poor. We will never completely overcome poverty until this mindset is overcome. Heifer International and other organizations such as Habitat for Humanity do an excellent job of trying to educate about the traps that keep people poor.

Unfortunately, all too often you are preaching to the choir. Those of us who are already involved with Heifer or Habitat already understand these issues. I have heard far too many intelligent, educated people-people that I otherwise like and respect -express the opinion that the poor are only poor because they choose to be. We must all take responsibility for educating our fellow citizens whenever we can. I try to take each issue of World Ark to work and leave it in the lunchroom for my co-workers to see. If I can reach only a couple of people—well, it's a start!

> Loré McLaren Truckee, Calif.

More on Poverty Traps

A common foundation for each of these traps came glaring me in the face as I completed reading the article by Stephen C. Smith ("Poverty Traps" in the July/August World Ark). The commonality is BELIEF – a belief

system that keeps the impoverished in poverty. Most especially, the idea that having many children ups one's chances of living a better life. This is preposterous! (So contrary to nature, reason and common sense.)

We need to educate people on the benefits of having fewer children. Sending more food and medicine to feed and care for more people who in turn have more babies that cannot be properly cared for is absurd and ultimately inhumane. I realize this sounds a bit harsh, but truth often is.

Barbara Holden Cedar Grove, N.M

Pumpkin Tips

Thank you for my copy of *World Ark*. I really enjoy it and we all (my kids and I) read it from cover to cover. I am writing to take exception to your tips in "The Good Life" on making from-scratch pumpkin pie. Yes, pie pumpkins are nice, but NOT necessary! I pick up people's discarded pumpkins used as Fall decorations—

usually from friends—as long as they haven't been carved (lots of folks like to paint them these days), and are not soft, spoiled or moldy, they work wonderfully for homemade pumpkin puree' for pies, muffins, pancakes, cookies or pumpkin butter. And, they're FREE! I pretty much keep to the standard pumpkin pie recipe, but I use one egg/cup of puree and only about 2/3 to 3/4 cup of milk. It needs to bake about an hour or so. One pumpkin makes quite a bit of puree' and, for an extra treat, try toasting the seeds from the inside of the pumpkin—yum! Many thanks for your good work-you are a blessing from God.

> Beth, Ben, and Sarah Wright (& Ivan, the cat) Union City, Tenn

Praise for World Ark

Your September/October 2006 issue is tops. Thank you for the excellent articles by David Bornstein and Lester Brown.

Mary R. Sive Montclair, N.J.

Q&A

Do you think it's possible to achieve the Millennium

Development Goals target to halve the number of

people suffering from hunger by 2015?

Why or why not?

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 worldark@heifer.org.

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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.







Recycling as Easy as 1, 2, 3

Ever wonder what the number inside the recycle triangle on the bottom of your plastics means? The number indicates the type of plastic content, which determines how it will be reincarnated after recycling. The most commonly recycled are 1s and 2s.



#1s: Plastics like soda and water bottles, microwave trays and plastic egg cartons. These containers can be recycled into fiber fill for many things including auto body parts, winter jackets and furniture.



#2s: Thicker plastic containers like milk jugs, bleach and laundry containers, shampoo bottles and toys. This plastic is reborn as rope, toys or drain pipes.



#3s: These plastics are better known as PVCs: detergent bottles, pipes, meat wraps, car dashboards, etc. PVC can be recycled into drainage and irrigation pipes.

Be sure to precycle: buy products with lower numbers, which are most likely to be reused and not end up in landfills. For more information about recycling plastics, visit www.plasticsresource.com



A Stomach Soother Worth a Mint

> A popular flavor this time of year, peppermint can do more than freshen breath and satisfy a sweet tooth. The menthol in peppermint also eases the stomach pains that sometimes follow rich holiday meals.

To soothe stomach cramps, use half an ounce of peppermint leaves and a quarter of an ounce of camellia leaves per cup of boiling water. For stomach aches, mix six ounces each of peppermint, lemon balm and fennel seeds. Use one teaspoon of this mixture per cup of boiling water. Let steep for 10 minutes, then strain.

Innovative Renovations

For new floors, instead of hardwood, why not try a renewable resource like bamboo? The Great (Bamboo) Wall, a house built by architects near the Great Wall of China, is made entirely out of bamboo—floors, ceiling and walls—for a light, airy and sustainable structure. For new carpets, choose natural fibers like cotton or wool, which won't release harmful toxins into your home like manmade fibers and glues can.

Have your utility company perform a diagnostic on your building to identify energy leaks such as ill-fitting windows, old boilers and heaters and drafty attics. Just tuning up these problem spots can save a bundle.

When landscaping, a mix of stones, plants and groundcover is easy and healthful. This mixed landscape won't contribute to harmful runoff like large paved areas will.

For more information, check out the National Association of Home Builders Research Center at www.nahbrc.org. There are also many independent sites on green building principles. Check out www.greenhomebuilding.com, a website run by a couple devoted to sustainable living.



The Green Thumb



Keep the Holidays Alive with a Recyclable Tree

Choosing a living Christmas tree that can be planted in the yard is a great way to avoid waste while holding on to happy

holiday memories. But making sure your tree is healthy enough to survive replanting takes a little bit of work.

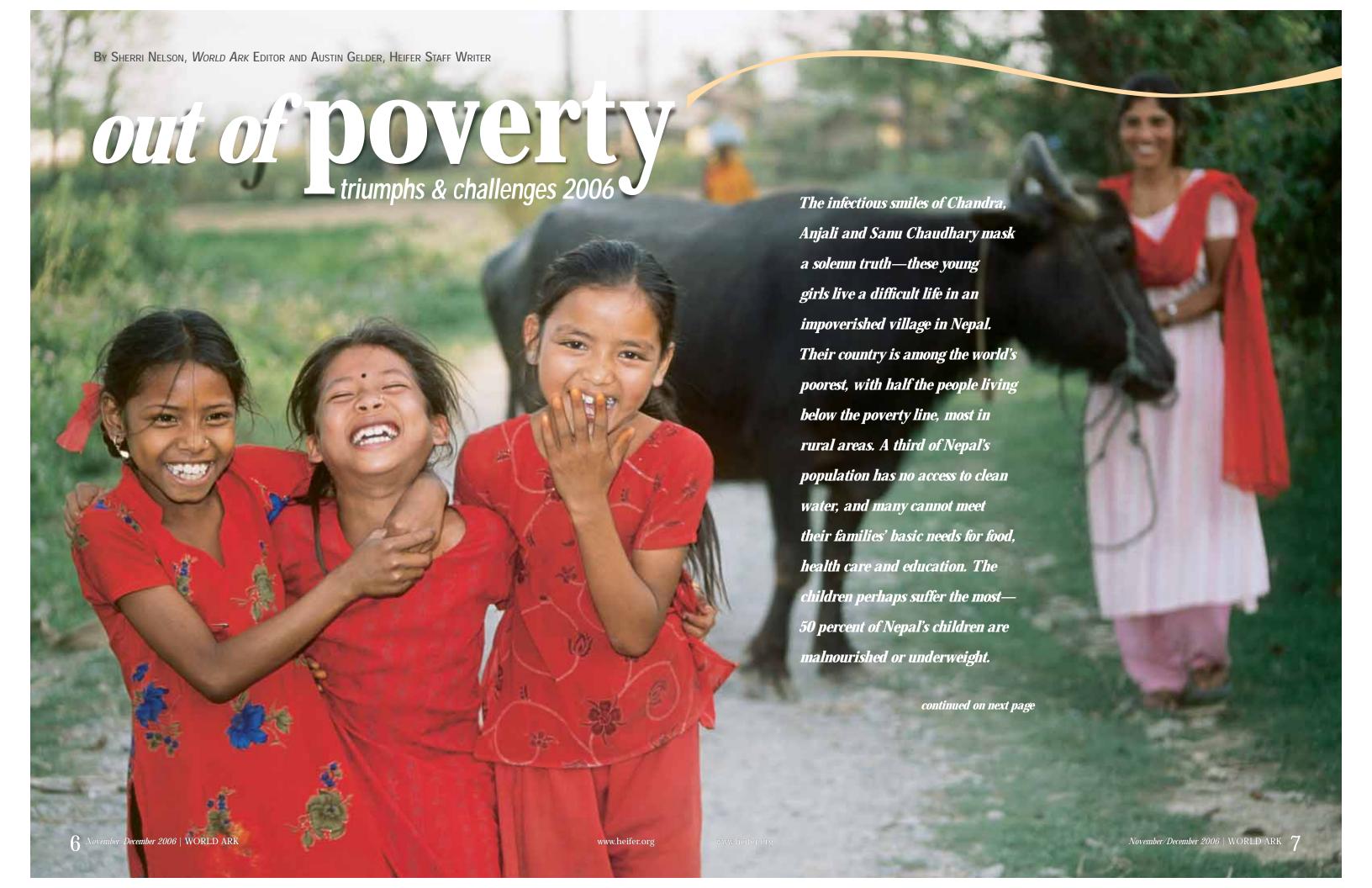
Select a tree with a healthy root system, and be sure not to pick the tree up by its trunk or drop it on its roots. Gradually introduce your tree to the indoors by keeping it in the garage or on an enclosed porch for a few days. This is a good time to check for bugs, too. When it's time to bring the tree inside, place the burlap bag that contains the roots in a galvanized tub, stabilize it with bricks or rocks, and cover the ball with mulch. You can skip this step if your tree came in a plastic container.

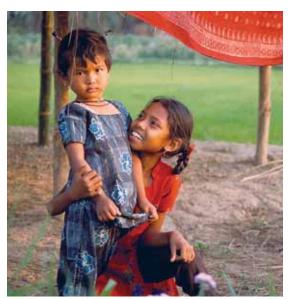
Water often enough to keep the roots moist but not soggy, and keep the tree away from heating ducts to prevent moisture loss.

Planting Guide

A living Christmas tree should stay indoors no longer than 10 days. Reintroduce it to the outdoors by putting it back in the garage or on the enclosed porch for another three or four days. Plant the tree in a hole that is as deep as the root ball but two to five times wider. Spread two to three inches of mulch around the trunk, and wait until spring to fertilize.

1 November/December 2006 | WORLD ARK November/December 2006 | WORLD ARK www.heifer.org www.heifer.org





Chandra Chaudhary comforts her little sister in the village of Tulsipur in Nepal.

Chandra, Anjali and Sanu are just three of the 1 billion people living in poverty worldwide. Roughly 852 million live in hunger, and more than 16,000 children die every day due to hunger-related causes—one every five seconds. These sobering statistics raise the question: Is it really possible to end hunger and poverty? As infeasible as it may seem, many agree the answer is yes.

In the past year, significant progress has been made to help end hunger and poverty through protecting the environment, improving health care, reducing the spread of HIV/AIDS and providing education to all. Although much more work is needed, ending poverty and hunger is within our grasp.

Millennium Development Goals

Six years ago, leaders from every country represented in the United Nations agreed on a vision for a world with less hunger and poverty, disparity and disease. This vision became the eight Millennium Development Goals, which provide a framework to end poverty, with measurable targets for progress by 2015.

- Eradicate Extreme Poverty and Hunger
- Achieve Universal Primary Education
- Promote Gender Equality and Empower Women
- Reduce Child Mortality

- Improve Maternal Health
- Combat HIV/AIDS, Malaria and Other Diseases
- Ensure Environmental Sustainability
- Develop a Global Partnership for Development

Learning to Succeed

Education is one of the most important tools we have to combat hunger and poverty. Without an education, productivity, employability and earning capacity are impaired. Every year of schooling increases wages by about 10 percent, according to the U.N. Food and Agriculture Organization (FAO) report, "The State of Food Insecurity in the World 2005." Better education for women translates into better nutrition and health for their children.

There's plenty of good news about education this year. The FAO reports that enrollment in primary schools rose from 79 percent in 1990 to 86 percent in 2006. Enrollment rates varied from region to region, ranging from 95 percent in Latin America and the Caribbean to 64 percent in sub-Saharan Africa. Southern Asia made remarkable progress. Between 1999 and 2004, enrollment in this region rose from 72 to 89 percent, largely as a result of progress in India.

Despite the benefits, education is still out of reach for many. "A child in Europe, North America, or Japan can expect to receive more than 12 years of schooling on average, but a child in Sub-Saharan Africa and South Asia can expect to spend less than four years in school, some never entering a classroom in their life," said Stephen Smith, George Washington University professor of economics and international affairs.

The United Nations Millennium Development Goals set a target of giving every child at least a primary school education by 2015. Unfortunately, more than 121 million children remain out of school. Two-thirds of those are girls. To reach the Millennium Development Goals, the rate at which children are being enrolled in school would have to quadruple.

Education

Triumphs

- Enrollment in primary schools is up in some developing countries
- Educational opportunities are on the rise in Southern Asia

Challenges

- Many poor families still cannot afford to send their children to school
- Lack of education keeps families trapped in poverty
- Girls account for two-thirds of the
 121 million children not in school



In Phoum Wat, Cambodia, the sale of eggs and other animal products provides money for school fees.

8 November/December 2006 | WORLD ARK www.heifer.org www.heifer.org www.heifer.org

Seeing Green in 2006

"Ongoing destruction of the environment in the poorest countries is emerging as the greatest threat to ending global poverty," Smith said. Unintended consequences of good intentions caused additional problems for overburdened natural resources.

In Malaysia and Indonesia, for example, rainforests were hacked down to make way for the production of palm and rapeseed oils used to make biofuels. Without its native trees and plants, the delicate rainforest soil is vulnerable to erosion.

But the past year also saw positive developments for the environment and for people who are most vulnerable to drought, pollution and deforestation. Renewable energy sources such as wind and solar continued to be developed in the hope that fossil fuel use and its effects can be reduced. Even corporate giant Wal-Mart, which has been blamed by environmental groups including the Sierra Club and multiple grassroots organizations for destruction of wetlands and sprawl, is moving toward more sustainable

business practices. The company is now offering organic produce in many of its stores, and executives say they're committed to reducing emissions from Wal-Mart's enormous, worldwide fleet.

The Environment

Triumphs:

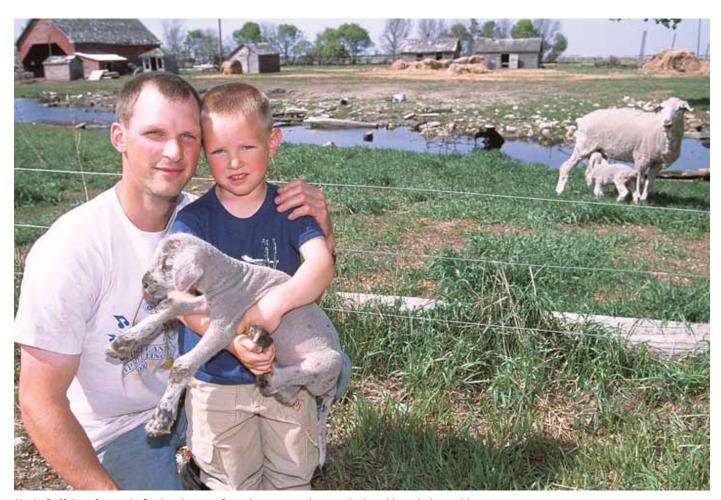
- Increased development of renewable energy sources
- More corporations are going "green"
- The local foods movement is growing, cutting down on the reliance of fossil fuels to transport food

Challenges:

- 20 percent of the world's population does not have access to clean water
- Deforestation is a continuing problem
- CO² emissions continue to rise globally in spite of more efficient energy use in most regions



Terraced farming helps prevent erosion near Chiclayo in the Inkawasi district of Peru.



