

Jo Luck Shares 2010 World Food Prize | 40

# World Ark

THE MAGAZINE OF HEIFER INTERNATIONAL ® FALL 2010

HEIFER INDIA

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Exclusive photos by  
Brigitte Lacombe

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## HORIZONS

### Power of Education

# Dear Friends,

What does it take to learn? I think you might agree that the latest methodologies aren't strictly necessary, nor is incredible wealth. You don't even have to have reams of notebook paper or Wi-Fi access. The real key ingredient to any education is the drive to improve oneself. With that, anything is possible.

At Heifer, we believe that education can transform individuals, families and communities. Many Heifer projects include literacy programs for adults who never learned to read and write. And Heifer training gives project participants the skills they need to set up and sustain small, agriculture-based businesses that yield enough profit to pay their children's school fees. By educating people in developing countries to be self-sustaining, we are helping them grab a new lease on life. They're helping themselves and each other, and they're breaking free from the bondage of hunger and poverty.

Education is a major part of Heifer projects in the northwestern Indian state of Rajasthan. Featured in this issue, these women's projects showcase the transformational nature of Heifer's education work in the field. Participants are



**Charles Stewart helps with the planting during a Heifer Study Tour project visit.**

learning and embracing Heifer's Cornerstones of Gender Equity and Sharing and Caring. These new strategies are translating into financial success and boosted self-esteem for these women who never before realized they could achieve so much. Renowned photographer Brigitte Lacombe traveled to India to capture these women and their lives. Lacombe has taken portraits of celebrities



PHOTOS COURTESY OF HEIFER KENYA

**Charles Stewart dances with Maasai tribe members during a visit to Kenya.**

from President Obama to Meryl Streep to the Dalai Lama. We're thankful that she so graciously donated her talents to Heifer.

Also in this issue you can read about Heifer's youth projects in Armenia that are equipping high school students with agricultural knowledge and entrepreneurial skills. These students are contributing to their households in a tangible way after receiving cows and training from Heifer. They're also preserving important traditions as they care for the land.

Thank you for believing in our mission and helping people around the world gain access to the education and training that can lift them up. The wonderful thing about knowledge is that once it's yours, you rarely go back to the person you used to be.

Sincerely,

—Charles O. Stewart  
Interim CEO





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And the biggest may be the one you see in yourself.



Heifer Study Tours immerse you in the countries, cultures and lives of Heifer project participants. For one to two weeks you'll not only witness the root causes of hunger, but you'll see the solutions in action. As you are inspired by farmers working to better their lives, you will realize that simply being with them has already improved your own.

**Heifer Study Tours. Travel to a better world.**

Visit [www.heifer.org/studytours](http://www.heifer.org/studytours) or see the calendar on page 51 in this issue for details.







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## LETTERS

### Readers Respond

#### LIKE-MINDED

I was delighted to learn that Heifer President Jo Luck is a member of Rotary Club and spoke at the Rotary International Convention in Montreal. I am a long-term member of Rotary and a former club president. I can relate to world hunger and the importance of agriculture and animals to the poor in small villages worldwide. I commend you for your work in alleviating human suffering. Poverty, hunger, illiteracy, disease, crime and poor quality of life go together. You need more visibility, publicity and public awareness. My best wishes to Heifer.

HARRY K. PANJWANI, M.D., PH.D.  
Ridgewood, N.J.



#### AGAINST NOSE HALTERS

I doubt seriously that this letter will get printed, but I'm writing it anyway.

It's too bad that Mr. Pitakpraisri takes so much "pride in caring for his water buffalo" [Summer 2010 issue]. Maybe if he was a little less prideful he'd realize how utterly inhumane it is to use that knotted nose rope as a halter. I wish someone would show him how that must feel. Put a knotted rope through

his nose and pull him around a while and I'd bet he'd use a regular halter.

How do humans come up with these devices and think it's OK to use them just because they are animals? Don't they think that animals feel pain, too? The nose of a bovine is one of the most sensitive areas on the animal. Guess that's why it works. It hurts me to even look at that cover photo! If you look closely, you can even see the ticks and flies on the head of the buffalo. I'm sure the knots rub sores on the nose and the flies lay their eggs in the wounds. I'm sure some will justify this treatment because it helps the people. So there it is again: Help the people at any price, cause pain and suffering to animals in the process. It doesn't matter. Why can't the rights of both of God's creatures be observed? Humans can make choices; animals are silent and defenseless, at the mercy of cruel or thoughtless humans.

I work in a church that receives your magazine, and I'm the one who picks up the mail. From now on I will make sure that this magazine and any other mailings we get from Heifer International are filed in the proper file: File #13 at the post office.

GEORGIE HINCH  
Vidor, Texas

*Editor's note: Dr. Terry Wollen, a veterinarian and Heifer's vice president of advocacy, offers this response:*

Livestock handling practices in other cultures are often quite different than practices in our own draft-animal agriculture.

Such is the case with various forms of halter rigging for oxen and water buffalo. Quite often, a nose ring or halter rope is threaded through the nasal septum and used as the main means of animal restraint and control. While this looks somewhat painful or at least very sensitive, initial placement and lifelong use is no more hurtful or troublesome than the common practice of ear piercing in humans.

Heifer International trains livestock holders in proper, humane and sanitary placement. Nose rings and nose ropes, for example, are inserted when the animals are young, often in the dry season, well before they begin to provide draft power. The procedure is done quickly using the right equipment in good working order. There is minimal to no bleeding with the procedure. The skin heals completely and suffers no more insect pests, inflammation or infection than any other mucous membrane under normal conditions.

Some of the draft breeds are difficult to handle, and without complete harness rigs or nose rings, there would be no way to manage them. For the life of the animal, this simple placement provides an easy and inexpensive way for the farmer to tether, lead and restrain the animal. Animals adapt quickly, just as they do to reins, bits, straps and tugs of a harness rig. Limited-resource animal holders can leverage the amount of work done when using draft animals with this rigging to a much greater extent than when working only by hand labor, which is the only alternative in most of the situations where Heifer works. These practices and standards may not be the same as those in wealthier areas where equipment is

*We want to hear from you! Please send your comments to [worlddark@list.heifer.org](mailto:worlddark@list.heifer.org). Include your name, city and a telephone number or e-mail address. Letters may be edited for length and clarity, and may be published online as well as in print. Because of the volume of mail we receive, we cannot respond to all letters.*



easily and economically available. Yet, Heifer's animals are managed as important members of the family and cared for well beyond the minimum needed.

## PICTURE OF HEALTH

"That Cover Girl Smile," what an astute observation [Letters page, Summer 2010]! Dr. Weston A. Price made a similar observation in the 1930s, which resulted in his landmark publication, *Nutrition and Physical Degeneration*. His work documented excellent health and especially beautiful teeth and bone structure in diverse groups of people who continued to eat their various traditional diets compared to the physical degeneration noted in similar ethnic groups that had begun to eat the "displacing foods of modern commerce," including white sugar, white flour, hydrogenated vegetable oils and pasteurized or skim milk. For more information on the health benefits of eating real food using traditional preparation methods, check out the Weston A. Price Foundation at [www.westonaprice.org](http://www.westonaprice.org).

MICHELLE BORODINSKY  
Derwood, Md.

## Q&A SUMMER

**If you could visit a Heifer project anywhere in the world, where would you go? Why?**

Romania would be my choice to visit a Heifer project. Why? Because this country gave me the most precious gift anyone could have, and that is two granddaughters who are now 17 and 18. My only child was unable to have children. After several operations, my daughter and her husband decided to adopt. Their adoption papers had been approved for about two years when my husband became seriously ill. He was given two weeks to live when they received news that two biological sisters were available to them at an orphanage in northern Romania. When my daughter and her

husband left the United States, she had no idea if she would see her father alive or not. They had to remain in Romania for 20 days with the children regardless of the circumstances. My oldest granddaughter was 2 and the youngest was 1. They flew into the Chattanooga airport six days before my husband passed away. I was unable to be at the airport but my best friend and her husband stood in for me. They arrived on a Monday and brought the children to visit their grandfather on a Wednesday, and my husband passed away on Saturday.

I had never heard of Heifer International until I picked up a Heifer magazine. I gave a demonstration to my garden club with slides, etc., that Heifer provided me with. That was many years ago! Romania, you bet! The joy that this country gave me is the greatest gift of my life.

JANE JOHNSON  
Fayetteville, Tenn.

## Who is your hero?

It's time to nominate the person or group you think goes the extra mile to help end hunger and poverty. Nominations will be posted online at [www.heifer.org/worlddark/heroes](http://www.heifer.org/worlddark/heroes), and may be featured in the magazine. Please limit your nominations to 250 words or fewer.

*Post your nominations to  
[www.heifer.org/worlddark/heroes](http://www.heifer.org/worlddark/heroes)  
or e-mail them to  
[worlddark@list.heifer.org](mailto:worlddark@list.heifer.org).  
We reserve the right to edit  
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Since 1944, Heifer has helped 12.5 million families in more than 125 countries move toward greater self-reliance through the gift of livestock and training in environmentally sound agriculture.

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## FOR THE RECORD

### Facts & Figures

# Goats

GOATS WERE PERHAPS THE EARLIEST DOMESTICATED ANIMALS, FIRST HERDED BY HUMANS IN THE MOUNTAINS OF MODERN IRAN ABOUT 10,000 YEARS AGO, ACCORDING TO RECENT ARCHAEOLOGICAL EVIDENCE. TODAY, THERE ARE HUNDREDS OF DISTINCT BREEDS. DIFFERENT BREEDS PROVIDE DIFFERENT PRODUCTS—MILK, MEAT, HAIR. REGARDLESS OF BREED, GOATS ADAPT WELL TO MANY CLIMATES AND ARE EFFICIENT BROWSERS. BUT, NO, THEY DO NOT EAT TIN CANS.

PHOTO BY JAKEL VELL

#### JUST KIDDING

Young goats are called kids, and giving birth is called kidding. Seriously. A goat can have as many as six kids per litter, but two or three is the norm.

#### 149 MILLION

The number of goats in China as of 2008, according to the U.N. Food and Agriculture Organization, the most of any country.

#### GOOD ENOUGH FOR GANDHI

Goat milk is the most consumed milk around the world. Mahatma Gandhi, for one, is reported to have had goat's milk every day.

#### WOOL FROM A GOAT?

Cashmere is often assumed to be a fine grade of sheep's wool, but it is in fact derived from the super-soft undercoat of the cashmere goat, any of several wooly breeds. The word itself is an old spelling of Kashmir, a region of northern India.

#### THE SHORT AND THE TALL OF IT

Pygmy goats can weigh as little as 30 pounds, while Boer meat goats can weigh more than 300 pounds.

#### PRESIDENTIAL GOATS

Several U.S. presidents have kept goats at the White House, including Abraham Lincoln, whose sons had two pet goats that flummoxed groundskeepers and gardeners.

#### WETHER OR NOT

A wether is a castrated male goat. The term "bellwether" comes from a castrated sheep or goat that leads a herd and has a bell tied around its neck to make the herd easy to locate.

#### HOPPED UP

Legend has it that coffee was first discovered by a Kenyan goatherd when he noticed his goats behaving especially rambunctiously after eating small berries from a coffee plant.

#### THE WEB GENERATION, OR SILK FROM MILK

In a storyline that could have been ripped from a superhero comic, scientists at a Canadian biotech company have inserted spider genes into dairy goats, hopefully allowing the goats to produce artificial spider-silk proteins in their milk. With a readily available source, spider silk, which is touted as stronger than steel, could then be used for everything from artificial ligaments to biodegradable fishing line to bulletproof vests.

#### HEY, SQUARE EYES

Goats have rectangular pupils, which have two distinct advantages—they allow for better peripheral vision and allow goats to see better in low light, both good for spotting sneaky predators. Goats share this odd trait with octopuses and toads.





## Updated Hunger Stats from the World Food Programme

### 1.02 Billion

Number of people who do not have enough to eat—more than the populations of the U.S., Canada and the European Union combined.

### 65%

of the world's hungry live in only seven countries: India, China, the Democratic Republic of Congo, Bangladesh, Indonesia, Pakistan and Ethiopia.

### 75 Million

The increase in the number of undernourished people in the world in 2007. The number went up another 40 million in 2008, largely due to higher food prices.

### 10.9 Million

Number of children under age 5 who die in developing countries each year. Malnutrition and hunger-related diseases cause 60 percent of the deaths.



PHOTO BY JAKE LYELL



ISTOCKPHOTO.COM

## Big Little Country

Obesity is a growing problem not only in the United States but also in other affluent societies. Take tiny Qatar, the oil- and natural gas-rich country on the Arabian Peninsula. More than one-third of that country's adult men and almost half of the women are obese, and 13.3 percent of adults have diabetes. Heat makes outdoor exercise difficult, and wealth has spawned a car- and fast food-based culture.

## Jargon

**AQUIFER:** An underground layer of permeable rock, sediment such as sand or gravel, or soil that yields groundwater for springs and wells—for example, the Ogallala Aquifer, which provides irrigation and municipal water to much of the Great Plains region of the United States.

## 160 Days

The world record for the most consecutive days above 100 degrees Fahrenheit, recorded at Marble Bar in Western Australia. The temperature topped 100 degrees every day from October 31, 1923–April 7, 1924. The record in the United States is 154 days, set in Death Valley, Calif., in 2001.



