

ENDING HUNGER ■ SAVING THE EARTH

WorldArk

Positive Forces

Real People
Changing
the World



MIXED BLESSINGS
Lester Brown
Discusses Biofuels

SEPTEMBER/OCTOBER 2006

A PILGRIM AT REST
Thurl Metzger
Dies at 90

Dear Friends ...

By Jo Luck
President and CEO

I had the wonderful opportunity to plant a tree, and in doing so, the villagers said I was “planting the future.”



In many South American countries where Incan traditions remain strong, there is a saying: “Wisdom comes through the soles of our feet.” It is Mother Earth, or Pacha Mama, that provides the water and crops needed for survival and the wisdom to protect these resources into the future.

This way of thinking is woven through the rural central highlands of Ecuador, where members of a group called Guamán Poma realize it’s never too early to begin cultivating the leaders of tomorrow, showing them the wisdom that comes through paying attention to Mother Earth. In partnership with Heifer International, the group is working in four central highlands communities to teach children aged 8 to 18 traditional farming methods and Andean knowledge. Through the project, 30 children are receiving geese and training in agroecology.

On a recent visit to this project, I had the wonderful opportunity to plant a tree, and in doing so, the villagers said I was “planting the future.” However, I saw that Heifer’s project partners there are already planting a future of sustainability and hope by passing on their knowledge and cultural values to the next generation. These important traditions influence every seed they sow, every egg they collect, and every lesson they give their sons and daughters.

At Heifer International, we honor the tradition these families preserve. Our goal is to support them as they continue partnering with Pacha Mama for health, nutrition and self-sufficiency. They already have the seeds of wisdom; they’re already planting the future.

And you too can partner with them as they plant a sustainable future for generations to come.

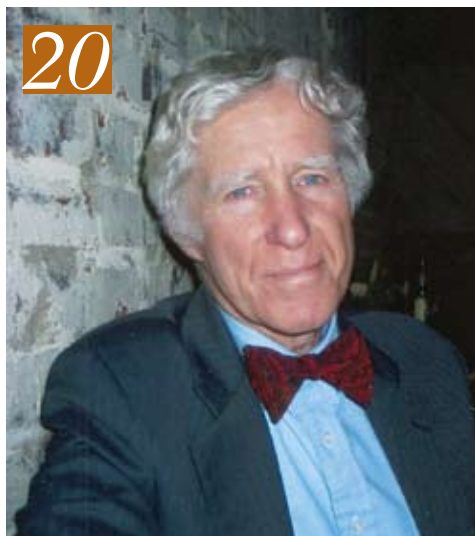
PREVIEW

WORLD ARK

SEPTEMBER/OCTOBER 2006

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– David Bornstein



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Cover: Gyanu Maya Adhikari of Astam, Nepal, leads members of a local women's group up a walking path that the group constructed for safer passage during the rainy season.

Photo by Darcy Kiefel

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"Everything Is Connected"

Q&A, July/August:

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

My answer to that question is hopelessness. I believe that poverty can be alleviated only when people who are in that condition realize and truly accept that they don't have to remain poor, since this mental attitude of hope and faith in the future fosters positive action. Without hope, people give up and do not work toward a better life, but when they feel hopeful—as a result of feeling cared about and supported—amazing things can be accomplished.

Kathy Juline
San Clemente, Calif.

I am sorry to have become so cynical about poverty. I wish I could feel better about our prospects. But I have come to

believe that as long as vested interests are in control of the world and its economy poverty will not be reduced because it is in certain people's best interests to keep it active. We all know what needs to be done. Just we all know what is needed to save our planet from destruction. I'm discouraged to see fewer and fewer people who will step in and work (really work) toward reducing poverty. As long as the system of unbridled capitalism with the emphasis on profit is predominant, there is too great a need for the many workers who will have to keep things going for the privileged few.

Nora L. Ingram
Auburn, W.Va.

The greatest challenge to ending poverty is our current definition of wealth and the incessant pursuit of it. Wealth today is culturally associated with extensive physical possessions, large financial portfolios, social celebrity, pricey educations and ease of life enjoyed by a few.

Consequently, some view the lottery as an end to all of their troubles.

Others rack up credit card debt thinking "plastic" purchases will satisfy them. Large homes financed by interest-only loans keep buyers mired in unending debt. Others panic and wonder, "Will I ever save enough for retirement?"

Pursuing this brand of wealth keeps most of us too busy and distracted from the more important issues that face us today: silently eroding freedoms, human disease, mental illness, war and terrorism, and pervasive poverty.

Wealth should be measured more by our ability to give and the fact that we do. It should also be more a function of how effectively we give and how broadly and deeply felt is our sphere of influence. In such a cultural paradigm, education would again become prized by parents and children. Our money would satisfy simpler needs, modest homes and tamed budgets. Things that keep us so stressed and busy now would drop out of our lives as more meaningful things of intrinsic value are pursued. Celebrity would come to those who give of themselves and their resources in the most profound ways.

Notoriety would also come to those who receive the gifts most deeply as sacred opportunities for self-betterment of themselves and their future generations.

Wealth so redefined would encourage a worldwide casting of bread upon the waters, yielding global wealth never before experienced by humankind.

Eric Kristjanson
Lawrenceville, Ga.

I would re-phrase this to "Who do you think is the greatest

obstacle to ending poverty?" My answer is the U.S. farmer. As the U.S. farmers improve their crops, their animal breeds and their efficiency, they look to exports as an expanding market. They aspire to feed the world. It is hard for me to see this as bad.

But they are effectively eliminating the income of farmers in many nations, preventing nations from achieving food independence and setting the stage for wild swings in the price of individual food groups.

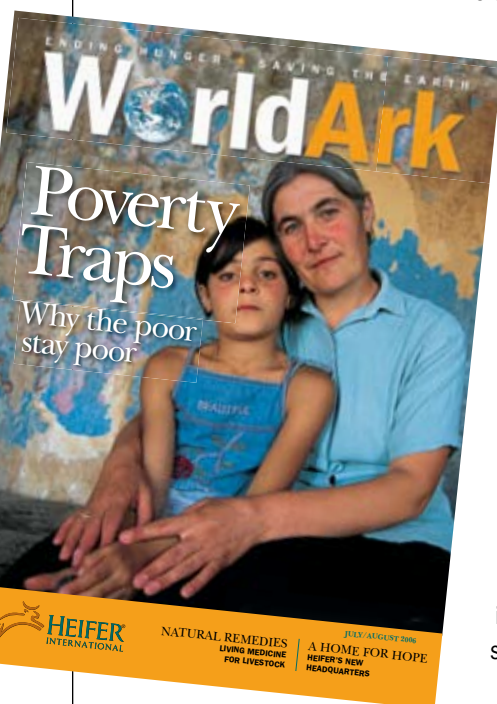
Frank Amon
Pomona, Calif.

The greatest obstacle is made of three parts: inadequate nutrition, inadequate or no health care, inadequate or no education. Any one of these by itself is bad, but solving one and not the others will not end the poverty cycle. Solving all three is what is required.

Corinne Sabo
San Antonio, Texas

More on Poverty Traps

Many potential donors for hunger and poverty are very concerned with the high fertility rate of the poor and feel they shouldn't have so many children if they can't feed them. It's a key issue and one that Jeff Sachs addresses in his book "The End of Poverty." He says people in the developed world harbor hidden attitudes about poverty and overpopulation, silently feeling that it's OK for people



to die off. It's my understanding that half of the poor's children die before maturity, so women have many, endeavoring to end up with a few. Women also want male offspring who will be their security in old age. The fact is that many women in the developing world, particularly those who are uneducated, have no power over their own bodies, and multiple pregnancies are the result. I felt this was not adequately addressed in the article.

Caroline Bonnet
Cloverdale, Calif.

Editor's Note: Stephen Smith agrees that women's empowerment is crucial for ending poverty, "not only regarding population, but in many other spheres as well, and that the poor cannot be blamed for high fertility." Due to space constraints, not all of Dr. Smith's poverty traps could be comprehensively addressed in one article. You can read more about the high-fertility traps in Smith's book Ending Global Poverty or in his textbook co-authored with Michael Todaro, Economic Development, 9th Edition.

Professor Smith's "Poverty Traps" article missed two basic conditions that must exist before the listed poverty traps can be permanently avoided:

1. Governments that find corruption unacceptable;
2. Governments that respect and defend individual property rights.

Without these, there is no stability and no legitimate economic opportunity.

Thus, there is loss of hope. A glance at history proves this point and explains why so much financial aid to attack poverty has been to no avail.

Derry Eynon
Fort Collins, Colo.

Editor's Note: Stephen Smith replied to this letter, saying, "I agree good governance is extremely important, but when government is corrupt, there is all the more need for nongovernmental organizations to help the poor to gain the keys to capability. The best example is seen in the enormous difference NGOs have made in reducing extreme poverty in Bangladesh, even though Transparency International has ranked the government there as the most corrupt in the world."

Q&A

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

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.

Local Trumps Organic

John E. Tanner Jr., in his response to the May/June Q&A, stated "There is no good evidence that any of the available genetically modified foods, or foods on which pesticides have been properly applied, are in any way harmful. We don't put any premium on the label 'organic.'" Genetically modified foods are too new for us to know of the long-term potential harm, but there is enough proof that chemical pesticides aren't always handled properly. And even when they are, they might be OK on our food, but there is evidence that these products can deplete the soil of important nutrients, beneficial bacteria, etc.

Also, organic techniques protect pollinating creatures: insects from bees to wasps to butterflies and even nectar-feeding birds such as hummingbirds.

Pesticides, even organic ones, can be very harmful to these delicate creatures.

There are more and more studies being published that show that organic techniques are more than you seem to think, and there should be a much larger premium placed on "organic." Look up the science of horticulture and see. Buying local, even that with chemical pesticides used, is still better.

Local monetary support and fresher produce for better nutrition is the smarter way to buy, but there is more to the organic label than he acknowledged.

Harriet Turner
DeKalb County, Ala.



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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.

The Green House

If you're in the market to build a new home, why not make your design scheme "green?" Nearly one-quarter of the United States' total energy consumption is in private residences. Yet today more than ever, there are hundreds of ways to integrate earth-friendly building materials and energy-saving techniques into ordinary houses, and most don't require fancy design solutions or deep wallets. In fact, you'll recognize the most prevalent strategy here: good old common sense.



Take a tip or two from homebuilders in the deep South, where for centuries houses have been designed for cool, breezy living, with tall windows to catch cross-breezes and deep eaves to block the late-afternoon summer sun. Now do them one better by building your home with the long sides facing north and south, to take full advantage of winter sunlight.

Adapted from suggestions on "The Green House," on the website of the National Building Museum in Washington, DC, www.nbm.org

From Pumpkin to Pie

Pumpkin pie is the de facto dessert this time of year. Most of us simply open a can of processed pumpkin pie filling, add a few spices, pour it all into a frozen pie crust and bake. But why not start a new family tradition by making your holiday pumpkin pie from scratch? First, find a good pie pumpkin—these are not the standard jack-o'-lantern pumpkins. Pie pumpkins, available at most grocery stores and farmers' markets, are smaller with sweeter flesh. Cut the pumpkin in half and scoop out the seeds. Next, cut the halves into large chunks and place in a large pot with water to cover. On the stovetop, simmer for 30 to 45 minutes or until the pumpkin is soft. (This step can also be done in the microwave.) Drain the water and remove the pumpkin flesh from the skin. Mash the cooked pumpkin with a fork or puree in a food processor for a creamier consistency. Now proceed with your pie recipe as usual, adding milk, eggs, spices and other ingredients. If you're feeling adventurous, try your hand at a homemade pie crust as well.



Naturally Pigmented Cotton Makes a Comeback

Five thousand years ago, farmers in Central and South America domesticated two local species of cotton for their naturally occurring colors and their long fibers. After centuries of cultivation, the colored cotton declined in popularity during the Industrial Revolution when it was replaced by all-white cotton, which was easier and cheaper to harvest and dye. The colored cotton consequently disappeared for nearly a century before making a comeback in the early 1990s. Once again a popular fiber with textile artists, the cotton not only comes in a rainbow of colors—yellowy creams, reddish browns, pinkish mauves—but also is farmed using sustainable methods. The Native Cotton Project of Peru sells yarns and other related products and offers a fair wage to the small farmers growing this organic, naturally colored cotton. More information is available at www.perunaturtex.com.



The Squeaky Wheel Gets the Jojoba Oil

Jojoba oil, available at many health food stores, makes a great replacement for standard petroleum oils when it comes to quieting noisy hinges and other squeaks. Unlike many plant-derived oils, it's actually a liquid wax, so it won't spoil.

The Green Thumb

Pawpaw Tree

Asimina triloba

The pawpaw—also spelled paw paw or papaw—is a fruiting tree indigenous to North America and found in the rich, riparian bottomlands of the eastern United States, from the Great Lakes south to the Gulf of Mexico, and from



USDA

the Atlantic coast west to Texas and the edge of the Great Plains. The tree has a rather tropical

appearance with its dark green, foot-long leaves and greenish-yellow fruit shaped like a lumpy mango. Its flavor, too, is slightly tropical, most often compared to that of the banana—thus

the nickname “poor man’s banana.”

The pawpaw tree plays a unique role in the ecosystem. The larvae of the zebra swallowtail butterfly feed exclusively on its tender leaves. And it is one of the few flowering trees not pollinated by bees. Instead, its flowers smell faintly of carrion, the better to attract a different set of pollinators: blowflies and carrion beetles. But don't let that turn you off. The fruit has a long history as a foodstuff dating from North America's indigenous peoples. George Washington's favorite dessert was reported to be chilled pawpaw, and Thomas Jefferson grew them in his gardens at Monticello.

Want to know more? Visit the website for the Pawpaw Foundation at Kentucky State University (www.pawpaw.kysu.edu).

Planting Guide

Pawpaws, available online as both seeds and transplants, can be planted in either spring or fall. A temperate climate with warm to hot summers and mild to cold winters and adequate rainfall is ideal. Plant in a semi-protected site with fertile, well-drained soil. The fruit ripens in late summer.

For Positive





ces

Real People Changing the World

By David Bornstein

In April of 1991, Vera Cordeiro, a 41-year-old doctor working in a large public hospital in Rio de Janeiro, Brazil, considered quitting medicine. Her work had become too painful. The day before, Cordeiro, who worked in the pediatrics ward, was counseling a mother whose seven-year-old son had just been diagnosed with kidney cancer. The woman was so poor that she did not even have clothing to keep her son warm. She confided to Cordeiro her fears that her son might catch cold and the doctors would have to stop the chemotherapy. "Do you have a blanket or a sweater to give me?" she asked.

Cordeiro thought to herself: What good is chemotherapy when patients lack blankets?

continued on next page



INDIA

Women have often been at the forefront of social entrepreneurial movements. Ninety-six percent of the Grameen Bank's micro-loan recipients are women.

For years, Cordeiro had been deeply troubled by such contradictions. They were a daily fact of life in Brazil, a country in which a tiny minority enjoys great comforts, while millions struggle to survive in slums that lack decent housing, clean water and proper sanitation. At her hospital, Cordeiro treated children with pneumonia, tuberculosis, rheumatic fever, anemia, birth defects, skin lesions and other ailments, which were often caused or exacerbated by poverty. The women cared for their sick children as best they could, but they often lacked basic knowledge about health, nutrition and sanitation. Many times Cordeiro had canvassed the hospital for donations to help poor mothers, but she

knew it was far from a real solution.