Kevin Puffalt, a farmer in Saskatchewan, Canada, passes along agricultural knowledge to his son.

Making Strides in Health Care

More children are surviving their first years of life, and a record number of people are receiving antiretroviral treatment for HIV/AIDS. At the same time, a significant increase in the distribution of insecticide-treated bed nets is helping prevent the spread of malaria in sub-Saharan Africa.

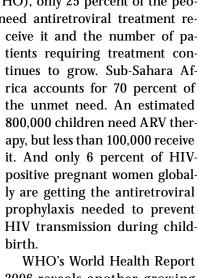
In Haiti where HIV/AIDS treatment has been too expensive for many in the past, Partners In Health is providing thousands of people with antiretroviral treatments along with food, transportation, childcare and other assistance.

"This is a tremendous accomplishment. Many organizations around the world are emulating the programmatic success we're achieving in Haiti," said Dr. Louise Ivers, director of the organization's HIV Equity Initiative. She is also associate physician at Harvard Medical School's Division of Social Medicine and Health Inequalities. She credits the success to addressing more than medical needs.

"There are so many barriers to health care, but we have to try. The loss of a single family member is devastating. We need to do what needs to be done to provide preferential health care to the poor. We need more global funding for AIDS research and medicine, improving infrastructure like roads and buildings, and addressing the social issues that put people at risk for HIV," she said.

According to the World Health Organization (WHO), only 25 percent of the people who need antiretroviral treatment re-

WHO's World Health Report 2006 reveals another growing concern: a staggering global deficiency of health care workers. The report states that currently 57 countries have critical shortages, equivalent to a worldwide deficit of 2.4 million doctors, nurses and midwives. Sub-Saharan Africa and Southeast Asia have the largest shortages.





Health Care & HIV-AIDS

Triumphs:

- More than 1 million people received antiretroviral (ARV) treatment for HIV—a tenfold increase since 2003
- Donor and medical communities recognize the importance of food security for poor people living with HIV/AIDS
- Increased investments to combat the global epidemics of HIV, tuberculosis and malaria
- Survival prospects for newborns have improved everywhere

Challenges

- Lack of skilled health care workers in the poorest areas
- Only 10 percent of sub-Saharan Africans infected with HIV know their status
- Lack of infrastructure—roads, laboratory capacity, adequate clinic space, running water and electricity
- Maternal mortality remains high
- Poor, rural women are far less likely than urban, wealthier women to have a skilled attendant with them during delivery
- New tuberculosis cases are on the rise

Teddy Nayiga (yellow dress) and Ruth Mubiru (blue dress) care for their grandchildren, nieces and nephews orphaned by AIDS in Kirinya Parish near Kampala, Uganda.



Good nutrition is an important part of health care.

Children Changing the World

A s a teacher, you play a crucial role in the lives of your students. During these formative years, they are developing an awareness of social issues and are seeking to define themselves in meaningful ways.



Heifer International, a nonprofit organization dedicated to ending world hunger and poverty, has developed two standards-based educational programs—one for 3rd through 6th grades, the other for 6th through 8th—that can help you prepare your students to become responsible citizens, both locally and globally.

Read to Feed is an exciting global education and service-learning program for 3rd through 6th graders. It encourages children to read more books for pleasure while raising money through sponsored reading to help end world hunger and improve the environment. Read to Feed also integrates easily into your civics, economics and geography lesson plans.

Tomorrow, developed in collaboration with the Center for Teaching International Relations at the University of Denver, is a free, flexible service-learning program for grades 6 through 8 that teaches students and educators about sustainable solutions to world hunger and poverty.

Help your students discover the power they have to change the world.





For your FREE Read to Feed or GET IT! Leader's Packet, call (800) 422-0474 or visit www.HeiferEd.org.

HEROES of Humanity



Ending hunger and poverty takes massive efforts from people and organizations all over the world. Heifer International honors the following individuals for their hard work, dedication and the difference each has made in the lives of the millions of people who need them most—the world's poor. Behind the nonprofits, aid agencies and businesses are the faces of the people who work tirelessly, unsung and undeterred, to make the world a better place.

PEDRO SANCHEZ

Earth Institute at Columbia University
World Food Prize winner Pedro Sanchez
inherited his dedication to sustainability



www.heifer.org

from his father, a Cuban agronomist and farmer. The young Sanchez came to the United States for his education, earning his bachelors,

masters and doctorate all from Cornell Uni-

versity. Inspired by his studies, he went on to become one of the most renowned proponents of sustainable development, employing his knowledge of tropical soils to help people achieve food security and reduce rural poverty while also protecting the environment. Today, Sanchez is director of tropical agriculture and senior research scholar at the Earth Institute at Columbia University. He is also professor emeritus of soil science and forestry at North Carolina State University and is project leader of the Millennium Project Hunger Task Force. In 2002, he received the World Food Prize for his work restoring soil fertility and productivity to marginal lands, and the next year

November/December 2006 | WORLD ARK 15

he was awarded a MacArthur Foundation "Genius Award." Sanchez was recently recognized as a Luo elder by the Luo community of Western Kenya for his work eliminating hunger in the region.

of their own families, providing them with food, shelter, education and access to services.

"Fighting for the health of the poorest of the poor is part of the larger struggle

"Fighting for the health of the poorest of the poor is part of the larger struggle for human rights for all," said Joia Mukherjee, medical director for Partners In Health.

In addition to his posts at universities, Sanchez has lived and worked in the Philippines, Peru, Colombia and Kenya.

To learn more about Dr. Pedro Sanchez and his work with the Earth Institute and the Millennium Project Hunger Task Force, visit www.earthinstitute.columbia.edu/tropag.

DR. JOIA MUKHERJEE

Partners In Health

Working side-by-side with perhaps the scrappiest doctors practicing medicine in



developing countries, Dr. Joia Mukherjee and her colleagues **Partners** In Health (PIH) won't back down from a challenge—especially when it comes to providing preferential healthcare options for the poor. When skeptics said HIV treatment in Haiti Africa and

too expensive and that it wouldn't work, Mukherjee and fellow doctors proved them wrong. The Partners In Health motto is "Whatever it takes." PIH physicians care for patients like members for human rights for all," said Mukherjee, medical director for Partners In Health.

Mukherjee and colleagues Drs. Paul Farmer and Fernet Leandre established the HIV Equity Initiative, a program to treat patients with HIV infections using highly active antiretroviral therapy. The program serves as a model for the Millennium Development Goals, the World Health Organization's 3 by 5 initiative, and the Global Fund to Fight AIDS, TB and Malaria.

Mukherjee is on the faculty at Harvard Medical School where she teaches Social Medicine and Infectious Disease to medical students, residents and fellows. Her scholarly work focuses on the human rights aspects of HIV treatment and on the implementation of complex health interventions in resource-poor settings.

Since 1989, Mukherjee has been involved in health care access and human rights issues in the United States, Africa, Latin America, the Caribbean and countries of the former Soviet Union. She trained in Infectious Disease, Internal Medicine, and Pediatrics at the Massachusetts General Hospital and has an master's degree in public health from the Harvard School of Public Health. For more information on Mukherjee or Partners In Health, visit wwww.pih.org.

WES JACKSON

The Land Institute

Wes Jackson is a pioneer in the field of natural systems agriculture, a method that mim-



ics nature to erase the need for pesticides, herbicides and other chemicals. His work is a beacon for organic farmers who want to grow healthful food while keeping the Earth healthy too.

Jackson, who holds degrees in biology, botany and genetics, established one of the country's first environmental studies programs at California State University, Sacramento. He left the security of his tenured position there in 1976 to return to his native Kansas and founded the Land Institute to study and promote the idea of natural systems agriculture. Natural systems agriculture is, according to the institute, "a new paradigm for food production, where nature is mimicked rather than subdued and ignored." Instead of growing monoculture grain crops, as is most common in the Great Plains region, this new system is modeled on the native prairies themselves. The ultimate aim of the institute is to develop "perennial polycultures"—mixed-grain crops that will continue to produce year after year—as opposed to the monocultures that typically dominate farming. Monocultures usually require tremendous amounts of chemicals and fertilizers and require annual tilling, which results in the loss of topsoil. The Land Institute's aim is "an agriculture that is resilient (and therefore productive over the long term), economical (the need for costly inputs would be significantly diminished), and ecologically responsible."

Jackson is hopeful about the prospects of perennial polycultures, but he is also a man of patience. In a world of quick fixes and overnight results, Jackson set as his deadline a point 50 years in the future. Only then will the project be considered a success or failure.

Jackson has been a leading voice in the agroecology movement over the past three decades and has published numerous books and articles. In 1990, he was recognized as a Pew Conservation Scholar, and in 1992 was awarded a MacArthur Fellowship. In 2000, Jackson received the Right Livelihood Award—the so-called Alternative Nobel Prize—"for his single-minded commitment to developing an agriculture based on perennial crops that is both highly productive and truly ecologically sustainable."

For more information about Wes Jackson and the work of the Land Institute, visit their website at *www.landinstitute.org*.

DR. CYNTHIA MAUNG

The Mae Tao Clinic

Dr. Cynthia Maung didn't set out to be a revolutionary. She even admits that dur-

ing her college years, she was more interested in movies and fashion magazines than in her medical school classes. But circumstances changed rapidly in Maung's Burma in the 1980s, leading her to become one of the most hard-working and well-respected doctors in a land where govern-



ment and freedom clash and the people often suffer.

Born in 1959, Dr. Cynthia as she is known was part of a large family from Karen State in Burma. After scoring well on a state-issued test, she studied medicine at

the University of Rangoon. She was working in a private clinic in Burma in 1988 when pro-democracy demonstrations against the military dictatorship pushed the country into chaos. Dr. Cynthia fled to Mae Sot, just on the inside of the Thailand border, where she planned to stay for a few months. She's still there today.

Dr. Cynthia is credited with starting the Mae Tao Clinic in a donated building where in the early days she sterilized surgical instruments in a rice cooker and relied on Catholic relief workers for most of her supplies. Today, the clinic treats hundreds of patients every day. Like Dr. Cynthia herself, most of the patients are refugees who crossed the border from Burma to Thailand. Dr. Cynthia presides over the staff of five physicians and more than 200 healthcare workers and trainees. The staff delivers babies, gives immunizations and treats malnutrition, AIDS, malaria and other life-threatening conditions. They also provide prosthetics for landmine victims.

Inaddition to basic medical care, the clinic provides social services including asylum for abused women and children, birth certificates, hospice care and employment for amputees who have difficulty finding work. The clinic also supports schools and

people, providing training for midwives, installing sanitary toilets and giving lessons on hygiene, nutrition and reproductive health. For more information about Dr. Cynthia, visit www.maetaoclinic.org.

TREVOR FIELD

Inventor

Trevor Field's innovative thinking makes child's play out of what was once an arduous chore. After noticing that many women and children spend huge chunks of time and en-

ergy pumping water by hand, Field devised the PlayPump, a highly efficient water pump attached to a child-powered merry-



go-round that can easily supply clean, safe water to 400 people a day.

PlayPumps are built using simple windmill technology and cost only \$5,000-\$10,000 to install.

Installation takes only a few hours.

Dr. Cynthia is credited with starting the Mae Tao Clinic in a donated, dilapidated building where in the early days she sterilized surgical instruments in a rice cooker and relied on Catholic relief workers for most of her supplies.

orphanages that care for children who have been separated from their parents.

The Mae Tao clinic staff members train and support the legendary "backpack medics" who travel across the dangerous Thai-Burma border to provide health care for those who do not have access to physicians. The medics care for an estimated 150,000 PlayPumps produce far more water than traditional water pumps, and the water comes from deeper underground, meaning it's cleaner and safer. Inexpensive, innovative and lots of fun, Field's invention won awards from the World Bank and accolades from the development community.

Perhaps as clever as the invention is the way Field makes the most of the 30-foot-tall water storage tanks, using their four sides as advertising space. Two of the four sides are reserved for education and public health messages. Fees from the advertisements on the other two sides cover maintenance costs. So far, PlayPump storage tanks have been plastered with advertisements for toothpaste, soap,

flour and LoveLife, a South African AIDS awareness organization.

More than 600 PlayPumps have already been installed throughout South Africa, Mozambique and Swaziland. Plans call for 4,000 pumps to be in operation by 2010, bringing safe drinking water to 10 million people.

For more information, visit the Playpumps website at www.playpumps.org . ~



Just go to americanexpress.com/heifer and click to give.
It's never been easier or more rewarding to help.

This bonus point promotion is only available when you make a donation with your American Express Card on the Giving Express program website, americanexpress.com/give, between October 1, 2006, and December 31, 2006. To be eligible to earn bonus points, you must be enrolled in the Membership Rewards program at the time of the donation and must make your donation with an eligible, enrolled American Express Card. Terms and conditions of the Membership Rewards program apply. For more information visit americanexpress.com/rewards or call 1-800-AXP-EARN (297-3276). Donations of Membership Rewards points are not tax deductible. Bonus points will be credited to your Membership Rewards account within 6-8 weeks after charges appear on your billing statement. The maximum number of points you can earn during this promotion is 25,000. Bonus ID 0731.

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Martha Bodua, a community livestock worker in Ghana, cares for a young Heifer goat. OSOMTWE, GHANA—Martha Bodua is a fixture along the narrow bush paths in the rural communities of Bosomtwe, Atwima and Kwawoma in Ghana. As a community livestock worker, she covers many miles to care for ailing animals and to administer vaccines and medicines to keep livestock healthy.

"Mama Doctor," as Bodua is affectionately known throughout the eight communities she serves, will make house calls at all hours of the night.

With all livestock, as with humans, the threat of disease is ever-present. The more prepared a community is, the more resistant it will be to a potential outbreak. That's why Heifer supports training members of the community to provide animal health services at affordable prices.

Bodua has plenty of work to keep her busy. In the small community of Bosomtwe and its neighbouring villages, a group of people came together two years ago and applied to become Heifer project participants. In October 2005, after months of training, planning and anticipation, 100 families received their animals. Participants were given a total of 2,000 chickens, 250 beehives with beekeeping equipment, 250 sheep and 250 goats.

Bodua and her husband Kwasi were given

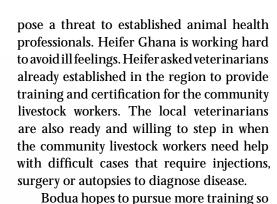
a gift of goats through a separate project five years ago, and their homestead is now overrun with goats that multiplied from the original gift.

