

Jo Luck Reflects on Decades With Heifer | 12

WorldArk

THE MAGAZINE OF HEIFER INTERNATIONAL © FALL 2011


HEIFER CAMBODIA

**'We Are
One Khmer
People' | 22**

**Insects
Add Crunch
to Lunch | 14**

**Give Until
It Doesn't
Hurt | 30**





You'll be surprised
at what can come out
of our resources

Make Heifer International your partner in inspiring your students to take action to end hunger and poverty and care for the Earth. Our educational resources will help you teach about the world's pressing problems in a way that will engage and excite your students. Options range from our free national standards-based lesson plans to field trip and professional development opportunities.

Visit **www.heifer.org/schools**
for more information and
to order free lesson plans
or learn about our
other resources.





Heifer CEO Pierre Ferrari addresses Heifer supporters at a reading for the musical "Beatrice's Goat" at the Saban Theatre in Beverly Hills, Calif.

Dear Fellow Activists,

HAVE YOU WONDERED yet why I address you as activists? As I see it, an activist cares passionately about a cause and takes positive, direct action to achieve a political or social end. Our roles at Heifer are not passive ones.

If we can engage more and take direct action as individuals to reach our common goal, imagine what we can accomplish together. It's everybody's job to end hunger and poverty, a premise our participants around the world understand well and act on every step of the way.

"I decided that if anyone can do something for the community, it's all of us, and, at the same time, each one of us," said Maria Piedad Guaman Sagnay of Ecuador, Heifer's WiLD (Women in Livestock Development) winner for the Americas this year. Her statement means the same for everyone at Heifer: donors, supporters, volunteers, staff members, partners and participants.

When I accepted the position as Heifer's CEO 10 months ago, I shared with you the urgency I feel every day to

scale up our work and effectiveness to better serve our mission. Know that we are fully engaged today in making that change happen while continuing to uphold the values-based and community-powered engagement that makes Heifer so special. We are building the foundations for projects that serve thousands in need instead of dozens or hundreds. We are educating and inviting new partners to the table, asking for financial and other support where we have been turned away before. We see our participants as not only producers but also processors and distributors, business owners who drive their own local economies. If not now, then when?

I ask the same from you. Are you a donor? Fantastic! Can you give more? Will your employer match that donation? Please ask. Not a volunteer yet? Sign up! Member of a civic club that does good works? Speak on Heifer's behalf or invite a volunteer to do so. Does your church or school donate to Heifer now and then? Reconnect with groups in which you're a member to

put Heifer back on the table. Engage. Act. Give. You are our future.

The late Dr. Martin Luther King said "[The rich man] didn't go to hell because he was rich. [He] went to hell because he passed Lazarus every day but he never really saw him."

In the communities where Heifer works, transformation to a better life starts with the individual but turns to contagious change when it engulfs the entire community and spreads beyond those borders. Heifer has an approach that works. Your active involvement drives the momentum we need to effect real change.

Our mission is to end hunger and poverty, not just to lessen it. I urge you to do your part wherever you can in your life and to motivate others to join you.

Sincerely,

CEO Pierre U. Ferrari



GIFTS ARE BETTER THAN



Giving to Heifer International to help struggling families is a generous act. And when your gift is doubled, or even tripled, even more families can receive livestock and training to help them overcome hunger and poverty. So see if your company is one of the more than 13,000 companies that offer an employee matching gift program. Simply log on to **www.heifer.org/matching** to find your employer, fill out your matching gift form and mail it back.





Contents

22 Project participants in rural northwest Cambodia are seeing that helping one another benefits the entire community.

FEATURES

- 12 'Listen to the Farmer'**
Jo Luck says she most treasures seeing dreams realized as she reflects on her 22-year journey with Heifer.
- 14 Extra Crunch With Lunch**
By Sarah Schmidt
More than 1,700 species of insects are edible, and they're plentiful throughout the world. So don't bug out if you soon find a few on a plate near you.
- 22 Brothers in Peace**
By Annie Bergman
Two amputees on opposite sides of a bloody 22-year war in Cambodia lead their community and other disabled Cambodians to a more prosperous future, with Heifer's help.
- 30 The Greatest Gift**
By Catherine Newman
There's an ocean of need out there, but every donation matters, says one unlikely philanthropist who challenged herself to give until it didn't hurt.

Cover: Cham Udom, 11, poses with his family's cow in southeast Cambodia. Cover and top photos by Matt Bradley.

DEPARTMENTS

- 4 Letters**
Readers respond
- 6 For the Record**
Land mines
Food aid map
- 8 The Good Life**
Online farming, for real
Eco-friendly home design
- 10 Asked & Answered**
Generosity Unbound author
Claire Gaudiani
- 36 Mixed Media**
Year of Plenty
Five favorites on plant propagation
- 39 Heifer Bulletin**
Imperfect peace in Sierra Leone
- 42 Heifer Spirit**
First-graders are first-class givers
Kids share more than their share
- 50 Education Highlights**
- 52 First Person**
Help for the disabled



SUNBAKED

Reading your account of the daily scrounging for firewood in the hot and unrelenting Sahel, I can't help wondering why our organization is not involved in providing solar cookers to these communities, in conjunction with animal resources. The conditions seem ideal to justify such an investment, and the return in labor saved, trees spared and water pasteurized would seem to justify serious consideration for this kind of symbiosis.

PETER A. GALLETT
Brooklyn, N.Y.

Editor's Note: While Heifer's Senegal team does not currently have the funding or capacity to launch a solar cooking project, we are always open to partnerships with organizations that do work that adds value to ours. Tostan, a Heifer partner organization, promotes solar cookstoves in their projects. When possible, Heifer works with them to ensure synergies.

REACHING OUT TO ARMENIA

For the past three years we have presented my mother, Margaret Elloian Merakian, with Heifer Armenia gift

donations for her birthday. She turned 90 this year and this has been a perfect way to honor her and her ancestors, who were born in Armenia. Many died in the Armenian genocide.

The recent article about Susanna Grigoryan and the Fuller Center for Housing Armenia in Khachik ("Heifers and Houses," Summer 2011) was very moving and made us all smile and feel so proud to be able to help in such a meaningful way. Thank you to all the individuals who have assisted us along the way to make these contributions and to help other families have a more positive way of life.

MARJORIE MERAKIAN COHEN
AND DAVID E. COHEN
Worcester, Mass.

FIGHTING WORDS

In your summer edition, you have a full-page ad saying, "In the fight for world peace, we have a secret weapon." You cannot fight for world peace. If you are fighting, there is no peace. We can work for peace, we can strive for, we can act for, we can engage in—but we cannot fight for peace.

DIANNE POST
Phoenix, Ariz.

LEND SOME SUPPORT

I have been a supporter of Heifer for some time, but I am becoming discouraged. I am tired of seeing the *World Ark* magazine used as a propaganda vehicle against microlending. For example, the most recent issue had a statistic of microloan receivers committing

suicide, and had some negative comments about microlending in a movie review. I donate to several charitable organizations and read their literature, and Heifer is the only one that slams its competition. I have never seen any other organization do this one time, and Heifer is a repeat offender. I understand that times are tough for charities right now, and groups like Kiva are probably getting money that might have been donated to Heifer. I understand that Heifer thinks their way is better. However, these are not good reasons for the negative comments about microlending.

I would like to continue to support Heifer. Please stop the negative campaign!

SHERYL SMITH
Montpelier, VA.

Editor's Note: It was certainly not our intention to disparage microlending or organizations that offer this service. Heifer regards microlending as a positive economic and social development tool. Extensive research has shown the practice of microlending has a positive impact on income growth and is even more positive in its social impact. Heifer also uses microfinance where appropriate, either from partner organizations or as part of group savings.

WHAT'S THAT?

I just received my Summer 2011 issue and I have a question about two photos—the one on the cover and the one on Page 29. What breed of sheep are those in the two photos and referred to

We want to hear from you! Please send your comments to worldark@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.

Text HEIFER to 56500 to receive our mobile alerts (message and data rates may apply).

in the article? They look a lot like goats to me. Always eager to learn about Heifer animals. Thanks.

CAROL EYLER
Northfield, Minn.

Editor's note: The sheep used in Heifer's Senegal projects are of the Ladoum breed. Also called Toulabir sheep, these short-haired animals are well suited to Western Africa's hot, dry climate.



Q&A SUMMER

Should educated, skilled workers in the developing world leave their home countries to find better opportunities for themselves, or stay put and try to build a better world for their neighbors? Why?

My response is both. Take "in the developing world" out of your question and it becomes even more clear that this is a decision that has to be made by the individual. And an individual can have

it both ways. He or she may answer it one way at one time and another way at another time.

KRISTINA ENGSTROM
Amherst, Mass.

I think when people leave their known world and embark on a journey to another land, culture, people, climate, different way of doing things, different way of thinking, they grow exponentially in their own mind, education, emotions and experience. I know they also send money back to their families at home for much needed income there. But I think after two to five years they could return to their homes and put to work their new knowledge to help their communities. Otherwise, they have a foot in two different worlds, never settled in either one. Extenuating circumstances might make that impossible, though.

SHERYL SMITH
Montpelier, VA.