All too often, the children were treated in the hospital and discharged—only to be readmitted a few months later, often in worse condition. It was a grim cycle. Cordeiro decided she needed to do something to try to change the situation, even if it were just something small. So she wrote a proposal for a healthcare project with the goal to stop the cycle of readmissions among poor children by helping their families prevent or manage illnesses. She presented it to the hospital directors and was promptly told to leave social work to the government and focus on medicine.

But Cordeiro could not let go of her idea. “I could not stand to go one more

day seeing children locked in this cycle of hospitalization, re-hospitalization and death,” she said. She persisted, overcoming the resistance, pulling in supporters one by one, assisting families one by one. And today, when she looks back, she is sometimes astonished by what has come to pass. The organization that she founded with an initial donation of \$100, the Associação Saúde Criança Renascer, (Rebirth: Association for Children’s Health), has grown and spread into a network that works with 16 hospitals in Brazil, has assisted more than 20,000 children, and has been recognized by the World Bank as one of the most innovative health initiatives in the developing world.

Along the way, Cordeiro discovered something about herself: she wasn’t just a doctor; she was a social entrepreneur—someone who has an unusual knack for turning a vision for social change into reality. And she also discovered that she wasn’t alone. In fact, during the past three decades, the social landscape around the world has undergone a remarkable transformation, with the emergence of millions of social entrepreneurs who are attacking problems in new and energetic ways in virtually every country where they are permitted to operate, including in the United States.

The Good News of Great Work

Organizations such as Ashoka: Innovators for the Public, the Skoll Foundation, the Omidyar Network, the Schwab Foundation for Social Entrepreneurs, Echoing Green, the Manhattan Institute, the Draper Richards Foundation, and Civic Ventures (see page 18 about The Purpose Prize) among others, focus on highlighting these hidden change-makers who are scattered across the country and globe. Even so, there remains a vast social terrain that continues to go largely unreported in the news. And it may represent the most promising source of scalable and systemic



Dr. Vera Cordeiro founded Associação Saúde Criança Renascer (Rebirth: Association for Children’s Health) in Brazil after witnessing the plight of poor children underserved by the medical system.

She wasn’t just a doctor; she was a social entrepreneur—someone who has an unusual knack for turning a vision for social change into reality.

solutions to today’s global problems.

Consider another example. In Poland, there is an organization called Barka that runs a network of homes in which former prison inmates, recovering alcoholics and recently homeless people live and work together, sharing responsibilities and co-managing businesses. This perhaps sounds like a recipe for disaster. Who today would imagine that you could bring together a group of so-called undesirables, give them responsibilities for taking care of themselves and one another, and create a cooperative living arrangement that actually works?

When Barka began, people told its founders, two psychologists named Barbara and Tomasz Sadowski, that they might be able to run one of these homes successfully, maybe two, but no more. People said it depended too much on their charisma. But today there are more than 20 such houses. The Sadowskis no longer supervise them directly, and the social franchise they built continues to expand, reaching thousands

of people. Somehow, Barka has created, out of the ashes of communism, a system of mutual support that allows people to free themselves from a kind of self-imposed captivity. This system is not built on rules, but on a culture of empathy. It is informed by humor, flexible thinking and a good-natured acceptance of human weakness. And it works at scale.

Or consider the example of College Summit, which helps low-income students across the United States beat the odds and make it to college. Each year an estimated 200,000 low-income students, who are capable of succeeding in higher education, graduate from American high schools but fail to enroll in college. These students do not lack ambition or ability; they haven't

attention to individual students, and low-income families often lacked the resources and knowledge to navigate the college-access system. So Schramm decided to fill the void. He broke down the process into simple steps for the students and, importantly, showed them how to convey their personal strengths through their essays and applications. Schramm also found that his students, like teenagers across the country, needed plenty of prodding and encouragement along the way—and it was important to institutionalize more of this support in high schools and to engage peer-mentors to build belief and excitement among the teens.

He began by working with four students in 1993, all of whom attended college. By

The growth of social entrepreneurship is one of the least understood and most important forces in the world today.

made a conscious choice to shortchange their options in life. In most cases, the problem is one of omission. The students simply did not receive the needed guidance during their senior year to navigate the application process.

College Summit began as an ad hoc effort by a former divinity student named J. B. Schramm when he was working as a teen counselor at a low-income housing development in Washington, D.C. Schramm saw scores of talented students in his teen center who were clearly “better than their grades suggested,” but who didn't believe they were “college material” (in most cases, no one in their families had ever attended college), nor did they get the help they needed managing a confusing and intimidating application process.

Overwhelmed school guidance counselors were unable to give more than cursory

2006, College Summit had assisted more than 7,000 students, while maintaining a college admission rate of 80 percent, 75 percent higher than the national average for low-income high school graduates. Today the organization is working with high schools, universities, businesses, foundations and school administrators in nine states to demonstrate that it is possible to spread this system to tens of thousands of students.

The Associação Saúde Criança Renascer, Barka and College Summit are just three examples of the kinds of creative solutions emerging around the world today in ever larger numbers. They are solutions crafted by creative and determined citizens who have taken it upon themselves to build structures that repair society. In many cases they are working with the government and business sector, but they remain the



CAMBODIA

Many impoverished communities, like this one in Cambodia, benefit from micro-credit loans.

leading movers in the change process—the initiators and driving forces behind major new ideas.

The growth of social entrepreneurship is one of the least understood and most important forces in today's world. I believe that if we come to recognize the role of innovators like Vera Cordeiro, Barbara and Tomasz and J.B. Schramm, and the people who work with them, and if we properly support their efforts, we will see stunning improvements in our ability to solve major social problems.

The Change-Makers

I first came to understand the role of social entrepreneurs in the early 1990s while I was researching a book on the Grameen Bank, the “village bank.” I had been working as a newspaper reporter in New York City for a few years when I read an article about a bank in Bangladesh that made loans only to poor villagers, and almost exclusively to women. At the time, the Grameen Bank had about

a million borrowers, who were able to advance themselves slowly out of hard-core poverty through self-employment. The bank had been referred to as a development “miracle.”

It seemed unbelievable. But I couldn't shake the story from my mind. Most of the news stories I had written did nothing to alter my view of the world; the Grameen Bank, if true, challenged my perceptions. If it were really possible to overcome such entrenched poverty, that was news to me. So I decided to go to Bangladesh to see it for myself. For six months, I saved money to make the trip.

On the flight there, I thought that I was probably wasting my time. But a week after landing, I found myself in a village, sitting cross-legged on a bamboo mat, interviewing villagers about their lives. I spent months talking to people this way. It was a



Muhammad Yunus is the founder of the Grameen Bank, which has helped more than 5 million people.



J. B. Schramm, founder of College Summit, sought a way to help low-income students apply to and enter college.

transformative experience. I began to see how so many of my own assumptions about “the poor” were profoundly misguided.

The women were funny, savvy, competent and surprisingly forthcoming. They explained that with their loans, \$70 a year on average, they would typically purchase something like a cow or a sewing machine or a rickshaw, and with the income they earned, they would pay off the loan in weekly installments. At the end of the year they would own the cow or the sewing machine or the rickshaw. Most of them had previously never owned any significant productive assets. Many described how over time, they were able to move from very oppressive poverty—eating one or two meals a day—to less oppressive poverty—eating three meals a day, keeping a vegetable garden, having a tin roof, and being able to send their children, including their daughters, to school.

More than a Miracle: Lasting Solutions

I soon discovered that the bank wasn’t a miracle. It was something more reliable: a system—a system that had turned the idea of a bank on its head and, though it had its

flaws, worked quite beautifully. I spent 10 months in Bangladesh over two years and ended up writing a book about the bank. By the time I finished it, the bank had 2 million borrowers. Today, it has 5.5 million, has lent more than \$5 billion to village women and has played the leading role advancing a global movement that is transforming the way the world responds to poverty. Today, in Bangladesh, “micro-finance” programs reach more than 12 million households—half the country. Elsewhere in the world, thousands of lenders reach nearly 100 million families and affect the lives of half a billion people. This is an astonishing change, and most of the growth has occurred in just the past five years.

When I first began investigating the Grameen Bank, I was surprised to discover that it was not a government program. In fact, it had been initiated by one person, a Bangladeshi economist named Muhammad Yunus, who had started the bank while he was teaching at a university. Yunus’s first loans to 42 villagers, which his students administered, amounted to a total of \$27. But when the loans were paid back, Yunus realized he was on to something. Soon he sought to reach out to other villagers. He recruited more students to join him. He managed to persuade a few officials to let him test out his idea. And over time he demonstrated the ability to overcome countless obstacles, including opposition from bankers and government officials, as well as crises brought on by natural disasters. In the end, I saw that Yunus was probably the most successful entrepreneur I had ever met—except that he was cut from a different cloth: he wasn’t interested in getting rich; his dream was to “put poverty in the museum.”

A Great Hope

My experiences in Bangladesh gave me great hope. I learned that it was possible

to solve problems that I had once thought were intractable. I also realized that a powerful way to produce more innovative solutions like the Grameen Bank's would be to find and support the people who devote their lives to building them, like Muhammad Yunus.

Shortly after my trip to Bangladesh, I met a man named Bill Drayton, an American who had founded a remarkable organization called Ashoka: Innovators for the Public, which searches the globe to find and support social entrepreneurs. Ashoka has supported more than 1,600 innovators in more than 50 countries, providing them with financing and connecting them in fellowship so they can collaborate and exchange ideas and carve out a new "profession." When I heard about Ashoka, I was captivated by the idea of a global fellowship of ethical change-makers, and I wondered: What were they all doing?

I spent five years traveling to eight countries and interviewing more than a hundred social entrepreneurs. And I came away from

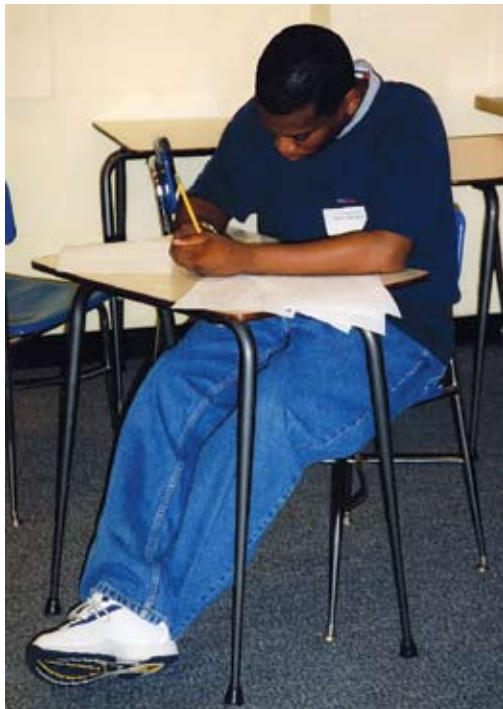
the experience with a view of the world that was stunningly different from the picture I got from the news media. Rather than a world filled with terrorists and celebrities and political hucksters, I got a glimpse of a new sector emerging, populated by people like Vera Cordeiro, Tomasz and Barbara Sadowski, J.B. Schramm and Muhammad Yunus. I found that they were struggling with and in many cases succeeding against high odds—protecting street children across India, safeguarding the environment in Brazil, building more effective schools in the United States, increasing access to health care in South Africa, reforming the legal system in Poland, creating independent living centers for disabled people in Hungary. On and on.

Speaking with these self-appointed problem solvers, I was struck by the similarity in their stories. Typically, their work had grown out of direct contact with people who were suffering. In Bangladesh, Yunus had met a craftswoman who was forced to beg because she had no money



KENYA

Healthcare workers around the world are finding ways to invest in the welfare of their communities.



Nearly 80 percent of College Summit workshop participants enter college, well above the national average for low-income high school graduates.

to buy bamboo to manufacture her stools. In a teen center in Washington, Schramm couldn't stand to see yet another group of promising teenagers end up on the streets, their "eyes dulled."

In most cases, they had spent years working quietly, with little funding or recognition. But as they persisted creatively in their work, in time, others began copying them. In some cases, their ideas had begun to shift the basic assumptions in their field—as in the case of "micro-finance," which has spread around the globe. In others, the social entrepreneurs had effected reforms at the city, state and national levels.

A History of Social Entrepreneurs

I wanted to learn more, so I began scouring books. I discovered that history was full of social entrepreneurs, but I had never thought of them that way—people like Harriet Tubman, who organized the Un-

derground Railroad. Florence Nightingale, who revolutionized health care practices and built the modern profession of nursing. And even Gandhi, who is remembered for his advancement of non-violence, but who was also responsible for designing and building political structures that enabled India to make the successful transition to self-rule.

I saw that although social entrepreneurs had been around for centuries, their global presence was on the rise. During the past thirty years, citizen activity has exploded around the world. Nothing like this has ever happened before. Drayton, the founder of Ashoka, coined the term "citizen sector" to describe this expanding presence. In the six years following the fall of the Berlin Wall, for example, more than 100,000 new social organizations were established in the former communist countries of Central Europe. Since the early 1990s, hundreds of thousands of new organizations have been established in Canada and the United States, as well as India, Brazil, Mexico, Thailand, South Africa, Indonesia and scores of other countries.

I began to see that the most creative and most practical ideas about how to improve society—how to alleviate poverty, how to help disabled people live independently, how to deliver electricity to poor villagers, how to teach empathy—were not in governments or universities or big development agencies; they were in the hands of the social entrepreneurs, who were usually unrecognized and under-financed.

A Matter of Survival

Changes that are occurring on such a broad scale can only be the consequence of historical forces that are unleashing people's freedom and capacity and awakening their sense of urgency. In the past thirty years, for example, we have seen the convergence of the women's movement, the environmental movement, the fall of authoritarian regimes,

the spread of education and democracy, the rise of a global middle class, the advent of global communications technology, and a broad and deepening awareness of problems and threats that are being ignored or mishandled by traditional social structures.

These changes have at once opened up opportunities for millions and provided an impetus to many forms of action. But there may also be something behind these changes that reflects a fundamental shifting of consciousness—a move toward an ethics of global citizenship. What could explain the source of all this new energy being channeled to the advancement of solutions around the world at the same time by so many people who are only partially in touch with one another? Could it be a yearning for a deeper sense of meaning? Or is it perhaps something more primal: an unconscious recognition of what we must do together if we are to survive?

Sometimes I try to pull back and imagine the social changes of the past thirty years

infectious diseases, or the destabilizing impact of unregulated capitalism, we can no longer take our time to fix things. We may only have ten years to take action against global warming before the effects are irreversible. Even in the battle against terrorism, we may discover that the military approach is ineffective and that our best hope to foster long-term solutions is to support the local reformers within the cultures we seek to change. So we need innovation on many fronts simultaneously. We need better recipes, not just more cooking. And ultimately this is why social entrepreneurs have become a global force today: social conditions have allowed them to flourish, and they are desperately needed to change patterns.

We must also remember that there is a dark side to social entrepreneurship. It can be seen in groups like Al Qaeda and its imitators, who wield a disproportionate negative influence on the world today. As the power of individuals and small groups

The startling power that emerges when people act with internal consistency and durable motivation is perhaps the greatest single lesson that social entrepreneurs afford us.

from a long-term perspective—and they strike me as a kind of ice age melting, with new life springing up in the glacier's wake. Suddenly people who see problems around them can take action and have a major impact. I believe we will see much more of this behavior in the years to come because it is so much better suited to developing fast-acting and decentralized solutions than top-down mechanisms, and because it tends to strengthen democracy.

As the pace of change accelerates, our adaptive systems must be reinvented. Whether it is the environmental threat, or

continues to grow in the world, it will bring new threats as well as new opportunities. In my view, the most important question of our time is: What will people do with their newly discovered freedoms and powers? Will they build a more dangerous world or a more peaceful one? I believe the answer hinges on how much effort we extend identifying and strengthening, in the very near future, the most positive forces for change, and weakening the negative ones.