Animals throughout the community are thriving, but challenges occasionally pop up. Bodua was eager for the training that would help her handle these challenges with her own animals and those of her neighbors. Today, she is one of three community livestock workers trained and equipped to provide basic animal care to people in the community who would not otherwise have access to these services. Each of the workers received an initial grant to buy veterinary supplies at the beginning of the project, but now they're able to buy supplies with the revenue they generate through their services.

Bodua's work not only increased her confidence in herself; it also provides income, which makes a big difference to her family. "I even borrow money from her sometimes," her husband jokes.

Despite their value to the community,





she can do even more to protect the health of the animals in her region. She knows livestock health is directly related to the well-being of their owners. "When someone's animal is not well, he is not very comfortable himself," she says.

For now, she is focusing her energies on expanding her reach. She hopes to buy a motorbike to help her get around faster and easier across the six-mile radius she serves.



Ousman proudly shows off his healthy Heifer goat.

Heifers, Japan and Healing the Wounds of War

By Philip West



Bound for Tokyo for a year of study in 1958, Phillip West earned his passage as a "seagoing cowboy," taking care of heifers donated to Japanese farmers during the voyage.

old and rain greeted me first when I stepped off the train last February at tiny Okunakayama station on the northern Japanese island of Hokkaido. I was a little anxious.

Pulling down the hood of my jacket and grabbing my bags, I trudged up the creaky steps and over the wooden bridge toward the other railway platform.

Looking down, I saw a man standing in rubber boots holding two umbrellas.

Could this be the man I sought, the man I had written about in my journal in 1958? Was he Murayama, the former kamikaze pilot who received a heifer from Heifer Project in the faraway village in Iwate Prefecture? He had features I remembered, but the confirmation was to be his.

The man handed me an umbrella, we exchanged pleasant greetings and then made our way into the tiny station where a potbelly stove glowed in the waiting area. Settling into a chair next to the stove, I whipped out a dark and blurred picture I had taken in the snow in front of Murayama's barn years ago.

"Could this be you?" I asked him in my limited Japanese.

"Yes, that is me," he said, and with a touch of excitement added, "And the person in the middle is my wife."

The first time I'd met Murayama a half century ago, I was a student at

Manchester College. I had signed up for the draft as a conscientious objector and then changed my major from pre-med to peace studies. Intending to spend my junior year abroad at Tokyo's International Christian University, I'd left San Francisco bound for Yokohama aboard the S. S. Tar Heel Mariner on which I served as an attendant—or "seagoing cowboy"—for one of Heifer Project's livestock shipments to farmers in still-recovering postwar Japan.

I worked my way across the Pacific by milking "Bossy," feeding her hay and water and cleaning her pen every day. I did the same for her 14 cousins and two Duroc Jersey boars.

Two weeks after docking in Japan, I joined a work camp to build a pole barn for Okunakayama's training center where Murayama and other young Japanese farmers studied before receiving heifers sent from America. That's when I first met him.

Murayama lives on the same farm I visited in 1958. He served as president of the Okunkayama Producers Cooperative for 14 years and since 2005 as the president of the very successful Okunakayama Dairy Processing Plant. I am now Mansfield Professor of Modern Asian Affairs. I returned to Japan in the spring of 2006 to teach and write at International Christian University as a Fulbright scholar.

In the railway station, I showed Muryama other pictures in my folder—collecting the heifers with Wendell Kramer in Modesto, Calif., life at sea and photos of the Okunakayama work camp. We got a little emotional—older guys with a few tears, he at age 79 and me at 67. Words were good, but the silences also worked.

The Dairy

A fter a while, we put our coats back on and climbed into Murayama's small pickup truck for a drive along a snow-plowed road to the dairy plant, just outside Okunakayama.

Shoes off at the entrance and into slippers too small, he showed me his modest corner office in the huge plant and introduced me to the technicians sitting at the controls. One hundred area dairy farmers are cooperative members and sell their milk to the plant. Peering through glass windows along the production lines for milk, yogurt, butter and ice cream, we saw machinery too high-tech for me to understand. Children's paintings of cows owned by cooperative members— Jerseys and Holsteins-lined the community center's walls at the far end. The Okunakayama brand sells in high-end shops, including Starbucks in faraway Tokyo.

The cooperative provides training on animal care, on the introduction of new seeds and on marketing for

Unexpected Destiny:A Kamikaze Pilot's Life of Peace

A s Allied forces moved closer and closer to the Japanese home islands toward the end of World War II, Japan developed a new weapon—explosive-laden planes flown by suicide pilots who never intended to return to base. The kamikazes dove into Allied ships, hoping the damage they caused would slow the Allied advance.

Muryama was one of them.

Muryama trained as a suicide pilot as a teenager, but the war's end spared him. Since then he has worked to build his community with a commitment to peace and rural sustainability.

During the few hours Muryama and I spent together, I had a chance to look at the war through the lens of Murayama's experience. He brought out some items he had shown me 48 years earlier, including the Japanese flag with the farewell inscriptions in the calligraphy of his kamikaze classmates spiraling around the red sun in the center. He said it was hard for anyone, Americans especially, to understand how young Japanese soldiers felt at the time. Like most wartime soldiers, they were caught up in the patriotic tides. Newspapers, he said, portrayed them as heroes. But inside they harbored deep conflicts about the war and their preparations for certain death. Taking flight, they put on a brave face, but inside they felt only turmoil. Murayama was fully prepared to complete a suicide attack, but the war's abrupt end made it unnecessary. He was apologetic for his mindless nationalism and that of most Japanese. But he nonetheless recalled in detail a lingering pride in the mission itself.

His mission, had it been carried out, was to fly from Misawa air base on the Pacific coast 1,000 miles southeast to Saipan, a tiny island taken by American forces in summer 1944. Saipan was the launch site for B-29 raids on 90 Japanese cities in the spring and summer 1945. Saipan lies just a few miles north of Tinian Island, the launch site for the planes that dropped atomic bombs on Hiroshima and Nagasaki.



Kamikaze pilots pose during training at the Misawa air base.

another 400 local farmers who raise vegetables and cool-weather crops. Profits come directly back to the cooperative and its members, instead of passing through large dairy corporations. These profits and the strong community spirit nurtured by the cooperative in Okunakayama make rural life sustainable.

When we got to Murayama's house, his wife was already at the door to greet me. He had phoned ahead. Shoes off and slippers on again. She politely ushered me into the living room. From my bag I pulled out the portfolio and showed her the picture of the three of us years ago. Overjoyed, she looked at me and then again at Murayama, clearly proud to be included.

Their new house was small—a living room with two couches, both a little small for my long legs. She treated us to piles of *mikan*, the sweet tangerine-like oranges from the Japanese island of Kyushu, at their peak in February, with abundant Okunakayama yogurt and ice cream samples.

When Murayama and other Okunakayama farmers received their heifers in the late 1950s, they were known in Japan as pioneer farmers. By then, milk was available in much of Japan but poorly distributed. Farmers in Iwate and Hokkaido were still very poor and undernourished. Like Iwate, Hokkaido has long winters and short growing seasons. Both places suffered unusually severe winters in the mid-1950s, killing many of their animals. In fact, my heifer shipment went to Hokkaido. The pioneer farmers' job was to clear arable land in higher elevations and to introduce new seeds, new animals and new

farming techniques.

The War

Like Murayama, some farmers had been soldiers during the war. But others were repatriated Japanese civilians. Before the war, they had settled with their families in Manchuria, Korea and Taiwan, taking part in Japanese prewar colonialism. The return of colonial territories to Japan's Asian neighbors was a beginning in the healing process, but it was a jolt for the 6 million repatriates who returned to the already densely populated Japanese islands.

Murayama reflected on how much the war experience had changed his life—including his conversion to Christianity—and how his views on the war had changed, too. He was mindful that even 60 years later, many Japanese, especially young people, had little awareness of how much suffering Japanese soldiers had inflicted on other people abroad. An estimated 10 million Chinese soldiers and civilians died in the war, three times the total number of Japanese killed.

American soldiers returned home as heroes and are honored today as members of the "greatest generation." Millions of German and Japanese soldiers sneaked back home, embarrassed, humiliated and filled with deep misgivings about what they had believed and done. In the late 1940s the largest shipments of heifers went to the repatriated German soldiers-turned-farmers.

Smaller Heifer shipments to repatriated Japanese came later. Japanese pioneer farmers were selected both on the basis of need and for their potential as community leaders in expanding Japanese agriculture into cooler areas not suited to rice farming. The heifer given to Murayama increased his herd's quality and size, from three to four. The Japanese government gave the pioneer farmers low-interest and long-term loans to buy and clear land and start farming. Well before heifers were sent to Japan, the American occupation under General Douglas MacArthur brought on nationwide land reform implemented by the Japanese government. It was as radical and far-reaching as the betterknown land reform under the new communist Chinese government but without the violence.

Positive economic, political and social ripple effects of the land reform helped to heal Japanese war wounds. The Heifer role in that larger process was small, but it was vital in helping pioneer farmers in Iwate and Hokkaido get a leg up.

Murayama and I also pondered the role traditional values play in the success of cooperatives in Japan, values that endure despite radical transformations in Japanese society and politics under U.S. occupation. In Japanese culture, whether as Confucianism or Buddhism, the individual is not as important as in the West. Getting along with, yielding to, and showing proper respect for others is more important. In Japan, the commonly heard phrase is "the nail that sticks out gets hammered down." Just how this formula plays out in gender equity is a sticky question worldwide, but particularly in Japan. It seems clear that the emphasis on harmony within the group in Japanese culture

Heifers for Japan

nspired by what was happening in Europe, the Japanese embraced cooperative movements between the wars.

Toyohiko Kagawa, a devout Christian, was a leader in Japan's cooperative movement.

My father Dan West often talked about Kagawa, and I recall as a young boy attending a lecture Kagawa gave on cooperatives to a packed auditorium at Goshen College in Indiana at a time when McCarthyism was sweeping the country.

Later, I wrote a paper on Kagawa after reading his books in a peace studies seminar at Manchester College. The class also focused on the works of Mohandas Gandhi and Albert Schweitzer.

Like most Japanese Christians, Kagawa had gone along with the war to the point of defending the emperor. Later, he was to reemerge as a leading voice in land reform.

When the Heifer Advisory Committee in Japan was formally established within Japan Church World Service in 1954, Kagawa was made honorary chairman. Concerned about the limitations of one-time relief, Kagawa helped arrange Heifer Project's first shipment of goats to Nagasaki in 1948. When the Iwate and Hokkaido projects were established in 1957, Kagawa reported that 550 heifers had been distributed in Japan and that through passing on the gift—something that Murayama emphasized over and over again—an estimated 20,000 dairy cattle came from the original shipments of heifers from America.



Toyohiko Kagawa welcomes Phil West for a visit at his home.



Young Phil West (top left) visits the Okunakayama work camp in 1958.

gives Japanese farmers an advantage in sustaining rural cooperatives.

The Peace

Leaving Murayama and his wife standing at their door, less than 100 feet from the spot of our first picture together, I was hustled back to the small railway station. The potbelly stove was still glowing. I thought to keep the small cardboard train tickets still sold in the Okunakayama station as a collectible.

On the way back to the campus in Tokyo, I tried pulling together the rich jumble of thoughts rekindled by the unexpected and inspiring

reunion with Murayama—just how to better understand the role that Heifer International can play in healing the wounds of war.

Japan has the planet's second-largest economy and one of the world's highest per capita income levels. Hunger and poverty have practically disappeared in Japan—with levels considerably lower than in the United States.

But the other, and possibly larger, wounds of war remain unhealed. The passing of time heals some wounds, but it also rekindles memories of old wounds unhealed, particularly where education and economic successes come bundled with national pride, as in

China and Korea today.

Typically the war stories are told through the lens of pride and each country's self-serving myths. We demonize the enemy and his brutality while highlighting the noble sacrifice and humanity of our own side. This selectivity and historical amnesia is particularly troublesome in Japan, simply because of the nearly unfathomable brutality of Japanese soldiers in the war. While military museums, video games, comic-book anime and manga illustrations glorify the war, Japan's textbook controversies ebb, flow and remain unresolved.

Japan's failures in reconciliation are easy to spot when compared with the remarkable success of Germany's reconciliation with former enemies. What worries me as an American citizen is our own selective memory of war and our lack of concern over the unhealed wounds of our wars in Asia, shadowed now by expanding American military power in the Pacific.

The Okunakayama community is a model of sustainability in one of Japan's poorer areas, offering hope when the blessings of modernization—education, opportunity and social mobility—lure young and old alike away from the land.

We could take a few lessons from heifers in healing the wounds of war. We love them for their peaceful and bucolic natures. They don't engage in ideological and religious fights. They can't even distinguish one country, one ethnic group or one race from another. Passing on the gift to neighbors next door or around the world—whether the gift is a heifer or another animal—can do much to heal old war wounds, and may even help in preventing future wars.



Murayama, his wife and Phil West stand in the snow during a visit in 1958.



Farmers repair Bossy's harness after she broke away.

26 November/December 2006 | WORLD ARK www.heifer.org

The Most Important Gift Catalog in the World



Dear Heifer Friend,

It's truly no exaggeration to say that this is the most important gift catalog in the world.

That's because the livestock and training available on the



pages that follow are far more than run-of-the-mill merchandise — they are offerings of life. Where else can you find such precious gifts?

I know that through your generous support of Heifer International, you are personally familiar with that unique sense of satisfaction that comes from helping those in need.

And I encourage you to share your caring spirit with those closest to your heart by honoring them with the gifts

of Heifer livestock and training.

For more than 60 years, Heifer International and friends like you have been proving that there's no better way to help a family escape poverty and hunger than by providing them with sustainable means of supporting themselves.

We started with heifers: pregnant cows, that upon arrival are not only ready to give birth — making it possible to quickly pass on the gift of offspring — but will also provide life-giving milk almost immediately.

However, over time we've found that because we work with families in so many radically different parts of the world, we must help them meet their needs through a variety of methods.

From Chinese silkworms to Nepalese water buffalo, Heifer has learned that resources both small and large can help families lift themselves out of poverty to health and hope.

In fact, since 1944 Heifer has helped more than 7 million families in more than 125 countries improve their quality of life and move toward greater self-reliance.

You'll see many of them in the pages that follow, read about the unique benefits of each, and meet some of the 38 million men, women and children who have been touched by the compassion of Heifer supporters like you.

How many people can say that they helped starving children fill their bellies, or an impoverished family send their children to school?

But that's precisely the opportunity this catalog provides.

So if you have a friend or family member who shares your concern about the less fortunate among us, or a co-worker who is especially fond of a certain animal like cows, pigs or ducks ... then don't miss out on this chance to give them a unique gift they're sure to love.

And thank you for caring so much about ending poverty and hunger.

Make This a Meaningful Holiday

Take part in a growing holiday tradition by giving gifts that help those in need.

Here's How

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

Four Easy Ways to Give

1. Call toll free (800) 698-2511 3. Order online: 24 hours a day, 7 days a week. Credit card orders only, please. Fill out the order form next to page 30

for your records.