Q&A FALL

How can Heifer supporters in the United States be more engaged in ending hunger and poverty and caring for the Earth? Please share your ideas on how we can best work together.

E-mail your answers to
worldark@list.heifer.org. Please
limit your answer to 250 words or fewer.
We reserve the right to edit responses
for length, clarity and grammar.



PRESIDENT AND CEO
Pierre Ferrari

WorldArk

1 World Avenue
Little Rock, AR/USA 72202
E-mail: worldark@list.heifer.org

To change or remove an address,
e-mail donoraction@list.heifer.org
or call (800) 422-0474.

PUBLISHER
Steve Denne

MANAGING EDITOR
Donna Stokes
donna.stokes@heifer.org

SENIOR EDITORS
Austin Bailey
austin.bailey@heifer.org

Jaman Matthews

SENIOR WRITER
Annie Bergman
annie.bergman@heifer.org

SENIOR GRAPHIC DESIGNER
Pooi Yin Chong

PRODUCTION MANAGER
Dane Buxbaum

World Ark is the educational, informational and outreach publication of Heifer International. Its purpose is to further Heifer's goals to end poverty and hunger while caring for the Earth and to raise awareness of the issues involved in this work throughout the world. Heifer International is qualified as a charitable organization under Section 501(c)(3) of the Internal Revenue Code. Contributions to Heifer International are tax-deductible to the extent permitted by law.

Since 1944, Heifer has helped 13.6 million families in more than 125 countries move toward greater self-reliance through the gift of livestock and training in environmentally sound agriculture.

Heifer International is a member of InterAction, the largest alliance of U.S.-based international development and humanitarian non-governmental organizations, and of Global Impact. Federal and state employees may designate gifts to Heifer through payroll deduction by entering CFC #12079.

© 2011, Heifer International. Passing on the Gift® is a registered trademark of Heifer International.

Opinions expressed in *World Ark* are those of the authors and do not necessarily reflect the views of either the magazine or Heifer International.



The FSC® Logo identifies products which contain wood from well managed forests certified in accordance with the rules of the Forest Stewardship Council™.

Land mines

Land mines are not a recent development (they were used in China as early as the 13th century), but their use has risen dramatically over the past 20 years, according to the United Nations. Each month, they kill or maim an estimated 2,000 people. Many are civilians who stumble upon the mines long after fighting has ended. Take a minute to learn the grim statistics of land mines, and then read the story of two Cambodian land-mine survivors on P. 22.



PHOTO FROM ISTOCK.COM

50 years

Length of time buried land mines can remain active.

110 million

The estimated number of active land mines presently scattered across at least 66 countries.

1,100 years

The amount of time some experts suggest it would take to clear the world of all land mines, if no others were planted in the meantime. It would cost an estimated \$33 billion.

20:1

For every one land mine that was cleared in 1994, 20 more were laid.

250,000

Number of amputees from land mine accidents registered with the United Nations.

40 a day

Number of casualties from land mines and unexploded ordnance.

Worst Areas

Afghanistan, Angola, Bosnia, Cambodia, Eritrea, Iraq, Laos, Somalia, Sri Lanka and Sudan have the most land mines and unexploded ordnance.

28%

Percentage of casualties from land mines, unexploded ordnance and improvised explosive devices in 2008 that were children.

Ottawa Treaty

Also called the Anti-Personnel Mine Ban Convention, it requires signatory countries to stop production, destroy stockpiles and clear all mines on their territory within 10 years of ratifying the treaty.

39

Number of countries that have not signed or ratified the treaty. Among them, the United States, India, China, Afghanistan, Pakistan and Libya.

Sources: United Nations, Landmine Action, Landmine and Cluster Munition Monitor



943,686,760

The number of undernourished people in the world as of press time. How do I know? The World Bank's Global Food Crisis Response Program has a running counter on its website: www.worldbank.org/foodcrisis.

Food Aid Map

What organizations are working to end hunger and poverty? Where do they work? A new online, interactive map, still in the beta phase, is trying to answer those questions by mapping the projects of all the member organizations of InterAction, an alliance of U.S.-based international NGOs. According to the map, 53 organizations (including Heifer) are currently running 853 projects in 79 countries. Haiti has the most projects of any single country at the moment. Visit foodsecurity.ngoaidmap.org for more.



Not So Cheap Eats

The percentage of people's total expenditure that goes toward food varies wildly around the world:

Azerbaijan 46.9
Pakistan 45.5
Kenya 44.9
Ukraine 42.1
Cameroon 38.4
India 35.4
China 32.9

Peru 29.0
Russia 28.0
Mexico 24.0
Japan 14.2
France 13.5
United States 6.9

Source: <http://civileats.com/2011/03/29/mapping-global-food-spending-infographic>

Jargon

ZOONOSIS: An infectious disease in animals that can be transmitted to people.

Old MacDonald Had a Mouse



Cyber-game aficionados may be familiar with the online community called Farmville, where virtual farmers tend imaginary plots of land and raise virtual livestock. Now, in a life-imitates-art twist, virtual farmers can become actual farmers, making decisions about the crops and livestock on a real live farm in southeastern England. My Farm, run by the caretaking organization the National Trust, is allowing 10,000 people to have a say in the daily operations of a 2,500-acre farm on the Wimpole Estate in Cambridgeshire. For a small donation, members will become online farmers, voting for their preferences and joining discussions on topics such as genetically modified seeds and organic practices. Now, if they could just perfect that app to deliver fresh eggs to your desktop. Learn more at www.my-farm.org.uk

In the Garden: Perennials

Perennials are one of the reliable joys of gardening, sending up new shoots in a barren yard every spring with little or no attention from you. Autumn is the perfect time to plant new ones and do a little upkeep on the old ones. New bulbs, like hyacinths, lilies, tulips and daffodils, are best planted now, before the first frost. Perennials like hostas or salvia that have gotten very large or crowded, or that are beginning to die out in the center, should be dug up, divided and replanted farther apart. Experts recommend doing this on a dry but cloudy day. Dig up the entire root ball and separate, making sure each new section has more roots than shoots. Replant immediately, trimming plants to half their height and removing dead foliage.



All Together Now

Groupsons, the “group coupons” that give a discount on goods or services when enough people sign up for the offer, have become a hot ticket for marketers. Soon, it may be possible to use group coupons to find eco-friendly businesses and products in cities around the U.S. and Canada. Ethicaldeal.com is a company that provides groupsons for green and sustainable purchases in Vancouver and other Canadian cities. It has plans to expand into 11 major U.S. cities and more around Canada. Find out more and request that your city be added on ethicaldeal.com.

Harvest: Pumpkin

Autumn’s classic front-porch decoration is often sold tragically short in the kitchen, doomed to a thousand versions of the same old (though delicious) custard-style pie. But pumpkin, high in fiber and antioxidants, low in calories, is capable of so much more. This year, send it to a new fate. Matched with zesty red Thai curry and silky coconut milk, cubed pumpkin becomes the keystone of a vibrant, hearty dish, with just enough fire to remind you winter’s coming.



New Classic Thai-Style Pumpkin Curry

- 4 cups pie pumpkin, peeled and cut into ½-inch cubes
- 1 red bell pepper, cut into strips
- 14 ounces coconut milk
- 2 tablespoons (or less, to taste) Thai red curry paste
- 1 cup chicken stock
- 2 tablespoons tamarind paste (or substitute 2 tablespoons brown sugar and juice of one lime)
- 3 or 4 tablespoons chopped cilantro
- optional: asparagus or green beans, cut into one-inch pieces

In a large, heavy-bottomed saucepan, mix together a few tablespoons of the coconut milk and the red curry paste, and stir over medium heat until well blended. Add the rest of the coconut milk, chicken stock and tamarind, and bring to a simmer. Add pumpkin cubes and simmer for about 10 minutes, then add bell peppers and asparagus or beans if desired. Simmer for another 5 to 8 minutes. Stir in cilantro and cut the heat. Let stand a few minutes before serving over rice.

CORNERSTONES IN ACTION

For decades, families and communities around the globe have used the principles of Heifer’s Cornerstones to build successful projects and become self-reliant. What exactly are these principles, and how can they help strengthen and enrich our own lives? *World Ark* is featuring a different Cornerstone in each issue, along with suggestions on how to put them into practice.

The 12 Cornerstones form the acronym **PASSING GIFTS**. This month:

Sustainability and Self-Reliance



HOW IT WORKS: Short-term fixes eat up resources and don’t help families learn how to provide for themselves in the long-term. Heifer projects focus on caring for animals and the Earth so that they continue to produce. Participants get an initial boost from Heifer, but help comes in the form of tools and knowledge that will allow them to make their own way.

IN ACTION: Be mindful of your weight on the planet. Could you tread more lightly? When you can, eat foods that are grown locally. Carpool or walk. Reuse and recycle. Be aware of the true price of what you buy. Was the person who made it fairly compensated? Was the air, water or soil polluted?