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## THE GOOD LIFE

Tips for Better Living

# Carbon Offsets: Let the Buyer Beware



BIUSTOCKPHOTO.COM

It sounded almost too good to be true: Pay a small fee every time you flew or drove, and somewhere, a company would plant a tree or build a wind farm to “neutralize” the carbon emitted by your actions. Turns out, in a lot of cases, it was too good to be true. Many of these companies are frauds, says a report from the New England Center for Investigative Journalism and *The Christian Science Monitor*. The money was collected, but the trees were never planted. In one case, poor farmers were displaced from tribal lands for windmills to be built, windmills that never worked well anyway. The burgeoning industry, worth \$705 million in 2008, is virtually unregulated and largely unproven. Up to 75 percent of the offsets sold are worthless, estimated one Greenpeace investigator. Offsets are still a good idea in theory, say environmentalists, but until they are more closely regulated, be careful. Research the seller’s track record, and if you can’t be sure, fall back on old-fashioned common sense. One business, which had previously bought offsets for its employees when they travel, is now simply asking them to travel less.

## Impress Your Children and Amaze Your Friends! Grow Veggies Year-Round!

You don’t want to support the long-distance transport of produce, but when the snow is piling up outside and you’re desperate for fresh vegetables, what’s a locavore to do? An old solution is gaining new traction among backyard farmers: cold frames. These “hot boxes,” as they are also called, are like mini-greenhouses. Easy to construct and maintain, they allow vegetables like spinach, kale, lettuce and carrots to be harvested well into winter, and to be planted very early in spring. The simplest form is a glass window on top of a wooden frame a foot or so tall, in a sunny spot with southern exposure. Eliot Coleman, a farmer who grows produce year-round in frigid Maine, estimates that growing veggies in a cold frame is like moving them 500 miles south. Coleman describes his techniques on his website, [fourseasonfarm.com](http://fourseasonfarm.com).



ISTOCKPHOTO.COM







## One Man's Trash ...

If your basement is filling up with items you don't need but which are still useful, consider listing them on **throwplace.com**, a website that matches donations to charities and individuals around the world. The site does not handle the items itself—donors and recipients work out the details of shipping or pickup—but rather, plays matchmaker to your perfectly good waffle maker, your riding lawn mower, your grandmother's mink. All charities are vetted by the site and are required to provide receipts for the donations they accept. For more information, check out the site.



## Sweatshirts, Sweatshop-Free

In a movement that is sweeping campuses, students at more than 200 colleges and universities are demanding that their school apparel be produced from fair-trade, organic cotton. It's not an easy battle—universities are big buyers of cotton clothing, and the companies that supply them often don't adhere to such standards, which is why cotton clothes are relatively cheap. The students say the real costs of growing cotton are huge, for the environment as well as human rights. Learn more about the movement at the website of United Students Against Sweatshops, **usas.org**.

WWW.HEIFER.ORG 



## Harvest: Kale

Kale, that superhero among greens, is a tasty, nutrient-rich member of the Brassica family, which includes cabbage and collards. Like its cousins, kale is sturdy and toothsome, holding its own in almost any dish. It's packed with beta carotene, vitamin C and other nutrients, and research suggests it helps the body fight cancer-causing chemicals. A hardy, cool-weather crop, it's even sweeter after a frost. Long live the amazing kale!

### Have-It-Your-Way Tuscan Soup with Kale

Like every recipe handed down through generations, Tuscan bean soup has as many variations as it has Italian grandmas cooking it each fall. The recipe here uses a simple formula: sausage, for fat and flavor; a starch, such as white or pinto beans, for creaminess; and kale. But it's not an exact science, so feel free to tinker—use diced potatoes instead of beans, omit the sausage. The kale can take it.

#### Ingredients:

- ½ lb. sausage (Italian, linguica, chorizo or other)
- 1 small sweet onion, like Vidalia
- 1 clove garlic
- 3 T olive oil
- ½ to 1 bunch kale, to taste
- 4 cups chicken or vegetable broth
- 1 14.5 ounce can cannellini beans, drained

Cut sausage into bite-size pieces and cook thoroughly until browned. Set aside. Chop onions and garlic; add, along with olive oil, to heavy-bottomed saucepan and saute until translucent. Add broth, beans and sausage; simmer for 15 minutes. Salt and pepper to taste. Add washed, chopped kale; simmer for five more minutes or so and serve. For extra creaminess, reserve some beans, mash them with a fork and add back to soup, or add ½ to 1 cup heavy cream just before serving.

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## ASKED & ANSWERED

Forgetting the Score

# Finding Peace in Play



Dean Ravizza is a pioneer in the use of sports to rehabilitate and reintegrate former child soldiers and other victims of Uganda's bloody conflict. Ravizza, an assistant professor

of health, physical education and human performance at Salisbury University, Salisbury, Md., who holds a doctorate from Virginia Tech University, has been researching children of war and sports in northern Uganda since 2006. His findings support the premise that sports can effectively build peace and promote conflict resolution to help the children avoid poverty and become successful members of their communities.

Interview by Sherri Nelson, *World Ark* contributor



PHOTO BY THE ASSOCIATED PRESS

**WorldArk:** *What inspired you to research sports as a rehabilitation tool for former child soldiers?*

**DEAN RAVIZZA:** In 1994, I was doing postgraduate work and research in Tanzania when the Rwandan genocides began. I asked my friend who worked for UNICEF in Tanzania how I could help, and she told me to do what I do best. So I gathered what little equipment I had and headed to Rwanda, where I worked in refugee

camps organizing recreational sports. We wanted to get the children back to a sense of normalcy. My interest in this work really began there—that initial experience never left my mind. I learned that people could use their personal talents to help with humanitarian crises. This experience ultimately led to my work in Uganda.

**What was the situation in Uganda when you began working there?**

I collaborated with a UNICEF

Sports for Development partnership program. Most of my fieldwork took place in regions mostly unaffected by the conflict. I pushed to get more programs in the northern regions, where the Lord's Resistance Army abducted tens of thousands of children, who suffered unimaginable brutality. The LRA forced young boys to commit atrocious crimes against their families and friends. These children had to kill or be killed. Girls were raped and given as trophies to those in power.





## The LRA forced young boys to commit atrocious crimes against their families and friends. These children had to kill or be killed.

The abuses were horrific—cutting off arms or legs to keep children from trying to escape.

When the children and youth either escaped the LRA or were finally rescued, their communities often marginalized them. I began working with former child combatants and other youth affected by the conflict at an interim care center where they received psychosocial support while their families were located. [The center is in Gulu, a northern Ugandan district near the border with Sudan. Much of the LRA's insurgent fighting and child abductions took place in this region.]

I started a sports program for boys and girls. I knew that it had to be a part of a holistic program that had clear objectives, like peace education and conflict resolution, HIV and malaria awareness, social inclusion of females and people with disabilities, and building positive social networks. If we're utilizing sport to promote peace and resolve conflict, we have to keep our eye on that and develop specific strategies. We can't expect to meet that objective if the program stands in isolation as an activity where the focus is developing better athletes.

***Did you have an "aha" moment that convinced you sports could be a successful peace-building tool?***

My first day at the interim center, I took the boys to play soccer at an adjacent school playground. It was a very public stage for them, outside the center's protective confines. A boy

from the school disruptively walked through the game, and I called out for him to be careful so that he wouldn't get hurt. The boy look at me and said, "Mzungu (Swahili word meaning 'white man'), why do you waste your time with these rebels?" I was floored. After our practice, I gathered the children and the center's social workers to talk about it. The boys were not angry, but hurt. They said things like, "He doesn't know me," and, "He could have easily been abducted from his family and village."

A few weeks later, that same school-boy asked me if he could play with us. So I asked him, "Are you sure you want to waste your time with these rebels?" He responded, "Yes, they are such good players." That moment was when I truly realized how sports could help heal these communities. He no longer saw rebels, he saw sportsmen.

***Which sports do the children enjoy most?***

Hands down, the boys love football, known as soccer in the U.S. Girls play netball, a traditional female sport in

Uganda, grounded in British and Australian sporting commissions. Think of basketball without dribbling, and shooting at a ring at the top of a post with no backboard.

***When you returned to Uganda in 2006, you launched a long-term study. Why did you begin a research project instead of just starting sports programs?***

There is very little research about using sports to reintegrate former child soldiers and other young victims of armed conflict. When we think of sports, we mostly think about physical development: strong, healthy bodies and perhaps good nutrition. However, there is also a social development and social inclusion aspect to sports. We need to understand the connections between trauma and self-esteem and conflict resolution. If we're going to create successful programs that utilize sports to reintegrate former child combatants, promote peace and resolve conflict, we have to understand the children's emotional needs. These sports programs can't be about



**Dean Ravizza (at right) poses with a boys soccer team of both non- and former abductees he works with in Gulu, Uganda, in 2007. He wants to create sports programs that help children scarred by war rebuild positive identities.**



winning and losing or developing strong athletes. The children need to build skills that they can transfer back into the community.

Successful reintegration depends on how these former abductees react to conflict once they're back in their

communities. Many of the children actually learned leadership and organizational skills during their abductions. Some were put in charge of groups of younger children and given responsibilities and duties to complete. A successful sports program will

teach children and youth how to use those leadership and organizational skills in a positive way.

Prior to their abductions, these children had their identities—they went to school and helped with chores; they weren't rebels or soldiers. Families by and large welcomed the abducted children, but communities weren't as accepting. So we also have to understand the communities' views and needs. For reintegration to work, everyone has to be involved. And hopefully, sports programs will help the kids rebuild positive identities and provide neutral ground for healing.

***How do sports programs address the unique needs of girls victimized by the Lord's Resistance Army?***

Girls are especially vulnerable because many see these victimized girls as damaged goods. The LRA brutalized the girls they abducted, some of whom were very young. The soldiers raped girls and forced some into marriage—not formal marriage, but given as trophies to LRA rebels or higher-ranking combatants. Many of these girls became pregnant and returned to their communities with small children. Some were infected with sexually transmitted diseases.

These girls returned wanting to be a part of their communities and take on the traditional culture roles. But often their communities stigmatize them. People taunt these poor girls, calling their children "bush babies." It's heartbreaking, but their resilience is astounding. Sports programs can help them rebuild self-esteem and develop leadership skills. Programs that focus on social inclusion teach participants empathy and how to be a part of



PHOTO BY MARIANNE MEIER

***Girls in Zambia play netball. The photographer, Marianne Meier, is deputy head of the Centre for Sport and Development and a research analyst for Swiss Academy for Development. This organization helps youth in conflict situations participate in society, a topic Dean Ravizza is researching in Uganda.***





**“We should welcome former abductees among us to play so they forget the past and gain self-esteem. Excluding them means they are not human like us.”**

a positive support network.

***How did you conduct the research?***

In 2006, I began research in the conflict-affected areas of northern Uganda that lasted until 2007. I talked with people in the community and interviewed former abductees. I wanted to look at the correlations between participation in sports and values associated with physical, social and economic development. We needed to study how sports could help reintegrate former soldiers and abductees.

I recruited a research team of local Ugandans who had experience with this type of study. They collected the data through field observation, interviews with key community members, and focus group interviews with former abductees, and then reported it to me for analysis. Then we launched a pilot study of youth, ages between 12 and 22. In 2009, we surveyed 411 children, living in 22 subcounties. We had a fairly equal number of female and male participants, and 30 percent of respondents were former abductees. We will complete follow-up work this year. The data will help us identify how children and youth engage in sports, understand the correlation between participation and values associated with physical, social and economic development, and identify factors where sport is used to reintegrate former child soldiers and abductees.

***Can you share some of the research insights?***

One exciting insight we gathered so far from the research is that the

children and youth who were surveyed overwhelmingly believe that it is unacceptable to exclude former abductees from sports.

A 15-year-old female said, “We should welcome former abductees among us to play so they forget the past and gain their self-esteem. Excluding them means they are not human like us.”

***What are the next steps?***

We want to share this information with local governments, schools, NGOs and other organizations that are implementing sports programs to promote peace and stability in this post-conflict setting. We will recommend putting in programs at the university level so that we have local people trained to implement and manage sports programs for social change, who can work with community groups, NGOs and schools.

There is still so much work to be done. When the U.N. declared 2005 as the International Year for Sport and Physical Education, a flood of programs emerged with many objectives and an unclear means for achieving them. I knew this is where I could be most useful, to create goals for sports programs so that we can learn what works and what doesn't. We need to be able to track long-term outcomes. For example, if a program works with a girl to build self-esteem and provide social inclusion, we need to look down the road to see how that girl contributes to her community and whether or not she is accepted. Did she get married? Was she able to take on her traditional

culture roles? What role, if any, did sports play in helping her become a contributing member of her community? That is the only real way to see if these types of sports programs make a meaningful, lasting difference.

I hope that our research helps them become successful, contributing members of their communities.