- 2. Fax (501) 907-2902 24 hours a day, 7 days a week. Fax the completed order form next to page 30; keep for your records. Include credit card information.
- - www.catalog.heifer.org 24 hours a day, 7 days a week. Download beautiful print and email gift cards and pass along interactive email cards to friends.
- 4. Mail the completed order form with your check to: Heifer International P. O. Box 1692 Merrifield, VA 22116-1692

The prices in this catalog represent the complete livestock gift of a high-quality animal, technical assistance and extensive training. Each purchase from this catalog represents a contribution to the entire mission of Heifer International. Donations will be used where needed most to help struggling people. Heifer International is a non-profit 501(c)(3) organization.

What Your Honoree Receives ...



This year, instead of sending material gifts to your friends and family, present them with this beautifully designed gift card letting them know that, in their names, you've given the gift of self-reliance to a struggling family. The card explains Heifer's mission and how the gift you made in their honor will make a difference to a family in need.

Gift Card Delivery Options

Order online at www.catalog.heifer.org, then select printable or interactive gift cards.

Fast:

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

Orders must be received by December 8th for delivery by mail. To expedite delivery, please place your order via phone or visit us on the web at www.catalog.heifer.org.

Catalog photos by: John Peterson, Matt Bradley, Darcy Kiefel, Firooz Zahadi, Michael Greco, Jessica Shokrian, Hilleri Loven, Roland Kanlisi and Judy Wollen.



Gift of a Heifer: \$500 Share of a Heifer: \$50

Poverty and hunger followed the breakup of the communist system. But in countries like Romania, Heifer cows are providing hope for the future.

Heifers Make Udderly Original Gifts

Since a single Heifer cow can give a hungry family up to four gallons of protein-packed milk every day, your gift of a heifer and training is truly a gift

What better way to capture the spirit of this special season!

By providing hungry families with a heifer, they are able to get milk

almost immediately. And since a healthy cow can give birth to one calf every year, your gift of a heifer and training in its care can be passed on many times over.

When a family has a cow, every morning there's a glass of rich milk for the children to drink before heading off to school. Classes are paid for with the sale of extra milk

because with high-quality heifers, there is more than enough milk to go around. And cows can even help crops grow as their fertilizing manure is mixed into the soil.

Whether in honor of a friend, family member or co-worker, your gift of a heifer and training is a very special way to show you care.

Goats Are the Gifts That Keep on Giving



Goats are among the most "giving" animals around.

And more children around the world actually rely on goats' milk than on cows' milk.

Perhaps that's because goats can thrive in harsh climates where other

livestock can'tsurviving on grasses and leaves that other animals won't eat.

They're tough to be certain, yet they are amazingly gentle. So friendly, in fact, that it is the children who often care for a family's goat—building

bonds and learning lifesaving skills.

Heifer goats can give a family up to a gallon of milk every day. Many families use what's left over to make yogurts, cheeses or sell at the market for income to pay for clothes, school and medicine. And with two to three kids each year, passing-on the gift of goats is easy.

So this year, give a gift that keeps on giving ... and giving ... and giving: The gift of goats!

> Travel with a purpose by visiting Heifer project sites around the world. Visit www.heifer.org for Study Tour details.

To Order Your Gift Call 800-698-2511

www.catalog.heifer.org



Sheep Are Gifts of "Shear" Kindness

Heifer sheep are known the world over for being high-quality, hardy animals.

Often, Heifer sheep produce thicker, warmer wool than local breeds so parents are able to provide warm clothing for their children and drastically increase the family's income from the sale of wool products.

Plus, by applying the manure to

their fields, farmers can increase their crop yields and family's nutrition. This is just part of the "zero-grazing" training that families receive to help them manage their resources in ways that are both sustainable and effective.

Your gift will help provide a family with a high-quality sheep, training in its care, and the

opportunity to escape relentless hunger and poverty. Since sheep often give birth to twins or triplets, your generosity will quickly spread as partner families pass-on the gift.

So if you're still looking for something for that special someone who has everything, there's still time to give the lifesaving gift of sheep.

Your Gift of Chicks Hatches Hope

Each egg that a chicken lays is a lifesaving gift for a hungry child.

Now just imagine what your gift of a flock of Heifer chicks and training in their care will mean to struggling families around the world.

Fully grown, a single hen can lay more than 200 eggs each year. So your starter flock of 10 to 50 chicks will provide plenty of protein-rich eggs to eat, to sell at the market for income, or to pass on the gift to other families in need.

And because chickens need very little space and thrive on readily available feed or pests like insects, chicks are the perfect way to help many of the families living in the most extreme poverty.

So whether you're looking for a little stocking stuffer or just want to tell someone special that you care, your lifesaving gift of Heifer chicks will be a gift long remembered.



Your Flock of Hope will help children like Kandis from Simbolan, Indonesia.



Llamas & Alpacas: Gifts of Conscience

Even that person on your gift list who seems to have everything has probably never been given a llama or alpaca. And their uniqueness doesn't stop there!

Llamas and their close cousins, alpacas, are the only large domesticated animals native to South America.

They are ideally suited for the harsh environments where so many impoverished families live. They are remarkably disease-resistant animals and require little supervision.

Their special hooves do not damage the fragile ecosystem—helping communities preserve

what little resources are available. And unlike other animals, they can carry heavy loads at high altitudes.

Plus, their fine wool is highly prized and provides families with clothing to stay warm and income opportunities that are so hard to come by in the region.

Give a Gift That Grows: Tree Seedlings

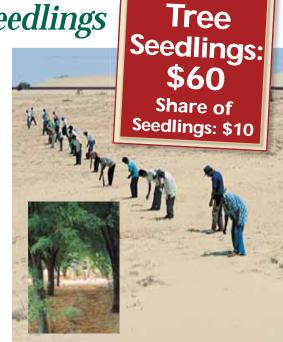
While much of Heifer's work involves livestock, our holistic approach to sustainable development hinges on also providing a wide variety of trees to partner families.

Trees have many functions on small family farms.

Their roots hold precious topsoil in place, and the branches of many of the varieties that your gift will help provide bear vitamin-laden fruit — a ready source of both nutrition and income. And in regions where cooking is still done with firewood, families with trees can use fallen branches instead of purchasing or poaching from forest reserves.

So this year, may we suggest that you consider adding a lowcost tree from Heifer with your animal gift giving.

Youth groups enjoy visiting Heifer's learning centers. Call for more details on Heifer's youth programs at (800) 422-0474.



Gift of



The Gift of Bees Is Very Sweet Indeed

Placed strategically, a single beehive can double fruit and vegetable yields on a family's farm.

And pollinating crops is just one benefit of bees!

Bees also provide impoverished families around the world with

income opportunities generated through the sale of honey and wax.

Your gift of Heifer International honeybees includes a bee package, the box and hive, and training in the latest beekeeping techniques.

And since bees require relatively

little space and have low maintenance costs, your gift of honeybees is a great way to help provide nutrition and income to families living in extreme poverty.



Because a water buffalo can provide a family with protein-rich milk, organic fertilizer, and pulling power, they are among the most sought-after livestock in many parts of the world.

Plus, they are delightfully gentle animals. So mild-mannered in fact, that children often become fast friends with their water buffalo and take an active role in its care ... learning skills that will serve them well throughout their lives. With the pulling power of a water buffalo, a one acre field that takes two weeks to sow with a hoe can be plowed and planted in just two days. That's why many small farming families are able to plant FOUR TIMES more with a water buffalo than by hand. And their water buffalo even helps them

haul crops to market!

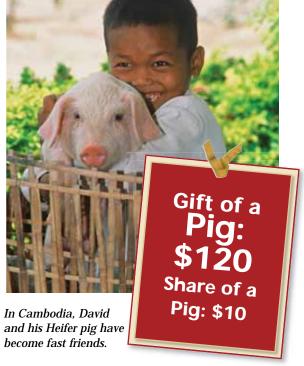
Plus, families with water buffalo can grow strong in mind as well as body as the resources become available to pay for school and the limitless possibility that an education provides.

Your gift of a Heifer water buffalo and training is a unique way to show someone special how much you care.

Go Hog Wild with Your Gift Giving This Year

A staple of barnyards the world over, pigs are at the top of any farmer's wish list. And because pigs require very little land and can thrive on scraps and garden by-products, a Heifer pig is a great way to help families living in extreme poverty boost their income and nutrition. Pigs are a never-ending source of low-cost, organic fertilizer and when applied to fields, pig manure can dramatically increase the harvest. Plus, a sow can give birth to about 16 piglets each year so your gift of a Heifer pig can reach many, many families as the gift of offspring is passed-on throughout the community.

That's why your gift of Heifer piglets will bring a smile to so many faces.





Ducks and Geese Are Sure to Please

Duck and goose eggs may not be common where you live, but in many parts of the world they form the cornerstone of a healthy diet, with millions of children relying on them for protein each day.

And they're great to have around the farm. Ducks and geese are easy to take care of, their droppings fertilize gardens, and they even help control weeds and insects.

But best of all, your gift of ducklings and goslings will help very poor families generate substantial income through the sale of highly prized eggs and offspring.

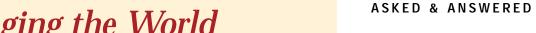
The Gift of Rabbits Quickly Multiplies

We all know how prolific rabbits are. And that's why they're a perfect way to help families who are literally on the brink of starvation.

A trio of Heifer rabbits and training in their care is a low-cost, high-yield gift that helps impoverished families rapidly increase their income and nutrition.

They're easy to care for, require only simple foods, and produce manure that can be applied to gardens without composting — immediately boosting crop productivity. And, of course, fulfilling the Heifer Cornerstone of Passing On the Gift is never a problem when rabbits are around.



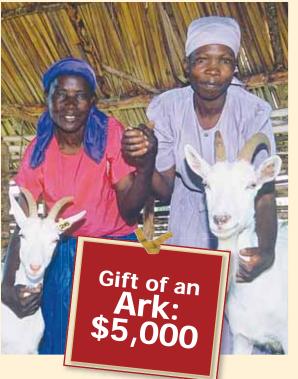


Changing the World Two by Two

A Heifer International Ark is an extraordinary gift and an opportunity for you to change the world.

Your Gift Ark goes around the world—Latin America, Africa, Asia, Europe, and North America. Wherever we find hunger, poverty and hopelessness, we answer with Heifer animals and training.

What does the gift of an Ark mean? It means ... oxen, donkeys, and water buffalo ... cows, sheep, and goats ... even bees, chicks, and rabbits, and more ... healthy, hardy animals that will go forth and multiply, improving lives for countless families and children, and passing on your spirit of faith and charity over and over again to places in the world where your generosity, kindness and vision are needed most. To find out more about giving a Gift Ark during this holiday season from Heifer International, please call 800-698-2511 ... and say, "I want to help change the world."





2 Cows To bring milk and income to a Russian village.



2 Sheep To help families in New Mexico produce wool.



2 Camels To help families in Tanzania earn income by transporting agricultural and industrial materials.



To pull plows and carts in Uganda.



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



2 Pigs To enable families in Arkansas to attain greater self-reliance.



2 Beehives To help families in Kentucky earn money through the sale of honey and beeswax.



2 Goats To help Haitian families provide milk for their children and earn extra income.



2 Donkeys To supply animal draft power for farmers in Peru.



2 Trios of Ducks To help families in Ghana generate income through the sale of eggs and birds.



2 Trios of Rabbits To provide food and income for families in Guatemala.



2 Trios of **Guinea Pigs** To help families in Ecuador add protein to their diets and increase income.



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



2 Flocks of Chicks To help families in Nepal improve nutrition and generate income through the sale of eggs.



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

The price of a Gift Ark represents the purchase/transport of high-quality animals and the training/support that Heifer International gives recipients. Contributions to the Gift Ark program represent a contribution to the entire mission of Heifer. Donations will be used where needed most. Heifer International is a non-profit 501(c)(3) organization.

HEIFER KENYA VISITS CHANGE WORLDVIEW

World Ark talked with three women. Kirsten Heder, Tamara Johnston and Alison Mann, after they recently returned from visiting Heifer projects in Kenya. Heder and Johnston, both documentary filmmakers, are exploring the possibility of making a documentary that takes an in-depth look at Heifer's work in Kenya. Heder was introduced to Heifer through Mary Steenbergen and Ted Danson, who hosted an event last year to introduce their friends and co-workers to Heifer. Heder won the evening's big door prize—a trip to visit a Heifer International project site. She wanted to see project work in Africa. Alison Mann is an assistant to Steenbergen and Danson, and was honored by their offer to send her on the trip with Heder and Johnston.



Interview by Sherri Nelson | WORLD ARK EDITOR

WA: How were your experiences different than your expectations?

Alison: I expected the trip to be amazing and life changing but I had no idea that it would also fill my heart and soul. I felt as though my spirit was restored. The experience was a gift in every way.

Tamara: To be guite honest, I wasn't sure what to expect. I knew I was going to a developing country, but I think I wasn't prepared for the permanence of the situation. It's not just poverty for a day, for a month, for a year...it's their existence. That was tough to swallow. **Kirsten**: I didn't expect some of the conditions to be as bad as they were. You expect to be prepared for the worst, but then you get out there and some things go beyond your expectations. I have never thought myself to be a naive person, I have traveled the world, been to some pretty harsh environments, but I don't think any of us knew or could have expected some of the conditions that areas of Kenya are in.

WA: What was your most difficult moment? Why?

Kirsten: Honestly, coming home. Walking off the plane back in the United States, and seeing all that we have here, seeing all the creature comforts, seeing all the extravagant living we have, seeing all the food in the grocery store,

seeing little dogs dressed up in nicer clothes than the children back in Africa. It was hard for me. I had a hard time justifying my living to myself for a long time. I constantly would think about my newfound friends back in Africa, and I would cry. It was a really hard time for me. It still is. To see one part of the world function with so much, and letting another part of the world function with so little, it's hard to watch

Alison: Although things seem pretty grim there [Kenya], particularly in comparison with how most Americans live, there is an unbelievable amount of hope. It is truly inspiring. However, there definitely were difficult moments. Looking at all of the beautiful children, knowing that an extraordinarily large percentage of them will be impacted by the HIV/AIDS crisis was just devastating.

WA: Most unforgettable moment?

Tamara: Most unforgettable moment had to be when the AIDS Orphans Choir sang to us as guests of honor. It humbled me to hear HIV/AIDS youth sing out boldly in a stigmatized area. I was especially touched when they sang gospel in Swahili. It doesn't get more powerful than that.

Alison: There was a lifetime of unforgettable moments. The children at St. Peter's Nursery School were definitely one of those moments. They'd greet our big, white van each morning by running to the chain link fence, waving, smiling and chanting "How are you! How are you! How are you!" I can hear their voices in my head, and it still brings a smile to my face almost every day.

WA: What was your best moment?

Alison: The goat distribution day was absolutely incredible. It was such a joy to be a part of it and to witness the beginning of a new way of life for the families, some of whom we'd gotten to visit on their farms. The hope and excitement filled the air and I will never forget it.

WA: How has your life changed since your trip?