Sustainability and Self-Reliance

Defending the Freedom to Give

In her latest book, *Generosity Unbound*, professor Claire Gaudiani not only makes a case that philanthropy could strengthen the American economy, but that promoting Americans' innate generosity could also give the nation's poorest the opportunity to achieve "life, liberty and the pursuit of happiness," promised in The Declaration of Independence. In order for this to work, however, Gaudiani argues that philanthropy must remain free of regulations that threaten to alienate donors and the organizations they support.

Interview by Annie Bergman, Heifer International writer



Claire Gaudiani, author and adjunct professor at the Wagner School of Public Service at New York University, speaks at the Clinton School of Public Service in Little Rock, Ark.

WorldArk: Tell us about *Generosity Unbound* and the Declaration Initiative.

CLAIRE GAUDIANI: *Generosity Unbound* defends the importance of freedom for America's foundations. In 2008, the California State Assembly considered a bill to require the state's private foundations with \$250 million or more in assets to report publicly the dollar amount awarded to organizations serving and led by minorities. The next year the National Committee for Responsive Philanthropy took that further, recommending that private foundations give 50 percent of their earnings to serve the marginalized. These organizations wanted to require a certain amount be given each year to meet the direct needs of the poor. Of course the needs of the poor and marginalized are extremely important, but the way to do that is not to break with

America's 230-year history of freedom for philanthropy.

The book spends a couple of chapters telling the amazing stories of how we got to be the country we are so much due to the generosity of people. The Declaration Initiative defines a way the whole nation could focus on the needs of the poor; it defines how our population could decide to make a dramatic difference by July 4, 2026, the 250th anniversary of the Declaration of Independence.

In the book you make a case for renewing our philanthropic system to strengthen the economy. Tell us how that would work.

We hear analyses of how weak the markets are and how people are worried about giving and how it's not going to go back to the way it used to be. America is in a crucial moment. I believe that in America we're not generous because we're rich. We're rich because of our generosity. Philanthropy has built our economy, and a renewed philanthropic system will strengthen the economy because it is an investment in human capital, or donations that develop others.

Secondly, philanthropy advances the economy when people make physical gifts of buildings and parks that benefit the whole community and raise the standard of living and education for people over hundreds of years. For example, the nine museums along museum way in Chicago bring in more money to the city than all of the Chicago sports teams together.

Finally Americans use philanthropy to invest in ideas, or intellectual capital, that lead to technological and

social transformation. So the country we live in has been designed by generous people who were willing to put their own money and their own lives on the line to make things better for the rest of us. Continuing that generosity will cement our nation's reputation as a world leader.

Why should foundations and donors continue to have the freedom in giving they've known? What would restricting that freedom mean?

It would mean that many philanthropists would start to feel as though the government was trying to tell them what to do with their own property. If you've made \$1 million working hard, and I came along and said "I'm going to tell you what to do with it," you might be perfectly happy to give to the poor but you wouldn't be happy being told what to do with your property. It would also likely create a very nasty relationship between philanthropists and the government. People committed to charity would then move foundations out of reach of American law.

How important are women in changing the world?

In American history, the first women's movement started in 1777 when the concept of republican motherhood emerged as the first step out of the Declaration of Independence. Women were asked to teach civic virtues to children of the republic so they would grow up with the understanding of what it takes to be a citizen. [The founding fathers] feared that without that education, somebody would want to be king in 30 years and dominate

the others because he was the richest.

There are documents that show how women were asked to raise daughters who would not tolerate men as lovers and cousins who were not full of republican virtues, people whose personal character would sustain the republic. So women were fundamental in ensuring that the fledgling democracy took hold. Not many people know how important they were in shaping the world as we know it.

The United Nations Development Programme has said that the way to make communities safe is to invest in women. All over the world if you give women money, they'll spend it on the community. They don't spend it at the bar. And that isn't to say that women are better than men, but there's a different relationship they have to their community.

Given your view that Americans are beholden to strengthen America through philanthropy, do you also believe we are beholden to give for the betterment of the world?

Absolutely. When we do that, we not only relieve suffering, which is a primary calling to people who respect every human life as full of dignity, but we also set an example for what it is to be an American. It's important for us as Americans to be generous both in gifts and in setting an example for how a free and prosperous people maintain prosperity by generosity. We all got where we are because somebody put us in the "virtuous cycle." So we have to help make that happen for others. And if we're doing it globally, that's how you change the world.

Dear Friends,

Becoming Heifer International's executive vice president of global services in 1989 changed the course of my life. Before joining Heifer, my daily landscape included my family, teaching, advocating for children and families and a successful career on Gov. Bill Clinton's Cabinet. I was very fortunate.

When my worldview expanded to include Heifer's global community of cultures, languages and a shared commitment to end hunger and poverty while caring for the Earth, I knew that I was fortunate once again.

My new role, which evolved into president and CEO in 1992, came with a new set of challenges and experiences. And after a 22-year journey with Heifer, I am thankful for every one of them. As I reflect on my memories and lessons learned, the principle that I will hold closest to my heart and mind is, "Listen to the farmer."

Whether they be students, families or farmers, we must sit amongst those we serve and explore their core values and enable them to achieve their goals and dreams. It is in the moments of empowering others, of seeing dreams realized, of connecting donors to our mission and witnessing generations-long challenges being overcome, that I have most treasured my time with Heifer International.

And it is you—Heifer supporters, friends, volunteers, board members and staff—who have made this possible. Not only have you given me a blessed two decades, but you have extended your generosity, selflessness and love to families around the world. As you know, the generous of heart receive more than they give.

My support of a world without hunger and poverty will never waver. As I often said to the Heifer team, "Yes, our challenge is a big one, but it pales in comparison to the daily challenges of those who are counting on us to help them make a difference."

To Pierre, the board, the supporters and the amazing Heifer team, I extend my warmest wishes for continued success. It is my sincere hope that you will enjoy the journey as much as I have.

Thank you for giving me courage, strength, friendship and so many memories. My experiences and the knowledge I have gained will sustain me as I enter into a new chapter of my life. It is an honor to have been asked to serve on four prestigious boards addressing global hunger and sustainable development, which will allow me to continue to be engaged in dialogue and actions that will hopefully, in some modest way, help achieve a world living in peace and equitably sharing the resources of a healthy planet.

I am certain that our paths will cross once again. Until then, remember harambe, "together we can do it." Always believe tinogona, "it is achievable." And never lose your nam jai, "living waters of the heart."







PHOTO BY GEOFF OLIVER BUGBEE

Heifer Zambia's Amon Phiri enjoys a plate of ifinkubala, or mopani worms, at a hotel lunch buffet in Ndola, Zambia.

EXTRA CRUNCH WITH LUNCH



More than 1,700 species of insects are edible, and they're plentiful throughout the world. They're also highly nutritious and easy on the world's resources, so don't bug out if you soon find a few on a plate near you.

**BY SARAH SCHMIDT,
WORLD ARK CONTRIBUTOR**

MY SNACK was escaping. I guess that's what happens when you decide to whip up a batch of Chex Mix containing crickets. But after reading not one, but three articles in just a few months about how tasty edible insects are, I had to see for myself. So I bought a beginner-level cookbook and sent my husband to PETCO for live crickets. That's how I came to be frantically chasing several dozen hopping bugs into a plastic colander so I could rinse them. And eventually eat them.

I'm not the only one chowing down on six-legged creatures lately. Entomophagy—the practice of eating insects—is heating up. People are eating bugs at chic dinner parties in New York City, locavore food carts in San Francisco and celebrity chef cook-offs from Los Angeles to Indiana to the Netherlands. Enthusiasts say that in the next few years, insects are poised to become as popular as sushi did in the 1980s. But the trend is not just for intrepid foodies in Western countries.

In Southeast Asia, Central Africa and Latin America, where eating insects has always been common, development experts, including those at the United Nations Food and Agriculture Organization, are stepping up efforts to include edible insects in the fight

against poverty and malnutrition. Bugs, it turns out, are a sustainable, inexpensive source of protein. And raising, harvesting and selling them can be an excellent small-business opportunity for people in the developing world. So no matter who you are or where you live, chances are a tasty cricket, mealworm or dragonfly nymph is in your future.

Plenty of evidence suggests that it's actually strange not to eat insects. "Really, the only thing stopping us is cultural conditioning," said David Gracer, entomophagy proponent and owner of Small Stock, an insect-based catering, special event and distribution company in Providence, R.I. They're widely available after all, and at least 1,700 species are edible, according to the latest UNFAO estimates.

Most of those can be prepared in a way that is palatable or even a delicacy, and most are also highly nutritious. Typically, insects contain more protein



PHOTO BY SHEA WALSH/THE ASSOCIATED PRESS



PHOTO BY SHEA WALSH/THE ASSOCIATED PRESS

Chocolate chirp cookies (top right) and a scorpion dish by chef David Gracer (above) are crowd favorites at a Los Angeles cookoff.



A street vendor in Bangkok, Thailand, offers a variety of edible-insect dishes for hungry passers-by.



per gram than meat, as well as a wide range of vitamins and minerals. And considering that the world population is expected to grow from 7 billion to 9 billion by 2050, insects have an attractive sustainability profile compared with other sources of animal protein. They require much less space, water and other resources—10 pounds of feed yields just one pound of beef compared with six pounds of edible insect meat. They also produce less waste—80 percent of a cricket is edible after processing, compared with 55 percent of a cow or 70 percent of a pig.