Born to Change the World?

People often ask me if social entrepreneur-

ship can be taught, or if some people are just born to change the world. The answers are: yes and yes. People arrive in this world with temperaments and talents, but the question of how they activate those talents remains a function of what they are exposed to, how committed they are to their principles, and what actions they choose to take.

Yunus did not begin his career thinking that he would create a bank for the poor. His first love was teaching. But in 1974, Bangladesh had a terrible famine in which thousands starved, and Yunus was deeply affected by the suffering he witnessed. He soon discovered that he couldn't go on teaching economic theories in the classroom

power that emerges when people act with internal consistency, a fixity of purpose and continual self-correction over many years is perhaps the greatest single lesson that social entrepreneurs afford us.

As I mentioned before, I believe we are moving toward an era in which self-organized individuals around the globe will become increasingly powerful actors on the world stage. We should prepare to take full advantage of these changes, giving ourselves and our children the necessary exposures to understand these changes. I don't mean to imply that people should go home and become social entrepreneurs. (If everyone were an entrepreneur, society would be a big mess.) But everyone can, in their

One group of people who will become increasingly important will be bridge people, individuals who have experience in multiple sectors, multiple disciplines and multiple cultures.

while villagers less than a mile from his university campus languished in poverty. That is why the Grameen Bank came into being. Similarly, College Summit founder J.B. Schramm initially planned to become a Baptist minister. But it was while he was working at a camp for low-income youth in South Carolina, a painful experience for him, that he resolved to combat poverty in the United States.

Social entrepreneurs do not emerge in vacuums; they are shaped by their influences and exposures—by their childhoods, their summer jobs, and their daily frustrations. And they are unusually open both to the world outside and to their inner yearnings. Most important, they listen closely to the voice inside that reminds them to stay faithful to their core beliefs. The startling

own way, be an agent of change. We are all capable of bringing changes in our families, workplaces and communities.

And, with the field of social entrepreneurship emerging so quickly, there are new career pathways opening up for people who seek to align their talents and their ethical impulses. For everyone who starts something new, you need a hundred or a thousand other people who manage the organizations, advocate for them, handle the computing, the accounting, the writing, the training, and so forth. During the next decade, if the citizen sector is going to develop into a decentralized force that can address problems at the scope that they need to be addressed, we will need to build and redesign a wide array of institutions to support it.

We will need innovators—in all fields—



Educators are in a unique position to positively influence future generations.

the media, business, government, the citizen sector, the professions, academia. We will have to change the way governments deploy resources and power. We have to develop new systems to finance social change. We will have to develop ways of mapping, analyzing and disseminating the problem solving knowledge we currently possess.

One group of people who will become increasingly important will be bridge people, individuals who have experience in multiple sectors, multiple disciplines and multiple cultures. In the future, the relationships between the government, the business sector and the citizen sector are going to be redefined. Many responsibilities are going to be shared or re-allocated. I believe that governments will come to see social entrepreneurs as the driving force of new policy ideas and practical change models, while businesses will begin taking a more proactive stance toward solving problems and reaching out to underserved markets via the citizen sector. To collaborate effectively, we will need many more people who are comfortable crossing sector and cultural boundaries.

What If?

Tonight, when you turn on the TV, remember that the view of the world you will receive is a distortion. If a bomb goes

off almost anywhere in the world, if there is a bad storm, a gruesome crime or a scandal somewhere in the country, it will be the lead news item (up next, don't miss it!). Such stories are neither the most representative nor the most critical happenings of the day. And yet, day after day, year after year, they are the mainstay of our information diet. Meanwhile, stories about deeper and more significant changes are ignored.

For the past two years, I have been researching a new book on American social entrepreneurs, and I am continually surprised by the number of people across society who are redirecting their lives to focus on social problem solving. By now, we have all read about Bill Gates' upcoming career change, moving from running Microsoft to running his foundation. But away from the spotlight, there are hundreds of thousands of others who are doing the same: building better schools, improving health care, working to safeguard the environment, revitalizing poor communities, and so forth.

Yet most Americans know almost nothing about them. We need to ask why we hear so much about our social ills, but not our cures. What would happen if we could see society through a new lens—a lens of social innovation? If we could see the potential and opportunity, the full range of activity

The Purpose Prize— Golden Years of Engagement

Over the past two decades, we've seen the widespread emergence of an ambitious and savvy breed of problem-solvers among a group of people who are often overlooked as change agents. This September, five social entrepreneurs over 60 will each be awarded \$100,000 prizes in a new competition designed to highlight social innovation while defying, and changing, stereotypes about aging. It's called The Purpose Prize, and it's the invention of Civic Ventures, a think tank and program incubator based in San Francisco that helps society achieve the greatest return on experience.

The 15 finalists for the first-ever prize—including a social worker, former mayor, farmer and car salesman—reveal a wide variety of backgrounds and experiences. They are tackling some of the toughest jobs we face: finding new ways to educate hard-to-reach kids, managing the diseases of poverty, creating economic opportunities in forgotten neighborhoods, and promoting tolerance among age-old foes. They are making change and making news— and they will be making a lot more of it in the years ahead.

They include:



Wilson Goode, 67, a former mayor who helped build a national program to provide mentors for children of incarcerated parents.



Marilyn Gaston, 67, and Gayle Porter, 60, a pair of former public health officials who brought African American women together in "Prime Time Sister Circles"—part health education, part support group—to reduce death rates from preventable disease.



Charles Dey, 75, a former educator who created an internship program to help predominantly minority teens with disabilities get paid internships that lead to continued education and jobs.



Robert Chambers, 61, a former car salesman who launched a program to provide low-interest car loans and financial education to people with poor credit ratings who need cars to get and keep jobs in rural New Hampshire.



Frank Brady, 63, a former businessman who created a program that uses cutting-edge video technology to allow pediatric specialists to remotely diagnose and help treat sick children who lack access to quality medical care.

"As the first of America's 77 million baby boomers turn 60 this year, The Purpose Prize finalists are doing what society least expects people over 60 to do: innovate," says Marc Freedman, founder and President of Civic Ventures. "These men and women—some national figures, some local heroes—disprove the assumption that innovation is the province of the young and show us the essence of what's possible in an aging society."

The five winners will be announced in early September and nominations for next year's prize will be open later this fall. To read about the work of the finalists, or learn how you can nominate a 60-plus social innovator in your community, go to www.leadwithexperience.org.

that is occurring across society, would we become less fearful and more hopeful about the future? If the work of the social entrepreneurs demonstrates one thing above all, it is that people who change the world have to believe that change is possible. This belief does not arrive magically. People need to hear and see what others are doing. They need stories to build their courage and faith. Most important, they need to see that those who change the world always begin humbly. You don't have to possess the knowledge or the skill or the energy to complete a task when you begin it; you just need enough to begin. More will come. ✨

David Bornstein specializes in writing about social innovation. He is the author of How to Change the World: Social Entrepreneurs



and the Power of New Ideas and The Price of a Dream: The Story of the Grameen Bank. *He is currently working on a book about social entrepreneurs in the United States and Canada. He*

lives in New York. For more information, go to www.howtochangetheworld.org.

FOR MORE INFORMATION

www.ashoka.org,

www.changemakers.net

www.socialedge.org.

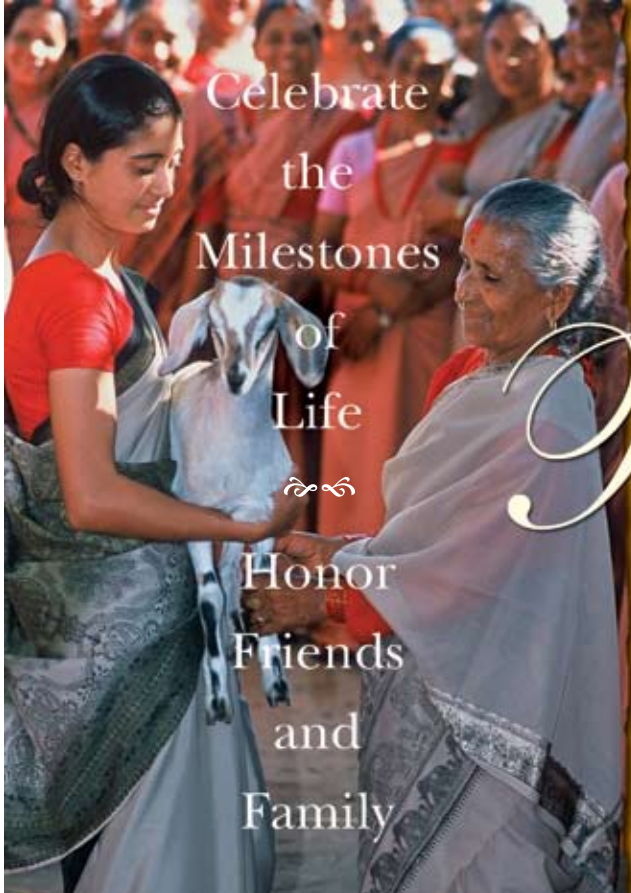
Grameen Bank: www.grameen.com or Grameen

Foundation USA: www.grameenfoundation.org

Renascer: www.criancarenascer.org.br

Barka: www.barka.org.pl

College Summit: www.collegesummit.org.




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Heifer International's New Online *Giving Registry*

The Heifer Giving Registry works like any other gift registry.
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Find out how to create a Giving Registry of your
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It's the perfect way to help others
make meaningful gifts.

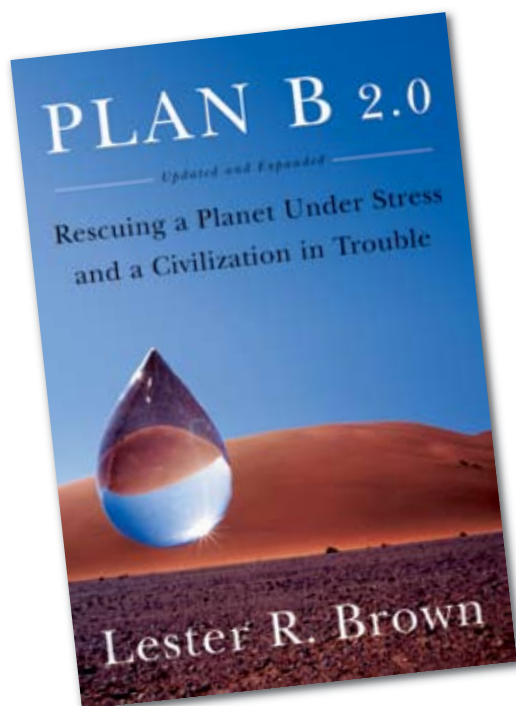


Mixed Blessings

by Lester R. Brown

Can Biofuel Change the World? Yes—For Better and for Worse

As the price of oil increases, so does global interest in biofuels—fuels derived from plants rather than petroleum. Biofuels have much to recommend them. They are produced far more cheaply and easily than petroleum products like gasoline, with far less waste and damage to the environment. And yet biofuels are not a perfect solution to the world's energy demands. Because they are produced from easily grown crops like corn and sugarcane, they often compete with food production for arable land. It is a whole new wrinkle in the question of appropriate land use, especially in countries where farmland is already in short supply or where land that has been preserved as a natural habitat for endangered species suddenly seems more attractive for its income potential. The delicate balance between supply and demand, always a complicated issue, is on the brink of becoming much more complicated. Author and environmentalist Lester Brown, in his new book Plan B 2.0: Rescuing a Planet Under Stress and a Civilization in Trouble (2006: W.W. Norton, NY), discusses some of the issues at stake. What follows is a brief excerpt from this book.



Historically, the world's farmers have produced crops that were used primarily for three purposes: food, feed (that is, food for animals), and fiber, like flax and cotton. Today, farmers are beginning to produce crops for another purpose: fuel. Biofuel, a renewable resource made from plants like corn and sugarcane, is slowly gaining in popularity as the rising price of oil intensifies the worldwide search for cheaper fuel options. While this is generally considered good news for today's oil-dependent societies, it has not been an entirely positive development.

The growth in biofuel production has increased the competition for crops that were formerly used only for food, with the result that food prices are beginning to increase as well. On any given day there are now two groups of buyers in world commodity markets: one representing food processors and another representing biofuel producers. As service stations compete with supermarkets for the same commodities, the line between the food and fuel economies has suddenly blurred.

First triggered by skyrocketing oil prices in the 1970s, production of biofuels—principally ethanol from sugarcane in Brazil and corn in the United States—grew rapidly for some years. Soon after, Europe, led by Germany and France, began to extract biodiesel from oilseeds. Biofuel production stagnated during the 1990s, but after 2000, as oil prices edged upward, it began to gain momentum again. (See Figure 1.) And interest in biofuels has escalated sharply since mid-2004, when oil prices reached \$40 per barrel.

There are two main types of biofuels: ethanol and biodiesel. Ethanol, an alcohol-based fuel, has an energy content about two-thirds that of gasoline. Biodiesel, made from plant-derived oils, has an energy content of about 90 percent that of petroleum diesel. Since the end of the 20th century, the use of both types has grown tremendously. From 2000 to 2005, ethanol production worldwide nearly tripled, from 4.6 billion to 12.2 billion gallons. Biodiesel use, at 251 million gallons in 2000, climbed to an estimated 790 million gallons in 2005. By 2005, biofuel use equaled nearly 2 percent of world gasoline use.

Biofuels can be derived from a variety of plants, including corn, sugar beets, soybeans and sugarcane. When deciding which crops to use in biofuel production, there are two key indicators to consider: the fuel yield per acre and the net energy yield of the fuel, figured by subtracting the energy used in both production and refining.

The top production yields for ethanol are 714 gallons per acre from sugar beets in France and 662 gallons per acre for sugarcane in Brazil. U.S. corn produces 354 gallons per acre, or roughly half the beet and cane yields.

With biodiesel production, oil palm plantations are a strong first, with a yield of 508 gallons per acre. Next comes coconut oil with 230 gallons per acre, and rapeseed (also called canola) at 102 gallons per acre. Soybeans, grown primarily for their protein content, yield only 56 gallons per acre. (See Table 1.)

Which of these fuels yields the highest net energy return? Ethanol from sugarcane in Brazil is in a class all by itself, yielding over 8 units of energy for each unit invested in cane production and ethanol distillation. Once the sugary syrup is removed from the cane, the fibrous remainder, bagasse, is burned to provide the heat needed for distillation, eliminating the need for an additional external energy source. This helps explain why Brazil can produce cane-

based ethanol for 60 cents per gallon.

Second is ethanol from sugar beets in France, which produces almost two energy units for each unit of invested energy. Among the three principal feedstocks now used for ethanol production, U.S. corn-based ethanol, which relies largely on natural gas for distillation energy, comes in a distant third in net energy efficiency, yielding only 1.5 units of energy for each energy unit used.

TABLE 1.

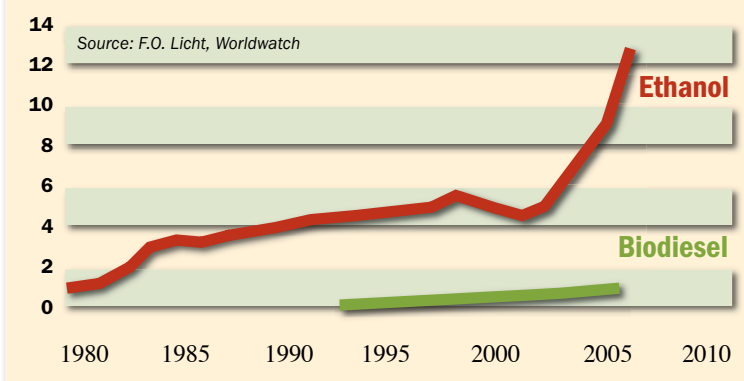
Ethanol and Biodiesel Yield per Acre from Selected Crops

Fuel	Crop	Fuel Yield (gallons)
Ethanol		
	Sugar beet (France)	714
	Sugarcane (Brazil)	662
	Cassava (Nigeria)	410
	Sweet Sorghum (India)	374
	Corn (U.S.)	354
	Wheat (France)	277
Biodiesel		
	Oil palm	508
	Coconut	230
	Rapeseed	102
	Peanut	90
	Sunflower	82
	Soybean	56*

*Author's estimate

Note: Crop yields can vary widely. Ethanol yields given are from optimal growing regions. Biodiesel yield estimates are conservative.