Kirsten: I try not to take things for granted anymore. When I find myself slipping, I really do try to remember my experiences in Africa. I also find myself trying to conserve more too—if I don't truly need it, don't get it! **Alison:** A trip like that really does change you. It is humbling, eye opening, inspiring and empowering. Returning to the United States was the biggest culture shock I've ever experienced. I'm definitely more aware of what is going on around me and am more appreciative of everything in my life - my friends and family, my health, my home, the opportunities I've been blessed with. I also know now that I want to make a difference; give back to the world. The trip made me realize that is why I'm on this planet

Tamara: Since my return home, I've had to tell myself not to be cynical, but to appreciate how I have been blessed. Of equal importance to me is to work hard to make a difference, to effect change however, wherever I can. This trip taught me that I can do this, that I am doing this.

WA: What did you learn about the families that Heifer International assists?

Tamara: The families Heifer is involved with are more than just thankful, and gratitude is a word too small to describe how meaningful their lives are now they have experienced the passing of the gift. It was my honor to be part of this experience and taste a little of their joy. My prayer is that more families receive this gift. Kirsten: For those that were willing to acknowledge the AIDS virus, their needs, hopes, problems and joys are intertwined. Their need is to educate their fellow man on the AIDS virus, on its origin, how it is spread, etc. Their hope is that they will all begin to acknowledge and end the spread of the disease. Their problem is that a lot of people are afraid of the virus—what it means, where it came from, etc. But their joy is that the youth are beginning to break the cycle of the parents; they are beginning to educate themselves about the AIDS virus, especially with the help of such groups as the AIDS choir from Brother Balthazar's program.

WA: What do you wish young Americans could learn from your experiences in Kenya?

Alison: Although we're separated by thousands of miles, we're not that different. We all have the same worries—education, healthcare, being able to support one's family. The most important thing someone could learn from my experience in Kenya is that even just one person who decides to help or get involved can make a tremendous difference. It would be easy to hear about the issues that need to be addressed there, throw up your hands and say, "Where do you even start?" It's a lot braver and more interesting to roll up your sleeves and say, "What can I do?" Tamara: I want Americans, young and old alike, to realize everyone, anyone can change the world.

Kirsten: This question is probably most important to me. In fact, I remember on one part of the trip when we were leaving this one farm, I began crying because I was so overwhelmed by the fact that even though she (an African woman) had so little, and even though she knew she was dying of AIDS, she was still working hard every day of her life to help not only her family but to help ten orphans go to school. Ten orphans! With what little extra she was blessed with by getting that cow (from Heifer International) she helped others! And then I started thinking about all the young 20-somethings I have met in Los Angeles

whose parents give them so much money and they waste it on themselves. That's when I started to cry. We have all been blessed with so much here, and we waste it, while these people in Africa, when they are given just a little bit extra, instead of using it on themselves to perhaps buy a new dress to replace the torn one they are wearing or just use it for themselves, they use it to help an orphan!

Alison Mann has a passion for foreign languages and cultures and loves to travel. She majored in Spanish and graduated cum laude from the University of Southern California with a Bachelor of Arts degree. She also enjoys writing and has completed three screenplays with her best friend/writing partner. Other areas of interest include archaeology, anthropology, volunteer work, cooking, hiking and animals. She currently works as an assistant to Mary Steenburgen and Ted Danson and learned of Heifer's work through them.

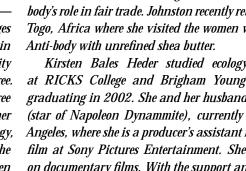
Tamara Johnston has a background in film and

resigned from DreamWorks last year to pursue a freelance career producing documentaries and independent film projects such as award-winning "Laundry & Tosca," "Praying The Hours" and "The Fair Trade." skincare business, and manages Anti-

Johnston is also a founding partner of Pictured above (I. to r.) Alison Mann Anti-body, a high end and fair trade Tamara Johnston and Kirsten Bales Heder.

body's role in fair trade. Johnston recently returned from Togo, Africa where she visited the women who provide

Kirsten Bales Heder studied ecology and film at RICKS College and Brigham Young University, graduating in 2002. She and her husband, Jon Heder (star of Napoleon Dynammite), currently live in Los Angeles, where she is a producer's assistant for a feature film at Sony Pictures Entertainment. She also works on documentary films. With the support and guidance of her friends Mary Steenburgen and Ted Danson, Kirsten is proud to promote and work with Heifer in the coming year.

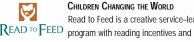


EDUCATION PROGRAMS

EDUCATIONAL PROGRAMS

Heifer's educational curricula are some of its most successful and acclaimed programs. These programs make the issues of hunger and poverty real for people, and help them understand what they can do to help. Visit HeiferEd.org to learn more.





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The White Man's Burden

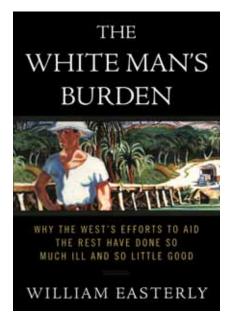
Why the West's Efforts to Aid the Rest Have Done So Much Ill and So Little Good

William Easterly Penguin Press Hardcover | \$27.95

his book boldly and at times shockingly addresses the guestion: Why has so much foreign assistance done so little good? Easterly's answer is simple and in stark contrast to others, most notably Jeffrey Sachs. The reason according to Easterly is that foreign assistance has been designed by "planners" instead of relying on market forces. He compares the well-meaning "planners" to those he calls "searchers." Planners design grand schemes to solve the Poor's problems, relying on Meta analysis and centrally planned interventions. Searchers on the other hand seek local solutions that work and try to build on and multiply them, relying largely on market forces.

The book's subtitle: Why the West's Efforts to Aid the Rest Have Done so Much III and so Little Good, takes its title from Rudyard Kipling's 1899 poem by the same title. In it he writes: "Take up the White Man's burden—the savage wars of peace—Fill full the mouth of Famine, and bid the sickness cease." Kipling was commenting on the sense in the imperial West that it had a moral obligation to solve the problems of the poor and hungry, which lives in what Easterly terms "the Rest."

Easterly, a former economist with the World Bank (and therefore a planner) argues that while well intentioned, planners and their plans for the poor



are the real problem with foreign aid. He points out that people in the West, (and I would argue especially in the United States) love the big solution. The legend of foreign aid according to Easterly is that: "the poorest countries are [they are poor only because they started poor] from which they cannot emerge with an aid-financed Big Push, involving investments and actions to address all constraints to development, after which they will have a take-off into self sustained growth, and aid will no longer be needed."

Politicians, actors, musicians and the public love the idea that we can somehow engineer the end of poverty while at the same time achieving democracy, ensuring environmental health and primary education for all.

Easterly devotes most of the book to a fascinating discussion of how

—Reviewed by Jim De Vries, Heifer's Senior Vice President of Programs

and why such grand schemes fail. He provides sobering statistics to back up his analysis. For example, Easterly shows that most of the countries that have received the largest amount of foreign assistance are still the poorest, and are also often the most undemocratic or free. And some of the poorest countries at the end of World War II, such as South Korea, Thailand, Taiwan, Chile and Brazil have now emerged to relative prosperity without any significant foreign aid.

The book relies heavily on the macro statistics of the very planners he criticizes and on anecdotal evidence. as there is a dearth of reliable statistics. This is one of the lessons to be learned from this very serious look at foreign aid; we need to evaluate the efforts much more carefully. Easterly argues that much more evaluation should be done by neutral outsiders because those who are part of the system, while often sincere and truly professional, get caught up in justifying why something did not produce the intended result. They then turn around and prescribe an even bigger and more complex solution. Remember, this criticism is coming from someone who worked for the World Bank for years and was therefore an insider to the system.

After noting that more aid has not lead to development, Easterly addresses the assertion made by many

experts that the reason for the failure is that market forces were not allowed to operate. He uses the example of the former Soviet block countries, and shows that contrary to expectations; those countries which immediately and drastically changed to a "free market" did worse than those that maintained a level of central control. He contrasts Russia, where life expectancy has plunged after the introduction of free markets, with China, which has gradually liberalized its markets and has seen tremendous economic growth.

He next examines the impact of

"good governance," which is currently a major criterion for granting foreign assistance, based on the assumption that good policies are the key to economic development. It is great to see this question examined by a free market economist like Easterly as the common wisdom is that the Rest [the poorest countries] should just copy the policies of the West as dictated by the World Bank and the International Monetary Fund. His conclusion is that, "Alas, democracy is not a quick fix for poor countries, just as free markets are not a quick fix." While there is a correlation between democracy and the well-being of a nation, democracy has to grow incrementally from the bottom up and cannot be imposed or engineered from the outside. With democracy as with free markets and big plans, Easterly repeatedly makes the point that things are just a lot more complex than they seem, especially to outsiders. This, he argues, is the fundamental reason why the West can't develop the Rest—it cannot be done from the outside.

The solution to the "White Man's Burden," Easterly argues, is to have no plan. In a chapter entitled: "The Rich Have Markets, the Poor Have

Bureaucrats," he shows that he does have faith in markets and "free enterprise." While markets cannot be engineered and imposed by a big plan, he feels they offer the best hope. Foreign assistance should operate more like a free market system. He suggests that governmental and non-governmental aid agencies should focus on the one or two things they do best. He gives the example of the eradication of river blindness in West Africa and the success of micro-lending institutions. In his opinion, these succeeded when they addressed a specific need with a proven solution. Thus foreign aid can help as long as there is no "big plan" addressing multiple constraints

record. Their work should be carefully assessed by independent evaluators. As much as possible, the clientele of all these efforts should play a major role in selecting both the type of assistance they need and who is best qualified to deliver this assistance. In a sense, the poor should be able to shop around for the best provider of the type of assistance needed.

Easterly does not recommend the end of foreign aid, although many may use this book to justify doing so. In fact, he commends the "increased constituency for the poor." Instead he recommends "homegrown" solutions like vaccines, boreholes and improved seeds. "When you are in a

"When you are in a hole," Easterly writes, "the top priority is to stop digging. Discard your patronizing confidence that you know how to solve other people's problems better than they do."

that have not been clearly understood. "The dynamism of the poor at the bottom has much more potential than plans at the top."

While I agree that the poor have to be at the center of development solutions, Easterly places too much faith in the individual. As a macroeconomist he should recognize and place more emphasis on the group and the system. He does not blame the poor for their own poverty, as some would, but he does not stress the inequities of the global system enough.

Easterly states that he will not propose a plan, since he argues vigorously against plans. However, an appealing part of his "no plan" solution is to let aid agencies compete for "market share." In other words, those who would like to lead the efforts to end hunger and poverty should be financed and supported based on their track

hole," Easterly writes, "the top priority is to stop digging. Discard your patronizing confidence that you know how to solve other people's problems better than they do. Don't try to fix governments or societies. Don't invade other countries, or send arms to one of the brutal armies in a civil war. End conditionality. Stop wasting our time with summits and frameworks. Give up on sweeping and naïve institutional reform schemes. The aim should be to make individuals better off, not to transform governments or societies."

"Remember, aid cannot achieve the end of poverty. Only homegrown development based on the dynamism of individuals and firms in free marketers can do that. Shorn of the impossible task of general economic development, aid can achieve much more than it is achieving now to relieve the suffering of the poor."

Chew on This

Everything You Don't Want to Know About Fast Food

Eric Schlosser and Charles Wilson Houghton Mifflin Hardcover | \$16.00

-Reviewed by **Austin Gelder** Heifer Staff Writer

n Chew On This: Everything You Don't Want to Know about Fast Food, author Eric Schlosser admits his love for cheeseburgers and milkshakes right off the bat, and that's a good thing. I want to know going into a book that the author is someone I can trust, and I just can't get behind anyone who says fast food doesn't taste good. Like those foodies who turn their noses up at meals wrapped in paper and delivered through a drive-up window. Who are they kidding? Greasy, salty burgers are specially formulated to taste good, and even if we forget for just a second about those dippable chicken strips and super-addictive fries, advertisements plastered all over televisions, magazines and billboards are there to remind us.

Middle schoolers, the intended audience for Eric Schlosser's new book, never knew a world without chicken McNuggets. No matter. Along with coauthor Charles Wilson, Schlosser takes readers back to the birth of what's become a mainstay of American culture, explains how it took hold, and then tells us why we've got to pry ourselves loose. Schlosser is the author of the bestseller Fast Food Nation.

The writers clearly admire the ingenuity of the dreamers who turned a handful of California hot dog stands into a coast-to-coast

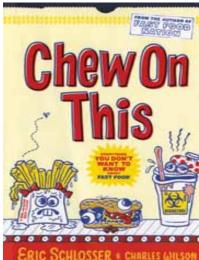
phenomenon that eventually went worldwide to attract billions of salivating customers. But Schlosser and Wilson also chronicle how the assembly line style production and drive to keep prices low take a heavy toll on workers, farmers, food quality and health.

The book is full of stories like that of Montreal teenagers Pascal McDuff and Maxime Cromp. The two tried to unionize a McDonald's franchise after they were never rewarded with significant raises despite their hard work. A court battle ended in the workers' favor. but the restaurant quickly closed its doors.

The book also talks about how fast food restaurants save money thanks to the downfall of meatpacking unions. Without a union, meatpacking workers must settle for low wages and no job security. Injured workers are often demoted or fired.

Readers meet Sam Fabrikant, a 300-pound 16-year-old whose yen for Big Macs and soda lands him on the operating table for a dangerous gastric bypass surgery that shrinks his stomach to the size of a golf ball. Sam drops 147 pounds, but the trade-off is that for the rest of his life, he can eat no more than a few bites of food at a sitting.

The Schlosser-Wilson team's



seeds for these ills, and how we as a society allowed them to thrive.

"The fast-food industry spends millions of dollars every year trying to influence politicians and billions more trying to influence people through advertising," they wrote. "The wealth and power of the major chains make them seem invincible. And yet the corporations must obey the demands of a group that's even more powerful, a group whom they desperately want to attract and please: consumers."

Adults who never read Fast Food Nation might want to cheat by reading this one, instead. It's quick, easy and fun, and you don't have to be a kid to enjoy it. You know, kind of like a Happy Meal[™]

writing is refreshing because the pair doesn't lay on any quilt for those who can't resist the Super Value Menu every once in a while. At the same time, they're clearly trying to empower readers to make changes. They don't put all the blame for childhood obesity and low wages on the shoulders of fastfood tycoons Ray Kroc and Dave Thomas. What they do instead is show how fast food planted the

> Janet Ginn is well known in the homes of Heifer donors throughout the United States. The book is dedicated to these donors "who have welcomed me into their lives." She tells their stories with as much poignancy as she has talked about Heifer International beneficiaries.

& fuzzy, touchy-feely book, filled by the warmth of this unusually

dedicated woman, let me assure you it is a serious and detailed plan for creating a legacy

of caring. Janet shares details about annuities, wills, endowments and bequests and takes you step by step through the process.