NOT SO QUICK TO FLICK

“Population growth is definitely going to strain food production. Already 70 percent of agricultural land is devoted to raising livestock, and meat has already gotten very expensive. The time is right to start looking seriously at alternatives for animal protein,” said Marcel Dicke, an entomologist at Wa-

geningen University in the Netherlands who has been traveling the world for the past 15 years lecturing on benefits of entomophagy. Dicke and other longtime advocates have also noticed that Westerners are much more open to the idea now.

“A lot of trends have really come together at once to change people’s minds—you have the reality shows about eating bugs, and then you have cooking shows with celebrity chefs making exotic dishes. Plus everyone is reading Michael Pollan and thinking more about where our food comes from,” noted Marc Dennis, an entomophagy enthusiast and amateur chef in New York City who runs the blog InsectsAreFood.com. “The first time I tried a bug, it was to win a \$5 bet—and everyone around me was disgusted. Now I host a brunch or dinner party with wax-worm fritters and everyone wants to try them.”

The irony is that just as it’s becoming more appreciated in the West, eating insects is falling out of favor in developing countries. “Over the past 10 or 12 years, global consumption is declining as developing countries are exposed to Western ideas

of what's modern. That's something we're trying to combat," said Patrick Durst, a UNFAO forestry specialist who has become one of the organization's top experts on entomophagy. "We need to look at the science—insects are high in nutrients and abundant, and when you're addressing food security and hunger, that's what's important."

The worms, the caterpillar of the Emperor moth, thrive in the forest during the region's three-month rainy season; women and children gather them by hand from trees or the ground. Gram for gram, they're higher in both protein and fat than meat or fish and are also rich in calcium, niacin and riboflavin. They can be stewed, fried or ground

into nutrient-rich flour. In Central Africa, local people often make the flour into pulp to be given to children to combat malnutrition or to pregnant or breastfeeding women. They're also an important source of extra income for rural families. One study from Botswana found that the mopane worm generates about 13 percent of household income for rural families but accounts for only about 6 percent of the labor output. Rural people often sell them to traveling merchants, who then sell them at urban markets.

Vantomme's research generated a lot of interest, so much so that entomophagy has now become a major focus for the FAO. In 2008, Durst organized a three-day conference held in Chang Mai, Thailand, where scientists and development

specialists from around the world gathered to try to fill the massive knowledge gaps in the field. Nutritionists reviewed the dietary value of dozens of common species, economists looked at expanding the insect market in Western countries, forestry specialists talked about the implications of deforestation and pesticides, and case studies looked at a host of future possibilities. In the Philippines, for instance, researchers want to attack agricultural pests like the mole cricket and June beetle by harvesting in lieu of insecticide use.

A team in Thailand wants to teach silkworm farmers to expand their market beyond thread production into snack production. And Japanese scientists think that termites would make the perfect in-flight food for astronauts on outer-space missions since



PHOTO BY SHEILA WALSH/THE ASSOCIATED PRESS



The FAO first became interested in edible insects about eight years ago when its researchers were studying the Central African bush meat crisis—steep declines in animals traditionally used for meat as a result of deforestation and unsustainable hunting practices. "One revelation was that up to 30 percent of the people's protein intake during the rainy season comes from insects," explained Paul Vantomme, a researcher for the UNFAO's Forestry Department. "Yet insects were, and still are, completely ignored in all of the international discussions of the bush-meat crisis." Vantomme began to look into the issue in depth and in 2004 published a study on the role of mopane worms as a food source in the Congo Basin.



PHOTO BY SHEA WALSH/THE ASSOCIATED PRESS

Volunteer judges from the audience (above and at left) sample the exotic fare at the Bug Chef Cook-Off in Los Angeles in May. Chefs David George Gordon, Zack Lemann, Daniella Martin and David Gracer all whipped up their favorites to wow the crowd.

the insects can be raised in tight quarters. More immediately, the FAO wants to encourage safe, sustainable edible-insect harvesting and breeding in countries where animal protein is scarce.

A PROGRAM WITH LEGS

As a result, several initiatives are now under way, including a program in Laos, which is the first to take all of this recent knowledge out into the field.

Malnutrition rates in Laos are the highest in Southeast Asia, despite recent economic growth and adequate rice production. Forty percent of Lao children are malnourished or stunted, according to the UN World Food Programme, and inadequate protein is the most common problem. Many Lao children and adults also suffer from deficiencies in micronutrients like iron, iodine and many vitamins. Eating insects could address all of these problems, so the FAO has chosen Laos as a starting point for using entomophagy to fight hunger via a

training program on raising crickets, palm weevils, mealworms and weaver ants for food.

“Eating insects has always been part of the Lao culture—90 percent of the population eats them regularly or has at least a few times. But 98 percent of these insects are still being collected in the wild,” Durst said. FAO trainers are now teaching farmers from the provinces breeding techniques that should make edible insects more widely available. Earlier this year, the first class of trainees from the countryside spent three days in the capital of Vientiane learning how to raise crickets and other insects using techniques the FAO developed with universities in Laos and Thailand (one of the few countries where commercial insect farms have become popular in recent years).

Each trainee is given a starter kit of insects or eggs, feed, and a 3-foot-wide, cylindrical, concrete tank. “A cricket farm looks something like a sewer pipe laid on its side,” Durst said. Cardboard egg cartons are placed inside to provide nooks for nesting

and crawling; trays of wet cloth provide moisture. Tiny cricket eggs are placed inside, and once they hatch, the young crickets are fed either chicken mash or weeds and grass. Plastic tape and nets help keep them inside.

“If all goes well, they’re ready to harvest in about 45 days,” Durst said. A single family can run the whole operation as a sideline project. Palm weevils and mealworms are raised in similar ways, while weaver ants are bred in forests or fruit orchards since they pose little threat to crops.

By the end of the two-year project, the FAO plans to train as many as 250 farmers and about 60 teenage vocational school students, who are studying an

adapted version of the workshop over the course of a semester, said Serge Verniau, the FAO representative in Laos leading the program on the ground.

THE NEW NORMAL

The FAO also plans to use all the information being gathered to promote entomophagy to governments and nongovernmental organizations. A database of 1,700 species of edible insects, with information about nutrition, safety, and harvesting and breeding techniques will go online for public use in the next few months. And in March, representatives from the governments of Mongolia, Cambodia, Vietnam and the Philippines, as well as several development organizations, gath-



TASTER'S CHOICE

IF YOU LIKE ...	TRY ...	BECAUSE ...
scallops	maggots	They make a tasty ceviche in a citrus marinade, says Louis Sorkin, entomologist at the American Museum of Natural History.
peanuts	locusts	In the Middle East, some actually look forward to invading swarms, which can be captured with a net, roasted and eaten as a nutty-flavored snack, Sorkin says.
fried eggs	witchetty grubs	Cooking this 2-inch-long Australian grub in butter is the best way to bring out its pleasant, egg-y flavor, according to a post at insectsarefood.com.
caviar	weaver ant larvae	The texture is similar to sturgeon or other fish roe, though flavor is a little different, “creamy rather than fishy and quite nice in an omelet,” says Patrick Durst, UNFAO representative.
chanterelle mushrooms	wax worms	GirlMeetsBug blogger Daniella Martin attributes their “delicious, subtle flavor” to the diet of bran and honey they eat while in captivity.
herring	black witch moth larvae	They can be added to cheese fondue and tomato salads or simply grilled and sprinkled with lemon juice and chilies, according to Julieta Ramos-Elorduy’s classic entomophagy cookbook, <i>Creepy Crawly Cuisine</i> .

ered in Laos over a lunch of lemon grass pork satay with crickets and bamboo worm sushi rolls to learn how to replicate the insect farming program elsewhere. Western governments are starting to get involved. The Dutch Ministry of Agriculture recently allocated \$1 million toward researching the potential for edible insects there.

“Insects won’t replace meat, and initially, in the West, I imagine them more as a supplement, say in the form of a protein powder,” said Dicke, who will be involved in the project. He is hopeful that more people will come to see eating insects as normal. “I’d never want anyone to feel forced into this, but we do need to start educating people so all of this prejudice is left behind and we can all have some more sustainable options—and a little more variety in our diets.”

Back in my kitchen, after I managed to herd the crickets back into the colander, I washed them and froze them, which made working with them dramatically easier. While I was removing their legs and wings, Alice, my 3-year-old wandered in, peered into my bowl of bugs, and asked, “Can I crunch one?” A-ha, so the cultural conditioning theory holds water. “Of course you can,” I told her. “Just wait until I cook them.”

Then I dry roasted them, coated them in butter sauce and baked them along with some more familiar ingredients—Chex cereal, peanuts and pretzels—so our first edible insects would be surrounded by a nest of Chex Mix. The verdict? Tasty. Both my husband and I thought the crickets added a nice twist—salty, a little bit chewy, and, we both agreed, reminiscent of oysters or shrimp. Maybe this could catch on. Given time to think about it, Alice wasn’t so sure. When I did offer her a cricket to sample, she wrinkled her nose and passed on it like so much broccoli. It took awhile for sushi to catch on, too. ■

GIVE 'EM A TRY

Ready to taste for yourself?
Here's some info to get you started:

EVENTS

Café Insecta, Raleigh, N.C. (September 17)

Local restaurants prepare bug-based treats like cricket cornbread and bug-infused bread pudding as part of the North Carolina Museum of Natural Sciences annual BugFest. www.bugfest.org/cafe.htm

Purdue Bug Bowl, West Lafayette, Ind.