***How has this work affected you?***

Some nights after the work is done, I don't sleep. The horror stories of an abducted child having to shoot his father in the head, the girls who were raped or the child who had his arm hacked off to keep him from escaping—these stories can keep me up. But I have to stay strong. I have this incredible education; why not put it to work? We are working to put a small program into place for both former abductees and non-abductees with a focus on strategies for peaceful play and the transfer of such values to home, school and community. It is our hope to begin with a small group of children and expand slowly throughout the region. Another focus is building the technical capacity of local coaches to include children and youth with disabilities as a result of the conflict in sport activities. I'm also excited about a new class that I will be teaching at Salisbury this fall called Sport for Development, Peace and Social Change. I want to spark an interest in this work in younger generations.

For more information, contact Ravizza at [dmravizza@salisbury.edu](mailto:dmravizza@salisbury.edu).



# YES!

Youth clubs in Armenia spread Heifer's approach to the next generation.

Nobody would blame Armenia for feeling defeated. The last century has not been kind to the tiny country. Ethnic violence, years of Soviet rule, earthquakes, wars. Today, Armenia's strained relations with its neighbors have led to closed borders and staggering unemployment. But far from being defeated, Armenia is determined to build a future from the rubble of the past, and the younger generation is leading the way.

**By Jaman Matthews,** *World Ark* senior editor

Photos by Russell Powell





*Ruins of a church stand as  
a reminder of a devastating  
earthquake that struck  
Armenia, where Heifer  
is working with youth to  
build a brighter future.*







*(Top) Karen Khachatryan with his day-old calf. Karen is a member of the YES! youth club in Areni, Armenia. The youth club meets in a classroom after the school day is over (above) but is not tied directly to the school. "It's not like a school project, no," said Heifer Armenia country director Anahit Ghazanchyan. "We didn't give any investments to the school. All investments, all everything, even supplies ... go only to the students and to the club."*

**ARENI, ARMENIA**—Karen Khachatryan, a tall, lanky 15-year-old, had a dilemma. He still needed a name for his day-old calf. "Maybe tomorrow or the next day I will make a decision," he said.

But for the moment, Karen (pronounced CAR-en) had to leave the loose-limbed, brown-gray calf and hurry back to school. Dressed in his school uniform of black pants and a white shirt, his dark hair combed straight down on his forehead, Karen made his way through a light rain to the village's stone school and to a classroom near the end of the hallway, where two light fixtures hung from the ceiling, one with a bulb. The clock on the wall read 2:12. The school day was over and it was time for the YES! youth club meeting to begin.

Karen is one of 80 members of the youth club in Areni, a small town in the red-rock mountains of southwest Armenia. These youth clubs are unique to the Heifer Arme-





**"In 2002, we just started with two communities only,  
with two youth clubs. Now, we have 20  
communities with youth clubs."**

**—Anahit Ghazanchyan, Heifer Armenia country director**

nia country program; they are, in country director Anahit Ghazanchyan's words, the country program's "brand." Modeled on 4-H, the Heifer youth clubs offer six areas of study, or "directions": agriculture, ecology, health education, civic education, journalism and public relations, and logical thinking.

The youth clubs are more than extracurricular activities. They are an integral part of Heifer Armenia's work. "In a community we have adult group who is doing, let's say, cows, sheep—classical Heifer thing," explained Ghazanchyan. "We have also youth club." The youth clubs give teens the skills and knowledge necessary to be productive farmers and successful entrepreneurs, adding an extra source of income for struggling families in rural Armenia and ensuring self-reliance for generations to come.

"Through empowering the youth, we are empowering the families," Ghazanchyan said. "And then to another level, to a deeper level, the whole community."

**B**oxy Soviet-era cars, transport trucks from neighboring Iran and the occasional herd of cows populated the road to Areni. After climbing, the road descended through a village with apples for sale on the roadside, stacked on tables in red, pink and yellow pyramids. Flowers and wreaths still littered the villages' public squares from the Victory Day celebration the day before, marking both the end of World War II and the more recent conflict with neighboring Azerbaijan.

Areni is a grape-growing community tucked into a small valley, sliced by a river, muddy with snowmelt. Stalls line the roadside selling dark red wine in reused bottles and carboys of all sizes. As in most of Armenia, the houses were built of tufa, a porous rock easily carved into blocks. Even the two-story school was built of pink tufa.

Inside the school, Karen took his seat with 11 other teens, all members of the Areni YES! club's agriculture direction. Three girls sat together in the front row of desks, while the nine boys sat toward the back. Each student received a calf

and gave them names like Flower, Beauty, Star and Blacky. Some, like Karen, already passed on a calf to another student but still attended the classes as mentors.

When Aharon Khachatryan, the volunteer agriculture instructor, entered the room, all the students stood. Khachatryan (no relation to Karen) is a large man who would seem imposing if not for his broad, ever-present smile. He carried a black notebook containing his lesson plans, attendance records and a husbandry journal. When the students took their seats again, he announced, "Today, Karen will conduct the lesson."

Karen rose from his desk and walked to the front of the room. Clutching a training manual and speaking a little too fast, he explained an intricate feeding poster—the daily needs of a calf by age and by weight, the chemical breakdown of various types of feed. Mr. Khachatryan stepped in to supply extra information and answer any questions, but it was a successful first attempt by Karen at training fellow youth farmers.

When the lesson was over, Mr. Khachatryan discussed plans for their next weekly meeting. As soon as the weather



**Karen explains to other club members the daily needs of a calf and various types of feed.**





dries up enough, he said, the club would visit some local farmers to carry out evaluations and learn about livestock. He ended the meeting on a special note. “Congratulations to Karen,” he said, and informed the other students that Karen’s cow had calved the night before.

“Little by little,” he said to Karen, “your farm grows.”

One of the girls seated at the front of the classroom was 13-year-old Haykan Khachatryan, daughter of the instructor. She joined the agricultural direction in 2009 and received a calf, a pass-on from a schoolmate. “From early childhood, I saw my father doing agriculture and taking care of animals,” she said. “I like it and wanted to follow my father’s tradition.”

The Khachatryans’ home is what you would expect from that of an agricultural teacher and a daughter following in his footsteps. A two-acre vegetable garden with tomatoes, eggplant, onions, garlic and greens surrounds their house. Fig, apple, cherry and peach trees are scattered throughout, along with pomegranate bushes and grapevines. An artillery shell, which screamed across the border from Azerbaijan a few years back and landed in a nearby field, passes for garden decoration.

Inside the house, where Haykan’s mother baked *lavash*, the ubiquitous Armenian flatbread, were bags of dried apricots, dried peppers and raisins; shelves of pickled vegetables; barrels of homemade wine; and chunks of homemade cheese.

“A cow can do everything for a family—giving dairy products, a source of income when a family is in need,” Haykan explained as she groomed her calf. It can also inspire others to become involved. Haykan’s brother, who is two years older, is studying logical thinking but has seen his younger sister studying agriculture and now wants to as well.

Every day, Haykan brushes and cleans her cow, then walks it to the nearby fields to graze. “I want to become a teacher,” she said, “but I’ll help at home with the animals and the garden after work.”

The village of Arpi lies a few miles from Areni, around a bend in the mountain road. There is a YES! youth club there, too, and Heghine Mheryan is a member. The 14-year-old, her dark hair pulled back into a single long braid, talked about her involvement as she set her family’s dining table with small plates and forks.

“There are a lot of girls in other directions, but in agriculture, I am the only one,” she said. Heghine first studied ecology through the youth club but decided this year to try agriculture. “I was very excited with calf breeding. It seemed to me very interesting. That is why I applied to this direction.” She received a calf in the spring of 2009 and keeps a journal of what she feeds the calf, how much weight it gains and how much it has grown.

Heghine brought out a bowl of preserved apricots, yellow and syrupy, and at her mother’s insistence, a pitcher of apricot juice. “If someone comes to Armenia and

doesn’t drink apricot juice, he hasn’t been in Armenia,” Heghine’s mother said. The room went silent except for the clink of forks on plates and the slurping of juice.

The house’s main room was dark, even during the day. A lace curtain covered the only window, and the five-arm chandelier had only two bulbs. A patterned rug hung on one wall, and above the table were cutout pictures of tigers. Through the window was an unfinished room, open to the weather. Swallows had built a nest in the corner. “We want to finish this part of the house but we cannot due to lack of income,” said Heghine’s mother, Paylun Grigoryan.

She is thankful for the Heifer youth club and its effect on her daughter. “I have observed a lot of changes in my child,” she said. “First of all, I observed a pride in her work, that she has done something by herself. And of course, she is more interested in agriculture and more active.”

“I haven’t decided yet for sure,” said Heghine of her own future, “but one thing I know is I like animals and animal breeding and I will go at least in the direction of biology.” She credits her experience with Heifer Armenia’s youth club.



***An artillery shell, which screamed across the border from Azerbaijan a few years back and landed in a nearby field, passes for garden decoration.***





Back in Areni, Karen made his way home from school, up a dirt road muddied by the day's rain and through the gate, where a small dog yapped in the front yard. Karen's family's house is a simple stone structure with a deep porch. Behind the house are two acres of peach trees only beginning to bud out. Attached to the far end of the house is a small barn cobbled together from stones, poles and salvaged metal roofing. Inside stands a large brown cow feeding on fresh-cut grass. This is the cow, then just a calf, that Karen originally received from the project.

Karen was one of the original members of the YES! youth club in Areni, a 12-year-old at the first meeting in 2005. He settled on agriculture because, as he put it, while all the directions impart lots of knowledge, only in agriculture could he put his newfound knowledge to immediate use. In 2006, he received a 2-month-old calf that he named Areg, meaning "sun." He attended club meetings every week and studied with great enthusiasm. "After every class, I went home and applied what I had learned," he said.

When Areg calved for the first time two years ago, Karen passed on that calf to another member of the youth club.

It was a difficult moment for him, he admitted. "When the moment came to pass on my calf, I was upset because I didn't want to separate, but I was happy to help another student get a calf."

And now, huddled beside Areg was her second calf, the small brown-gray calf just born yesterday. The remnants of the umbilical cord still hung black from its belly. Karen led the calf out of the barn to gently clean it with a soft cloth, and the mother cow bellowed from the barn. Karen will keep and raise this calf. He hopes it can add to his family's income, which comes primarily from selling peaches to vacationing Iranians who pass through the village.

Karen foresees a better future for his family and himself. "I will study physics and mathematics," he said, "but I will continue living in the village and will take care of the cows all my life to support my family with fresh dairy products and income."

And the small brown-gray calf is one more step toward that future. After a few minutes of quiet consideration, Karen suddenly decided on a name for his new calf. "Because it was born on Victory Day, I will call it Victory." ■

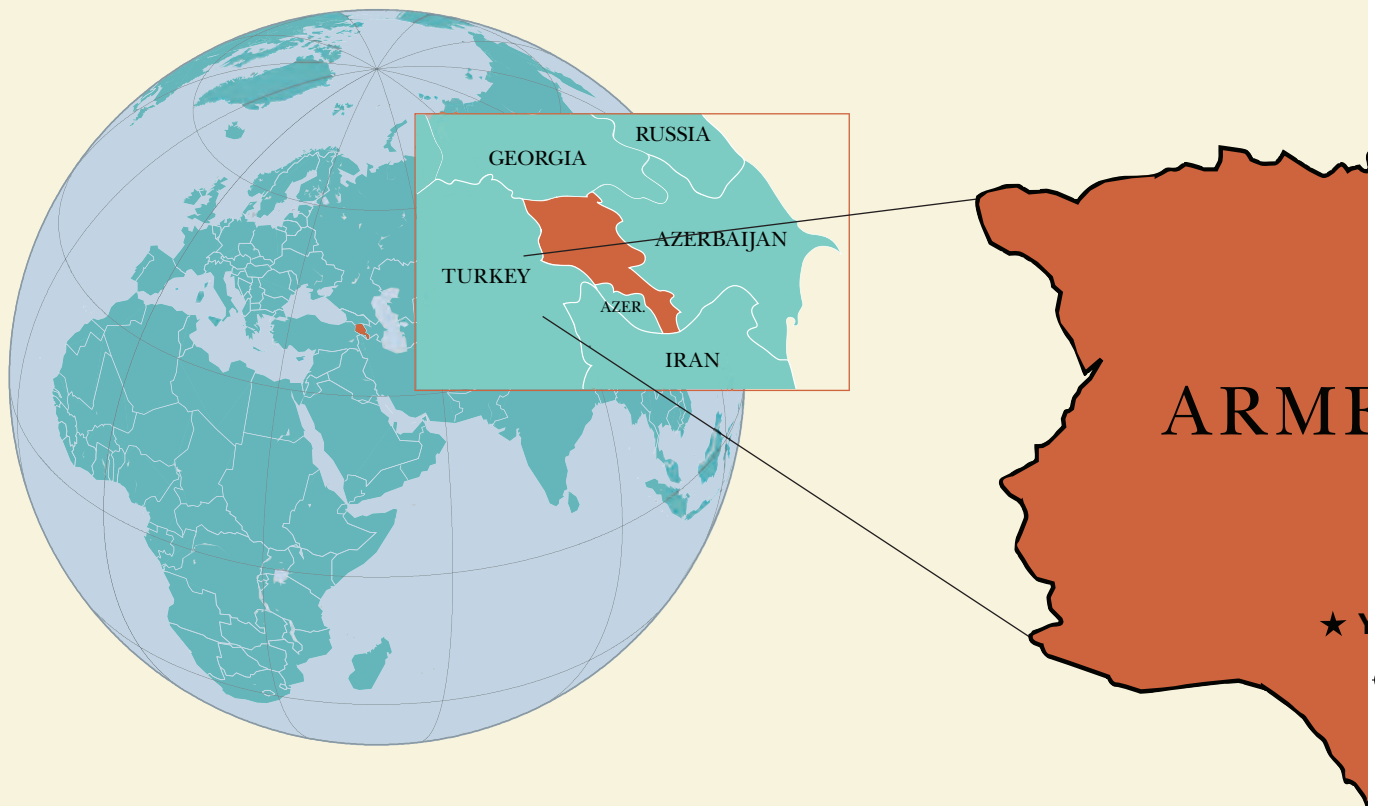


**YES! youth club member 14-year-old Heghine Mheryan received a calf in the spring of 2009. As a result of her involvement with the project, she hopes to study biology at university.**





## REPORTER'S NOTEBOOK



# The Road to Areni

**W**e left the heavy stone architecture of the capital city, Yerevan, and headed south on the six-lane highway, which narrowed to four lanes, then to two as it crossed the Ararat Valley. Groves of apricots (Latin name, *Prunus armeniaca*, fruit of Armenia) stretched toward the mountains on both sides. Magpies swooped from branches and utility lines.