Working as a Development Director for Heifer International and with many aspects of fundraising for more than three decades, I have seen lives changed because of using appropriate tools in deciding how and when to give. I have had many donors say to me, "Janet Ginn has all the facts about finances and giving at her fingertips. She helped me tremendously as I decided how to create my will or how to design an endowment to help people in Africa or in memory of a loved one." And there are ways to make an investment that will pay you dividends now and assure that your giving will continue into the future.

In the end, reading the book was more than just a tribute to a wonderful friend. It challenged me to explore my own patterns of spending and giving once again and to encourage others to do the same.

Janet reminds us that the task of ending poverty is possible. She calls us to a new commitment and a new look at how we will leave our legacy.

> You can get your copy of Circle of Giving: Donors' Stories of Wisdom at www.amazon.com.

"You must decide how your wealth, during your life and after, represents who you are." A REVIEW BY ROSALEE SINN s President of Heifer Foundation,

By Janet K. Ginn PRESIDENT AND CEO, HEIFER FOUNDATION

Circle of Giving

Donors' Stories of Wisdom

Janet Ginn is serious about helping individuals pass on their values to future generations and challenging them to invest in creating a better world. She passes on her values in this inspiring and readable book that opens up new opportunities for creative giving.

Over and over Janet encourages us to take care of ourselves, to take care of our families, and to invest wisely so that when it is time to make annual or planned gifts we will be able to give generously and still protect our own well-being.

Janet has a deep commitment to Heifer International beneficiaries. In Circle of Giving, she shares stories of her personal visits with the Navajos in New Mexico, with small farmers in China and with Beatrice from Uganda. She shares first-hand stories about how the farm animals and training provided by Heifer provided immediate and long term solutions to hunger and poverty.

Lest you think this is just a warm

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HEIFER: The Next Generation

By Austin Gelder | HEIFER STAFF WRITER



Braintree, Mass., students celebrate a successful fundraiser.

igantic donations from diminutive donors hardly surprise Heifer fundraisers anymore. In recent years, some of the organization's most zealous and successful supporters have raised money and awareness through bake sales, birthday parties and bike rides, often with help from mom and dad. Their innovative ideas and ceaseless energy are lending hope to many needy families and inspiring children and adults alike to come up with creative ways to help.

"At a time when the world is embroiled in hatred, division, blaming and conflicts, young people are stepping forward to provide leadership, courage and wisdom in their own unique ways," said Umaru Sule, community relations coordinator for Heifer's mid-Atlantic region. "I am deeply touched by the determination and foresights of some of the young people in our region."

Young people's contributions to Heifer's mission to end hunger and poverty bring not only more energy and money to the cause; they signify that a new generation is standing ready to take on the call.

Nine-year-old Tag Grace of Little Rock is a member of the next Heifer generation. He first learned about Heifer when his class participated in the Read to Feed program at school. Later, he and his cousins competed to see who could fill clear plastic "peace pipes" with quarters first. The \$250 they collected went to Heifer International.

Tag's family encouraged him to continue making giving a priority.

"We're working really hard to teach the kids about the world of philanthropy and the things they can already do at their age," his mother, Anna Kay Frueauff Williams said.

For his 9th birthday Tag put Heifer on his wish list, asking the 40 children who came to his birthday party to bring \$9 each. He kept \$2 of that to put toward an iPod, and the rest he used to buy Heifer animals. Later, many of the children who attended Tag's party decided to copy his idea and used their own birthdays to raise money for Heifer, the Make-A-Wish Foundation, Miracle

and other nonprofits.

Using birthday celebrations to teach others about Heifer's work and to raise money is becoming more popular among Heifer's younger supporters. A bowling tournament in Long Grove, Ill., to mark Jonathan Spungen's Bar Mitzvah raised \$10,000 for charity, with \$600 of that going to Heifer. Brett Goodfriend of Malibu, Calif., used his Bar Mitzvah to raise an entire ark.

Other young people in New Hampshire and Massachusetts have raked leaves, painted houses and washed cars to buy goats, cows, chickens and water buffalo. They were working with an organization called Operation Day's Work, which encourages students to raise money to help people in developing countries. And then there are children who decide to raise money for Heifer International just because. Ellie Guettler of Georgia was only 5 years old when she decided that if her parents wouldn't let her have a cow of her own, at least she could raise money for another family to have one. Three years later, Ellie has raised more than \$5,000.

Regional volunteer coordinators say they're seeing more young people like Ellie stepping up to raise money, talk to civic and church groups and organize events. And more young adults are also giving their time to Heifer.

"We have always been supported by children in church schools and vacation Bible schools, but in the last few years we have seen a big increase in support from public schools and college-agestudents," Heifer's Midwest regional director Dave Boothby said. "I have about eight colleges that have active fundraising programs for Heifer, and the list is growing every year."

Community relations coordinator Rosemary Larson said she is also seeing more young people come forward to help.

"Since 9/11, here in Chicago we have seen a much higher number of young adults interested in helping resource-challenged people," shesaid. Thoseyoung professionals fill in the gaps left by older volunteers, offering computer skills, the ability to multi-task

ability to multi-task off his donation to Heifer staff. and a willingness to

Tag Grace of Little Rock drops

volunteer at unconventional hours.

Some of those young adults began volunteering years ago. Seattle area volunteer Eliza Penick said it was an alternative giving fair at her church that first interested her in Heifer International. Soon, she and her cousins were running the Heifer booth at their church's annual fair.

"As the next generation, it is crucial to reach out to children and educate them about the state of the world and how they can bring about change," Penick said. "It is our responsibility to involve them, not only for the enthusiasm and energy they bring to our efforts, but also in the hopes that they will continue to grow into caring, active, globally-aware people."

Both young adults and youth volunteers are tying their Heifer giving to athletic feats, getting sponsors for every mile walked, run

Sam Kessler of Kensington,

Calif. rode his bike over the Alps

to raise money and awareness.

or pedaled. Penick's most recent Heifer efforts saw her biking from Seattle to Portland to raise money for Heifer.

Teenagers Jesse Duff-Woodruff, Colin McGlynn and Eric Soderholm traversed their home state of Maryland on their bicycles last summer to raise \$10,000 for Heifer International. Their 12-day, 405-mile trip included overnight stays at a number of churches, a volunteer fire department and friends' homes, as well as a ride across Chesapeake Bay on a fishing boat.

Another teenager, Sam Kessler of Kensington, Calif., traversed the Alps on his bicycle in 2005, traveling 800 miles through France, Italy and Switzerland to raise more than \$2,000 for Heifer.

Cross-continental treks are the exception. Many more young people sell cookies, set up lemonade stands and solicit donations to mark birthdays. But regardless of the size of the donation, there's no doubt that each contribution is important.



Ellie Guettler of Georgia was 5 when she joined Heifer's mission.

42 November/December 2006 | WORLD ARK www.heifer.org www.heifer.org www.heifer.org



The **BIG** Deal of Fair Trade-Certified

By Nicole Chettero

n the July/August issue of *World Ark*, a reader responded to the March/April Q&A—Do you know what "fair trade" means and, if so, do you seek to buy Fair Trade-Certified™ goods?—and insinuated that Fair trade certification is a "quick-fix" that encourages producers to grow inferior quality coffee for short-term gain, and that fair trade is simply "a marketing device" out to benefit huge conglomerates.

In my opinion, this could not be further from the truth.

Fair trade certification adheres to incredibly stringent social, economic and environmental criteria—there is nothing "quick-fix" about creating direct, longterm contracts between disadvantaged producers and international buyers, nor is anyone "merely slapping a fair trade label" on a Fair Trade-Certified™ product. That said, the fair-trade certification system is not a panacea for all that ails international trade, nor will it single-handedly eliminate world poverty or guarantee quality. The plight of disadvantaged farmers and product quality are issues shared by us all, in every role we assume, whether it's as a farmer, product certifier, non-government organization, importer, retailer or consumer. Fair trade is the essential first step toward an equitable and sustainable form of international trade that benefits industry, consumers, producers and the Earth—to think any of this could succeed without marketing efforts or industry profitability is unrealistic and naïve.

Quality coffee begins with how the bean is cultivated, harvested and processed, continued by the judgment of the importer, the expertise of the roaster, and finally confirmed by consumer taste. While quality is not part of fair-trade certification criteria, fair-trade standards provide the essential building blocks toward ensuring quality—an equitable trading system, thriving farming communities, a transparent supply chain and sustainable farming methods. Fair trade guarantees that farmers are paid a fair, above-

market price for their crops, enough to cover their costs, provide for their families and communities, and reinvest in cultivation, harvesting and post-harvesting processes that enhance flavor and protect the environment. Fair trade also guarantees a direct link between producers and international buyers, giving farmers essential feedback about quality control. Last year, TransFair USA's Global Producer Services initiative began working with producers throughout Latin America, Africa and Asia on quality control, capacity building, organic conversion and other essential development areas, helping fair-trade producers become better business people and better farmers.

The accumulative benefits of fair trade are now evident in the exemplary quality of most Fair Trade-Certified™ coffee available today. Fair Trade-Certified™ coffee has expanded well beyond its first years as a mission-based niche to include discerning specialty coffee roasters big and small nationwide. In the Coffee Review, the world's leading coffee buying guide, Ken Davids writes "Fair trade coffee is continuing to improve.... This appears to support the position that paying more money on a guaranteed basis to farmers will improve quality." The Coffee Review gave Fair Trade-Certified[™] coffee an average rating of 87.3 out of 100 points in 2005, and 88.6 in 2006 thus far—this score has risen every year since 2001 and beats the average for non-Fair Trade-Certified[™] coffees. In 2004, eight of the top-ten coffees in Nicaragua's Cup of Excellence competition came from fair-trade cooperatives. At the world-famous Specialty Coffee Association of America's Cupping Pavilion, fair-trade cooperatives took home first, second and third place in 2003, and the top-two African coffees in 2005 were from Ethiopian fair-trade cooperatives. Food & Wine's list of the Best U.S. Boutique Roasters for 2006 is topped by companies that carry Fair Trade-Certified[™] coffee. This quality also extends to other Fair Trade-Certified[™] products—tea, cocoa, rice, sugar, vanilla and fresh fruit.

Fair trade still operates in a free market system—if fair-trade farmers do not produce quality products, they will not succeed, despite the developmental efforts of the fair-trade system. Is this fair trade's fault? No. And while Fair Trade-Certified™ is a market-based solution, the number one priority of everyone who works in fair trade is not to make conglomerates rich, it's to make sure that as many disadvantaged producers as possible are given the resources and recognition they need to thrive. Will this take a marketing budget and mainstream industry? Yes. Will this take the continued support of grassroots organizers and mission-based businesses? Yes. Does quality have to be compromised, or the sincerity and integrity of our mission? Never.

We are all working for the same cause, we just take different routes to get there and have different roles. It is our unified cause to help elevate farmers from poverty and empower them as small business owners, creating a system of trade where everyone wins. No system is perfect—the real key is how we can all work together to find the closest to perfect possible.



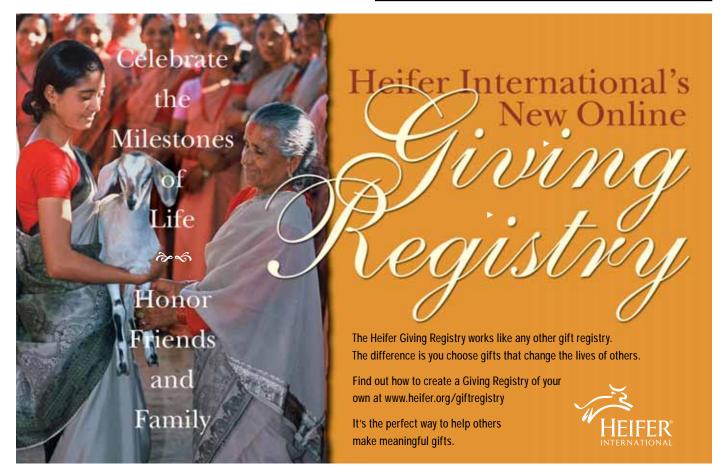
Nicole Chettero is the public relations manager for TransFair USA—the only independent, third-party certifier of fair trade products for the U.S. market—based in Oakland, Calif. She lives in San Francisco. For more information, go to www.transfairusa.org. Since 1998, TransFair USA has helped channel nearly \$80 million to more than 1.5 million farmers and

workers throughout Asia, Africa and Latin America.

FOR MORE INFORMATION

TransFair USA's Global Producer Services: www.fairtradeimpact.org

Fair Trade Labelling
Organizations International:
www.fairtrade.net



44 November/December 2006 | WORLD ARK www.heifer.org www.heifer.org www.heifer.org

Elementary Student Creates New Ways to Fight Hunger

Editor's note: Six-year-old Julia Crumb recently donated an entire ark to Heifer International. Below is her story in her own words, told with a little help from her mom.

"My Ark Story" By Julia Crumb

alog around Thanksgiving last year. I wanted to buy the ark because it would help a lot of people. It was a lot of money, but I wanted to help a lot of people.

I started earning money by doing chores. I did research on Heifer, too. I learned that they would help people around the world get income because they could sell extra milk, wool and eggs. Extra money helps kids go to school. My favorite animal was the heifer. I found out about all these things from the catalogs, Internet, books and two movies from Heifer.

Next I made Christmas crafts and ornaments. I made pretzel sticks, too. It was fun making the pretzel sticks. I made 192 ornaments. My favorite ornament was the icicle. It was beads on wire that had a spiral on the top. I sold them at the church and at my school's holiday bazaar. I gave a speech at church about my project.

I got a call from the Snogualmie



Julia Crumb sells holiday ornaments to raise money for Heifer.

Valley Record newspaper before Christmas. They wrote an article about me on January 6, 2006. More people got to know about Heifer because of the newspaper article. I felt excited!

After the article came out the Snoqualmie Rotary Club called. I sold Valentines to the Rotary members and gave a speech at one of their meetings on February 9. I raised more money. I was surprised because they gave me

a pin and a plaque.

I also made Valentine cards and Hershey Kiss roses. I made the Hershey Kiss roses by using squares of cellophane wrapped around the Kisses. Then I stuck the stems in and wrapped floral tape around it. I made 168 roses, and I sold them at Cascade View Elementary, Snoqualmie Elementary and the Snoqualmie Valley Rotary Club. I made 400 Valentine cards that I sold to the elementary schools and some of Mommy's teacher friends (they gave them to their students for Valentine's Day).

On February 22, I spoke at the Port Angeles Rotary Club where my grandpa is a member. I got more money for my project and another pin!

During March, money seemed to come in the mail every day. Family

and friends of family had heard about my goal.

On April 4, 2006, I reached my goal! We figured out that it took only about 20 weeks to do this! That's only about 140 days. We weren't expecting to have \$5,000 this early, so we had put half the money in a CD at the bank. We had to wait until May 23 to get the money out of the bank and send it to Heifer.

Pedaling to End Poverty

By Austin Gelder | HEIFER STAFF WRITER

liza Penick doesn't mind working up a sweat if it will help her favorite cause. The 26-year-old cyclist recently pedaled 204 miles from Seattle to Portland to raise money for Heifer International. The two-day ride netted roughly \$3,000, well beyond Penick's \$1,000 goal.