(April 14-15, 2012)

Teriyaki mealworms and chocolate chirp cookies are on the menu at this spring fest hosted by Purdue's entomology department. extension. entm.purdue.edu/bugbowl

Natural History Museum of Los Angeles BugFair

Chef Cook-off (May 29-30, 2012)

Why stay home and watch run-of-the-mill cooking shows when you can see live chefs compete to cook the best bug-based creation. You can even taste the winning dish for yourself. www.nhm.org

EATERIES

Typhoon, Santa Monica, Calif.

Folks flock to this pan-Asian hot spot at the Santa Monica airport to watch planes take off and to eat Singapore-style scorpions or Thai silkworm pupae. www.typhoon.biz

Don Bugito, San Francisco

Monica Martinez's brand-new addition to San Francisco's gourmet food cart scene serves locally-sourced, Mexican-inspired insect cuisine like tortillas with wax worm larvae, salsa and crème fraîche and caramelized mealworms with cinnamon. donbugito.com

Bug Appetite, New Orleans, La.

At the Big Easy's 3-year-old Audubon Insectarium, museum cafeteria food gets a major makeover with chef Zack Lemman's Cajun-accented entomophological creations. www.auduboninstitute.org

Toloache, New York, N.Y.

Tacos with grasshoppers (known as chapulines) are a classic insect dish. They get great reviews at this Manhattan Mexican bistro, where they come with onions and jalapenos. www.toloachenyc.com

Wicked Spoon, Brooklyn, N.Y.

Those who prefer their edible bugs heavily disguised with sweets can have their frozen yogurt topped with chocolate-covered crickets in lieu of sprinkles and crushed Oreos at this small Brooklyn shop. wickedspoonnyogurt.com

BLOGS

Insects Are Food

Find recipes, bug-raising advice and loads of background material at this entomophagy blog maintained by Brooklyn enthusiast Marc Dennis. www.insectsarefood.com

Girl Meets Bug

Bug chef Daniella Martin posts her insect exploits in the form of cooking show-style episodes. You can also find recipes, nutrition info and plenty of helpful tips here. www.girlmeetsbug.com



Brothers *in Peace*



Seng Sam, (far left), a former soldier for the Khmer Rouge and Ly Ty, who fought for the government forces, now work together to help disabled farmers in their community. Bundles of rice shoots (above) await planting in a paddy in rural Cambodia.

After Cambodia ended a bloody 22-year war, the country was left with one generation of landmine victims and a second of those disabled from their mothers' lack of adequate prenatal care. The disabled here lack government services and face discrimination daily. This Heifer project, led by two amputees on opposite sides of the war, is helping the disabled to be victims no longer.

BY ANNIE BERGMAN,
Heifer International Writer

Photography by Matt Bradley



CHREY KREM, Cambodia—Driving through the endless green of Cambodia's rice fields in the late rainy season, it's difficult to imagine this country as anything but lush and peaceful.

Yet not long ago, these rice paddies were the infamous killing fields. They were the sites where anyone who posed even a perceived threat to the Khmer Rouge—the educated, the city dwellers, those from the upper or middle classes, doctors, lawyers, even those who simply wore glasses—were executed.

While the bloodstains from the 2 million Cambodians who died during Pol Pot's reign have faded over time,

deep scars remain throughout the country. The legacy of more than two decades of war is a population with one of the highest physical disability rates in the world—most from land mines that still litter former battlefields, others from the lack of antenatal care.

For a population that depends on manual labor to survive, a physical disability can mean a life of permanent dependence or early death. But with the help of Heifer International, a group of 37 families in a remote village of western Cambodia led by two remarkable men—both amputees and former enemies—is proving that disabled doesn't equal incapable.

To live in Cambodia is to be presented with all the challenges of living in the

developing world. But to be disabled in Cambodia is to be faced with a set of further challenges not yet addressed by an economy taxed with meeting the needs of a growing country.

Because the country lacks basic infrastructure including roads, access to electricity, sanitation and water, equipping buildings with things like wheelchair ramps isn't a main concern. No Cambodians with Disabilities Act exists to provide for their needs. The disabled carry a social stigma of worthlessness, and discrimination is widespread.

Though 5 percent of Cambodians live with a physical disability, and it may take decades before basic services are extended to them, two men who both



Project participants help Phamm Phoung (not pictured) plant rice on his small plot of land. Most Cambodians plant the shoots a few at a time, a labor- and time-intensive task.

considered suicide after becoming disabled are transforming how at least one community treats others like them.



Ly Ty and Seng Sam lived parallel lives.

Both men were raised on small farms in Pursat province in the western region of Cambodia. Neither was able to attend school. Neither family could afford the cost. Both ended up as soldiers in the bloody civil war that plagued the country for 22 years after Pol Pot was driven from power in 1979.

The disabled carry a social stigma of worthlessness, and discrimination is widespread.

Though the men fought on opposing sides, the parallels continued. Both lost a leg to the land mines.

Ly, 55, considers himself lucky to have survived the bloody four-year reign of the Khmer Rouge. Because he lived in the rural Pursat province, a Khmer stronghold during Pol Pot's regime from 1975-1979, he wasn't killed. The rural people were one group the Khmer Rouge trusted.

Like most Cambodians, Ly farmed rice under the Khmer Rouge, which had set up a system of government-controlled farms in its efforts to turn the country into a Communist, agrarian state. During that time, no information came into the village, and the villagers weren't allowed out, Ly said.

"I didn't know that the Khmer Rouge killed people," Ly said. "We lacked information. No information was coming in. No information even from other villages. People were confined."

He learned about the Khmer Rouge's brutality only after its collapse in 1979. And although Ly survived, one brother and two sisters who were living in villages to the southeast weren't as fortunate.

"I don't know the details of their deaths—why, where or when they were killed," Ly said. "I decided to join the government troops because ... I felt very hurt and I wanted revenge for them."

Ly joined the government in fighting the remnants of the Khmer Rouge



Phok Kann (above) lost a leg after stepping on a land mine in 1982. "When I was injured, I was hopeless," he said. Phok is now the leader of a different self-help group included in the same project. The group is made up of 36 other members with varying degrees of physical disabilities.

in 1981. As an "ordinary soldier" with no rank, he was responsible for shuttling materials to the front lines. It was a short-lived assignment. In 1982, he stepped on a land mine and lost his left leg.

It would be 23 years before he met his "brother" Seng Sam.

Seng was about 13 years old when he joined the Khmer Rouge.

“At the time the Khmer Rouge troops fought against the Republicans, and the Khmer Rouge needed soldiers,” Seng said. “Because I lived in the area that the Khmer Rouge could access, I was persuaded to join the army.”

Like Ly, Seng, now 48, was an ordinary soldier and his primary duty was to carry messages between the front-line soldiers and the Khmer Rouge commanders. He saw a lot of fighting, he said, and also fought when the Khmer needed him.

After years as a soldier, Seng said he adapted to the constant violence. But he said he knew nothing of the brutal killings and torture of his own people that was happening just 100 miles to the southeast.

“When I joined the army during the Khmer Rouge regime, I knew about nothing going on inside (the country) because I was sent to the border to protect the border with Thailand,” he said.

When the Khmer Rouge was ousted in 1979, Seng stayed loyal to that regime primarily because he was frightened he would be killed if he attempted to move back home and find his family.

“I stayed in the army because I was scared that if I joined the government, I would be killed. I did not get any information from inside, so I stayed with the Khmer Rouge troops until 1991 when I stepped on a land mine,” Seng said.

Seng lost his right leg in that landmine explosion.



After their injuries, both men eventually returned to Pursat and settled with their families in Chrey Krem village.

“The first time when I tripped the land mine, I wanted to kill myself. ... [Then] I thought of my children. I thought if I killed myself, I couldn’t help my children.”—Seng Sam

Because he was a member of the Khmer Rouge, Seng was taken to a Khmer hospital. But due to the systematic slaughter of the educated 15 years previous, there were no doctors to operate on his leg, only other soldiers who had been trained as medics.

Another soldier amputated his leg. After his operation, Seng often had to treat himself.

“The first time when I tripped the land mine, I wanted to kill myself because I had a small gun. When I took it out and wanted to shoot myself, I thought of my children. I thought if I killed myself, I couldn’t help my children,” Seng said. That’s why I struggled to live. I farmed to feed my children.”

Seng was part of the repatriation of the Khmer Rouge soldiers in 1998 and received amnesty from the Cambodian government.

Ly had been in Chrey Kem for years, eking out a living for his wife and his five children on his small farm, as well. “I had the same feeling as Seng Sam,” Ly said. “I wanted to kill myself. But doctors and my family encouraged me to live.”