To the west loomed double-

peaked Mount Ararat, only a few dozen miles from the highway, a bittersweet symbol for Armenians. Nearly every home, hotel and business we entered in Armenia had a painting or calendar photo of Ararat on its walls. An outline of the mountain made it onto the country's coat of arms. And yet the mountain is not in Armenia, but just across the border in neighboring Turkey.

### TURKEY

Turkey and Armenia have a difficult history. In the late 19th century, the Ottoman Empire saw violent outbursts directed against Armenians. Things came to a head during World War I, as the empire was in its final throes. The Ottomans removed Armenians from Anatolia, modern-day Turkey. Armenian intellectuals were rounded up and deported,







*Bordered by Georgia, Turkey, Iran and Azerbaijan, Armenia is a landlocked country that has endured years of violence and border disputes. Heifer Armenia is helping struggling families to acquire resources necessary for a better life.*



and other Armenians were forced from their homes and marched to camps. The Ottomans carried out large-scale massacres, and between 500,000 and 1.5 million Armenians died in the years between 1914 and 1918. Armenia is still fighting to have this officially recognized as a genocide. Still today, the border with Turkey is demarcated by an electrified and barbed-wire fence

with guarded checkpoints and watchtowers along its length. No one is allowed to cross.

Armenia lost much of its historical land to the Turks, but for a few brief years after the war, Armenia existed as an independent republic. By 1921, the Soviets had moved into the area, and from 1922 to 1991, Armenia was the southwesternmost tip of the Soviet Union.

#### SOVIET UNION

The Soviets governed Armenia for seven decades, which still has ramifications for how Heifer Armenia does its work. "For the older generation, they still have a Soviet-influenced mentality," said Vahe Sardaryan, Heifer Armenia program manager. For 70 years, people in Armenia did not have their own resources; it was all government resources. The State did the thinking for them,

Sardaryan explained to me one evening, so they did not have to concern themselves with the future. "It's

hard to change the mentality that was formed over 70 years."

Especially difficult to explain are some of Heifer's core ideas, like

Passing on the Gift and group cooperation. "It's a big problem for people. They immediately think of Soviet times," said Sardaryan. But he emphasizes the

differences between the collective farming approach of Soviet times and the Heifer approach. "Heifer's Sharing and Caring is not Soviet type of sharing and caring. It's different," he tells participants. "You are still owner of your resource. The group is for your benefit."

#### AZERBAIJAN

The southbound road from Yerevan to Areni hooked east just before we reached the border with Azerbaijan, another of Armenia's uncomfortable neighbors. Azerbaijan is divided into two pieces, one on either side of Armenia. The larger portion lies to the east of Armenia, but a separate small and very contentious piece lies to the southwest. This sliver of land has a convoluted history--originally Armenian, the Soviets lopped it off and gave it to Azerbaijan. After the collapse of the Soviet Union, tensions flared between Armenia and Azerbaijan, and a war broke out. Though there has been a ceasefire since 1994, the Armenia-Azerbaijan border remains closed.

If you're keeping count, that's two closed borders. Armenia only borders four countries, with a total of 780 miles of borders. Of that, 489 miles are shared with Azerbaijan and 167 miles are shared with Turkey. That only leaves 102 miles of open border with tiny Georgia to the north and a 22-mile border with Iran to the far south. ■

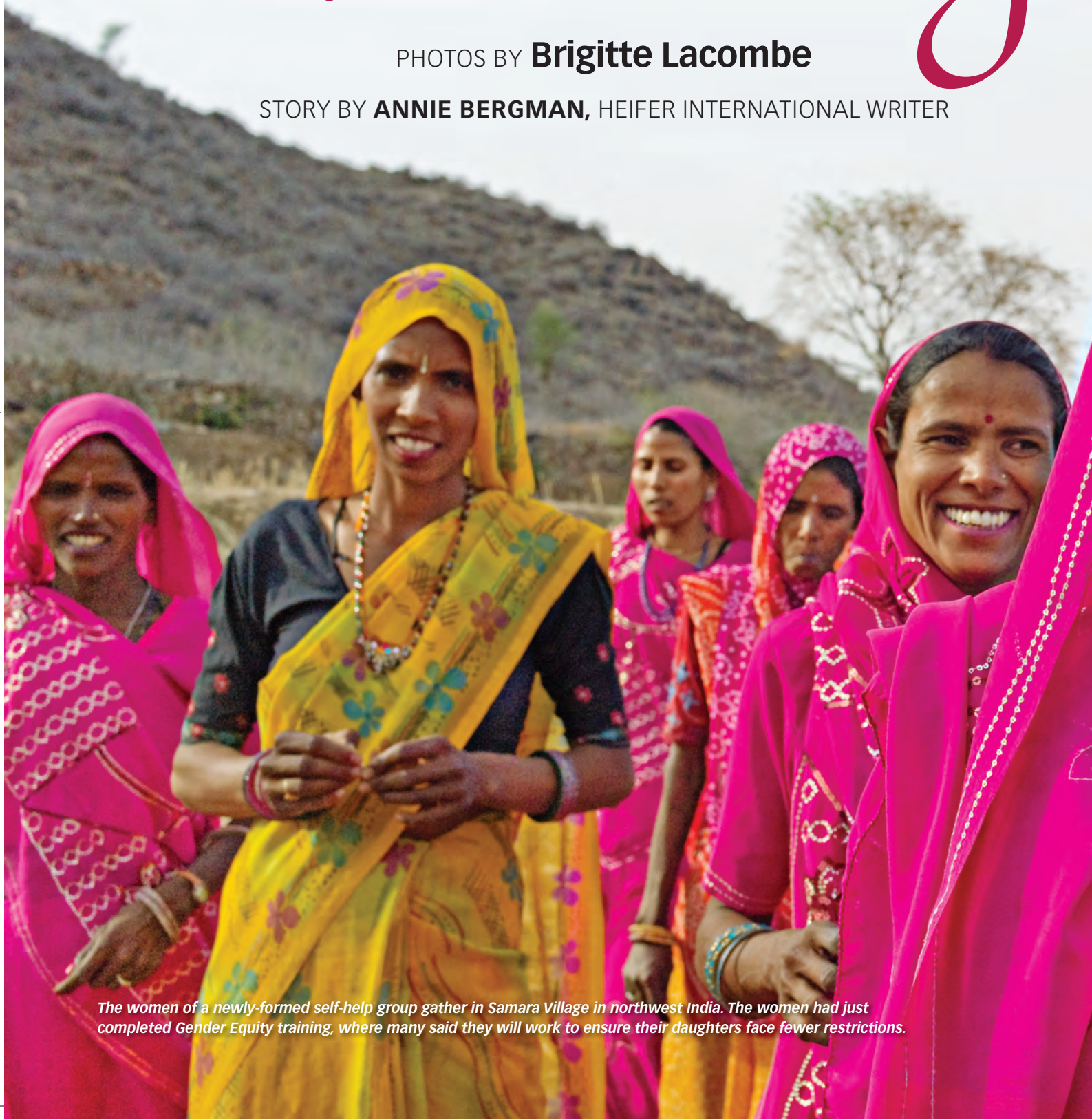
—Jaman Matthews



# Removing

PHOTOS BY **Brigitte Lacombe**

STORY BY **ANNIE BERGMAN**, HEIFER INTERNATIONAL WRITER

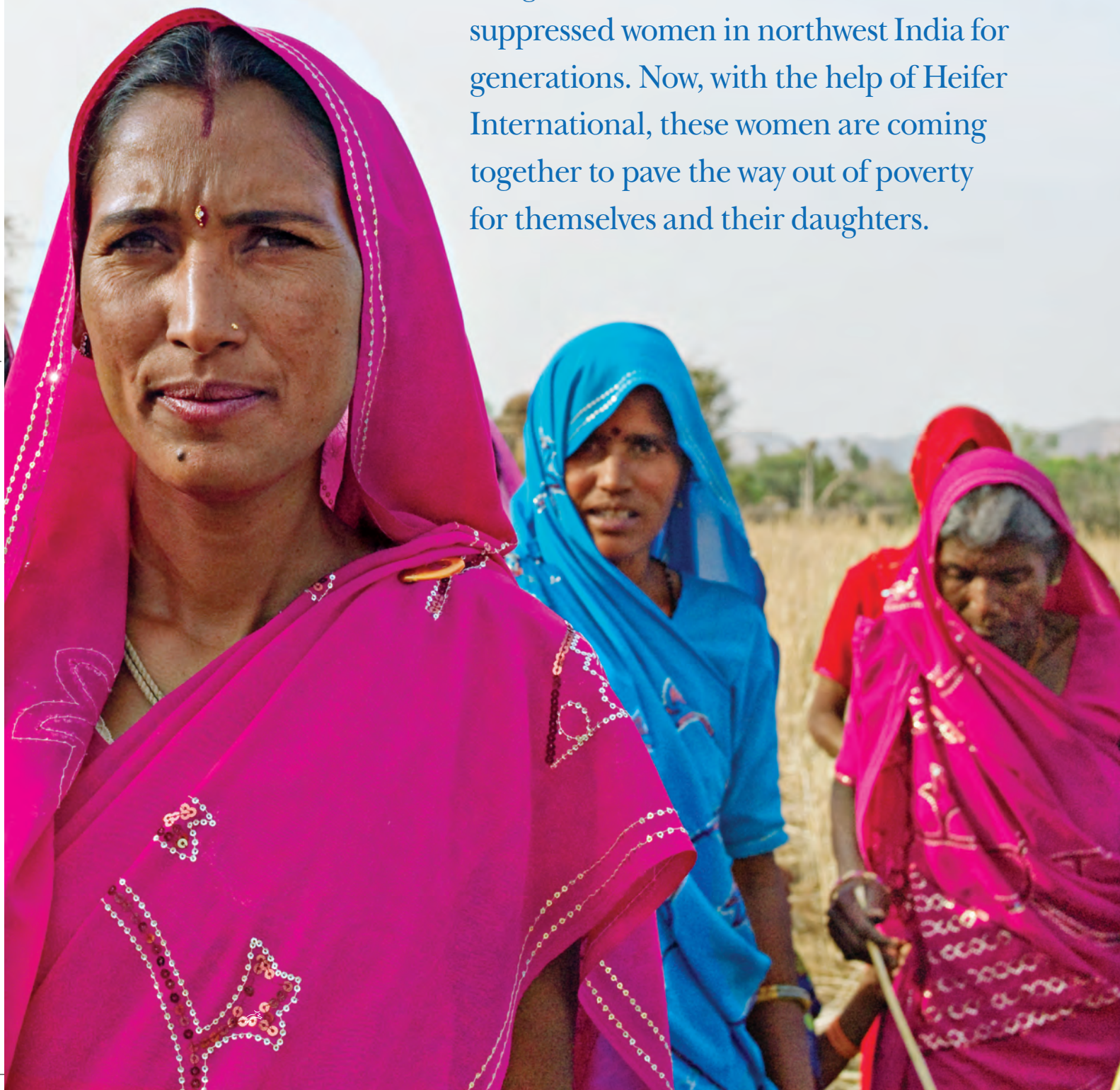


*The women of a newly-formed self-help group gather in Samara Village in northwest India. The women had just completed Gender Equity training, where many said they will work to ensure their daughters face fewer restrictions.*



# the Veil

Religious and cultural mores have suppressed women in northwest India for generations. Now, with the help of Heifer International, these women are coming together to pave the way out of poverty for themselves and their daughters.







**A**AMKA, INDIA—Amid the dust, the meandering cows, the markets teeming with fruit, the camel-driven carts overflowing with bags of grain and the men sitting soporific in any available shade in rural Rajasthan, the women provide a sharp contrast of color and mystery.

As the sun glints off their layers of accoutrements—the sequins sewn into headscarves, the glittering golden bangles on their wrists, the tiny rings on their toes, the brightly colored fabric intricately wrapping their bodies—the eye is drawn away from their faces.

Only on second glance is it obvious that the women keep their faces shrouded. And while a veiled woman is visually compelling, here it's a sign of oppression. Tradition deems it necessary for women to eschew any sense of self, to place men and boys, even their homes, before themselves.