FIGURE 1. **World Ethanol and Biodiesel Production 1980-2005**



Catching On Around the World

Which countries have really taken the lead in biofuel production? Brazil, using sugarcane to produce ethanol, is emerging as the world leader in farm fuel production. The country produces some 4 billion gallons a year, satisfying 40 percent of its automotive fuel needs. In 2004, half of Brazil's sugarcane crop was used for sugar, and half for ethanol. Expanding the sugarcane area from 5.3 million hectares in 2005 to some 8 million hectares would enable it to become self-sufficient in automotive fuel within a matter of years, while maintaining its sugar production and exports. Brazil is also discussing ethanol supply contracts with Japan and China. By producing ethanol at 60 cents per gallon, Brazil is in a strong competitive position in a world with \$60-a-barrel oil resulting in \$3-a-gallon gasoline. The United States is also one of the primary producers of biofuel worldwide. Using corn, the United States produced 3.4 billion gallons of ethanol in 2004, supplying just under 2 percent of the fuel used by its vast automotive fleet. Although it took roughly a decade to develop the first billion gallons of U.S. distilling capacity and another decade for the second billion, the third billion was added in two years. The fourth billion will likely be added in even less time.

The production of biodiesel, a relatively new biofuel in the United States, is growing rapidly since the adoption of a \$1-per-gallon subsidy that took effect in January 2005. Iowa, a leading soybean producer and

an epicenter of soy-fuel enthusiasm, now has three biodiesel plants in operation, another under construction, and five more in the planning stages. State officials estimate that biodiesel plants will be extracting oil from 200 million bushels of the state's 500-million-bushel annual harvest within a few years, producing 280 million gallons of biodiesel. And the production of biodiesel yields valuable byproducts: What is left of the soybean after the oil is extracted—almost four-fifths of the bean—is a protein-rich livestock feed supplement, worth even more than the oil itself.

In Europe, where biofuels are exempt from the hefty taxes levied on gasoline and diesel, the European Union is attempting to meet 5.75 percent of its automotive fuel needs with biofuels by the year 2010. Currently Europe ranks third in the world in fuel ethanol output. The lion's share of ethanol production in Europe comes from France, the United Kingdom and Spain, and uses mostly sugar beets, wheat and barley.

Europe is also the leader for biodiesel. Germany, producing 326 million gallons of biodiesel in 2004, is now covering 3 percent of its diesel fuel needs with biofuel. Relying almost entirely on rapeseed (the principal source of cooking oil in Europe), it plans to expand output by half within the next few years. France, where biodiesel production totaled 150 million gallons in 2004, plans to double its output by 2007. Like Germany, it uses rapeseed as its feedstock.

India, the world's second largest producer of sugarcane, distilled some 80 million gallons of ethanol in 2005 and is projected to distill over 130 million gallons in 2006. China's four state-sponsored plants are producing 340 million gallons per year, mostly from corn and wheat, an output they plan to double by 2010. Colombia and the Central American countries represent the other biofuel hot spot. Colombia is off to a fast start, opening one new ethanol distillery each month from August 2005 through the

end of the year. Within a year of opening its first plant, Colombia is already producing roughly 80 million gallons annually.

Costs and Rewards

Governments support biofuel production because of concerns about climate change and a possible reduction in the amount of imported oil. Since substituting biofuels for gasoline reduces carbon emissions, governments see this as a way to meet their carbon reduction goals. Also, locally produced fuel can create jobs and help keep money within the country. U.S. ethanol production, almost entirely from corn, benefits from a government subsidy (51 cents per gallon).

Private companies have begun supporting biofuel production as well. Even though Brazil has phased out ethanol subsidies from the government, by mid-2005 the private sector had committed \$5.1 billion to investment in sugar mills and distilleries over the next five years. In the United States, farm groups as well as corporations are investing heavily in ethanol distilleries.

Looking Toward the Future

In an oil-short world, what will be the economic and environmental effects of agriculture's emergence as a producer of transport fuels? Current and planned ethanol-producing operations use food crops such as sugarcane, sugar beets, corn, wheat, and barley. The United States, for example, in 2004 used 32 million tons of corn to produce 3.4 billion gallons of ethanol. Although this is scarcely 12 percent of the huge U.S. corn crop, it is enough to feed 100 million people at average world grain consumption levels.

As biofuel production increases, agriculture's role in the global economy will be strengthened as it faces a vast, virtually unlimited market for automotive fuel. Tropical and subtropical countries that can produce sugarcane or palm oil

will be able to fully exploit their year-round growing conditions, giving them a strong comparative advantage in the world market.

The world price for oil will, in effect, become a support price for farm products. If food and feed crop prices are weak and oil prices are high, commodities will go to fuel producers. For example, vegetable oils trading on European markets on any given day may end up in either supermarkets or service stations. This will bring about a whole new set of economic pressures within a global economy that already fails to adequately distribute its food supplies.

In addition, pressure to clear land for expanding sugarcane production in the Brazilian cerrado and Amazon basin and for palm oil production in countries such as Indonesia and Malaysia will pose a major new threat to plant and animal diversity. In the absence of governmental constraints, the rising price of oil could quickly become the leading threat to biodiversity, ensuring that the wave of extinctions now under way does indeed become the sixth great extinction.

With oil prices now high enough to stimulate potentially massive investments in fuel-crop production, the world farm economy—already struggling to feed 6.5 billion people—will face far greater demands. How the world manages this new and incredibly complex situation will tell us a great deal about the prospect for our energy-hungry 21st-century civilization.✎

Lester R. Brown is President of the Earth Policy



Institute and author of Plan B 2.0: Rescuing a Planet Under Stress and a Civilization in Trouble (2006: W.W. Norton, NY) from which this article was excerpted. Plan B 2.0

is available for free downloading at www.earthpolicy.org

The Village Where Pride Grows

Women in West Africa Change Their Lives—and Plan for Their Futures

By Elizabeth Elango

West Africa Program Officer, Heifer International



Nikiema Aminata, member of a women's poultry association in Burkina Faso, says a Heifer-funded project helped her community survive famine.

GAMPELA, BURKINA FASO—

The women of Gampela, a small village just outside Ouagadougou, Burkina Faso's capital, wait for their meeting to begin. They shift restlessly on the benches they share, talking in hushed tones among themselves. In the distance, chickens cluck in their coops, donkeys bray and stray guinea fowl scratch for food in the dry ground. Some of the women play with the children on their laps, some nurse babies. All are wearing the same headscarf on their heads, a symbol of their solidarity.

These women have come here to talk about the successes of a project that Heifer International and its partner, Heifer Netherlands, started funding five years ago in this small West African country. Through a joint effort with Africa's Sustainable Development Council (ASUDEC), a local organization, these women operate their own business, raising poultry and producing eggs, which their husbands sell in Ouagadougou. They meet here today to share their stories, successes and challenges and to talk about their hopes for the future.

Pauline Kabore, president of the association, asks for silence, calling the meeting to order. As the only member of the group who can read and write French fluently, she serves as a translator; the other women speak in Moré, a local language. From among two dozen women assembled, Nikiema Aminata, the vice-president, stands up to speak. The women chose her to tell their story. She is a beautiful woman with a dark complexion, a wide smile, and three tribal markings on each side of her face. She seems shy at first, but when she speaks, it is with great conviction.

“We are an association of four groups,” she begins. “A few years ago a famine hit this village, and without the assistance that we have received through this project over the past few years, we would not still be here.” She goes on to tell the story of how they had applied for ASUDEC’s assistance in this Heifer-funded project. After training, the group received an initial gift of 150 chickens in 2002.

Today, the women have 300 chickens, which they maintain in a collective hen house they built together. They collect eggs daily, an average of 60 per day, which their husbands sell in Ouagadougou. Eggs go for a good price in town, and the women can make between \$6-\$9 per day. Though it seems small, this is income they could not have dreamed of making otherwise, and there is pride in their faces and voices as they talk about what a difference this income makes in their lives.

“You can tell the difference in each home,” one woman insists. “You can see a change in us, starting with our clothes. As women, this is important to us.” She laughs, and the group laughs with her, as if they are sharing a private joke. “Before,” she continues, “when we called meetings many people could not come because they had other things to worry about, and to take care of. Now we can meet as a group even just to socialize. This is important in our culture. Our children go to school. In the past we had difficulty paying school fees, even giving treats like candy to our children.”

Even though the group has opened a bank account, the project is not solely focused on making money. Instead, these women are thinking about how to improve their lives and livelihoods. Formal education, they decide, is a crucial part of this effort; the literacy rate for Burkinabé women is only 16 percent. With ASUDEC’s assistance, the group added a literary component to their work. These days, many of the women make time during their day to sit in class to learn to read and write. Pauline Kabore,

the group president, is also their teacher.

In Kabore’s class, mothers are not only allowed but encouraged to bring their children. The curriculum the women follow teaches how to take care of the environment, their investments and their crops, as well as themselves and their families. It gives them practical tools they can use every day: how plants grow, how the body works, how to keep financial records. They also acquire skills in group dynamics, decision making and leadership. *I maan lagem-n-taar*—a Moré phrase that means “Let us come together to work together”—is written neatly in on the blackboard in their classroom. The villagers recite these words after their teacher, but it is obvious that it is more than a simple phrase—it is a statement they adhere to very closely, like a creed.

The class helps the women of Gampela adapt as their business grows more complex and productive. The initial gift of chickens that the women of Gampela received was day-old chicks imported from France. Recently, they purchased local chickens, which they have crossbred with the imported ones. In January, the group learned that the Burkina Faso government banned the importation of chickens due to the spread of bird flu. They knew they must think ahead. The women expect egg prices to rise in the coming months, and they want to be able to meet the market’s demand.

As a result, some of the groups that make up the association have embarked on other income-generating activities. The building they are gathered in front of serves as the storage room and production area for their work. On one side is a mountain



A few years ago a famine hit this village, and without the assistance that we have received through this project over the past few years, we would not still be here.
—Nikiema Aminata



A young boy (*above*) stands in front of a granary where corn is stored for the dry season. Pauline Kabor (*below left*) teaches association members to read and write. Members of the poultry association (*below right*) share their stories.

of equipment and supplies that they use in their projects: feed bags, water stations and feeders for chickens. There are rolls of chicken wire on the other side of the room, and in the middle is a simple, red machine that they use to shell peanuts before converting them into peanut oil and peanut butter.

Last year, the association applied for and received about \$7,000 in loans through a micro-credit organization, which they have already paid back in full. This year, they are applying for another loan of about \$5,000. It is seed money for the myriad income-generating investments they have in their plans.

As their bank account grows, so do their dreams. Although the challenges the group faces are many, they have not softened their resolve. “At the start of this project we were skeptical about change,” says Aminata. “Last year with the loan we took, we bought corn and were able to sell for a profit. Right now we are just standing up, and it has taken us five years to get here.

“Still,” she says, “we are not yet able to walk well. Right now we have problems with water. If we had another water pump we could do a gardening project and be sure that the grain in our granaries last through the dry season.”



She pauses and looks pensively over the huts in the village and at the tops of the granaries that punctuate the clear blue sky like minarets. With the loan we have applied for this year we could start to sew, to do other projects. We could do anything."

A visitor asks what their most prized accomplishment is. "The literacy project," one woman answers without hesitation, and the others nod in agreement. Their school schedule allows them the flexibility to tend

to the other important things in their lives: feeding their families, tending to their poultry, managing the dozens of other projects that they have going on. But in the end, their pride and joy is the most intangible benefits.

Aminata, the first to speak, seizes the last word. "Thanks to reading and writing," she says, "I can understand little



Association members meet with Heifer staff.

things like giving medications to my children. I know that giving unclean water to my children is unhealthy and can harm them. At home I can take care of their development and not just depend on their school. We have truly learned a lot." She smiles when she finishes, sits down and folds her arms across her chest. And all around her, her cohorts break into applause. 🌿

Travel

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Join us and see how Heifer animals and agricultural training provide the vehicle for sustainable development and community building. There are two remaining opportunities left for 2006 Study Tours. Please check our website at www.heifer.org and the November/December *World Ark* for 2007 trips.

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October 21 – 9am – 4 pm

Douglasville, Ga. (near Atlanta)—Learn about Heifer in the United States and why it's critical that we must have local and community food systems. SE Regional Office
courtney.gordon@heifer.org

Guatemala

November 15 – 25

Spend Thanksgiving in Guatemala and visit the central part of the country and learn more about indigenous farm communities and how animals and agroecological practices are changing lives.

Mary Jennings

mjennings@rashton.cnc.net

For more information, e-mail: studytours@heifer.org

World Ark Market

A. ONE WORLD, ONE FAMILY BOOK

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

#NB0703 Softback \$5.00

B. FAITH THE COW

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C. BEATRICE'S GOAT

Teach your children about the world around them with *The New York Times* best-selling children's picture book *Beatrice's Goat*, a story about how the gift of a Heifer International goat changed the life of a little girl, her family and her entire community. Written by Page McBrier and illustrated by Lori Lohstoeter.

#NB0700 Hardback \$16.00

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D. HEIFER HOPE BLEND

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

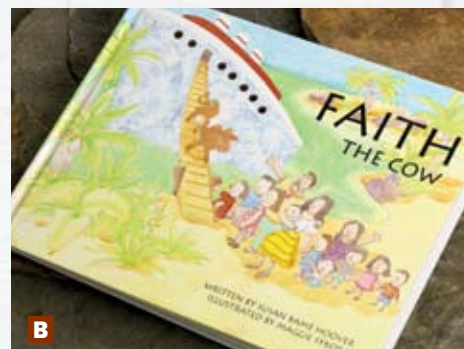
#NGHH04 Whole Beans 12 oz.bag \$8.69

#NGHH14 Ground Beans 12 oz.bag \$8.69

E. HEIFER 2007 CALENDAR

Enjoy uplifting photos of Heifer project partners throughout the year.

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F. HEIFER WATER BOTTLE

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G. HEIFER MUG

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#NM0411 \$8.00

H. BETTY LADUKE HOLIDAY CARD

Message inside: Prayers for Peace. 20 cards.

#NCS605 \$10.00

J. MANY BLESSINGS HOLIDAY CARD

Message inside: May your blessing be as countless as the stars in the sky. Season's Greetings. 20 cards.

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K. POLISH TRADITION HOLIDAY CARD

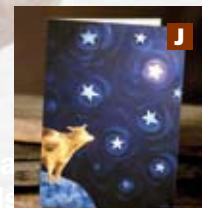
Includes Wafer to share with loved ones. 20 cards.

#NC0603 \$5.00

L. HOPE FOR PEACE HOLIDAY CARD

Message Inside: And most of all peace. 20 cards.

#NCS606 \$10.00



Call Toll Free (800) 422-0474



M



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M. ARK T-SHIRT

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

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N. "COW THAT SAVED THE EARTH" T-SHIRT Black, 100% cotton.