Both men grew rice, but often faced a food shortage during the country’s dry season. When food is in short supply, some villagers borrow from lenders with high interest rates while others re-

duce the amount of food they eat.

The men and their families struggled individually for years. As amputees, others often discriminated against them in their community.

“We were looked down upon—we had no possibilities,” Seng said.



In addition to being unable to attain basic services like an education and health care, disabled people in Pursat have difficulty farming, often the only other option for those in the area.

To help, Heifer International partnered with Disability Development Services Pursat (DDSP), a nongovernmental organization launched in January 2000 to provide community services to the disabled. DDSP works with all disabled people, their families and the poor, but focuses on the most vulnerable, especially disabled children, women, landmine survivors and people with severe disabilities such as paraplegia and cerebral palsy.

The project called for them to form a self-help group. Thirty-seven members of the community were interested, 17 women and 20 men, including Seng and Ly. Both were fully aware of the other’s past but chose to join anyway. The group elected Ly the chief of the



Seng Sam's son, Seng Uy, bathes one of the family's two water buffalo. Seng received one buffalo from Heifer International, and with the income he makes from his farm and as the village animal health worker, he was able to buy a second.



Seng Sam's wife, Heang Hon, feeds the family's chickens and ducks.

community committee and Seng as the community treasurer.

Their first and perhaps greatest challenge, “was convincing others that a group headed by two amputees and made up of 35 other disabled people could be successful,” said Pheng Samnang, director of the disability organization.

“They didn’t understand what a self-help group was. They didn’t un-

derstand what community-based rehabilitation meant,” Pheng said. “They did not believe that they could work together with other disabled people, let alone with non-disabled ones. They did not believe they could do anything.”

The group’s disabilities range from moving difficulty—those missing a limb or with polio and spinal cord injuries—to vision and hearing impairment, cerebral palsy and Down syndrome.

“People with these kinds of disabilities are rarely comfortable with farming,” Pheng said. It’s either too physically painful, or they’ve been bullied into believing they can’t contribute, he said.

Though it took cajoling, eventually the group began trainings together in animal husbandry, home garden development, composting, Cornerstones and gender equity, among others. It wasn’t easy at first, but eventually the group gained confidence.

“Little by little they understood and then everything began to change,” Pheng said. Now the group has a motto: “Nothing about us without us,” which means that no decision can be made on behalf of the entire group without consulting the other members.



Another challenge was getting former enemies to work together.

It wasn’t easy at first, but both Seng and Ly say that they never held a grudge about the other fighting for his former enemy. They attended the trainings together.

The men shared a bond of being amputees, which helped bring them closer, they said. But it was the thought of improving life for all in their community that helped them forge a closer relationship.

“We love each other like brothers. We don’t lay blame on each other. We make joint decisions,” Seng said. “Since we joined the group we never thought about discriminating because that person was former Khmer Rouge or that person was a former government soldier.”

"We are one Khmer people. That's why we work together for our country."—Ly Ty

Ly echoed that sentiment.

"We try to forget the past," Ly said. "We work together even if we have no salary or no payment from the group. We volunteered to work for our community's progress."

After training, the group collectively received 18 water buffalo, eight cows, three tons of rice for their "rice bank" and seeds for their home gar-

dens. Almost instantly, Seng said, the quality of life for every group member and their families improved.

Seng was given one water buffalo, along with the seeds and training. In five years he has saved enough money to buy a second buffalo to help plow his rice fields. He also owns two cows, 10 hens, 50 chicks, two ducks, 20 ducklings and one pig. He further supple-

ments his income of about \$118 a month with money he makes as the village animal health worker.

Ly, too, says his life changed dramatically because of his involvement in the project. He was able to buy a second water buffalo, and also owns three cows, 50 chickens, five ducks and one pig.

And while both men and their families are much better off, the focus for them remains on the improvement of the entire community.

"We are one Khmer people," Ly said. "That's why we work together for our country."



Project participants Chhem Du and Nop Ean (in the background) walk their water buffalo home from working in her rice fields.

What's happened in Chrey Krem is a life-giving paradigm shift. Neighbors now seek out once-ostracized members of the project to ask farming advice and also go to them for community animal health services.

The disability organization and Heifer are also teaming up on another project to help Cambodians in the western and northwestern provinces understand that the disabled are capable of self-sufficiency and success.

Pheng is hopeful that the members of the new project will accept their disabled neighbors as fully as he has seen in Chrey Krem. The two group leaders echoed Pheng's sentiment. "We thought of our community progress," Seng said.

"Yes," Ly said. "We thought 'How can we make our community more progressive? And how [can we] make a better life for our project members? We hope that our community will make even more progress.'" ■

As seen in the December 2010 issue of

whole living
body+soul in balance



WADING IN

Betty Londergan, who spent a year giving to charity and blogging about it, on Long Island, New York. "This daily project has really kept me in the present," she says. "I just trust it's leading me someplace I'm supposed to go."

{ The Greatest Gift }

THERE'S AN OCEAN OF NEED OUT THERE, AND OUR SINGLE SMALL DONATION CAN SEEM LIKE A DROP IN THE BUCKET. BUT THAT DROP MATTERS, SAYS ONE UNLIKELY PHILANTHROPIST WHO CHALLENGED HERSELF TO GIVE UNTIL IT DIDN'T HURT

IMAGINE YOU'RE WALKING PAST A SHALLOW POND, where a tiny child has fallen in and appears to be drowning. Do you rush in and rescue the child? Of course. What if it means ruining your new shoes? Of course—even if they're really, really nice shoes. You don't think twice. Philosopher Peter Singer, ethics specialist and author of *The Life You Can Save: How to Do Your Part to End World Poverty*, argues that we are, ethically, in just such a position all the time: 1.4 billion people are living below the international poverty line of \$1.25 a day, and 30,000 children die daily of diseases and malnutrition that our money (the cost of, say, a pair of shoes) could prevent. Couldn't we be doing more? Shouldn't we?

Betty Londergan is. Figuratively speaking, the philanthropist-blogger has ruined a whole lot of shoes—and when I talk to her over the phone, she expresses nothing but joy about it. “I don't know why I'm crying,” she says, crying and also laughing. “I'm optimistic, without doubt. I'm so much more aware now about entrenched poverty; if you have a roof over your head, you're one in a hundred in the world. But people are bringing so much intelligence and passion and back-breaking labor to these problems that it makes me feel very hopeful. And trust me when I say I've gotten much more than I've given.” Which is amazing really, given

how much she's given: As of last December 31, it was \$36,500: \$100 a day for 365 days, donated to nearly as many different causes and organizations (chronicled in her blog, *What Gives 365*). And the thing is, at the risk of sounding like one of those celebrity-rag photo captions (“Brad and Angelina shop for frozen pizza just like you do!”), Betty's a lot like us; that is, not someone you'd immediately peg as a philanthropic heroine.

Actually, before she started giving her money away,



Betty was in a position that's painfully familiar these days: She'd lost her job in advertising and wasn't optimistic about securing another one, given that she's now, as she puts it, “approximately 250 in carbon-dated ad-hipster years.” She and her husband had watched their investments eddy away down the drain. “I was literally sick—so angry and frustrated,” she says. “It was such an ugly side of me. I didn't want to be that person. The only way I was going to get over it was to give my money away on purpose.”

Holy nonattachment, Batman! But then, part of you knows she's right when she says, “Giving away money is the absolute antidote to fear and insecurity about money. Desire and clutching cause suffering—and when you let go, it's a beautiful thing.” Betty's not a nun or anything (though, she jokes, she's hoping the project turns her into an honorary Buddhist “without

BY CATHERINE NEWMAN PHOTOGRAPHY BY ANNA WILLIAMS

meditating!”). She’s just a regular person: one with both a modest past—“I think my mother rationed out every slice of lunch meat we ever ate!”—and a modest present: “We’re not rich. I’m actually really neurotic about finances. But my daughter got a scholarship to college, and I had this small inheritance from my parents that I wanted to spend doing something good. I’ve been blessed beyond belief.” Betty’s like the love child of Mother Teresa and Don Draper: generous, of course, but also infectiously enthusiastic and delight-

How can we give enough to make some kind of DIFFERENCE, from a PURE-HEARTED PLACE that’s not tainted by guilt or ego? How can we find our way toward the notion of RIGHT GIVING?

ed, self-ironic and hilarious. She could probably sell rain to Seattle, only now she’s selling the idea of giving, with her superengaging daily blog posts: “Every day I end up talking to someone who’s doing something really extraordinary—part of this web of interconnected people who are trying to make the world better in their different ways—and it’s so exhilarating. I’m just blown away by them.” By, for example, Nnaemeka Ikegwuonu of the Smallholders Foundation in Nigeria, which is currently training thousands of young people in sustainable crop cultivation. By Khalida Brohi in Pakistan, who devotes herself, under constant threat, to the prevention of honor killings there, and 23-year-old Maggie Doyne, founder of the Kopila Valley Children’s Home in Nepal, and a woman living with AIDS in North Carolina, and ... I finally force myself to interrupt Betty, given that it’s been nearly an hour since I asked her which donations have most inspired her, and she has stopped gushing only long enough to laugh or cry.