But now, Heifer International, with its partners, is helping the women in this unforgiving

area gain the confidence to remove their veils. With education, they're looking inward to learn about themselves so they can look out to face the world.

**While a veiled woman is visually compelling, here it's a sign of oppression. Tradition deems it necessary for women to eschew any sense of self, to place men and boys, even their homes, before themselves.**



At 29, Mehrunnisa is responsible for caring for her three children, her husband, her husband's parents and brother, their one water buffalo and the family's wheat crop. All other household duties also fall to her. Like many women in rural northwest India, she believed her worth lay solely



*Three of the 15 women (above) from a savings and loan group in Mordi village stand veiled after receiving the gift of goats from Heifer. A married woman (right) is often required to wear a veil in public out of respect to her husband.*















*Mehrunnisa (above) outside of her home in Aamka. With Heifer's help, she has paid off all her debts. In Gender Equity training (left), women tie ribbons to show how they are restricted by society.*

in the home.

So when the opportunity arose to join a group of women in her small village who pooled and saved money for future use, Mehrunnisa was wary. It meant asking her husband for money and then handing it over to women she barely knew.

"I was skeptical," said Mehrunnisa, who like many here goes only by her first name. Perhaps more important was her husband's skepticism. "My husband was quite skeptical and told me we don't need to save anything."



Mehrunnisa's village, Aamka, is in the district of Alwar in the northwestern Indian state of Rajasthan. Home to nearly 3 million people, much of the district is made up of poor villages whose inhabitants adhere to an archaic caste system.

While the caste system is technically illegal in India—it is unlawful to discriminate based on

a person's caste—people still identify with their castes to a certain degree. And in rural places this identification often runs deep. It is rare, for example, to see members from different castes interacting with one another. When that does happen, reactions vary from indifference to a ritual cleansing ceremony.

Most women in Alwar are already struggling with poverty and are ostracized in their own male-dominated homes. But where women in other places could look to each other for support, the caste system here keeps them separated even from each other. Thus these women have no one.

In many places in Alwar, it's more common than not for girls to be married by age 13. Sons are more highly valued than daughters, and the daughters are rarely given an education outside of domestic tasks, much less shown love by their families. Having no education and little support or love, it's no surprise that these girls grow into women with low self-esteem and low status within





**Anandi Devi, 47, a Pashu Sakhie, or woman animal health worker, prepares to vaccinate a goat in her village of Moreda. Anandi received training from Heifer International to become an animal health worker. After vaccinating thousands of animals against disease, she says, "I feel very proud of my work. I feel myself the equivalent of a doctor."**



**Two members from the Ganesh self-help group in Aamka count the group's savings at a bi-weekly meeting.**

their families and society.

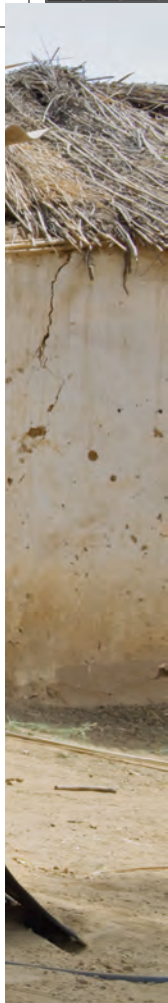
Women like Mehrunnisa are given just enough information to be good wives. When they are married, they leave their homes to live with their husbands' families and are sequestered unless it's necessary for them to be in public.

When a woman appears in public, the layers of culture and history disguise the individual—the veil, a nose piercing, wrist bangles and toe rings. Beneath these outward layers are even deeper cultural restraints—the societal taboos against raising her voice, against speaking her opinions, against eating until everyone else has eaten, and then only if food remains.



Heifer has a long history in India. The first shipment of 20 Jersey cows was sent to the India Ministry of Agriculture in 1955. Since then, Heifer has worked in various capacities in the country,





but it wasn't until 1992 that Heifer established a registered trust for continued programs there. Projects were mostly focused in India's southern states, with a few projects in Rajasthan and Uttar Pradesh.

In 2003, Heifer withdrew its support after finding that projects were deviating from the Heifer model. But two years later, just after the Asian tsunami devastated the southern coast, Heifer began supporting projects to help in the area's rehabilitation. Heifer projects also started in Rajasthan with local partners. In 2008, Heifer was granted permission by the government to open a representative office in India and ramped up work once again.

Heifer India now works in four Indian states: Bihar, Orissa and Rajasthan in northern India, and Tamil Nadu in the south. Its major activities include identifying and training project partners and self-help groups and placing animals, plants and seeds.

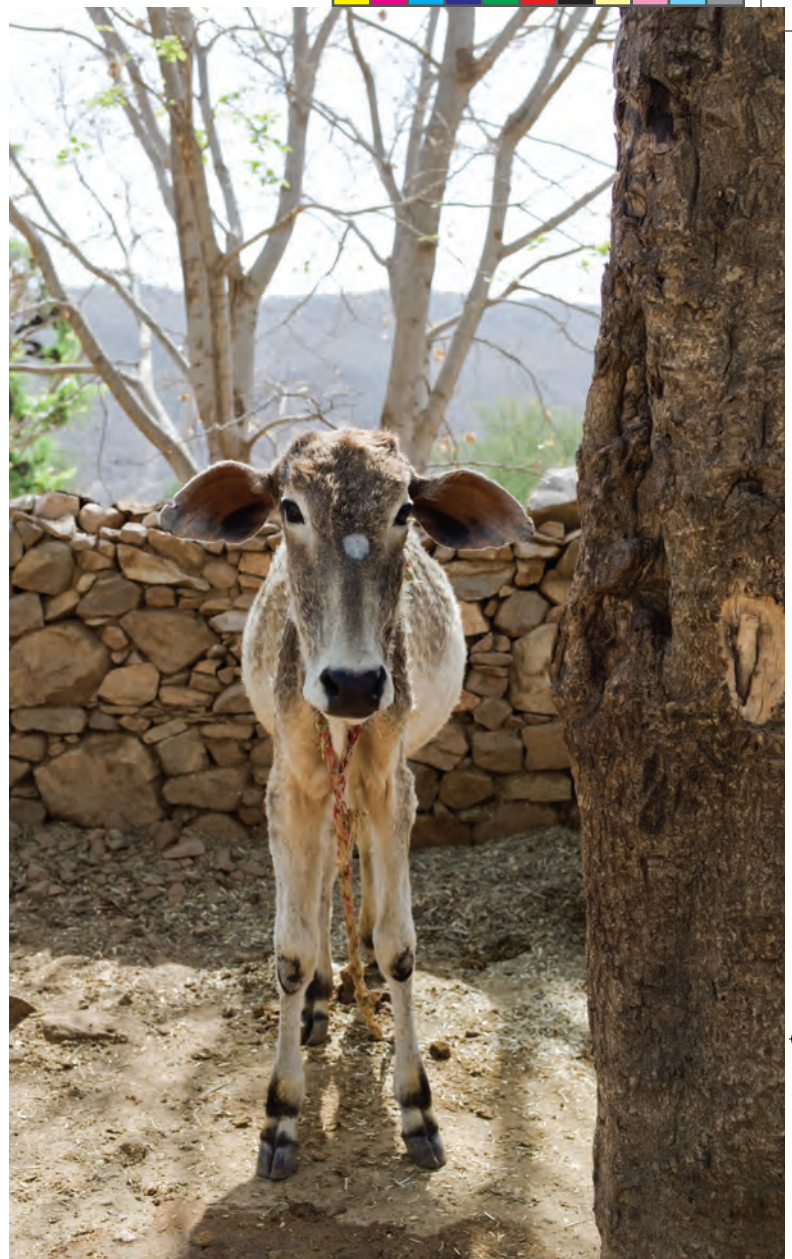


According to Mehrunnisa, two workers employed with a local nongovernmental organization and Heifer India partner Ibtada first encouraged the women in Aamka to form a group.

Ibtada, an Urdu word meaning "beginning," has a mission similar to Heifer's in that the primary goal is to strengthen communities. For them, women are the key. When Heifer and Ibtada partner to carry out a project like the one in Mehrunnisa's village, the requirement is that 15 to 20 women must form a group and those women, with their family's approval, must participate in a series of trainings.

The women learn about Heifer's 12 Cornerstones for Just and Sustainable Development, livestock rearing and gender equity, among other topics. The self-help groups, as they are called, are primarily savings and credit-based groups, as these women rarely have access to banks.

The savings groups give the women a sense of power, and with their own money, the groups become self-sustaining. This increases women's con-



*A local-breed calf in Rajasthan.*

fidence. Later, after the success of the savings and credit groups, the women also receive livestock as a means to further improve their lives.

At the urging of her brother-in-law's wife, Mehrunnisa finally agreed to become a member of the self-help group in her village. The group started small, Mehrunnisa said, with 13 members. They each contributed 10 Indian rupees a month (about 20 cents). A year later, they upped the total per person to 50 rupees, or about \$1.

Almost immediately, the group began making loans to its members. It was empowering, Mehrunnisa said, and encouraging to see women taking control of at least a small portion of their lives.

"Life before—we used to save a little or nothing at all. We just worked," Mehrunnisa said.





*Girls in the village of Bagad-Rajput gather outside of a home where the Aarti women's self-help group holds its meeting. Heifer works to provide women with opportunities and jobs in the area.*

**"I won't let what's happened to me happen to my girl child. I won't pass this on to my daughter. I'll educate her well. I'll give her a good life so she can have a good life."**

**—Self-help group member**

Shortly after the group began making loans, Mehrunnisa asked for a loan of 10,000 rupees, about \$214. Her family had borrowed money previously from a lender who charged them exorbitant interest. The loan from the self-help group paid off their debts.

It was that act that convinced her husband of the merit of allowing his wife outside of the home and into a group of other women. "He said, 'Whatever you do, just keep some savings for some bad times,'" Mehrunnisa said. "My husband was quite happy with the idea."



Mehrunnisa and the 16 other women in her Ganesh Women's Group comprise one of the 27 women's self-help groups that formed since Heifer's work with Ibtada began. These 27 groups have passed on their knowledge and goats to another 12 self-help groups. Heifer and Ibtada







now have reached 555 women and distributed 1,041 goats.

The Ganesh Women's Group received goats in January 2010, and the women were already thinking about how to increase income from working with the goats. "With the ladies at home, they want to support their families with more earnings," Mehrunnisa said. "That's why we are happy to have the goats."

As the projects progress, the women grow in self-confidence and self-respect. Mehrunnisa, for example, now knows that she can take what she's learned through this project and work outside the home. She also thinks about the future for her two daughters.

"I'm thinking a lot and planning a lot. I want to do a lot in my life. I want to educate my children in a good school. I'm trying to work for the betterment of the group," Mehrunnisa said. "We want to grow the group and create

more groups to give more women the opportunity we've had."



Mehrunnisa's group has been together nearly two years. Bonds have formed among the women, and their husbands and families are realizing the group's potential. But for younger groups, significant challenges lay ahead. For one young group taking a gender equity training course, ridding themselves of the trappings of tradition was an unwelcome concept. "Why would I educate my daughter when she will grow up and leave our family?" one group member said. "She will not be around to help us."

But others, after listening, understood that complying with these centuries-old ideas about

women only fed the problem. Their ideas of how to break the bonds came in rapid fire. "I won't let what's happened to me happen to my girl child. I won't pass this on to my daughter. I'll educate her well. I'll give her a good life so she can have a good life," one group member said. That was followed quickly by, "I won't restrict my daughter from going outside the house. I won't restrict her movements."

And the one that garnered applause: "I will tell my daughters and daughter-in-law that they don't have to wear their veils." ■

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*French photographer Brigitte Lacombe is a renowned travel and portrait photographer, contributing to many publications including Conde Nast Traveler, Vanity Fair, The New Yorker, New York Magazine, Time, GQ, Glamour, Paris Vogue, and The New York Times Magazine. She has worked as a special photographer on movie sets including Shutter Island, Inglourious Basterds, Nine, The Road, The Reader, and Doubt, and has published two books, Cinema | Theater and Anima | Persona. Brigitte recently directed a video with many actors and musicians for (RED) in support of their fight against AIDS in Africa. She lives in New York City.*

*BLT Helps, a design studio that provides graphic arts services for charitable organizations, has long supported Heifer's work. Partnering with sisters Brigitte and Marian Lacombe, they traveled to India to document the profound impact Heifer has had on the lives of rural communities in Rajasthan, and created several online experiences to highlight the depth of Heifer's programs. For more information on BLT Helps' nonprofit work, visit [www.blthelps.org](http://www.blthelps.org).*

For a video interview with Brigitte Lacombe and more photos, visit [www.heifer.org/lacombe](http://www.heifer.org/lacombe).



# A CLOSER LOOK AT INDIA

INTERVIEW BY AUSTIN BAILEY, *WORLD ARK* SENIOR EDITOR



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WWW.HEIFER.ORG

PHOTO BY DAWN BAILE



THE GREEN REVOLUTION WAS HUGE SUCCESSFUL IN STAVING OFF STARVATION IN INDIA AND TRANSFORMING THE COUNTRY FROM A NET IMPORTER OF GRAINS TO A NET EXPORTER. BUT THE GREEN REVOLUTION DIDN'T SOLVE ALL OF THE COUNTRY'S FOOD SECURITY PROBLEMS, AND IN FACT IT CREATED MANY NEW ONES, AS WATER TABLES DIPPED AND SOIL FERTILITY WAS LOST. AVNI MALHOTRA, HEIFER INDIA COUNTRY DIRECTOR, SHARES HER IDEAS ABOUT HOW HEIFER'S APPROACH WILL HELP KEEP INDIA FED.