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#NS4900 Adult Blue S-XXL \$15.00

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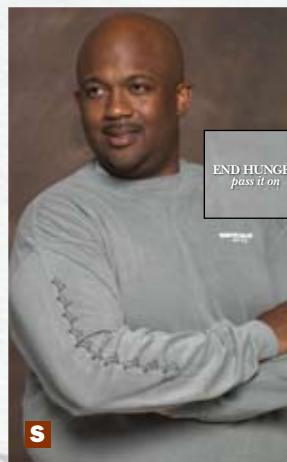
#NS4900 Child Blue XS-L \$12.00



Q



R



END HUNGER
pass it on

S

Q. SAGE ADVICE: END HUNGER T-SHIRT

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

#NS5000 Adult long sleeves S-XXL \$26.00

#NS5000 Adult short sleeves S-XXL \$22.00

R. HEIFER DENIM SHIRT

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#NS4100 S-XXXL \$30.00

S. "END HUNGER: PASS IT ON" T-SHIRT

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#NS5100 S-XXL \$20.00

T. "STAMPEDE" FEMININE CUT T-SHIRT

This playful take on the Heifer logo is printed on organic cotton and hemp blend. Natural with brown ink.

#NS5200 Women's XS - XL \$17.00

U. "THE GIFT THAT GROWS" FEMININE CUT T-SHIRT

This tee clearly illustrates just how far the gift of an animal can go in creating positive change. Moss, 100% organic cotton, long sleeves.

#NS5300 Women's XS - XL \$19.00



T



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V

V. HEIFER TIES

100% silk ties adorned with the Heifer logo. Available in Blue and Red.

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Blue Tie \$25.00

#NT000400M

Red Tie \$25.00

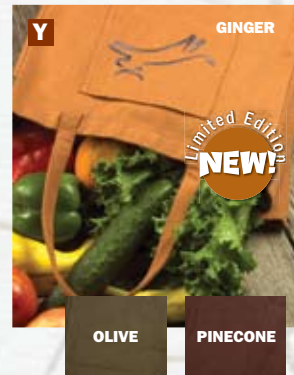
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\$00.01 — \$20.00	\$5.50
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OVER \$80.00.....	\$14.00

RP1096

\$16.00



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\$10.00

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A PILGRIM AT REST

Thurl Metzger, former executive director of Heifer International, died July 26 at his home in Little Rock, Ark. He was 90 years old.

Born in January 1916 in Kosciusko County, Ind., Metzger was a farmer and high school history teacher before his involvement with Heifer. He married Ruth Landis in 1941 and was drafted by the U.S. military in 1942. Metzger, a lifelong member of the Church of the Brethren, was a conscientious objector. It was during his alternative service that he was first introduced to church members organizing early “heifer projects” for farmers in war-torn Europe.

In 1946, Metzger began his involvement with Heifer International (at that time, Heifer Project) as an unpaid volunteer. Metzger was named the first executive director/programs director in 1951, a position he would hold until 1967 when the post was divided. He then served as Heifer’s director of international programs until his retirement in 1981.

After his retirement, Metzger wrote *The Road to Development*, a collection of essays reflecting on Heifer’s international development work.

Metzger, recorded as part of an oral history project in 2000, spoke of his tenure with Heifer: “I was with the Heifer Project

for some 30 years. I began as a volunteer because I believed in the program. I was then hired by Heifer Project, and for a few years, I was the only paid staff member. ...

Some time later, I was given a secretary.

After I became the executive director, I added staff from time to time as we could afford them. I worked in 65 to 70 countries; several of them were ongoing programs.”

During Metzger’s years, Heifer

began working with communities in South Korea, India, Russia, Germany and Africa, as well as with American farmers in the Deep South and on Native American reservations. Metzger wore many hats in those early years: training staff and delivering livestock around the world, from Poland to Germany to Mississippi.

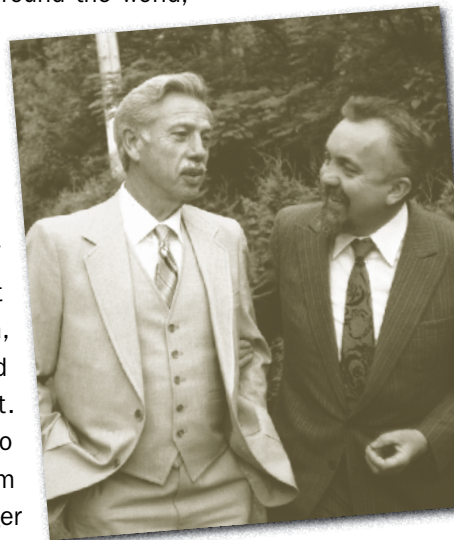
His international travels and generosity without respect to religious or political creed aroused the suspicion of some around him. That being the McCarthy era, his neighbors suspected he was a communist. After bringing students to the United States from communist Poland, Metzger was followed by the FBI until he personally traveled to Washington to demand a meeting with J. Edgar Hoover. Though Hoover was not in, the FBI agents were soon called off.

Metzger also oversaw the purchase of the Heifer Ranch in Perryville, Ark., and Heifer International’s subsequent move to Little Rock. The Ranch dedicated the new Thurl Metzger Education Building on August 4 of this year. The two-story building will serve as an education facility but also will house memorabilia from Heifer archives and Metzger’s personal collections.

Heifer president and CEO Jo Luck called Metzger a “true pioneer whose leadership and guidance have enabled Heifer to touch the lives of so many families and communities around the world. The gifts of his outstanding life and legacy will continue to be passed on, influencing many in the years to come.”

Longtime friend Rosalee Sinn captures Metzger’s enduring spirit: “He was committed to ending poverty and hunger in the world and willing to speak to the powerful and the poor to accomplish this task and share the vision. He was a careful student of history and a promoter of peace.”

He is survived by his wife, Ruth, four children and five grandchildren. Gifts in memory of Thurl Metzger can be made to Heifer International by phone at (800) 422-0474 or by mail at 1 World Avenue, Little Rock, AR 72202.



ASKED & Answered

Talking to **JILL PRICE MARSHALL** public relations manager for Dr. Hauschka Skin Care



While one is a for-profit company and the other a nonprofit organization, Dr. Hauschka Skin Care and Heifer International have a lot in common. Both promote fair trade, organically grown products, and

both share a commitment to helping people and healing the earth.

This summer, Jill Price Marshall of Dr. Hauschka Skin Care visited the Heifer International Center in Little Rock, Ark. We took the opportunity to ask her a few questions.

World Ark: Dr. Hauschka Skin Care is known for its holistic approach. What does that mean?

Jill Price Marshall: Holistic means many different things to many different people. For us it means looking at the “whole” business and insuring all aspects are sustainable, from product manufacturing and production, to the agriculture methods we employ, to the business practices we work out of, to the relationships we build with our consumers. It is not enough in our mind to only use organic ingredients without looking at the entire organization and insuring that all aspects are working towards the same goal of holistic sustainability.

Furthermore, Dr. Hauschka Skin Care products are “BDIH certified,” assuring customers that the products they purchase

from us are of the highest quality available. This European three-part certification employs the strictest standards in the world for certifying natural skin care.

WA: It seems that your company values human labor over mechanical equipment. Why is that?

JM: We recognize that machines cannot look at a plant or a flower and choose only the highest quality botanical. Only a human being has the ability to walk through a garden, looking at each component individually and select the flower plant that is of the highest quality. This is very important to us at Dr. Hauschka Skin Care. We recognize and greatly respect the interaction that exists between the human being and nature. While

harvesting is a labor intensive method, we believe “the proof is in the products.” The quality and vitality speak for themselves.

WA: Can you tell me about some of Dr. Hauschka’s fair trade initiatives?

JM: Whenever possible, WALA Heilmittel, the manufacturer of Dr. Hauschka Skin Care, grows ingredients onsite in a biodynamic gardens in Germany. When that is not possible, WALA will source the ingredient using fair trade methods. Right now we are working with rose projects in Romania and in the Georgia section of Russia. Additionally, we are working with a women’s cooperative in Burkina Faso, Africa. This amazing group of women is providing the shea butter found in Dr. Hauschka Skin Care.

WALA works with local village leaders to slowly establish a relationship within the village. We recognize that it is essential to gain the trust and respect of those you are working with. We then teach the communities organic and biodynamic farming techniques, assisting their development along the way. Sometimes this means providing machinery and tools, and sometimes this means providing biodynamic seedlings to nurture the project from its early stages. We continue educating and working directly with the farmers until they have received organic and/or biodynamic certification. We then agree to purchase the fruits of the farmers' labor at a fair trade price for an extended period of time.

We have had incredible success working in various regions around the globe utilizing this fair trade model.

WA: What are some of the things your company does to help protect the earth?

JM: First and foremost we utilize biodynamic agriculture methods. This method of agriculture not only foregoes the use of pesticides, it goes a step further by actually replenishing the earth through its use of holistic/homeopathic substances, healing the soil and creating a rich environment for healthy crops. For us, "beauty begins in the garden." You cannot have healthy products without healthy, pure ingredients.

WALA Heilmittel has a state-of-the-art manufacturing facility that employs certified green building practices. This includes

rainwater collection tanks and a warehouse built several feet below ground to minimize the need for artificial coolants. The facade of the building is crafted from copper, ceramic and wood from indigenous Douglas firs. For color, natural paints were used.

WA: Why is Dr. Hauschka Skin Care such a big supporter of nonprofit organizations?

JM: Dr. Rudolph Hauschka's mission was to heal humanity and the earth. We know this lofty ambition cannot be met without collaborative work with wonderful organizations such as Heifer. To see an organization like Heifer make headway in working to end hunger for citizens all around

the world is inspiring. We work to support nonprofits whose dedication to healing humanity and the earth are as strong as our own. We believe that as global citizens it is our responsibility and obligation to assist those in need.

Interview by Austin Gelder,
HEIFER STAFF WRITER

Dr. Hauschka Skin Care is a unique company that follows ecologically sound growing methods and supports fair trade. For more than 35 years, Dr. Hauschka has taken a holistic approach to beauty while caring for employees, communities and the earth.



The Omnivore's Dilemma: A Natural History of Four Meals

Michael Pollan
Hardcover | \$26.95

—Reviewed by
Austin Gelder
Heifer Staff Writer

Virginia farmer Joel Salatin is the clear hero of Michael Pollan's new book, *The Omnivore's Dilemma*. A farmer who shuns fertilizer for good old-fashioned manure and butchers his free-range chickens by hand, Salatin does work that is, to Pollan, what food production should be: sustainable, humane and community-minded.

At the opposite end of the spectrum is what Pollan calls industrial food—the Cheez Whiz, coffee creamer, TV dinners and fast food concocted largely from corn in all its manifestations, from syrup to starch to oil to flour. For Pollan, the corn industry is an amorphous, heavily subsidized, all-consuming operation that sucks up farmland throughout the American Midwest, draining our economy and creating nutritionless meals.

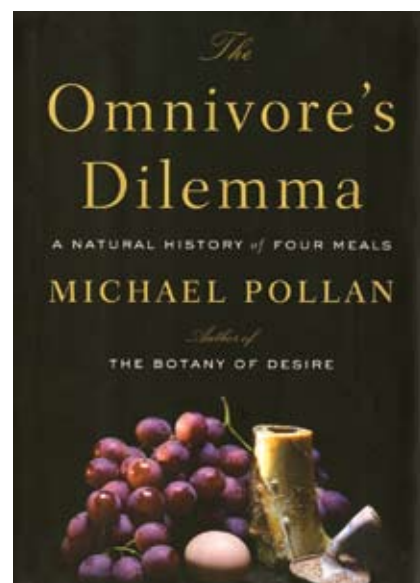
And of course there are the in-betweens, like the big organic corporations that keep the petrochemical fertilizers out of the soil—but consume tons of petroleum nonetheless by transporting their products in tractor trailers to the local high-end grocer.

Americans must choose among these categories of food every time they step into a supermarket or head out for a lunch break. And the best choice is rarely clear.

It's this excess of choices and mixed messages facing American diners three times a day that prompted Pollan, a journalist and author of *The Botany of Desire*, to take a close look at the origins of four meals. He examines a fast food lunch, a meal prepared from ingredients grown on a small, organic farm, another organic meal made from ingredients from the Whole Foods grocery chain, and a dinner Pollan put together from meat, mushrooms and other ingredients he hunted or harvested himself. The result is a 415-page journey through cornfields, feed lots, grocery stores and hunting grounds that explores the economics, morals, politics and history behind what we eat.

The first and best section of the book focuses on corn, its history from a staple of Mayan culture to a staple, albeit disguised, of American pantries. He visits George Naylor, an American farmer trying to make ends meet on the low prices he brings in from his corn crops and the government subsidy checks that make up the difference.

Pollan's research really shines through here as he explains how our economy has evolved to reward farmers for growing a crop that doesn't pay the rent. He sets out to follow the corn that flows from Naylor's farm in Iowa



to a feedlot in Kansas, where beef cattle that are biologically adapted to eat a grass diet must take antibiotics to digest their corn-based feed.

The trip ends at a McDonald's in Marin, Calif., where Pollan discovers corn is the basis for the meal. It not only feeds the cows and chickens that end up as burgers and McNuggets; it also sweetens the sodas, thickens the shakes and even flavors the salad dressing.

In the next section, Pollan spends a week working on Joel Salatin's utopian Polyface Farm in Virginia. On the chemical-free, free-range farm, hens take to the pasture behind the cattle, gobbling up larvae from the cowpats and leaving their own nitrogen-rich fertilizer behind. Pollan favors the chicken dinner prepared with ingredients from Salatin's farm over what he calls the "industrial organic" meal he prepared with similar ingredients from big organic companies that sell their crops all over the country and the world. Even so, Pollan realizes Salatin's farm isn't the perfect answer to solve the country's food confusion.

"I realized with a bit of a jolt that his

pastoral, or agrarian, outlook doesn't adequately deal with the fact that so many of us now live in big cities far removed from the places where our food is grown and from opportunities for relationship marketing," he wrote of a conversation with Salatin. "When I asked how a place like New York City fits into his vision of a local food economy, he startled me with his answer: 'Why do we have to have a New York City? What good is it?'"

While Pollan clearly advocates buying local foods grown organically, he never preaches or blames the average American consumer for buying Twinkies and sodas. Instead he blames what he calls the subsidized industrial food system strongly connected to our economy. He concedes that budgets and convenience don't always permit special trips to the farmer's market

or hour-long drives to pick up a dozen free-range eggs from the farmer who grew them. It's up to consumers to change the system so that local foods are more easily available, he said.

"People in Iowa can eat only so much corn and soybeans themselves. So when Iowans decide to eat locally, rather than from the supermarket, their farmers will quickly learn to grow a few other things besides," he wrote. "And when they do, they'll probably find that they can give up most of their fertilizers and pesticides, since a diversified farm will produce much of its own fertility and its own pest control."

The final section, perhaps the most unrealistic but also the most fun, has Pollan hunting wild pigs, scouring the forest floor for mushrooms and snatching wild yeast from the air. Here he examines the morals of

eating meat and decides that eating the chickens from Polyface Farm—the ones that lived their lives happily digging up grubs on a wide open pasture—will leave his conscience unstained, while eating beef from feedlot cattle will not. Eating a wild pig that he shot and dressed himself lets him appreciate the true price of the food he eats, while eating eggs sold for 79 cents a dozen that come from chickens who live their entire lives in tiny cages does not.

The most important message of Pollan's new book is to pay attention to where your food comes from, how it's raised and how much it costs, not just in money but in damage to the earth and our health. This is a book brimming with ideas, information and even adventure, a full plate of thought-provoking reading.