The charities might seem all over the place—and actually, they are, representing Betty’s divergent passions, requests sent from around the world, and also, she admits, her own “ADD.” “I thought I was going to be methodically choosing big charities, and it hasn’t been that way at all,” she says. “If something moves me, then I follow my heart.”

What about you? Can you follow your heart? Can you give a little more? Even if, like Betty, you have to wrestle with the questions of where and how and how much? Even if, like mine, your job and future are ruthlessly uncertain, and your already microscopic portfolios are shrinking away, and there’s college and retirement to save for, and you want a mudroom so badly that you could weep and kick the pile of filthy boots out from under your dining table where you are trying to eat your modest dinner? Yes.

“Even in the worst of times,” Singer writes, putting the sucking economy in perspective, “our lives remain infinitely better than those of people living in extreme poverty.” And therein lies the painful equation. Do I need tidier shoe storage more than someone else needs a place to live? What if my own children were the ones who needed help?

These are the kinds of gut-wrenching questions that aren’t easily answered by secular charity, which can feel a little willy-nilly: a check here, a dollar there, whatever you can “afford.” So how can we give enough to feel that we’re making some kind of difference, and from a pure-hearted place that’s not tainted by guilt or ego? How can we

find our way toward the notion of “right giving”? Religious scripture tends to be quite precise about the obligation to give. (The Bible itself contains more than 2,500 references to the poor.) Accidental Buddhist Betty Londergan is also a practicing Catholic: “I don’t think of myself as ‘oh so generous,’ but if you have two coats, you need to give one away.” In a similar vein, Rabbi Rachel Cowan, executive director of the Jewish Institute for Spirituality, explained to me that *zedakah*, the Jewish concept of charity, literally translates as justice. “There’s an example from Jewish teaching which comes from the Bible: You don’t cut your fields all the way to the edge, and the crops you leave there belong to the poor. They belong to them.” The Talmud even codifies giving into eight progressive levels of virtue: Giving anonymously is holier than giving face to face, and the most noble gift is one that enables the recipient to become more sufficient. The least commendable is one that’s given begrudgingly. (This hierarchy could be a real eye-opener for anyone who’s ever grumpily agreed to tack that extra charity dollar onto her grocery bill just because she didn’t want to look cheap.)

At its heart, every religion is about serving the poor, of course—whether it’s the Muslim practice of *zakat*, Christian tithing, or Buddhist compassion. As Rabbi Cowan put it, “It’s about getting you out of that story that’s all about you. The more you do, the more you feel a connection to other people. It’s different from giving that’s motivated by shame, or from wanting to be in the highest circle of donors.” Although, hey, if you want to get your name on a school in Mozambique, go for it—it’s still better to build the school than not to.

If our giving practices aren’t grounded in some kind of religious tradition, it can be harder to feel we’re doing enough, as if there could ever be such a thing. In *The Life*

You Can Save, Singer translates the Golden Rule into simple philosophical terms: We shouldn't spend money on things we don't need when others don't have the things they do. My kids seem to grasp this intuitively—or maybe I've just been talking even more obsessively than usual about giving. Either way, when I was standing behind my shopping cart last week, considering a box of streak-and-something, my 7-year-old daughter took it from my graying hands. "Ten dollars?" She was totally aghast. "Are you kidding me? You're so pretty, Mama. Leave your hair nice and plain and send that money straight to Haiti." *Nice and plain* indeed! But can you argue with the passion or logic? Does anyone lie on her deathbed thinking if only she'd bought that one floral-print toothbrush caddy?

This doesn't mean, by the way, that you have to turn into Mahatma Gandhi or a martyr (with unsightly roots). Or utilitarian philanthropist Zell Kravinsky, who gave away one of his kidneys to a stranger. Or the Atlanta Salwen fam-

ily, authors of *The Power of Half*, who on the urging of their teenage daughter, Hannah, sold their big house, bought a smaller one, and gave away the difference. I'm glad there are people like that in the world, even if they do give me kind of a hair-shirty feeling. But there's a continuum of gray between the black and the white, Singer assured me, a notion seconded by everyone I spoke to: Don't let the perfect be the enemy of (literally, in this case) the good. "Even if you're not doing absolutely everything you could be, you can still make a difference without making a huge sacrifice," Singer says. "And there's lots of evidence that giving actually makes people happier—that people who are generous enjoy their lives more."

THE UNEXPECTED PAYOFF

Saint Francis of Assisi's famous prayer, "For it is in giving that we receive," has now become a topic of great interest to some scientists who are studying what they call "the he-

THE PATH TO GIVING Ready to put your money where your heart is? Here's how to get started, whether you can donate change from your couch cushions or a fat check.

1. DECIDE HOW MUCH YOU SHOULD BE GIVING.

Financial adviser Brent Kessel recommends 10% of your income or 1% of your net worth, whichever's greater. Philosopher Peter Singer advocates a slightly more complicated sliding scale, with folks making up to \$105,000 giving something like 1% to 5% of their income, and the wealthier giving 5% to 33%. At Singer's site (thelifyoucansave.com), you can click on "The Pledge," then enter your yearly salary to calculate the amount of your suggested donation.

2. CHOOSE THE RECIPIENTS OF YOUR GIFT.

Kessel recommends starting with a list of causes you care about, determining how much you want to give to each, and then putting aside a bit more for "discretionary giving" (that direct mailing that

touches your heart, say, or a school auction). It could be that you decide, as Betty did, to split your donations over a number of issues (global poverty, the environment, human rights, animal rights, politics, education, women's health) or that you decide, as Singer did, that you want to focus on one issue. (He gives 25% of his income; almost all of it goes to Oxfam, an organization that fights world hunger.) Either way, as you choose recipients, you can avail yourself of some great online resources: GiveWell (givewell.org), for example, is made up of a group of hedge-fund ship jumpers who subject organizations to a rigorous and holistic assessment of how your money gets put to use and how effective the work of the organization is. (Brace yourself, though: Of the hundreds of organizations they've reviewed, they recommend about a dozen.)

Charity Navigator (charitynavigator.org) offers a more traditional evaluation of the financial efficiency of nonprofits (it looks for low administrative costs, for example) alongside various tips, top 10 lists, and tools to calculate the tax implications of your donation.

3. MAKE A PLAN FOR HOW YOU'LL DONATE.

Kessel says this can be as simple as having a jar in which you drop the change you save by forgoing little extras. If you can spare a bit more, he suggests a donor-advised fund, held at a community foundation or other investment firm; it administers your donations and offers a federal tax deduction (up to 50% of adjusted gross income for cash contributions). Kessel recommends examining your donations at least once a year, to reassess your priorities and hold your charities accountable. —CN

donic benefits of generosity.” Neuroscientists, for example, have used neural imaging to show that acts of generosity light up the very pleasure and reward centers in your brain that are associated with sex and drugs. “We could quit our cocaine-orgy habit and donate the money to charity!” I joke

er about those cashmere tights before you actually bought them?) And Princeton cognitive neuroscientist Joshua Greene suggests that “natural selection can favor altruistic instincts under the right conditions.” In other words: You just might be hardwired to give—a feat of adaptive philan-

thropy that gets biochemically rewarded by happy-brain drugs.

It feels good to be good. But if the pleasure of a more just world can seem a little intangible, enjoy the con-

GENEROSITY is a way of telling the **SUBCONSCIOUS**: I already have **ENOUGH**,” Kessel says. “If you reach out your hand to help, you know you’re coming from **A PLACE OF SUFFICIENCY**.”

to my husband—but I can’t help thinking of Betty, who uses expressions like “a total rush” when you talk to her about giving. Social psychologist Elizabeth Dunn has also shown that, while spending money on others increases happiness, that same correlation doesn’t apply to spending money on yourself. (To test this, try noticing how you feel the next time you click “Complete Purchase” online. Weren’t you happi-

crete benefits too: less clutter, more simplicity, significant tax writeoffs, and such thrifty delights as camping, making your own holiday gifts, or finding \$200 Citizens of Humanity jeans for four bucks at the Salvation Army. (I’m just saying.) Or, at this time of year in particular, reflect on the true meaning of giving: ’Tis the season for loving mankind and for charities to make their end-of-the-year benchmarks. And

CHARITY CASES Say you’d lived for years on food stamps and then won the lotto jackpot. Could you give away your new millions? Or live in a 380-square-foot studio apartment with your husband so you could afford to donate more than half of your household income? These four women are redefining generosity.

THE BIG GIVER

Name Carol Newell **Age** 54
Hometown Vancouver, BC

Her story Since 1994, Rubermaid heiress Newell has invested \$60 million to better the planet. She founded the Endswell Foundation, which supports environmental organizations throughout British Columbia, and Renewal Partners, which funds sustainable businesses. She remained anonymous for many years but eventually came out with her story. “It was more important to encourage others to use their wealth as a catalyst than it was for me to maintain my anonymity,” she says. In 2004, she cofounded Play BIG, which helps others with \$15 million or more to invest in ways that align with their values.