**World Ark:** *The Green Revolution in India—the introduction of industrialized farming techniques and products—has been credited with helping India feed itself and bring a new level of health and wealth to the country. But we've also begun to hear about the downside. What fallout from India's Green Revolution have you witnessed?*

**Avni Malhotra:** The Green Revolution was initiated to feed the growing population, but it was limited to those areas in India that had access to irrigation. This left out a major part of the country. Irrigation was required mainly so that the farmers could use pesticides and fertilizers. It led to the introduction of hybrid crops as well. Though this increased the productivity, it had a flip side. After the initial increase in productivity, farmers encountered problems. The farmers found themselves needing more and more pesticides and fertilizers, and they became increasingly dependent on buying seeds rather than saving them for the next growing season.

**WA:** *How is this affecting communities in which Heifer works?*

**AM:** Heifer is working with poor communities that were untouched by the Green Revolution because they were too dry to support the required irrigation. The Green Revolution covered largely the states of Haryana and Punjab. We are working in Rajasthan, Bihar and Orissa. Rajasthan is the desert state that includes the Thar Desert, and Orissa is a dry state, meaning that agriculture is rain fed.

**WA:** *How big of a challenge is access to water for India's farmers? How can that challenge be overcome?*

**AM:** Water is a big challenge in most parts of India. Farmers are dependent on the monsoons for the water for cultivation. If the monsoons are good and timely, farmers manage to cultivate two crops, the monsoon and winter crops. If the monsoon is late but there has

been enough rainfall, they cultivate the winter crop. If it is neither good nor timely, they migrate to other areas in the country for employment. In the last case, drinking water also becomes a major problem.

The government has been trying to cope with this problem by developing irrigation projects, but these are expensive and now unpopular because they take over large tracts of land from poor people elsewhere. Smaller local initiatives for soil and water conservation are being adopted. But still there is a large part of the population that lives in the drought-prone areas, and drought is an annual reality.

**WA:** *How is Heifer's approach different from that of the Green Revolution?*

**AM:** The Heifer approach is not like the Green Revolution at all. The only similarity is that in the Green Revolution they handed the farmers a package in terms of seeds, fertilizers, pesticides and strategy. We give them a package that consists of a values-based approach to build their unity and strength. We provide seeds for vegetables and fodder and animals that are suited to the local conditions. They can eventually pass these things on to another farmer.

**WA:** *Can Heifer's approach really help feed and provide livelihoods for India's millions of small farmers?*

**AM:** Heifer's approach can play a very big role in fighting poverty in India. But covering 372 million people requires much more than just Heifer. It requires governments—ours and others—to work together. But we can play a significant role by setting up a model that can be replicated. We will need to work in different parts of this diverse country to show that it is possible to have the impact. We hope that we will be able to influence other organizations and our government to work with us and work with the poor in the country to increase our scope and reach areas where we cannot. ■

REVIEW

# More Cups of Tea

By Donna Stokes, *World Ark* managing editor

In his best-selling book *Three Cups of Tea*, Greg Mortenson wowed readers with his uncommon story of transformation and deep understanding of a foreign culture. An itinerant climber and occasional paramedic, he staggered down Pakistan's K2, took a wrong turn, and found kindred spirits and his life's passion building schools for those who've never had them.

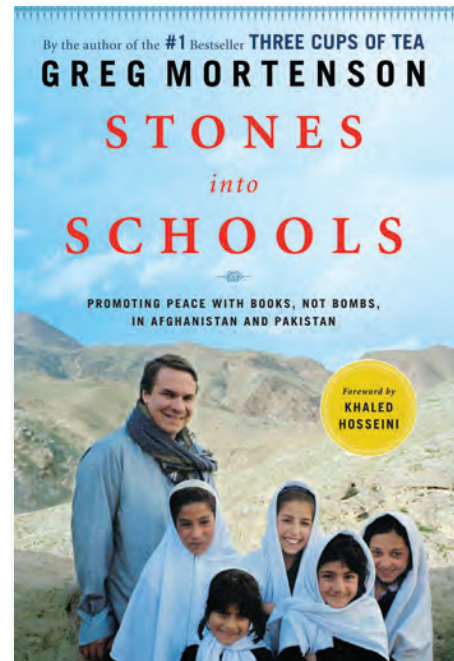
So what's a nice guy like Mortenson doing back in the inhospitable mountains of rural Pakistan and Afghanistan in the middle of an escalating war? He's still building schools. Even as the headlines scream of endless threats, Mortenson's nonprofit, the Central Asia Institute, continues to respond to an avalanche of need.

In *Stones Into Schools*, the follow-up to *Three Cups of Tea*, Mortenson's story grows with his organization, which attempts to show how vital education is to countering radicalism in countries where militant *madrassas* pop up in desperate areas to feed the Taliban's demand for young recruits. So vital, in fact, that *Three Cups of Tea* became required reading for U.S. military personnel trying to win the hearts and minds of residents in solid Taliban country.

The secret to the effectiveness of the Central Asia Institute offers one of the most valuable lessons to readers of his latest book interested in how development work gets done, especially in a war zone. Either Mortenson or one of his staff members researches the area where a school is needed, finds the elders, power players and parents, and asks them what they want and need from the project.

"In a way," Mortenson says, "we were inviting the people of the area to become our teachers."

This method of involving the community also protects the schools from militant attacks. In one instance, when the fighting was particularly violent and many schools and offices of foreign aid groups were destroyed in Baharak, Afghanistan, Mortenson drove to the village school expecting the worst. Yet when he pulled up, he found everything intact. Not one window was broken. When the mob of



***Stones Into Schools: Promoting Peace with Books, Not Bombs, in Afghanistan and Pakistan***  
By Greg Mortenson  
Penguin, 2009, Hardcover, \$26.95

rioters marched toward the school, they were met by village elders who had donated land for the school and participated in laying its cornerstone. The elders told them the school belonged not to a foreign aid organization but to the community itself.

"It was their school, they were proud of it, and they demanded that it be left alone," Mortenson writes. "And with that, the rioters dispersed."

*Stones Into Schools* is also entertaining, offering a modern adventure story of danger, hijinks and scruffy characters.

"If there were a Muslim version of *Entourage*, it would probably be modeled on my staff," Mortenson writes of the men he refers to as the "Dirty Dozen." He describes their war-shattered bodies and miserable histories of failure, and cites seemingly impossible job requirements for the Central Asia Institute, which include mastery of at least five languages, a willingness to travel on horseback for weeks at a time without taking a bath, and an ability to cross the passes of the Hindu Kush, unarmed, while carrying up to \$40,000 in a horse's saddlebags.

"These men are performing a job it would take half



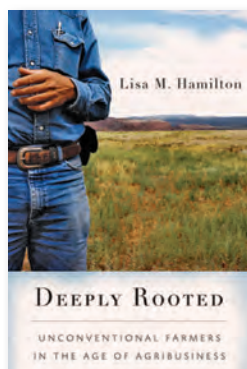
a dozen organizations to match,” Mortenson writes. “To the members of the Dirty Dozen, schools are everything. Despite all the joking, they would lay down their lives to educate girls.”

Mortenson’s self-deprecating style tries to hide his personal sacrifice of health, security and family time to continue to serve the 120 million school-age children in Pakistan and Afghanistan to whom this book is dedicated. But his obvious exhaustion and stress level from serving as the main fundraiser for the cause will leave any reader wondering just how long he can bear this burden alone.

*Stones Into Schools*, like *Three Cups of Tea*, is a fascinating story of one person’s power to change the world. Mortenson’s own words about the courage of those who continue to work with him to bring knowledge and hope to a war zone also explain why he won’t quit building schools, despite all the obstacles and danger.

“What I have discovered over the years is that with just a little bit of help, people are capable of pulling off astonishing things—and in doing so they sometimes establish a benchmark for the rest of us. When ordinary human beings perform extraordinary acts of generosity, endurance or compassion, we are all made richer by their example.”

## NEW AND NOTEWORTHY



**Deeply Rooted:  
Unconventional Farmers in  
the Age of Agribusiness**  
by Lisa M. Hamilton  
Counterpoint, 2009  
Hardback, \$25

Writer and photographer Lisa Hamilton travels to Texas, New Mexico and North Dakota to understand why three unconventional farmers do what they do.

### “How to Combat Modern Slavery”

A talk by Kevin Bales, from TED 2010  
[www.ted.com/talks/kevin\\_bales\\_how\\_to\\_combat\\_modern\\_slavery.html](http://www.ted.com/talks/kevin_bales_how_to_combat_modern_slavery.html)

Think slavery is a thing of the past? Think again. Kevin Bales, a sociologist and president of Free the Slaves, talks about modern slavery and how we can end it.



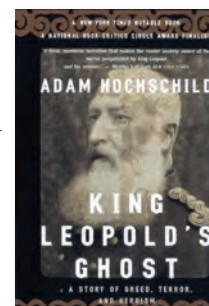
WWW.HEIFER.ORG

## FIVE FAVORITES ON:

# African Political History

Africa is often presented as a one-dimensional continent—an exotic setting for stories of war and famine. For a more complete understanding of modern, multi-dimensional Africa, you need to dig a little deeper into the continent’s political past. Here are a few books to start you on your way.

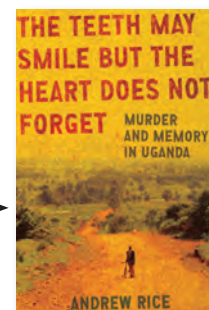
**King Leopold’s Ghost: A Story of Greed, Terror, and Heroism in Colonial Africa**  
by Adam Hochschild



**When Things Fell Apart: State Failure in Late-Century Africa**  
by Robert H. Bates



**The Teeth May Smile but the Heart Does Not Forget: Murder and Memory in Uganda**  
by Andrew Rice



**The Battle of Algiers**  
Directed by Gillo Pontecorvo



**The Last Resort: A Memoir of Zimbabwe**  
by Douglas Rogers



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## HEIFER BULLETIN

News From the Field

# Heifer's Superwoman



PHOTO BY DAVE ANDERSON

*Huruma Mhapa, a Heifer participant in Tanzania, harvests grass to feed her cows three times a day. Her cows are fat, glossy and sassy.*

**THE FOLLOWING IS A BLOG POST FROM WORLD ARK MANAGING EDITOR DONNA STOKES' RECENT TRIP TO TANZANIA. VISIT HEIFER INTERNATIONAL'S NEW BLOG AT [WWW.HEIFERBLOG.ORG](http://WWW.HEIFERBLOG.ORG) FOR MORE.**

I DARE YOU to find a Heifer participant who has done more for her family, her village, her Heifer dairy cows and farm education throughout her country and Africa than Huruma Mhapa of Ibumila village in the Njombe district of Tanzania.

In July 1993, after living in poverty in a small mud hut with her family, she received one dairy cow from Heifer

International and its partner, the Anglican Church of Tanzania, and was trained in the zero-grazing method. Today, she's a university lecturer in rural agriculture, farms 11 acres (six of them designated for cow feed only, five to feed her family) and cares for four dairy cows, all descendants of that first cow. She and her husband built a brick house with a concrete floor and a solid

roof, a Heifer Tanzania 2010 calendar and numerous awards proudly displayed on her walls.

From 2002 to the present, she has trained about 4,000 farmers directly, including those from Heifer projects in other countries, including Malawi and Kenya. Another 5,000 people have visited her farm to learn about zero grazing and organic farming.

Shown above, Huruma harvests the grasses she feeds her cows, which include several varieties of grass and fodder that contribute both protein







and carbohydrates to their diet. Her cows, which are fat, glossy and sassy, are fed three times a day with the nutritious feed. She collects their manure and urine to compost for fertilizer and to convert to biogas to use for cooking and to power lights. She also sells the grasses and processed leaf meal she grows to other cow farmers. She milks the three oldest twice a day, keeping some milk for her children and selling the rest as part of the co-op in her village.



**Haruma Mhapa shows off mushrooms she grows for market.**

Among what she produces on her farm are: Maize, milk, calves, vegetable gardens, leaf meal from fodder trees, mushrooms, hay from Rhodes grass, yogurt from milk processing, beans, wheat, Irish potatoes, bananas, guavas, plums and lime.

She says, only partially joking, that she loves her dairy cows more than her own children. You'll see for yourself how much she adores them when you see what she's working on for them right now, but I'll save that for another *World Ark* article.

*Reporting by Donna Stokes. Photos by Dave Anderson.*

WWW.HEIFER.ORG 

## A Decade of Passing on the Gift in Peru



**Heifer families in Peru passed on goats and sheep to new project members.**

IN FEBRUARY 2010, 15 families joined the Heifer project in Loma Negra, Peru, and received sheep and goats as part of a Passing on the Gift ceremony. They are the newest members of a decade-old project.