The Peace Book: 108 Simple Ways to Create a More Peaceful World

Louise Diamond
The Peace Company
Paperback | \$6.00

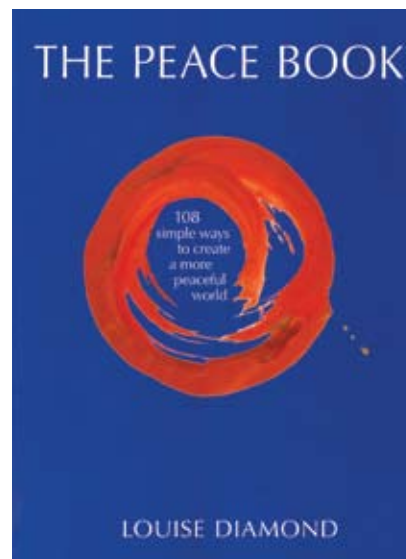
—Reviewed by
Michael Haddigan
Heifer Communications Director

Late in his life, U.S. Sen. J. William Fulbright departed from his planned remarks to a group of university students and paused to reflect.

Over the years, he said, every time he began talking about peace as an alternative to war, people would immediately interrupt to tell him he was being "unrealistic." He found this utterly baffling. How could any sane human find hatred,

slaughter and destruction a desirable or "realistic" choice, he asked.

Whatever one's political opinion, Fulbright's up-side-the-head logic is difficult to dispute. The Fulbright Scholar Program has for decades promoted international understanding—and common sense—among people around the planet. The former senator's contribution to peace is still mounting years after his death.



In *The Peace Book*, Louise Diamond offers scores of suggestions—most of them utterly realistic—on ways to wage peace in daily life. The wisdom of the first

(Continued on page 36)

(Continued from page 35)

suggestion offers sweet and complete validation of the next 107.

First step?

“Breathe,” Diamond writes.

This is a perfectly sane, perfectly normal, perfectly human thing to do, and a wise first step in any endeavor. Her blueprint for action makes clear that peace is not merely about the absence of war. It is about “the quality of our relationships.” Diamond’s *Peace Book*, first published in 2001, is in its third incarnation and fifth printing. The recently released updated version acknowledges from the top that events of intervening years—the carnage of 9/11, the retaliatory wars, the retaliatory terrorism and so on—may not testify to the success of the book’s earlier editions.

But in very real ways, the devastation casts seeds that could well lead to a “tipping point” when a culture of peace replaces the culture of war. The culture of competition is so deeply ingrained in so many modern societies that we are scarcely aware it exists. But increasingly people are searching as communities and as individuals for another way of life, she says.

“People are yearning for ways to make a difference, to contribute to greater justice, tolerance, and peace in their lives and in the world,” Diamond writes.

If nothing else, many of us are

just tired of the madness in our lives and in the world. We’re sick of the way things are going and are willing to work toward a transformation. Many of us are keenly aware of our own searches for meaning and our acute need to be part of the justice that will heal the modern world. The growth and prominence of civil society worldwide certainly bears witness to that. Problems grow by the day, but we can only hope our thirst for solutions grows with them.

The Peace Book encourages us to be “peacebuilders,” to begin by trying to find peace with ourselves and then to build bridges to others and other communities. Diamond provides a banquet of contacts, books, Web sites, organizations and examples from everyday life that makes the unrealistic stunningly real.

“When enough of us are proactively applying the Four Principles of Peace in this book (Community, Cooperation, Nonviolence, and Witness),” Diamond says, “we will lay the ground for a world in which war becomes unthinkable, and terrorism unnecessary.”

After you breathe, consider just a few of the other 107 ways you can practice the principles. Diamond suggests that you let nature nourish you; listen, really listen to children; enjoy teamwork; have a process for conflict resolution; see work as

service; seek common ground and consensus; engage in honest conversation; apologize; forgive; become a voice for the voiceless; take an interest in world affairs; grow food, give thanks and laugh a lot.

“We can change the culture,” Diamond says.

There is courageous optimism in *The Peace Book*, a beacon in the night for the unrealistic and the most human among us.

Practice the Four Principles of Peace

COMMUNITY

Realize we are all in this together.

COOPERATION

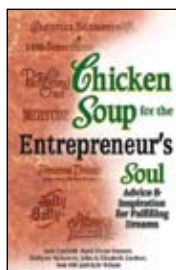
Work together, rather than against each other, for joint problem solving.

NONVIOLENCE

Practice civility in public discourse. Refuse to support polarizing debate.

WITNESS

Engage in dialogue from a place of inner peace, honoring the values, opinions and feelings of all parties.



Chicken Soup for the Entrepreneur’s Soul

A celebration of dreamers who became doers, *Chicken Soup for the Entrepreneur’s Soul* is a compilation of stories from entrepreneurs, both large and small, who share their experiences of success, failure and courage. The latest from *Chicken Soup for the Soul®* books, *Entrepreneur’s Soul* is now available in bookstores nationwide. Portions of the book’s proceeds will be given to Heifer International, the book’s designated charity.

Good Deeds, Good Design: Community Service Through Architecture

Bryan Bell, Editor
Princeton Architectural Press
Paperback | \$30.00

—Reviewed by
Jaman Matthews
Heifer Staff Writer

Good Deeds, Good Design is a collection of essays by some of today's most forward-thinking and influential architects, designers and educators. The book's editor, Bryan Bell, titles his foreword "Designing for the 98% without Architects," a reference to the statistic showing only 2 percent of new homebuyers are able to work directly with an architect. *Good Deeds, Good Design*, he says, is meant to advance "the best new thoughts and practices" in the move toward a more humane and democratic architecture.

Robert Gutman, in his introduction, poses the question underlying this revolution in the architectural world: "What can the architectural community do to increase the supply of housing for low-income groups?" The contributions that follow are all site-specific attempts to answer or at least to comment upon this crucial question.

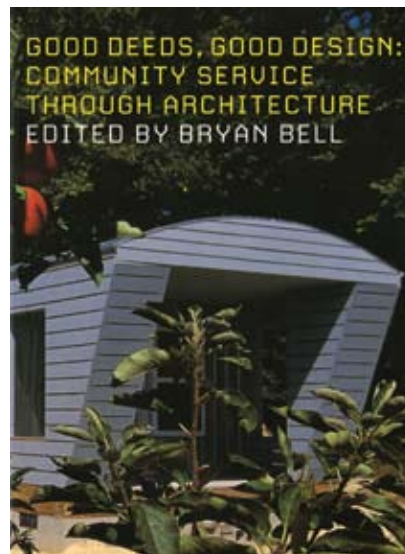
In a story of community empowerment, Maurice Cox, University of Virginia architecture instructor and then-mayor of Charlottesville, writes of his work with the rural settlement of Bayview, Va., where most of the residents still lacked indoor plumbing and adequate housing. This group of marginalized citizens, after waging a successful grassroots campaign to block the construction of a nearby federal prison, was

determined to improve their collective future. Collaborating with the Nature Conservancy and a team of design experts, they were able to develop a sustainable community plan that provided adequate housing to community members and a blueprint for future improvements.

Another chapter, adapted from an interview with Robert Young, recounts his work with chronically underserved Native American reservations. Young first became involved when he read a newspaper article about elderly Native Americans freezing to death due to inadequate housing. He organized volunteers to build a house for a Lakota woman he had befriended, soliciting materials from the community, before going on to found the Red Feather Development Group.

Red Feather is a nonprofit devoted to providing sustainable housing on reservations in the Great Plains and Desert West. Young and his group have built or renovated more than 30 homes, working closely with the residents in both the design and building process. Says Young of this approach, "To have a real impact on communities, work must be done with them and not to them."

The essays in this collection are readable if not always eloquent; their authors are, after all, architects and designers by trade, not writers. "The Role of the Citizen Architect,"



by the late Samuel Mockbee, is an exception. Mockbee, a MacArthur Fellow and founder of Auburn University's Rural Studio, has been widely recognized for his vision and commitment to the cause of affordable and inventive housing solutions.

His essay is little more than the manifesto of the ground-breaking program he pioneered at Auburn. But even here, his visionary greatness is evident. It is at once a defense of the arts in a time dominated by technology and a hopeful way forward for a profession at a crossroads.

Mockbee, perhaps more than any other contributor to this volume, is able to express the crux of the contemporary movement towards a more socially conscious architecture and, likewise, the core message of *Good Deeds, Good Design*: "All architects expect and hope that their work will serve humanity and make a better world."

“The Real Dirt on Farmer John”

Feature documentary by Taggart Siegel
2006; 83 minutes (TV version is shorter)

—Reviewed by
Jaman Matthews, Heifer Staff Writer

“My ancestors have farmed this land generation after generation; and I just about ended the whole thing.” So begins the documentary film “The Real Dirt on Farmer John,” part of the ongoing PBS series Independent Lens. The title character, John Peterson, is known to many simply as Farmer John.

Peterson, raised on a farm in the Midwest, was ostracized by his home community for his unconventional lifestyle, and later returned to the land to do things his own way. *Real Dirt* traces the cycle of his farm's life from 360-acre family operation to a counterculture hangout that dwindled to 22 acres and then grew again as a community-supported farm. In the end, Peterson is able to declare: “What once was a single-family farm is now a farm for over 1,200 families.”

In the opening shots, John Peterson looks like any other Midwestern farmer: button-up cotton shirt, plaid, denim, faded cap. But it only takes a few frames for the director to focus on Farmer John's more unusual side with clips of the man decked out in feather boas, leopard print suits and Seussian hats. It's entertaining, but as the movie progresses it seems like little more than a sideshow gimmick to attract viewers. Even though Peterson only appears in such get-ups for 20 or 30 seconds, every poster and advertisement for the film would have you believe that the man plows his fields and harvests his onions in drag.

If you keep watching until the wacky costumes have been put back into the closet, what you will discover is, if not a good documentary, then at least a good performance. But this may also be the film's biggest problem. For a documentary, it feels a bit stilted. It seems that Peterson, also a playwright and actor, could not resist scripting his scenes, so that when he says, “I'm going to make this farming work,” it feels like he is



merely reciting the words. Even the scene of Peterson visiting his dying mother, who is confined to her bed by cancer, feels staged and does not evoke the emotion intended.

The few scenes and bits of dialogue that were clearly unscripted are, not surprisingly, the most compelling. There are the old family movies of John and his siblings as children on the farm, running after tractors and chasing sheep. While the grainy clips are nostalgic, the home movies are effective as a sort of collective memory for early 21st-century Americans, all of us seemingly wistful about some

recently lost agrarian past.

Most resonant, though, are the interviews with neighbors and friends who are only peripheral to the central story. It is in these moments that the film becomes larger than one man and his struggles. One elderly neighbor being interviewed about the plight of farming stops mid-sentence, voice breaking with the sorrow he feels at the “all the concrete getting poured in the good land,” as a nearby housing development sprouts up on arable land.

“The Real Dirt on Farmer John” is, when all is said and done, a decent film about a decent man. In spite of its shortcomings, the film does manage to expose a wider audience to progressive ideas such as community-supported agriculture and biodynamics. Unfortunately, the movie also perpetuates the stereotypes of the organic, small-farm movement as the realm of hippies and New Agers, easily dismissed by anyone serious.

“The Real Dirt” does unwittingly raise another concern that deserves to be part of the ongoing conversation about the state of agriculture: When will we see a film about farming that presents farmers as neither rubes nor clowns, a movie that seeks to do more than merely entertain the audience with sentimental scenery or outlandish characters?

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Guatemalan Farmers Bounce Back After Storm

Fisherman paddle through the early morning fog on Lake Atitlan.

Story and photos by Austin Gelder, HEIFER STAFF WRITER

SAN JUAN LA LAGUNA, GUATEMALA—In the lush, high jungles of Guatemala, warfare and injustice have been facts of life for decades. When the elite claimed fertile lowlands as their own, thousands of indigenous Guatemalans of Mayan descent made homes and planted crops on the marginal highland soils. When civil war ravaged their country for decades, many *indios* saw their villages burned and their neighbors killed in the 36-year conflict.

A tentative peace officially came to the country in 1996, but still more hardship was in store for the impoverished Guatemalans who struggled to wrest corn and other crops from high, sloping fields. In

October 2005, Hurricane Stan caused massive mudslides that buried entire villages and yanked coffee groves down mountainsides. It was a devastating blow for members of the La Voz coffee cooperative, a group of 140 farmers in the Lake Atitlan region that banded together in 1979 in hopes of getting better prices for their crops. Today, the co-op works with Heifer International to grow fair-trade beans for Green Mountain Coffee Roasters.

When Hurricane Stan struck, huge swaths of earth rolled down toward Lake Atitlan, carrying coffee trees, houses and animals with them.

"It looked as if a giant tiger swept it away with his claws," said local farmer Raniero Lec.

But half a year and many hours of hard work later, farmers are bouncing back, rebuilding and sharing with those who lost their livelihoods.

LIFE ON A LAKE

In San Juan La Laguna, a town that rests its back against impossibly steep slopes overlooking Lake Atitlan, fine, volcanic soil swirls in the breeze and settles between fingers and toes. Cement block houses line dusty roads peopled with women in the bright, hand-woven skirts traditional to the Mayan culture. The stray dogs scampering among the houses seem happy and well-fed despite their fleas.

Like many others, the farmers of San Juan work hillside fields because



Farmer Jorge Hernandez lost his entire coffee crop when Hurricane Stan caused massive mudslides. Now, he gathers wild plants to supplement his family's diet.

people with more wealth and power long ago laid claim to the more easily cultivated lowlands. In the past, most highland farmers focused on corn as their main crop, then watched as the fragile soil washed away, little by little, with every heavy rain. But in the mid-1900s, these farmers realized coffee would thrive on their land and help anchor the crumbly soil. And because coffee is a shade crop that does best in other trees' shadows, these farmers were soon growing avocados, bananas and plantains along with their coffee. This type of agriculture replenishes and protects the soil rather than taxing it, and the beauty of these thick stands of trees feeds the tourism industry in the region.

Worried about fluctuating coffee prices and their dependence on middlemen to process their beans, farmers in San Juan La Laguna banded together in 1979 to form San Juan La Voz Que Clama en el Desierto, or "The Voice That Cries out in the Wilderness." Heifer helped by providing bulls and

cows whose manure could fertilize the coffee crops. And Green Mountain Coffee Roasters, a Vermont-based, socially responsible business and Heifer partner, teamed up with La Voz to market their organic coffee beans.

The farmers also banded together to build a processing plant to transform sweet red coffee berries into un-roasted beans that can be stored, saving them from having to sell their harvests right away for whatever price they could get. Soon, roughly 70 percent of the population of San Juan La Laguna relied on coffee production for their livelihood.

RIDING OUT THE STORM

In October 2005, Hurricane Stan pounded much of Central America with enough rain to cause massive mudslides. Entire communities were buried or washed away. On the steep slopes overlooking San Juan La Laguna, the storm opened wide gullies that swallowed full-grown trees and boulders the size of city buses. For farmers like Jorge Hernandez, years of work were lost.

"There are many members who don't have any coffee to harvest this year," La Voz spokesman Domingo Cholotio said as he and Hernandez examined an empty slope that once held dozens of productive coffee trees. Throughout the region, as much as 30 percent of the coffee crop was lost. Cholotio estimates it will take a decade to recover.

In the meantime, the farmers of La Voz are sharing what they have with each other and making the most of the chickens they received from Heifer International in Hurricane Stan's aftermath. In January 2006, 83 families who lost land and crops in the storm each received a dozen laying

chickens, along with training in their care and help to build elevated wire mesh coops that keep the animals safe and healthy while ensuring the families won't have to be in direct contact with the birds. The chickens eat and drink out of bamboo troughs hung on the coops' sides. The floors are sloped so eggs roll out to be easily retrieved. And the chicken manure can be collected from underneath and composted to fertilize the coffee. The chickens took well to their new homes, and many of them are already producing eggs at a rate of 280 a year.