"It was actually more fun than I had anticipated." Penick said.

She set out with her husband Saturday morning on the Group Health Seattle to Portland Bicycle Classic. A sign affixed to Penick's bike told onlookers she was riding to end hunger and poverty and directed them to the Heifer website. Penick and her husband spent the night along the way after putting 130 miles behind them, then finished the ride Sunday at 1 p.m. after 13 hours on their bikes.

"There are times when you're on hills, you're tired and thinking, 'Why am I doing this?' I just kept trying to think about the people Heifer helps," said Penick, a Heifer volunteer coordinator for the Seattle/Portland region who already gives Heifer 15-20 hours of her time every month. Most of those hours are spent coordinating Seattle's growing base of volunteers, helping to host monthly potlucks and contributing to a local Heifer-themed blog at www.heifervolunteers.blogspot.com.

"It's a great organization, and we're really trying to pick things up in Seattle and get things started here," she said. For all her hard work, Penick was honored in January, along with fellow volunteer Carla Schneider, as a Heifer Volunteer of the Year.

Her commitment really showed during the 204-mile bike ride as she



Heifer volunteer Eliza Penick pedaled from Seattle to Portland to raise money and awareness.

thought about Heifer recipients to keep herself going.

"What I was doing was completely voluntary, I was doing it to myself, and it was nothing like what some people are going through," she said. "That really helped me remember."

She hopes others will ride, walk or run to raise money for Heifer.

"My main hope for this publication in the World Ark is that others around the country will think about unique ways in which they can raise support and awareness for Heifer," she said. "There are thousands of rides and runs throughout the U.S., and any of them can be used as a tool to support Heifer."

Generosity Doesn't Need to Have a Name

By Jaman Matthews | HEIFER STAFF WRITER

ave Boothby, Heifer's Midwest Regional Director, was recently tending an information booth at the Presbyterian Women's national conference in Louisville, Ky. It was the

last day of the four-day conference. The conference had been good, with more than 3,500 attendees, and Boothby felt as if every one of them had visited his booth and was excited about the work Heifer was doing. But Boothby was tired. It was his second conference in two weeks, and he was ready to go home and rest his feet.

As Boothby was getting ready to pack up, three women came running up to the booth with huge smiles on their faces. "You can't believe what happened to us," one of them exclaimed. She introduced

herself as Sandy Weil Fisher and her friends, Jeanette Peterson and Marlene Gamber, from First Presbyterian Church in Huron, S.D. She then recounted what had happened to them just a couple of nights before.

The three had walked downtown after one of the afternoon workshops and had gone into a cafe. They were chatting about the conference when a young couple sitting within earshot approached them and asked about the conference. The women explained that it was a gathering of Presbyterian women from across the country who came together annually to dis-

donation to buy a goat. Sticking out of the brochure was a \$20 bill, and the ladies thanked them. Fisher put the brochure into her purse and did not pull it out again until later. When



Pictured, from left, are Sandy Weil Fisher, Marlene Gamber and Jeannette Peterson, all of Huron, S. D. The three women accepted a Heifer donation from an anonymous giver.

cuss the church's mission. Fisher remembered that she had a Heifer International brochure in her purse. She took it out and gave it to them, explaining that this was the kind of projects that the Presbyterian Women's group sponsors. The couple thanked them and went back to their table.

Later, as the couple got up to leave the restaurant, they handed the brochure back to Sandy and said they wanted to make an anonymous she did, she discovered that there was also a \$100 bill inside the brochure! The women were amazed that their simple act of showing someone a brochure could lead to such a generous gift.

Said Fisher of the experience: "It reminded me that you never know what will happen when you share the story of Heifer's mission with other people. Sometimes it touches people in very special ways. We all need to keep telling the story!"





Double Your Gift



Join with your employer and multiply your charitable contributions

With an employer matching-gift program, your donation to Heifer can double or even triple. Find your match today—see if your employer is listed at **heifer.org/employermatch**, or ask your employer about matching-gift opportunities.

48 November/December 2006 | WORLD ARK www.heifer.org www.heifer.org www.heifer.org

Llama Drama

Inspires Students to Change the World

By Jaman Matthews | HEIFER STAFF WRITER

oin the revolution. Educate the Earth. Show them what a life is worth."

That was the message sung in one of the performances from Llama Drama 2006, a student-written theatrical production bringing together art and activism. The song was followed by a reenactment of a "passing on the gift" ceremony, the final in a series of vignettes tracing the transformation of an underprivileged family through the helping

hand of Heifer. Llama Drama 2006, held August 11 at the Robinson Auditorium in Little Rock, Ark., was free to the public and included 23 short performances—dances, songs, monologues and dramatic vignettes, many inspired by stories from *World Ark*. (See the Reflection on page 60 for the transcript of one of these moving pieces.)

Llama Drama is an education program of Heifer International. Selected high school actors, writers, dancers and performers participate in a two-week play production workshop culminating in a final performance. This year, 13 cast members and four interns from all across North America spent their time at Heifer Ranch in Perryville, Ark., learning about Heifer's work while also writing their play. Dealing with serious time constraints, they succeeded in



The 2006 Llama Drama cast and crew concluded their intensive Heifer Ranch experience with a public performance in Little Rock, Ark.

creating an inspiring and impressive Llama Drama production.

Many of the cast members hope to pursue careers in theater and performance, but some plan to pursue interests as diverse as biomedical engineering, traveling, journalism, forensic studies and fashion. They all share one thing: an intense desire to bring about a positive change in the world.

Director Teresa Morrow poetically compared each of the students to a drop of water which, when it joins millions of others, can create a movement. "Over the past two weeks, this incredible group of performing artists has taken the time in their lives to pause—to be held in that moment when 'the drop' is created," said Morrow. "Tonight they share the sounds and movements inspired by their experiences in Heifer International's Global

Passport program and by living the daily life at the Heifer Ranch."

This year's cast included Meghan Arrowood of North Carolina; Suzanne Deken of St. Charles, Mo.; Kwmane Gorins of Little Rock; Emily Graves of Tucson, Ariz.; Jayce Hafner Of Edinburgh, Va.; Isabella Kuikarni of Boston, Mass.; Lauren Langille of Oshawa, Ontario; Jackson Lovett of Little Rock; Daniel Obzetja of Oradell, N.J.; Taylor Rhinehart of Baton Rouge,

La.; Ashton Roy of Augusta, Maine; Maggie Welch of Conway, Ark.; and Andie Zohoori from Little Rock.

Four participants from last year returned as interns this year: Victoria Bryan of Fayetteville, Ark.; Briana Eruren of Little Rock; Justin Jorgensen of Vista, Calif.; and Kelsey Trotter of Little Rock.

This year's director, Teresa Morrow, was joined by six staff—Latrelle Bright, Erin McGhee, Anders Reynolds, Jeanette C. Patrick, Jim Short and Stephanie Kim—many of whom are recent or soon-to-be graduates of college theater departments.

For an inside view of the preparation for this year's production, visit the official Llama Drama 2006 weblog at www.llamadrama2006.blogspot.com. Llama Drama was originally created by Lauren Gunderson for Heifer International.

New Building Honors a Heifer Pioneer:

More Than 200 Commemorate Thurl Metzger's Legacy

By Austin Gelder | HEIFER STAFF WRITER

hurl Metzger would certainly have blushed at the Aug. 4 dedication of the new education building named after him. A founding father of Heifer International who dedicated his life to ending poverty and building international bonds of friendship, Metzger worked hard to keep his name out of the limelight.

His grandsons Neil and Kevin, who spent a sweltering summer driving nails and laying roof beams on what would become the Thurl Metzger Education Building at the Heifer Ranch in Perryville, Ark., said they weren't surprised their grandfather's death came only a month before the dedication ceremony where he was sure to be showered with praise.

"He wasn't a big fan of all the attention," Kevin explained.

"He liked to be the quiet person who got the work done," Neil said.

Metzger's daughter, Kathleen Metzger McNamee, said she and her siblings often wondered through the years about what she called "the black hole" of information about her father and the role he played in building Heifer from a simple idea in Heifer founder Dan West's head to an international force bringing hope to millions.

"We believe we have discovered the culprit," she told the crowd of 200 at the dedication ceremony. "It was our father himself."

The ceremony took place on the bottom floor of the two-story, 6,400-square foot education center that was made largely with volunteer labor. A



Family and friends gather at the new Thurl Metzger Education Building in Perryville, Ark.

symbol of learning and fellowship, it's a perfect monument to Metzger's life, McNamee said. Metzger was a history teacher before becoming Heifer's first executive director.

"We are truly standing on the foundation of our father's dream," she said.

Many others, including Heifer President and CEO Jo Luck and Dan West's daughter Jan Schrock, stood up to speak fondly of Metzger and his legacy.

Schrock shared some Heifer lore about Metzger's trip to Poland, when he secured payment for Heifer-donated cattle that had been wrongly sold on the black market. Unfortunately the payment came in Polish currency, which was worthless in the rest of

the world. His solution was to use the money to bring Polish students to study in the United States.

"He fashioned a solution out of challenge and the scrap of possibility," Schrock said.

Metzger's widow, Ruth, helped Jo Luck cut a green ribbon to officially open the building. She beamed in the presence of her children, grandchildren and friends who traveled from Kentucky, Utah and Arizona to honor Metzger's work.

"It's fulfilling and it helps to give me a little more good spirit because of the good work Thurl has done, and folks have appreciated it," Ruth Metzger said. "They have shown their appreciation today very nicely."

CNN Spotlights a Pass-on Ceremony



A CNN news crew was on hand to witness a passing-on-the-gift ceremony in Fargo, Ark. The footage was part of "CNN Presents: The Poverty Trap," a news special with former President Bill Clinton.

By Jaman Matthews | HEIFER STAFF WRITER

argo, Ark., only ten miles from Heifer International's first continental U.S. project in the tiny hamlet of Cotton Plant, was the site of a recent passing on the gift ceremony. On the evening of July 19, Heifer project participants and staff gathered in the shade around the metal corral. They were joined by another group of guests: a CNN news crew.

In the preceding days, CNN correspondent Rusty Dornan and a camera crew visited the eastern Arkansas farms of James Fingers of Palestine and Roscoe Albert of Marvell to learn about the farmers' involvement as members of the

Pioneers of Eastern Arkansas and **ALFDC Livestock Demonstration Farm** projects through Heifer International. Their time in Arkansas culminated in the passing on the gift ceremony.

It was also the culmination of a long process of education and training for the farmers. This was the first passon for the members of the Livestock Association of Eastern Arkansas (LAEA). With about 40 members, the livestock association serves limitedresource farmers in five counties of east-central Arkansas: Lee, Monroe, St. Francis, Woodruff and Phillips. It was also the first pass-on for Michael Ashanti, Heifer's Arkansas field

coordinator. Ashanti started in his position in February of this year.

Because the temperature was a suffocating 102 degrees and even the shade of the oak trees provided little relief, part of the ceremony was held indoors. Inside the brick meeting hall, more than 50 people were seated around round tables. The LAEA farmers and ranchers were joined by state Senator Jim Luker, the television crew and the entire Ashanti family.

Billy Harris, president of the livestock committee, addressed the group first. "When you receive a gift, you pass on a gift," he admonished. "That is the spirit of Heifer." He was followed by Dr. Alvin King, CEO of ALFDC (Arkansas Land and Farm Development Corporation), who stressed the importance of working together: "This is all possible because of partnerships." ALFDC, begun in 1980, is a community-based organization focusing on farm advocacy, small family farm development, land retention and rural community development.

Ashanti took the podium last. "Be encouraged," he assured the ranchers, "that tonight is just the first of the pass-ons and that you will be the recipients."

Back outside, everyone reconvened near the corral where two healthy Black Angus heifers stood in the shade just on the other side. Fingers and Roscoe

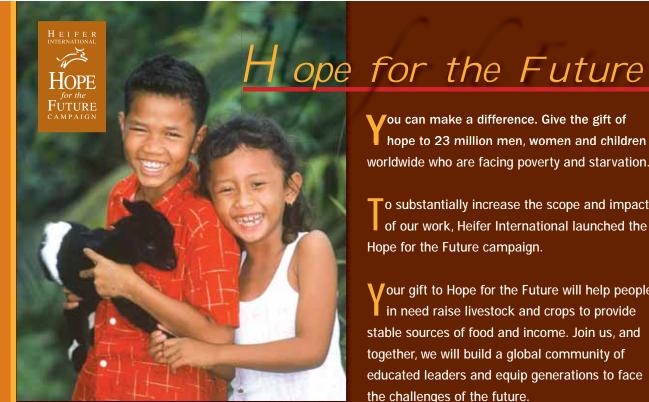
Albert—his leather belt identified him simply as "Scoe"—joined Ashanti near the gate where, after a bit of a ceremony, Albert agreed to care for the animals he was receiving.

The two men basked in the camera lights and answered question from the television crew, while the rest of the group loitered around the corral until Harris called everyone for dinner. "Ladies and gentlemen, the fish is ready."

"CNN Presents: The Poverty Trap," an hour-long cable news special report focusing on the plight of America's poor and highlighting Heifer International's work in sustainable development as a practical solution to poverty, aired September 2. The program included

an interview with former President Bill Clinton, who helped to establish the ALFDC organization when he was Arkansas' governor.





ou can make a difference. Give the gift of hope to 23 million men, women and children

worldwide who are facing poverty and starvation.

o substantially increase the scope and impact of our work, Heifer International launched the Hope for the Future campaign.

our gift to Hope for the Future will help people in need raise livestock and crops to provide stable sources of food and income. Join us, and together, we will build a global community of educated leaders and equip generations to face the challenges of the future.

To find out more, call (800) 422-0474 or visit www.heifer.org.

November/December 2006 | WORLD ARK 53 **52** November/December 2006 | WORLD ARK www.heifer.org www.heifer.org

Travel



Heifer International invites you to Travel with a Purpose by joining a Study Tour.

This is your chance to meet our project partners and see firsthand how help from people like you is making an incredible difference. Travelers return home with a renewed commitment to Heifer's mission to end hunger and poverty and care for the earth.

Below is a preliminary listing for Study Tours during 2007. This is not a final list as countries may be added or removed as necessary. Many trips do not have tour leaders to contact at this time and details may not be complete. If no tour leader is listed please send your request to **studytours@heifer.org** and we will share trip information on your area of interest as it becomes available.