"It is incredible what a difference a sheep or a goat can make in a family's life," said Luis Chiroque, a project participant. "We can feed our families better, we can give our children greater opportunities, but above all, it makes us feel like brothers and sisters."

Farms in the area are small, usually just an acre. Before the Heifer project, farmers could grow only enough rice and corn to feed their families and only during the five-month growing season. The rest of the year was a struggle for survival.

"The animals we received are our biggest help," said Eduardo Yarleque, an early member of the project. "When we don't have steady work, they provide us with food, and we can sell them to cover other expenses. If

someone gets sick, we can sell animals to pay the doctor's fee. Livestock is a major support for us at home."

The project in Loma Negra began 10 years ago when 61 families received sheep and goats from Heifer Peru. Now, those animals and their offspring have provided a better standard of living for many families in the area, and Heifer's unique practice of Passing on the Gift offers hope to neighboring families and communities.

Rogelio Chiroque, highly regarded as a leader and outreach worker in Loma Negra, said: "I follow up on the Pass on the Gift because I want to be sure the seed that began to take root in my village does not get lost. I want it to cross borders. My greatest satisfaction comes from knowing I am doing something to help other people."

*Reporting by Anouk Zapata, Heifer Peru volunteer, and Madeleine Muñoz, Heifer Peru program assistant.*

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## HEIFER BULLETIN

News From the Field

# Crafting a Future

Heifer Group Revives Embroidery in China



PHOTOS PROVIDED BY HEIFER CHINA

*A Heifer China project puts traditional embroidery techniques to contemporary uses, like the mobile-phone cases below.*



EMBROIDERY is a dying craft in rural China. Women in villages like Changlin, China, traditionally embroidered scarves, shoes and children's clothes, and even sold them for money. But now, most buy factory-made children's clothes, and only a few elderly women still possess embroidery skills.

When Heifer came to Changlin and established a self-help group, some of the women suggested resuming embroidery as a way to increase their income. The women discussed which products they should make, like traditional scarves. Heifer staff suggested they make cell-phone bags and cloth shoes, which are popular in urban markets.

They formed the Liujiadawan Women's Embroidery Group. Young women learned from older women, and the tradition came back again. And with new markets, the group has developed new patterns, which incorporate the Heifer logo and depictions of Heifer's 12 Cornerstones.

*Reporting and photos by Zou Qizhi, Heifer China project partner.*

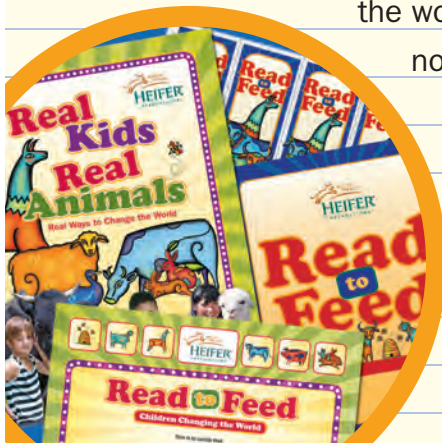




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## HEIFER SPIRIT

Giving Resources, Giving Self

# Jo Luck Shares Prestigious 2010 World Food Prize

David Beckmann of Bread for the World a Co-Laureate



PHOTO BY GEOFF OLIVER RUGBEE

*Surrounded by smiling faces in Gicumbi District, Rwanda, in July 2007, Jo Luck enjoys exploring a Heifer International women's dairy cow project.*

It's no mistake that the World Food Prize 2010, which honors the personal achievements of Heifer International President Jo Luck and David Beckmann, president of Bread for the World, was announced in conjunction with a new U.S. commitment

to finding novel ways to fight hunger and poverty.

"Jo Luck and David Beckmann are receiving the 2010 World Food Prize for their landmark achievements in building Bread for the World and Heifer International into two of the world's foremost grassroots







organizations leading the charge to end hunger and poverty for millions of people around the globe,” according to the World Food Prize announcement.

“In honoring Jo Luck and David Beckmann, the World Food Prize recognizes the critical efforts of NGOs in mobilizing and empowering grassroots citizens to end hunger in communities around the world.”

Jo Luck took the helm of Heifer in 1992 and helped grow its annual budget from \$7 million to more than \$130 million. She said she was delighted and honored to win the prestigious prize, which recognizes individuals who have advanced human development by improving the quality, quantity or availability of food in the world.

“To be a World Food Prize laureate is the pinnacle of my career,” Jo Luck said. “For more than 20 years my life has been dedicated to ending hunger and poverty through my work with Heifer International. Receiving this award is a lifetime achievement. Providing food to the world’s poor is a mission that requires dedication, diligence and teamwork. I am proud and humbled to have played a role in creating better lives for so many people who need assistance the most.”

Since 1944, Heifer International has provided livestock and agricultural training to more than 12 million families—62 million men, women and children—in more than 125 countries.

“To this day I hold close to my heart the image of a small, bent profile of an elderly woman plowing behind a huge water buffalo in Thailand,” Jo Luck said. “I was inspired by how hard she worked and the difficulty of her task and asked what kept her going. She explained that everyone in the family participated in the care of the buffalo and took turns behind the plow. I’ll never

forget her next words: ‘If I die, my family will miss me. But if this buffalo dies, my family loses its livelihood and hope for the future.’”

Jo Luck included Heifer’s extended family in the honor. “I hope that all of Heifer’s friends—volunteers, staff, donors, supporters and project partners—feel like a recipient of this honor as well,” she said. “Although this is a personal recognition, it would not have been possible without the efforts of the men and

women who have shepherded Heifer International for more than 65 years, and the millions of families who have been helped and today continue to help others through Heifer’s unique requirement that each beneficiary must Pass on the Gift to others, thus becoming a donor themselves. This provides the dignity they so richly deserve.”

During the Food Prize an-



**Jo Luck (above) visits with Heifer participants in the Dominican Republic in the early 1990s and (at right) with farmers in Honduras in 1997.**



nouncement at the State Department in Washington, D.C., Secretary of State Hillary Rodham Clinton said, “I personally am delighted by the announcement of the two winners for this year. ... Jo Luck is a friend of many years from Arkansas. She has done an exemplary job of building Heifer International into one of the world’s most beloved anti-poverty organizations. And you all know how Heifer has really caught the imagi-



## HEIFER SPIRIT

### Giving Resources, Giving Self

nation of so many around the world as it provides live-stock and other animals like bees and chickens and rabbits, along with the cows and the sheep and the goats.”

Nobel Peace Prize winner Dr. Norman E. Borlaug established the World Food Prize in 1986. It has been sponsored by businessman and philanthropist John Ruan since 1990.

The award will be presented Oct. 14 at the state Capitol in Des Moines, Iowa, as part of the 2010 Borlaug Dialogue, the theme of which is “Take It to the Farmer: Reaching the World’s Smallholders.” Both Jo Luck and Beckmann will receive a World Food Prize sculpture and a framed laureate certificate, and they will share the \$250,000 award.

Beckmann has been president of Bread for the



**In 2003, Jo Luck celebrates an urban project in South Brooklyn, N.Y., that empowers youth to grow healthy food in their neighborhood.**

## U.S. Welcomes NGOs' Input in Feed the Future Plan

**T**ying in the celebrated work of Jo Luck and David Beckmann to foreign policy, Secretary of State Hillary Rodham Clinton, U.S. Agriculture Secretary Tom Vilsack and USAID Administrator Rajiv Shah said they will rely more heavily on the expertise of scientists and include the nonprofit sector as they seek new ways to tackle world hunger.

“This year’s [World Food Prize] honorees have addressed hunger in innovative ways, engaging millions of people at home and abroad. Their contributions are critical. But much work remains,” Clinton said. “In a few decades, the world’s population will grow to 9 billion people. If we are to feed the future without leveling the forests, draining the aquifers, and depleting

the soil of all its nutrients, we need science. Today we are announcing the Norman Borlaug Commemorative Research Initiative, to leverage the work of our nation’s scientists to benefit farmers in developing countries worldwide.”

The initiative will help smallholder farmers take advantage of scientific advances to increase productivity and boost food quality and safety. It will also help them market their produce more efficiently. The research will tap into the expertise of USAID and USDA experts, U.S. land grant universities, the private sector and others.

“The Obama administration has warmly welcomed the participation of NGOs (nongovernmental organizations) and PVOs (private voluntary organizations) to help

shape its overall approach to food security—something that has not really happened before,” Jo Luck said.

Rob Bertram, acting director of the office of environment and science policy at USAID, said “Ultimately, NGOs like Heifer International are vital links in innovation, helping set the agenda and identifying problems needing innovative solutions. By testing and delivering new solutions to problems, they add value to the research. They can ensure real adoption of innovations and sustainable gains by farmers and herders alike, as well as signal potential challenges to making changes. In this way, USAID and NGOs work together to ensure that three stages of research—discovery, development and deliv-







World for more than 15 years, leading large-scale and successful campaigning to strengthen U.S. political commitment to overcoming hunger and poverty. Beckmann is also president of Bread for the World Institute, which does research and education on hunger-related issues, including agriculture and trade policy.

Jo Luck joined Heifer International in 1989 as director of International Programs, and in 1992 was named president and chief executive officer. That same year she became president of the Heifer International Foundation, serving in that role until 2001.

Today Jo Luck serves as president of Heifer International, and is writing a book about her two decades of experiences with the global hunger-alleviation organization and the families it serves.

"I have been touched in profound emotional and

spiritual ways through my travels around the world, entering into the homes of beneficiary families and engaging in life-changing conversations about values and community," she said. "I have so much respect for Heifer's mission every time I have visited a project village and seen firsthand the effectiveness of Heifer's unique values-based model.

"When I am asked, 'What about the other global problems besides hunger?' I say that without sustenance, people are not able to address other issues," Jo Luck said. "For me, ending hunger is a prerequisite for peace."

For more information, visit [www.worldfoodprize.org](http://www.worldfoodprize.org).

*World Ark and Heifer staff contributed to this article.*

ery—are linked together in ways that increase overall efficiency and effectiveness."

In addition, NGOs help articulate the needs of smallholder farmers to researchers, fitting the jigsaw pieces together to form a picture of increased agricultural productivity, increased nutrition and increased incomes, Bertram said.

He said Heifer International's community dairy programs in Kenya will likely serve as a guide for USAID work in the future.

"There, smallholders receive education, appropriate veterinary care and access to markets in a self-sustaining system following donation of the initial animals to the smallholders by Heifer International," he said. "Maintaining livestock and delivering surplus milk to markets is a complex system that has very large impacts on de-

creasing childhood under-nutrition and increasing incomes. Heifer International is very skilled at addressing these issues, while Bread for the World actively promotes greater awareness of hunger and how we can all help to end it."

Jo Luck sees many challenges

**"NGOs like Heifer International are vital links in innovation, helping set the agenda and identifying problems needing innovative solutions."**

ahead, and is proud that NGOs like Heifer will continue to be part of the process.

"Do governments in developing countries have the capacity

to create and follow through with their own strategies for food security?" she asked. "What role will they give their NGOs and farmers organizations in the process? Will U.S.-supported technology and research findings enable smallholders in poor countries not just to become self-sufficient, but also feed their own surrounding cities and urban areas? These are just a few of the challenges that await all of us—whether NGOs, governments or the private sector.

"And yet, as Secretary Clinton has said, for the first time, we are not asking whether we can solve global hunger and malnutrition. We are asking whether we will solve it. And that is a departure which Heifer and others welcome."

To read more about the U.S. research initiative, visit [www.feedthefuture.gov](http://www.feedthefuture.gov).



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GOOD THAT GROWS



# SHOP @heifer



Volunteers make us smile. And we find that they're usually smiling themselves. These five volunteers not only agreed to get their hands dirty at Heifer Ranch in Perryville, Arkansas, this summer, but also agreed to model our latest Heifer T-shirts. They come from around the country and have a common interest in making a better world. Thanks to them and our awesome staff at Heifer Ranch for making this photo shoot possible. Choose from the End Hunger World Tour T-Shirt that names countries Heifer had projects in during 2010; the 1944 T-Shirt that states the simple fact that Heifer has helped more than 12 million families in its 65 years of work; or the Give as You Live T-Shirt that will tell everyone you care about helping others. (Photos by Dero Sanford)

Left to right: Joshua Simmons (Magnolia, AR) Graduated in May from the University of Central Arkansas; Catherine Schwader (Rogers, AR) Junior at University of Central Arkansas; Janet Chikofsky (Burlington, MA) Studying Biology at Stanford University; Megan Bauer-Erickson (Whitehall, AR) Colorado College, Senior majoring in Sociology; Pri Ekanayake (Orlando, FL) Graduated from Rollins College, 2009

## A. World Tour 2011

NTOUR0001 small  
NTOUR0002 med  
NTOUR0003 large  
NTOUR0004 xl  
NTOUR0005 xxl

 **\$15**

## B. 1944

NI9440001 small  
NI9440002 med  
NI9440003 large  
NI9440004 xl  
NI9440005 xxl

 **\$15**

## C. Give as you live

womens sizes  
NGIVE0001 small  
NGIVE0002 med  
NGIVE0003 large  
NGIVE0004 xl  
NGIVE0005 xxl

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Heifer works with companies like WorldFinds to ensure the artisans like those who made these ornaments are exposed to an eager buying market and receive a fair wage for their work. Help artisans with each purchase of these handmade ornaments. Choose from cow, rabbit, llama, bee, sheep, goat, pig, water buffalo and chicken ornaments. Made in India.