Although it will take years for San Juan to recover, Lec believes the



Chickens provided to hurricane victims by Heifer International are kept safe in spacious, innovative pens that make chicken waste easier to collect and use for compost. Eggs roll out of the pens on the tilted mesh floor, keeping human-bird contact to a minimum.

damage could have been much worse. Photos taken of Lake Atitlan and the surrounding volcanic mountains in the 1920s show a dustier, more vulnerable landscape planted with corn and lacking the thick blanket of trees that can hold soil with its roots. Lec believes organic coffee farmers have made the area not only more beautiful, but more sturdy.

"Ultimately, our actions will mitigate the impacts of natural disasters like Stan," he said.

Students Say Thanks for a Honey of a Gift

By Austin Gelder, HEIFER STAFF WRITER



Polish students who received gifts of honey and milk from Heifer farmers return the favor by planting trees on the farmers' land.

The honey that sweetens school lunches in Poland's Carpathian region is a gift with no strings attached from a group of Heifer beekeepers eager to share their bounty with needy young people. But soon after the daily treat started coming last year, schoolchildren from Nowotaniec village decided they wanted to return the favor.

This spring, 30 of the students visited some of their beekeeping benefactors to plant trees and build friendships. After a day of wielding shovels, digging holes and watering saplings, the students made a bonfire and spent some time relaxing and chatting with the farmers.

"The beekeepers were very grateful for the helping hand from the schoolchildren, and they decided to do something more for them," said

Katarzyna Malec, Heifer Poland's country director.

The farmers built a special, glass-walled beehive and took it to school to show the students how bees make their honey. They also hosted a training session on beekeeping. The children were nervous at first around the bees, but soon they loosened up, Malec said. They put their noses close to watch the queen bee and asked dozens of questions of the farmers.

"It was a special treat for Heifer farmers as well as for Heifer staff to watch the children whose cheeks were flushed with excitement and who wanted to know more about beekeeping," Malec said.



Students in Poland learn about beekeeping with the help of a glass-walled beehive.

And the enthusiasm about helping each other displayed by both the farmers and the students proves the Heifer model is catching on.

"There is a lot of passiveness in our country that developed during communist times," Malec said. "This kind of grassroots initiative is like a miracle."

GET INVOLVED WITH HEIFER'S 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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HEIFER UNIVERSITY

AN ADULT EDUCATION PROGRAM

Heifer University offers an opportunity for individuals to develop a better understanding and mission.



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HEIFER'S EXPERIENTIAL EDUCATION

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Bar Mitzvah Celebrations Help Heifer Families

By Austin Gelder HEIFER STAFF WRITER

Two 13-year-olds showed wisdom and kindness beyond their years recently by raising money for struggling families through Heifer International. Jonathan Spungen of Long Grove, Ill., and Brett Goodfriend of Malibu, Calif., both used their Bar Mitzvahs to teach their families and friends about world hunger and poverty and encourage them to do something about it.

Jonathan's parents opted to forgo the formal party that often accompanies the Bar Mitzvah ceremonies in favor of a charity bowling tournament.

"We wanted a party that would be a celebration but also continue with the purpose of the Bar Mitzvah," mother Natalie Spungen said. "He's supposed to be taking responsibility for himself as a young man, and one of the things you're supposed to do is take care of the world."

Because Jonathan is in a bowling league, the family decided to invite about 100 friends and family members to their March 19 party with a purpose. His parents agreed to donate money to charities based on participants' scores.

Jonathan did lots of research before he selected 18 charities and allowed his friends and family to choose which ones their earned donations would go to support. The number of charities was an important part of the event.



Brett Goodfriend and his mother, Tina Fasbender, hold up the ark plaque Brett earned after donating \$5,000 to Heifer International.

"He had to select 18 charities because 18 in Hebrew means life," Spungen explained.

The bowlers' scores added up, and the Spungen family ended up donating nearly \$10,000. Heifer International received more than \$600 thanks to Jonathan's Bar Mitzvah celebration.

"Everyone had a really good time," said Spungen. "It was a fun party, and he felt good about it afterward."

The family sent their donation along with an organized binder filled with information about the bowling tournament and the charities Jonathan had chosen.

"It caused quite a stir in the call center," Heifer donor services specialist Roberto Scharztz said. "It was very, very inspiring for many people."

Brett Goodfriend's donation also made a big impression.

A longtime fan of Heifer, Goodfriend and his family have given many Heifer animals as Bar and Bat Mitzvah gifts over the years. Goodfriend set up a Heifer display and invited a Heifer volunteer to come talk to other young people at his synagogue about Heifer International. As a result, one friend organized a fundraiser for Heifer at her high school, and another donated money she received at her Bat Mitzvah.

This year, Goodfriend kicked up his level of support when he decided to forgo traditional Bar Mitzvah gifts and instead asked for help in raising an Ark—a \$5,000 donation that will pay for pairs of goats, sheep, oxen, water buffalo, llamas, pigs, camels and other animals for poor, hardworking people. As many as 30 families will benefit from Brett's kindness.

"It is easy to write a check and be disconnected from the knowledge of how the money is utilized," Brett said in a speech to friends and family. "But Heifer International doesn't deliver money to struggling, poverty-stricken families. It delivers self-reliance, food, a source of income, dignity and the means to help someone else."

The speech encouraged people to donate more than \$4,000, but Brett was still shy of the \$5,000 goal. He made up the difference, taking \$838 out of his own savings.

Heifer Goes to School

By Jaman Matthews HEIFER STAFF WRITER



PHOTO BY TED SCOTT-FEMENELLA FOR LENSART

Deputy Superintendent John Brewer, far right, stands proudly with students from the North Sacramento School District. The district's students raised \$3,500 for Heifer during the 2004-05 school year.

John Brewer is the deputy superintendent of the North Sacramento School District in California, and he's an avid supporter of Heifer International. Under his leadership, most of the schools in the district got involved with Heifer. Many of the schools have staged events to educate students, teachers and the broader community about Heifer's mission and raised several thousand dollars for Heifer projects around the world.

Superintendent Brewer first became involved with Heifer in September 2004 while participating in a Community Connections workshop. As part of the workshop, participants were asked to complete a community-based project. Brewer decided to collaborate with the district's Community Days school, a special program for

fourth through sixth graders. "Their teacher was looking for something to inspire them, some sort of community service." Together, they developed a service-learning project combining recycling and Heifer: the money the students earned through recycling would be donated to Heifer. In this way, the students made a positive impact in their home communities while also helping distant communities and learning the value of global citizenship.

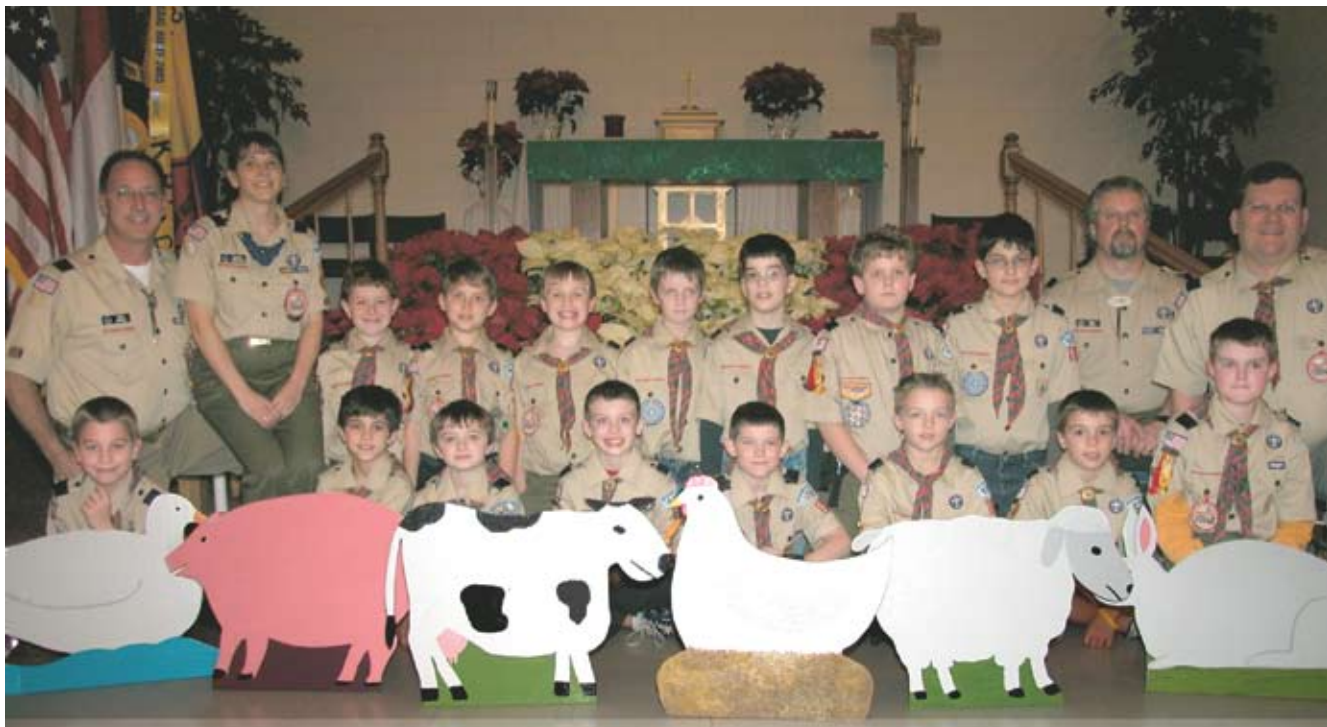
"I was looking for something that would resonate with the kids and would be a good service-learning experience," said Brewer, a participant in the 2005 Educators' Study Tour to Honduras. This endeavor seems to have fit the bill. The participating students learned from presentations by local Heifer staff and read books

suggested by the Heifer website. "They slowly became more and more involved," said Brewer, noting that the once rambunctious students conducted their own formal meetings complete with minutes.

The 13 students that began in the program decided to branch out. They approached the student councils of 10 other schools in the district. That first year—the 2004-05 school year—seven of the 10 schools decided to become involved. By year's end, they had raised \$3,500 collectively. The year-end celebration, featuring the local science-music combo The Banana Slug String Band, was both an encouragement to those who had participated and an incentive to the other schools. This past school year, nine of the 10 schools participated.

Webelos' Woodwork Helps Heifer

By Austin Gelder HEIFER STAFF WRITER



Webelo scouts from Huntersville, N.C., donated time and skills to make wooden animals that will attract attention for Heifer events.

The Webelo scouts of Pack 97 in Huntersville, N.C., picked up wood-working skills and helped spread the word about Heifer International at the same time by making wooden animals for use at Heifer events.

The project earned the scouts their wood badges, and it will help Heifer staff and volunteers in North Carolina for years to come.

"We set them up at fundraising events to draw attention as people walk by," Charlotte area volunteer Caroline Mones said. "They'll see the animals and say, 'Hey, what's going on? What's that about?'"

The scouts started on their wood-working project this winter after Mones contacted them about do-

ing a Heifer-related service project. Cubmaster Bill Lech knew it was a great opportunity to teach his 8- and 9-year-old scouts affiliated with St. Mark Catholic Church some basic carpentry skills.

The boys first got a course on how to operate hand saws and power tools safely. Then they hand-sanded all the wood.

"They learned how to use jigsaws and power tools to cut out the shapes. They learned to use drills and assemble the items once they were painted," Lech said.

The finished animals—a duck, a pig, a cow, a chicken, a sheep and a rabbit—are brightly colored and wear broad smiles.

"We tried to make the animals as realistic as possible with a little humor sprinkled in," Lech said.

Each critter was rigged with a wooden kickstand to be able to stand on its own. Mones keeps them at her house and takes them out for special Heifer events.

While only 15 of the 80 scout members from Pack 97 helped make the animals, they all agreed to contribute money to Heifer International.

"We let the boys decide if they wanted to contribute money from annual popcorn sales," Lech said. "They agreed to give \$200. Figuring the cost of the wood and paint and supplies, it came to about \$350. That was our gift to the organization."

Heifer in the Sunflower State

By Jaman Matthews HEIFER STAFF WRITER

For decades, a community of longtime Heifer supporters has been meeting regularly in homes and halls across Kansas. The group, known as the Kansas Heifer Committee, counts among its members several clergy and veterinarians, many of whom have been involved with procuring and shipping livestock for Heifer for more than 30 years. In recent years, they have devoted their energy to spreading the word of Heifer's mission and, on any given weekend, are hard at work in churches all over the state.

The Northern Flint Hills Committee, a supporting group of the Kansas Heifer Committee, was formed in 1988 and soon had more than 40 members. Back when Heifer still accepted live donations, the group participated in an annual Livestock Round-Up, but now their involvement is mainly promoting Heifer across Kansas. "We put up displays at church conferences and



The Kansas Heifer Committee has long been active with 4-H and other educational groups around the state.



The Kansas Heifer Committee makes regular appearances at area Vacation Bible Schools, educating children about Heifer and livestock.

synods," said Don Barb. "Our biggest [annual display] is at Kansas State."

The Flint Hills group has many connections to the university. Dr. Dan Good, head of the Kansas State University animal science department, leads the group in the annual University Open House display booth and dreams of organizing a College Heifer within the veterinary department. Glenn Busset, another longtime supporter, is professor emeritus of agriculture at the university and has long been active with 4-H. Each year, he helps coordinate the display and livestock showing. Many of the other group members and supporters are KSU alumni.

Ozzie Goering, a retired university instructor and Kansas Committee supporter, was a personal friend of Dan West. Goering, who is very active with Rotary International, has visited

a number of Heifer projects and gives educational talks to local groups and supporters. According to him, one of the group's most important jobs is "to report back to the people who have donated."

Three of the original couples are still active with the group: Don and Lucille Barb, Dean and Mary Alice Knewton, and Bob and Sarah McTaggart. The Barbs, both of whom are ordained ministers in the United Methodist Church, first became involved when they donated Nubian goats to Heifer.

The effects of the Kansas Heifer Committee can be seen around the state and around the world. They even have their own ambassador at Heifer International headquarters in Little Rock. Terry Wollen, another of the early members of the group, is now Heifer's director of animal well-being.

THE HEIFER CALENDAR



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

GLOBAL VILLAGE DAY

Sept. 30—Experience a "world tour" at this free, day-long celebration. Take a self-guided walk through Heifer Ranch's Global Village, which replicates housing from around the world. For more information, visit www.heifer.org/ranch.

Oct. 15-20—Individuals are encouraged to enroll in this Adult Service Journey to learn about livestock health and care.

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; three-hour program)

HEIFER CHALLENGE

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

SUMMER ACTION

Participants engage in a journey of personal growth. They commit to the value of serving others through interactive learning, community building and work projects. (Sixth grade and older, five-day program, summer only)

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

HARVEST FESTIVAL

Sept. 30 & Oct. 1—Horse drawn hayrides to "pick-your-own" pumpkins. Food and children's activities. A great family outing!

HARVEST YEARS

SERVICE LEARNING

Oct. 8-13—Program for those aged 55+. Assist with constructing baskets of farm products, farm chores & hunger educational sessions

LIVING NATIVITY

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

YEAR-ROUND PROGRAMS

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

Oct. 10—Planned Charitable Giving Seminar, Nashville, TN; (888) 422-1161

Oct. 24-27—Learn how planned charitable giving can help you, your loved ones and a world in need. www.heiferfoundation.org

HEIFER UNIVERSITY PROGRAMS

Heifer University gives participants the tools to promote Heifer in their communities. Contact Rex Enoch at rex.enoch@heifer.org or call (501) 907-2855.