May 18 - 31

Tour Leader: Umaru Sule

umaru.sule@heifer.org

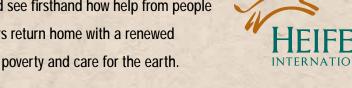
(215) 248-5822

ASIA/S. PACIFIC	
Thailand/Myanmar*	
March 1 1F	:
March 1 – 15	:
Tour Leader: Rex Enoch	:
	:
rex.enoch@heifer.org	:
(501) 907-2855	:
(301) 907-2033	

* First Heifer Study Tour to this region

Mexico*

April 5 – 11



Lithuania*

June 17 - 27

May 19 - June 2

Tour Leader: Jan Schrock

Jan.schrock@heifer.org

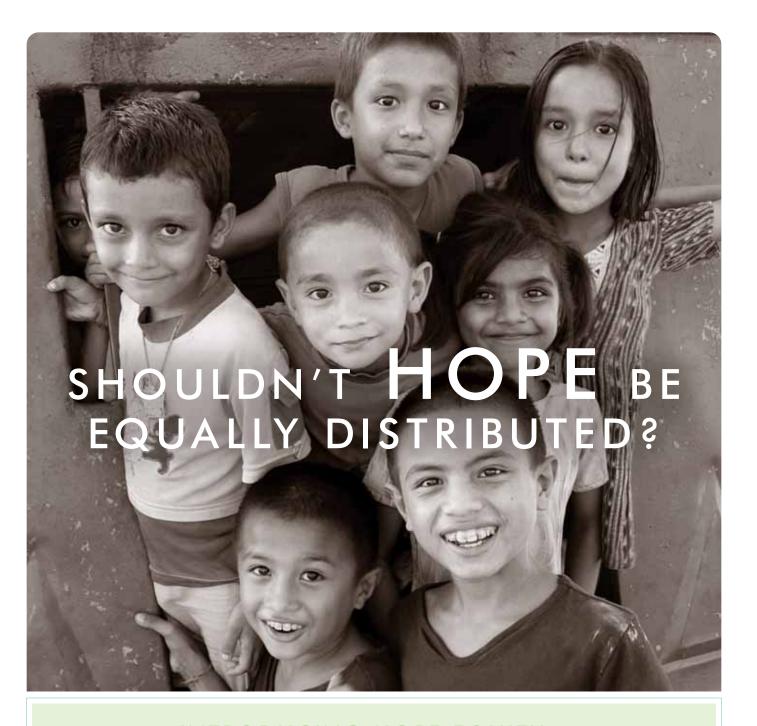
(207) 878-6846

COMING SOON!

April - Zimbabwe September - Bolivia September - Russia Fall - China

Do you have a request for an area or time of the year? Please send your request to: study tours @ heifer.org We'll advise you as new trips become available.





INTRODUCING HOPE EQUITY... THE NEXT GENERATION OF GIVING THROUGH HEIFER FOUNDATION.

Hope Equity is an endowment program of Heifer Foundation, modeled on a financial portfolio. We call it "social investing." You may diversify your portfolio among the Heifer International programs that most interest you. Your return on investment has never felt this good.

To learn more about Hope Equity, log on today at **www.hopeequity.org**. To learn more about Heifer Foundation, visit **www.heiferfoundation.org**. Or call us toll-free at (888) 422-1161.





CERES CENTER

YEAR-ROUND FIELD TRIPS

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

GLOBAL VILLAGE

Build problem-solving skills and learn how to help your environment and 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

LIVING NATIVITY

Dec. 1 & 2—A drive-through event featuring live actors and domestic and exotic farm animals. Free refreshments and hands-on activities, including ornament making and interaction with Ranch livestock.

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)

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

HEIFER CHALLENGE

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

GLOBAL EXPLORERS

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

GLOBAL GATEWAY

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

GLOBAL CHALLENGE

Participants engage in a variety of activities that help them gain a deeper sense of their commitment to each other, their communities and the world. (Sixth grade and older, two- to three-day program)

GLOBAL PASSPORT 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.)

CORPORATE CHALLENGE Learn individual, group and community development skills such as confidence. teamwork, problem-solving communication and leadership.

ADULT SERVICE JOURNEYS 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 Our conference facilities provide a peaceful place that encourages awareness, reflection and growth.

OVERLOOK FARM

LIVING NATIVITY

Dec. 9 & 10—A live nativity presented hourly, international gift shop, sleigh rides, hot cider and more!

GOAT-KIDDING & MAPLE-SUGARING PROGRAM

Feb. 20-26—Two 3-night programs which share the baby goat birthing and the maple sugaring season with the farm.

WOMEN'S LAMBING **EXPERIENCES**

April 30-May 12—Three 3-night programs which share in the lambing experience, learn more about Heifer and the challenges women face relating to hunger.

YEAR-ROUND FIELD TRIPS

Learn more about Heifer's work and Overlook Farm with a video, guided tour and hayride.

DAY EDUCATION PROGRAMS AT OVERLOOK FARM

Learn about Heifer's work and mission by touring our Global Village and Farm, participating in educational activities and eating a meal at one of our Global Village sites. (Fifth grade to adult; Half- and full-day programs.)

MULTI-DAY PROGRAMS

Spend the night in Overlook Farm's Global Village complete with houses, meals and livestock from various countries. participate in farm chores and learn about issues of hunger and poverty. Other programming may include working with wool, exploring gender issues or learning more about Heifer's development work. (Sixth grade to adult; two- to five-day program; May-Oct.)

DROP-IN GUESTS

Overlook Farm is open for drop-in visitors year-round. We feature international sites in

the Global Village and more than 20 species of farm animals. Picnics welcome!

HEIFER FOUNDATION

PLANNED CHARITABLE **GIVING SEMINARS**

Learn how to provide for yourself, your loved ones AND a world in need. Led by Foundation President and CEO Janet Ginn.

March 8, 2007—Hot Springs Village, Ark.

March 29, 2007—Memphis, Tenn.

For more information, visit www.heiferfoundation.org or call (888) 422-1161.

HEIFER UNIVERSITY PROGRAMS

November 2-5, 2006 **HEIFER U 201** AT HEIFER RANCH**

Learning the Wisdom of Limits: Envisioning a Sustainable Future

February 15-18, 2007 **HEIFER U 201** AT HEIFER RANCH**

Sustainable Life Journeys: A Series of Moments. A Lifetime of Memories

March 8-11, 2007 **BASIC COURSE** AT HEIFER RANCH*

April 12-15, 2007 HEIFER U 201 AT HEIFER RANCH** Heifer's Peace Heritage and

Peace Mission

April 26-29, 2007 **BASIC COURSE** AT HEIFER RANCH*

Program Cost: \$225/person

(This includes all meals, lodging, program fees and transportation to and from the airport when appropriate) The Heifer Ranch is located near Perryville, Arkansas. For more information on these programs, contact Rex Enoch at rex.enoch@ heifer.org or call (501) 907-2855.

* Basic Course-Heifer Overview ** This is a "post-graduate" program designed for individuals familar with Heifer's work. It focuses on a more in-depth exploration of current global

INFORMATION

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

HEIFER RANCH

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

OVERLOOK FARM

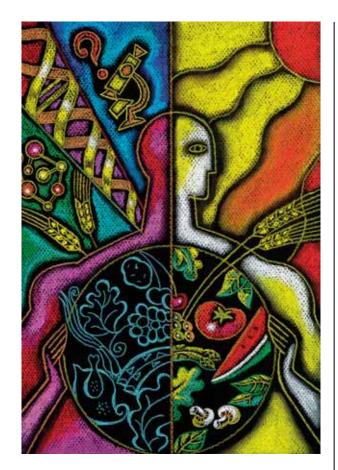
Rutland, Massachusetts (508) 886-2221 overlook.farm@heifer.org

HOWELL NATURE CENTERHEIFER **GLOBAL VILLAGE** Howell, Michigan (517) 546-0249 HCNC@howellnaturecenter.org



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

56 November/December 2006 | WORLD ARK www.heifer.org www.heifer.org November/December 2006 | WORLD ARK 57



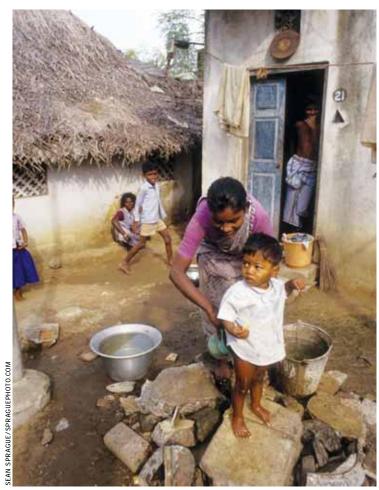
Organic vs. Biodynamic

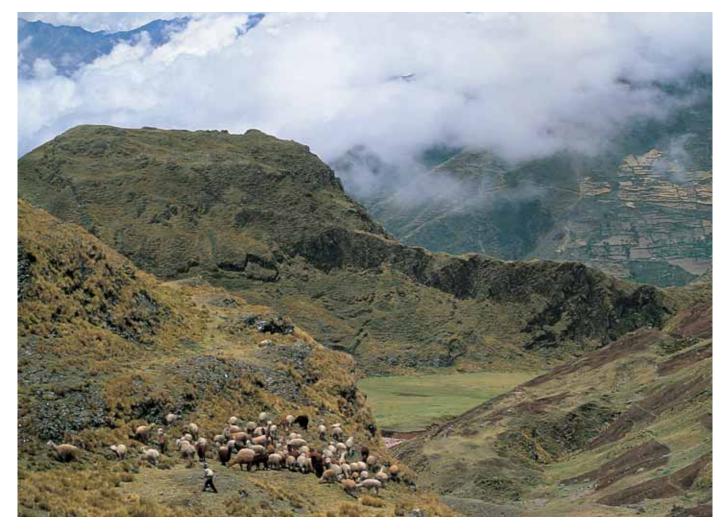
Biodynamic agriculture predates the organic movement by about 20 years. It's based on Austrian philosopher Rudolf Steiner's idea that all parts of a farm are connected in spirit and comprise a living system that should be nourished by living matter rather than chemical fertilizers. While biodynamic agriculture incorporates organic practices, it goes further to meet stringent guidelines that address Steiner's unique philosophy. For example, Steiner prescribed unusual field preparations to meet the spiritual needs of soil and plants. Some of his recipes include manure that's been composted inside the horn of a cow and buried underground, crushed quartz, oak bark that's been stuffed into the skull of a domesticated animal, and chamomile blossoms stuffed into cattle's small intestines. Biodynamics has long been popular in Europe, New Zealand and Australia. Now it's gaining popularity in the United States, as well.

New Roof, New Walls, New Life

Slum-dwellers in India and Africa Build Their Futures New partnerships between government aid organizations and grassroots community groups in South Africa and Bombay have proven surprisingly effective at solving some of the problems that plague the world's urban poor. Together with government help, community organizations in several of the world's largest slums have begun building houses, establishing police stations, and making other progress towards reforming these areas. In South Africa, a women's group built some 18,000 new homes in a squatter settlement. New homes are also being built in slum areas in Bombay, Thailand and Namibia, among other places. This is due, experts say, to a change in the way these groups and governments are working together. While in the past, the government often doled out monetary or other short-term aid, today, community groups are organizing, beginning projects, and then asking the government to be

SOURCE: ONE WORLD SOUTH ASIA WWW.SOUTHASIA.ONEWORLD.NET





Bolivians Reclaim Their Land

The Bolivian government is planning a massive land redistribution program. The first phase will dole out more than 11 million acres of state-owned land. Nearly half of that has been earmarked for women and indigenous people. The second phase will distribute land that's now privately owned by non-Bolivians and is deemed unproductive or is being held solely for speculation or investment. The United Nations Development Program reports that currently, 100 families own nearly 62 million acres while 2 million small farmers work only 12 million acres.

Poverty Notes

- Poor families spend more than 70 percent of their income on food. An average American family spends more than 10 percent. SOURCE: WORLD BANK
- Iron deficiency is impairing the mental development of 40-60 percent of children in developing countries. SOURCE: VITAMIN AND MINERAL DEFICIENCY, A GLOBAL PROGRESS REPORT, UNICEF
- The U.S. Census Bureau recently reported that the number of people living in poverty in the United States has finally stopped climbing. However, 37 million people still live below the poverty line.

The Cost of Subsidies

Economist Pranab Bardham argues that agricultural and manufacturing subsidies in rich countries are making it nearly impossible for poor countries to climb to prosperity. He figures developing countries lose \$45 billion because of agricultural tariffs and subsidies each year, and trade barriers on textiles and clothing cost them another \$24 billion. SOURCE: SCIENTIFIC AMERICAN, APRIL 2006



Farming looks mighty easy when your plow is a pencil, and you're a thousand miles from the corn field. - Dwight D. Eisenhower

REFLECTION|LISTEN

"27"

By Daniel Obzejta,

Llama Drama participant



Daniel Obzejta is an 11th grade student at Regis High School in Oradell, N.J. He plans on a career as a filmmaker and believes it is every person's responsibility to help others.

"27" was the final act featured in the 2006 Llama Drama performance, "Drop."



is a program for high school students that

Llama Drama

combines performing arts and activism. For more information, visit www.HeiferEd.org.

Listen.

Did you hear that? 27 children just died of hunger in the last minute.

A sun sets over the poisoned heart of a child in Chernobyl.

An orphan in Mozambique lies awake, staring into the eyes of the AIDS epidemic that took his family.

A homeless child hiding amidst the wreckage of Honduras prays that her makeshift shelter will keep the storm at bay.

A Navajo Indian child cannot sleep, for the murmur of his hungry stomach whispers nightmares in his waking nights.

Four children, thousands of miles apart, all breathed their last breath together.

You didn't hear them, did you? The howl of the natural disasters.

The cry of the hungry.

The silence of the shamed.

Do you hear them?

No. It seems that as mankind advances towards a "brighter age," the world as we know it has grown dim. Connections between people are no longer necessary for survival. We have, it seems, retreated into ourselves. Our responses are triggered by:

The drone of the alarm clock.

The ringing of the phone.

The charismatic voice of a television commercial.

We have walked through life with eyes closed; zombies straying through TV screens and cubicles and advertisements. Soft, un-worked hands have met three square meals a day. And I know ... it seems hard to hear these children over the sound of our chewing.

But while we are fed power and contentment;

Hunger.

Pain.

And fear ...

Are the daily bread of the poor. 27 children a minute are killed by the fear fed to their malnourished bodies. But their lives were once punctuated with something stronger than fear; something that kept these children going through both the good times and the bad—Hope.

Hope is all they ever had.

Our society may have more "stuff" than the impoverished ones, but that sense of hope in the face of emptiness is something missing in ours. For it is the common bond of hope that draws the communities of the poor together. That sense of helplessness that makes families so strong. And that kind of connection between people cannot be made through glowing television screens or endless rows of cubicles.

We need to wake up.

We need to hear the children singing the songs of hope as well as the ones of pain. Celebrations of life as well as acknowledgments of death. The whispers as well as the outcries. It's all there. We may be in the dark, but their cries of hope can still reach us.

Find it within yourself to feel. Look, touch, hear, taste, smell. Find the strength within yourself to:

Be sympathetic.

Be angry.

Be hopeful.

Be something!

But feel.

And once our perception is clear, once we silence the drone of machinery in our heads, then we can connect.

Imagine a free trade on happiness. A relief wave of social justice. Full stomachs as well as full hearts. These are all possible.

Listen. Can you hear them singing?



60 November/December 2006 | WORLD ARK

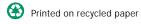
www.heifer.org

This Holiday Season, Give The Gift That Grows.



In honor of those on your list, give gifts of livestock and training to families in need through the Heifer International Gift Catalog. You'll help families lift themselves out of poverty, and your friends and family will love it.









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