**Cow** - NC0020cow

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**Bee** - NC0018bee

**Sheep** - NC0014shp

**Goat** - NC0017goat

**Pig** - NC0016pig

**Water buffalo** - NC0021buf

**Chicken** - NC0023chkn

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Heifer International works all over the world with all different kinds of people—many of whom are children. Like three best friends who, with their one beautiful cow, learned about sharing, caring and responsibility; or the 9-year-old girl in Uganda whose life was changed by the gift of a goat. With any one of Heifer's books, you can share stories of Heifer's beginnings; of a young man in China taking his first step toward manhood while his community learns about self-reliance, or about how small creatures can work together to care for the Earth. For Pre-K through the sixth grade, these books are warm stories filled with friendship, innovation and humor.

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#### Faith the Cow

NB0705000 🐾 \$16 Hardcover





Heifer project participants often have to carry heavy loads to and from markets to sell and buy goods. While these heavy-duty 100% cotton canvas bags aren't exactly the pack animals that Heifer provides to families who haul goods, they will help you carry even your heaviest loads easily. Choose from charcoal, grape, green or orange.

**Grape NM0602** 🐾 **\$16**    **Charcoal NM0601** 🐾 **\$16**  
**Orange NM0604** 🐾 **\$16**    **Green NM0603** 🐾 **\$16**



When a family receives an animal from Heifer International, they're receiving much more than a cow, a flock of chicks, a llama, rabbits, bees or pigs. Each animal can provide necessary nutrients for strong bodies, income for food, housing and medicines, materials for clothing. These stuffed animals from our Global Barnyard are a great reminder of the animals that Heifer uses in our projects around the world. A great companion gift for a gift made to Heifer in your recipient's honor.

**Pig NPWROP**  
**Goat NPWROG**  
**Sheep NPWROS**  
**Cow NPWROC**  
**Water Buffalo NPWROWB**  
**Each 🐾 \$15**



The 12 images on these notecards and in the 2011 Heifer calendar were designed and created by students in Kate Merkel's eighth grade art class at Highland Park Junior High School in St. Paul, Minnesota. The class produced their own calendar filled with images of the various animals Heifer provides to families around the world, and sold the calendar as a fundraiser for Heifer. The class made a generous monetary donation to Heifer International in addition to their beautiful art.

**Notecards NARTCARD1** 🐾 **\$12**

**2011 Calendar NCALD2011** 🐾 **\$8**  
 (Calendar available October 1<sup>st</sup>)





Coffee farmers in the Chiapas region of Mexico are challenged by "los meses flacos" (the "thin months") when income from the coffee harvest is depleted and the price of food rises. With the support of Green Mountain Coffee, Heifer is helping these farmers with small-scale livestock, sustainable food crops and market training to diversify their income. Heifer Hope Blend is Fair Trade Certified™, organic and shade-grown, and your purchase is a delicious way to help farmers escape the cycle of seasonal poverty. The 16-ounce, black-matte finish Barrel Mug is a terrific companion to Heifer Hope Blend coffee. Heifer's logo is imprinted on both sides and now comes with green, blue, white or orange interiors.

NMUGR0000 green ☞ \$8

NM0407000 white ☞ \$8

NMUGN1000 orange ☞ \$8

NMUGB2000 blue ☞ \$8

NGHH04 Whole Bean ☞ \$8.49

NGHH14 Ground ☞ \$8.49

**Now you can order online.**  
Visit <http://shop.heifer.org>



Central Americans have practiced beekeeping for hundreds of years. But it wasn't until Fredesvinda Sorto learned about the work of Heifer International that she thought beekeeping could provide a better life for her and her family. Savannah Bee Company purchased and packaged this premium honey, providing a market for Heifer participants in Honduras. \$3.00 of your purchase price goes to Heifer International. 12 oz. NH0009 ☞ \$15

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# Help your kids see the world.



And you won't have to travel far from home. Heifer's Global Village programs show participants what life is like for millions of hungry people worldwide. The programs are an immersion in other cultures where basics like food, water and shelter become luxuries. Participants work together to solve the problems of obtaining the necessities for life and see how they can become part of the solution to ending hunger and poverty.

*Learn more about these challenging  
and rewarding programs at  
[www.heifer.org/globalvillage](http://www.heifer.org/globalvillage).*



## CALENDAR

Fall 2010



PHOTO BY BRIGITTE LACOMBE

## India Study Tour

November 7-16, 2010

**T**ravel this November to India, the seventh largest and second most populous country in the world with more than 1 billion people. Witness how Heifer India works to empower women in organized groups and to assist small-scale farmers by providing animals, funds and training in management and marketing. Learn more about this and other Heifer Study Tours at [www.heifer.org/studytours](http://www.heifer.org/studytours) or by contacting Sara Drew at (501) 907-2811 or 1-800-422-1311.



PHOTO BY DERO SANFORD

## Learning Center Group Programs

### TOURS

Learn how Heifer's gifts of livestock and training improve nutrition and income for millions of families around the world. (Pre-K and older)

**Locations:** Heifer Ranch, Overlook Farm, Howell Nature Center

### HEIFER GLOBAL VILLAGE PROGRAMS

Heifer's Global Village programs give participants an unforgettable walk in the shoes of another to experience poverty, possibility and hope.

### CULTURAL CONNECTIONS

Celebrate the culture of those helped by Heifer. While preparing and eating an authentic meal, enjoy traditional clothing, music, games and housing.

(4th–6th grades)

**Locations:** Howell Nature Center, Shepherd's Spring

### GLOBAL EXPLORERS

Explore the globe ecologically, culturally and geographically while investigating how everyday choices affect people and places thousands of miles away. (5th–6th grades)

**Location:** Heifer Ranch

### GLOBAL GATEWAY

Experience the daily struggles





Heifer Village on Heifer International's Little Rock, Ark., campus celebrated its first birthday this summer. You're invited to visit this unique, museum-like experience designed to introduce visitors to the possibility of a world without hunger and poverty. Admission is free.

that people in poverty face simply to feed their families. At Heifer Ranch, the Global Challenge program combines Global Gateway and the Heifer Challenge Course in one trip. (6th grade and older)  
**Locations:** Heifer Ranch, Overlook Farm, Howell Nature Center, Shepherd's Spring.

**GLOBAL PASSPORT**  
This is the most challenging Heifer Global Village program. Spend two to three days and nights in the Global Village to gain a real understanding of the world's need for organizations like Heifer International. (9th grade and older)  
**Location:** Heifer Ranch

**SERVICE-LEARNING PROGRAMS**  
Service-learning programs combine experiential learning such as a Heifer Global Village program with service activities. The service projects allow participants to give back while also serving as great educational tools. Participants learn how to milk goats, harvest crops or perform other farm tasks. (6th grade and older)  
**Locations:** Heifer Ranch, Overlook Farm

## Programs for Individuals

**YOUTH PROGRAMS**  
Each year, Heifer Ranch offers programs for young people and their families. All programs require a minimum age of 12 and one accompanying adult chaperone per five youth.

**GLOBAL GATEWAY**  
**Program dates:** Oct. 16–17  
For one night, Global Gateway participants experience the daily struggles people in poverty face to feed their families a meager meal. Participants are given little to eat—just some rice, vegetables and eggs—and must find a way to build a fire to cook. The challenge continues into the night as they sleep in simple housing, such as a Zambian hut.  
**Location:** Heifer Ranch

**LIVESTOCK HEALTH CARE WEEK**  
**Program Dates:** October 3–7  
Receive hands-on experience on how to care for livestock as you assist us with our fall livestock health checks. (18 and older)  
**Location:** Heifer Ranch

## Public Events

In addition to these educational programs, our centers often plan special events. Contact your local center for more information.

## Heifer University Programs

Short courses on Heifer's work and issues related to world hunger and poverty are offered at Heifer learning centers throughout the year.

**HEIFER UNIVERSITY AT HEIFER RANCH**  
**Location:** Heifer Ranch  
**Program dates:** September 23–25

**HEIFER UNIVERSITY FOR COLLEGE STUDENTS\***  
**Location:** Heifer Ranch  
**Program dates:** October 28–31

*Program Cost: \$225/person (This includes all meals, lodging, program fees. Transportation to and from the Little Rock airport is provided for courses at Heifer Ranch.)*

\* Scholarships available. Apply online at [www.heifer.org/heiferu](http://www.heifer.org/heiferu).

For information, e-mail [heiferu@heifer.org](mailto:heiferu@heifer.org) or call Sandi Aung at (501) 907-2866.

## Heifer Global Village Sponsors

**HOWELL NATURE CENTER**  
Howell, Mich. (517) 546-0249  
[hncn@howellnaturecenter.org](mailto:hncn@howellnaturecenter.org)  
[www.howellnaturecenter.org](http://www.howellnaturecenter.org)

**SHEPHERD'S SPRING**  
Sharpsburg, Md. (301) 223-8193  
[shepherds.spring@juno.com](mailto:shepherds.spring@juno.com)  
[www.shepherdsspring.org](http://www.shepherdsspring.org)

**RAISING BEES AND HARVESTING HONEY**  
**Program Dates:** October 3–7  
Learn more about bees as you participate in our honey harvesting activities. (18 and older)  
**Location:** Heifer Ranch

## Study Tours

**AFRICA**  
**Zimbabwe:** May 9–18, 2011  
**Tanzania:** July 2011

**AMERICAS**  
**Honduras:** November 20–26, 2010; and March 13–20, 2011  
**USA - New Orleans:** March 13–19, 2011  
**Canada:** June 5–11, 2011

**ASIA/SOUTH PACIFIC**  
**India:** November 7–16, 2010  
**Vietnam/Cambodia:** December 19–29, 2010  
**Indonesia:** January 17–26, 2011  
**Thailand:** February 5–15, 2011

**CENTRAL/EASTERN EUROPE**  
**Poland:** October 1–10, 2010  
**Albania/Kosovo:** May 10–20, 2011  
**Lithuania:** June 16–25, 2011

For more information, e-mail [studytours@heifer.org](mailto:studytours@heifer.org) or call (800) 422-1311.

## Learning Centers Contact Information

**HEIFER RANCH**  
Perryville, Ark. (501) 889-5124  
[ranchevents@heifer.org](mailto:ranchevents@heifer.org)  
[www.heifer.org/ranch](http://www.heifer.org/ranch)

**OVERLOOK FARM**  
Rutland, Mass. (508) 886-2221  
[overlook.farm@heifer.org](mailto:overlook.farm@heifer.org)  
[www.heifer.org/overlook](http://www.heifer.org/overlook)

**HIDDEN VILLA**  
Los Altos Hills, Calif. (650) 948-1621  
[hidden.villa@heifer.org](mailto:hidden.villa@heifer.org)  
[www.heifer.org/hiddenvilla](http://www.heifer.org/hiddenvilla)

**HARVEST TIME**  
**Program Dates:** October 11–14 and 14–17  
Immerse yourself in a three-night course on food systems, sustainable agriculture and self-reliance techniques. (18 and older)  
**Location:** Overlook Farm



## FIRST PERSON

### Small Victory



**"I was happy to raise the calf by my own hands—to brush it, to feed it, to give it water. I took care of it like it was my little brother."**

**—KAREN KHACHATRYAN**

Karen Khachatryan, 15, is a member of the YES! Youth Club in Areni, Armenia. The youth club, one of 20 sponsored by Heifer Armenia, trains teens in disciplines such as agriculture and ecology. Karen received his original cow in 2006, passed on a calf to another project member in 2009 and now has a second calf, which he named Victory. To read more about Karen and Heifer Armenia, turn to Page 14.

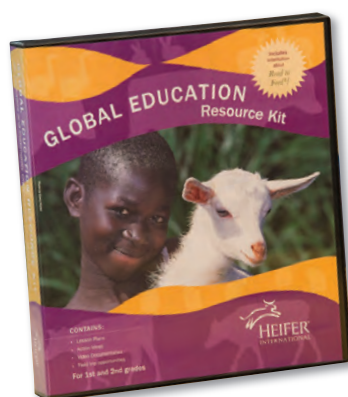
Photo by Russell Powell







## Bring in a substitute teacher you know they'll love



How can a pig improve your students' geography skills? Heifer's Global Education Resource Kits are based on national standards and put a new spin on courses like English, geography, science and others. Students will be inspired by stories showing how pigs and other animals from Heifer help people all over the world fight hunger and poverty. Visit [www.heifer.org/schools](http://www.heifer.org/schools) to order your free kit.





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## YOUR FRIENDSHIP CAN MAKE A WORLD OF DIFFERENCE



Bhandara, Nepal – Yatoria Chaudhary, 30, with her 1 ½ month-old goat “Munni.”

**F**riends of Heifer are dedicated and compassionate people who agree to give as little as \$10 a month to help support Heifer’s work around the world. Your monthly contributions add up to a steady supply of life-sustaining food and income for families who struggle with hunger and poverty. Each month we’ll send you a special report detailing how your monthly gifts are providing families a brighter, more hopeful future.

***Become a Friend of Heifer today.***

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or visit [www.heifer.org/monthly](http://www.heifer.org/monthly)



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of Heifer*