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BASIC COURSE NEW WINDSOR, MD

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February 15-18, 2007

HEIFER U 201 AT HEIFER RANCH*

March 8-11, 2007

BASIC PROGRAM AT HEIFER RANCH

April 12-15, 2007

HEIFER U 201 AT HEIFER RANCH*

April 26-29, 2007

BASIC PROGRAM AT HEIFER RANCH

* Program for Basic Program graduates, which focuses on topics of global interest that impact Heifer's work.

Cost is \$225 per person (includes all meals, lodging, program fees and transportation to and from the airport when necessary).

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 CENTER HEIFER GLOBAL VILLAGE

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

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



Chocolates WITH A CAUSE

By Sherri Nelson WORLD ARK ASSOCIATE EDITOR

A crowd of giggling adults, faces wide with grins, gathers around a tall woman with an infectious smile and bubbling enthusiasm—a scene reminiscent of the summer ice cream truck beckoning children wild with excitement, cupped hands full of coins to buy tasty treats.

“A little piece of sweet can change a person’s mood, even if it’s just for a moment. I can see it in people’s faces,” Lesley Byrne, nicknamed “the Chocolate Lady,” beams to the anxious group waiting to be the next taste testers. She doles out little pieces of chocolaty heaven, dark brown confections painted with iridescent reds and golds.

Byrne, a free spirit and former sailor, speaks of her handmade confections as if each were her child. “We all have a story to tell, and I tell mine through my chocolates. They’re sort of autobiographical.” For instance, Heifer’s Caribe Maya, a rare single origin Orinoco dark chocolate enrobed in Ecuador chocolate is named for her daughter Maya and her tribe, the Carib Indians. Tullamore Dew, a dark chocolate ganache with Tullamore Dew whiskey, was created to honor her beloved pet Irish wolfhounds and all things Irish.

And Byrne’s favorite new cause, Heifer International, has its own chocolate, too.

Heifer’s Gift of Hope is a French milk chocolate enrobed in dark chocolate with smooth ground almonds. Byrne says that



Lesley Byrne presents Heifer President and CEO Jo Luck with a box of artisanal chocolates created specially to benefit Heifer International.

because we can make a difference, we should make a difference, and she chose gourmet confections as her path. She created Lesley’s Life Is Sweet for the sole purpose of supporting global humanitarian projects. Ten percent of net proceeds from the Heifer International Chocolate Collections are donated to support Heifer’s mission to end hunger and poverty.

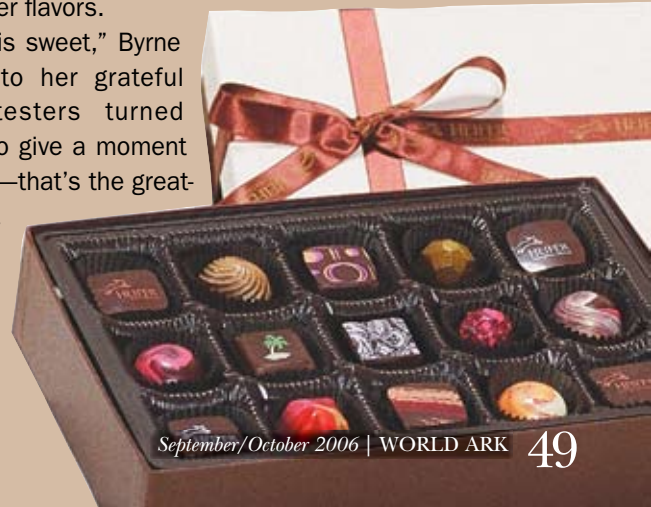
“I want to change the world,” Byrne said. “I was raised to believe that we’re all connected. Crossing paths with others is what makes life so special. Food keeps us connected. It’s universal. You can connect with people through food, no matter how little or how much there is.”

Byrne was trained by world-renowned Master Chocolatiers, top American Artisan Chocolatiers and

French Master Pastry Chefs, and her company offers a wide variety of artisanal chocolates, gift collections and gourmet teacakes, including lemon ginger, almond vanilla and hazelnut ginger flavors.

“Life is sweet,” Byrne smiles to her grateful taste testers turned fans. “To give a moment of hope—that’s the greatest gift of all.”

Visit www.lesleyslifeissweet.com to learn more about Lesley Byrne and Lesley’s Life Is Sweet gourmet confections.





Forecast: Drought






Global Warming Could Increase World's Hungry

Climate change may hit developing countries the hardest, the Food and Agriculture Organization (FAO) reports, with two billion people in some 40 countries experiencing food shortages. Climate change will have the most dramatic effects in regions where the growing season is already short and the land only marginally farmable. Developing countries could experience production losses totaling \$56 billion. In addition, warming trends worldwide may increase disease in plants, animals and humans. Those eking out a subsistence living would be the most vulnerable.

— SOURCE: FAO

Drinking the Well Dry

As global population, both rural and urban, continues to grow, water becomes an even more precious resource.

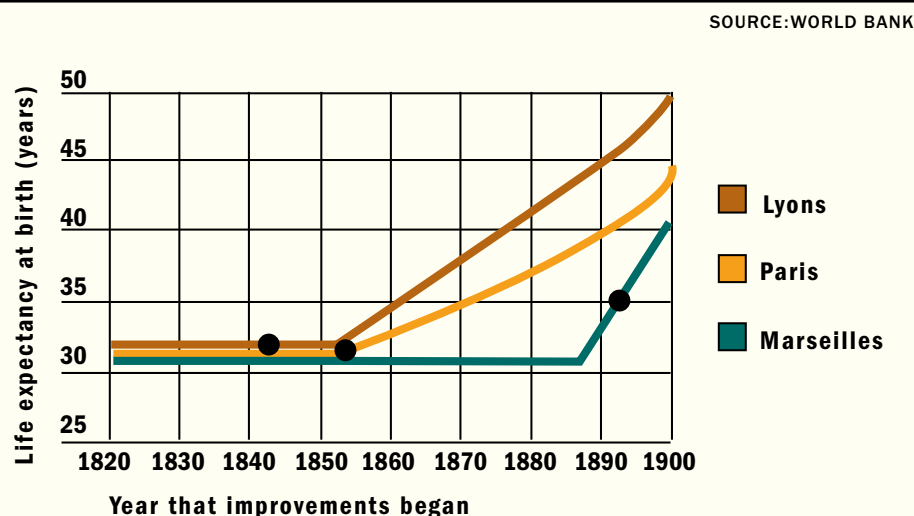
-  Nearly 450 million people in 29 countries currently face severe water shortages.
-  20 percent more water than is now available will be needed to feed the additional three billion people who will be alive by 2025.
-  As much as two-thirds of the world population could be water-stressed by 2025.
-  Aquifers, which supply one-third of the world's population, are being pumped out faster than nature can replenish them.
-  Half the world's rivers and lakes are seriously polluted. Major rivers, such as the Yangtze, Ganges, and Colorado, do not flow to the sea for much of the year because of upstream withdrawals.

— SOURCE: WORLD HUNGER YEAR
WWW.WORLDBHUNGERYEAR.ORG



Water Is Life

This chart shows the increase in life expectancy in three French towns after substantial improvements were made to municipal water and sanitation systems.





The Rise of the City

By the year 2008, the balance of the world's population will be living in cities, a new study says. Most of this growth will take place in cities in developing countries. These cities are growing up to five times as fast as cities in industrialized countries. The study, "The Dynamics of Global Urban Expansion," estimates that at the current growth rate, developing countries would have to build "a new city of 1 million people every week for the next 40 years." —SOURCE: WORLD BANK

Off the Grid: Slum-dwellers Are Often Poorer Than People in Rural Areas

People who live in slums—up to a third of the world's urban population, or at least a billion people—often live in conditions as bad as or worse than the rural poor. Because many relief and development efforts focus on poverty outside of cities, slum-dwellers are often overlooked. The world's highest percentage of urban poor is Sub-Saharan Africa, where three-fourths of urban dwellers (and in some areas, all) are desperately poor. —SOURCE: UNITED NATIONS

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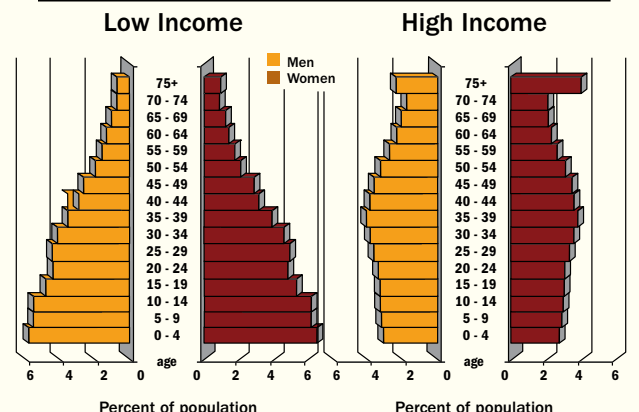
Growing Trends

These graphs demonstrate population trends in low-income and high-income countries. In many low-income countries, where there are more people of child-bearing age and fewer elderly people, population growth rates are high even when fertility rates drop. In many high-income countries, where fertility rates are below replacement level and the largest segments of the population are older, populations will increase at a lesser rate.—SOURCE: WORLD BANK

Composition of Population in Low- and High-Income Economies, 2030 (projected)



Composition of Population in Low- and High-Income Economies, 2000



Everything Is Connected

By Sarah Gassen

It's the kind of thing that's a little hard to explain: I was going on vacation with my mom to learn about sustainable agriculture and watch lambs being born in rural Arkansas.

Mom and I talked about the Women's Lambing Week at Heifer Ranch in Perryville, Ark., for months. What kind of boots should we pack, what would the food be like—and just what kind of people would sign up for something like this?

We had learned about the mission of Heifer International independently: I wrote a newspaper story about a Tucson middle school class raising money through the Read to Feed program. Mom knew about it through my parents' church, Emmanuel Episcopal in St. Louis. We both wholeheartedly supported the idea of creating peace, stability and equality through sustainable agriculture. We also wanted to see fuzzy lambs.

We got our lambs, along with cows, camels, water buffalo and rabbits. With our group of about 20 interesting, funny women—we dubbed ourselves the Heifer Gals—we helped with chores by moving electric fences, brushing donkeys, feeding pigs. We learned how to milk an extremely patient goat and make goat cheese. Mom and I spent more time together that week than we usually do in a year.

Lamb Camp also taught me lessons I'm still unraveling. Sitting on the back deck of the lodge practicing my newfound skill of spinning wool into yarn, I realized that I don't know how to make anything—and I don't really have to. I don't know how to knit, and the only thing I've really sewn was a skirt in eighth-grade home economics that took me a semester to finish. I cook, sure, but it's a choice, not a necessity. Where I live,



PHOTO BY NELLE GARRECHT, SARAH'S MOTHER

Sarah Garrecht Gassen is a reporter for the Arizona Daily Star and lives in Tucson with her husband Timothy and their two guinea pigs, two dogs, four mice, six gerbils and one hamster.

it's entirely possible to survive on frozen dinners and take-out. It's easy to buy a hefty burrito without leaving the car or spending more than \$3.

There's a reason for that. American life is structured for convenience, to put space between consuming our food and where it comes from. Food doesn't come from the Earth or a farmer or an animal, it comes from the grocery store or a restaurant kitchen. We don't have to think about the conditions of the people who produce our food or the animals that are our food. And we don't have to think about the millions who don't have enough.

At Lamb Camp I began to understand "sustainable." Mealtime leftovers are composted, the compost nourishes crops in the fields and the produce is sold to sustain the operation. A sign tells diners how many pounds of food went uneaten the day before. The ranch raises much of its own meat. It's the Heifer philosophy in action.

As a result of our experience at the ranch, Mom and I have largely given up meat, and we buy organic and local produce whenever we can. We don't want others to suffer so we can have something cheaper and easier. We want to consume responsibly.

I've planted a fledgling vegetable garden, and I see the connection between the care and water I put into the plants and the meals I'll be able to make from my tiny crop. I don't compost, but I feed vegetable and fruit scraps to my pet guinea pigs. Change can happen in small ways.

Once we understand how connected we all are, it becomes impossible not to see the beauty of Heifer's approach. Everything has a purpose, everything contributes to the whole, everything is connected.

Interested in participating in a program like the one Sarah attended? Heifer International Learning Centers offer a wide range of motivating educational programs for people of all ages.

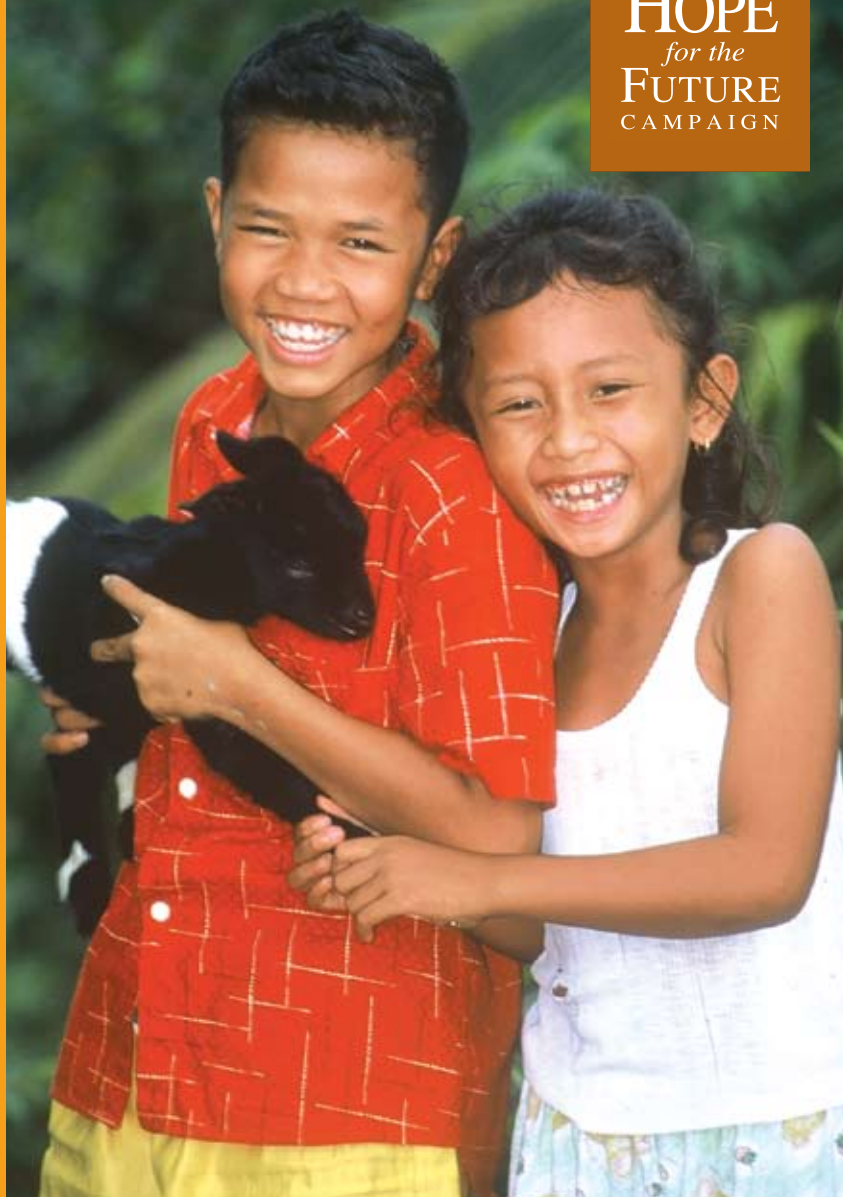
For more information, visit www.heifer.org/Learning_Centers

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