THE PENNY-PINCHER

Name Julia Wise **Age** 25
Hometown Cambridge, MA

Her story For Wise, the question has always been how much to keep, not how much to give away. This past year, she (a student and aspiring social worker) and her husband, Jeff (a computer programmer), lived on about \$22,000 and gave about \$35,000. How? They buy pretty much everything secondhand, grow food, and ride bikes instead of buses or cars. “I think it’s unacceptable that so many of the world’s people aren’t getting even their basic needs met,” Wise says. “Before I spend, I think of what that money could do for someone who’s living on \$2 a day—and that’s about half the people in the world.”

THE LOTTERY WINNER

Name Cynthia Stafford **Age** 48
Hometown Los Angeles, CA

Her story As a child, Stafford started her philanthropic habits by donating her allowance to UNICEF. And she didn’t stop giving—even after taking custody of her brother’s five kids when he was killed in a car accident and she had to apply for federal aid to afford to raise them. In 2007 she won \$112 million with two relatives in the California Mega Millions lottery. A good chunk of that went right back to the organizations she loved—including \$1 million for the Geffen Playhouse to fund a program that would expose children to the arts. “I truly feel that as you give, so shall you receive,” she says. “The lottery was just one example of such a blessing.”

THE ENTREPRENEUR

Name JJ Ramberg **Age** 40
Hometown Brooklyn, NY

Her story Ramberg, the host of MSNBC’s *Your Business*, found a way for people without time or money to help causes they believed in. She and her brother, Ken, had both worked with Internet businesses in the past and knew what a search engine could generate from the \$8 billion spent annually. “We thought, Wow. What if we could redirect some of those funds?” Ramberg says. They launched GoodSearch.com (powered by Yahoo!) in 2005 and GoodShop.com in ’07. Now each time someone searches or shops through these sites, half of the sponsored search revenue, or 3 to 20 percent of the purchase price, goes to the nonprofit of the user’s choice—no cost, no catch.



WARDROBE STYLING BY SABINE FEUILLOLEY, HAIR AND MAKEUP BY STEPHANIA PARENT

LOOKING FORWARD

At the end of her 365 days of giving, Betty says she feels “awash in hope for the future.” What’s next for her? “I want to visit my top 20—heck, top 50—places. Maybe make it the ultimate global reality TV show. I bet that would raise a boatload of money!”

ready have enough. If you reach out your hand to help, you know you’re coming from a place of sufficiency. And when we give away more than is comfortable we acknowledge that we’re going to die and we can’t take it with us. It can have the same effect as a Tibetan meditation practice.” Does that mean blowing away the sand mandala of your retirement fund? No. Kessel wants his clients to feel secure. But then he challenges them to give away a little more than is completely comfortable.

In fact, he recommends giving 10 percent of one’s income. (See “The Path to Giving,” on the previous page.) “Ten percent would be a minimum,” Rabbi Cowan agreed. “It should be graduated, like income tax. If you have a lot, it should be 50 percent.” Like Bill Gates and Warren Buffett, who have given a staggering \$29 billion and \$31 billion, respectively. (As I told my husband: “If I had 62 billion dollars, I’d give away 61 billion!”) Singer advocates a sliding scale of 1 percent to 33 percent, depending on whether your income is modest or massive; when my husband and I went to his site to calculate our donation, we were surprised by the amount, given our unrichness. But we have 20 years of graduate school behind us, so thrift is as natural as breathing. And as Ellinger says, there’s a lot you can do and still be comfortable: Make your own coffee; play board games at home; cook frozen shrimp instead of eating out.

Still, it can feel like a lot—and not enough. Again I consider Singer’s advice: “The whole problem is vast. But that vast problem is made up of a billion individuals, so any donation can affect a family or a child.” Or Mother Teresa’s: “If you can’t feed a hundred people, feed just one.”

Betty says someday she’d like to have a space big enough to fill with the photos of the people she’s blogged about—“this patchwork of everybody who’s touched everybody else and brought inspiration to me.” She cries a little and says, “I am lucky, lucky, lucky.” Us too, I am thinking. Then she adds, “Am I paying it forward? No. I’m paying it backward. I’ve been given so much. This is exactly what I should be doing.”

Consider that child in the pond. Whether you give from a place of altruism or abundance or karmic justice, optimism or duty or a bleeding, loving heart, you can do it too. ■

CATHERINE NEWMAN is the author of *Waiting for Birdy*.

if none of that moves you, consider the slogan of Crowdrise, a social-networking fund-raising website that taps into your own community to raise money for your causes: *If you don’t give back no one will like you.* Word.

So, exactly how much should you be giving? *More than might seem reasonable* seems to be the answer everybody gave me—though maybe you shouldn’t do what I did and ask the co-founder of the 50% League (a group originally made of people who had given 50 percent of their income, assets, or profits). Or maybe you should. It’s Christopher Ellinger, who also founded the philanthropy and education organization Bolder Giving; his message, he says, isn’t necessarily about just thinking of what you can do without (e.g., scaling back on your latte habit—though that might not be a bad place to start). Instead, he wants us to think of what we value most and do what we can to create more of it in the world. “We’re in a culture of scarcity, and people are feeling it during the recession,” he acknowledged, “but that doesn’t mean you have to react and contract.” Similarly, Brent Kessel, CFP, co-founder of Abacus Wealth Partners and author of *It’s Not About the Money*, echoed Betty’s Zen counsel: “Generosity is a way of telling the subconscious mind: I al-

REVIEW

Locavore Evangelist

Review by Laura Lynn Brown, *World Ark* contributor

We've all done it in the days after Christmas—gripped about spending too much on unnecessary gifts purchased more out of obligation than goodwill. Few of us have been motivated to wholesale change. But when Craig Goodwin, a Presbyterian minister from Spokane, Wash., made this familiar lament on Dec. 27, 2007, his wife, Nancy, asked a pivotal question: “What can we do differently?”

Thus begins *Year of Plenty*, a mid-season crop in a growing harvest of books chronicling one family's year of frugality. Two things distinguish Goodwin's offering: his initial ignorance about being trendy and his experience of rethinking the relationship of consumerism to his Christian faith. The local farmers market will become an addendum to Goodwin's seminary training as he struggles with ideas around the “unquestioned acceptance of God as consumer product.”

Over coffee at Starbucks, Craig and Nancy Goodwin devised a four-part rule for getting what they would need in the coming year: Everything must be local, used, homegrown or homemade. There's a certain pioneer spirit, as well as a leap of faith, in making such vows mere days before a new year begins, and Goodwin writes engagingly about his sometimes hapless adventures once he realized what he'd gotten his family of four into.

Goodwin is delighted to find a nearby farmer with winter squashes by the pallet, then dismayed to learn much of it will rot while trucked-in produce of lesser quality is sold in his supermarket. He turns a side yard into a vegetable garden patterned on a famed labyrinth at Chartres, and is overly optimistic about his ability to grow food faster than the seed packets predict. Though he didn't know the word “locavore” when he became one, Goodwin



YEAR of PLENTY

One Suburban Family, Four Rules, and 365 Days of Homegrown Adventure in Pursuit of Christian Living

CRAIG L. GOODWIN



Year of Plenty: One Suburban Family, Four Rules, and 365 Days of Homegrown Adventure in Christian Living

By Craig L. Goodwin

Sparkhouse, 2011, Paperback, \$12.95

leads family field trips to the source of some of their foods; at the local dairy, he's disappointed to see how large and mechanized it is, while his young daughters spot their school's cafeteria milk packaging on the assembly line.

The family makes an interesting and debatable exception by purchasing some goods from Thailand (where Nancy Goodwin lived for two years), partly to support fair trade practices in a foreign country—and partly seeking a source for good coffee. Goodwin is refreshingly honest about overtly noble, inwardly selfish motivations that govern many of our decisions. An extreme is the year-ending

trip to Thailand, where they follow a visit to a village helped by their microloans with a few days at a seaside resort.

Year of Plenty is loosely organized by season, but Goodwin tills a lot of ground beyond family anecdotes. Wendell Berry and Michael Pollan are among dozens of writers whose ideas he engages (so much so that he feels compelled to offer “A Brief Explanation of My Obsession With Wendell Berry,” in the book’s appendices). The reader also catches glimpses of Goodwin’s less serious side. Some jokes indicate he’s not a humorless activist; others seem a hedge against going deeper. The book started as a series of blog posts (which Goodwin still maintains at www.yearofplenty.org), and such moments might simply reflect that informal style.

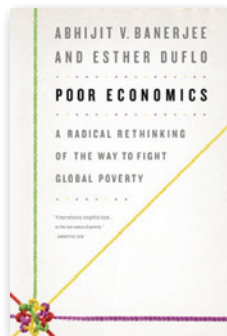
The Goodwins easily could have focused on what they had given up, and in at least one place Goodwin does call the experiment a “year of deprivation.” But Goodwin’s greatest insight, as the title suggests, is that during the course of that year, “We were learning to see gifts where there had once been only inconveniences”—finding local food became a chance to meet area farmers, gift buying became gift making, and a year of deprivation became a *Year of Plenty*.

NEW AND NOTEWORTHY

Poor Economics: A Radical Rethinking of the Way to Fight Global Poverty

by Abhijit Banerjee and Esther Duflo
Public Affairs, 2011

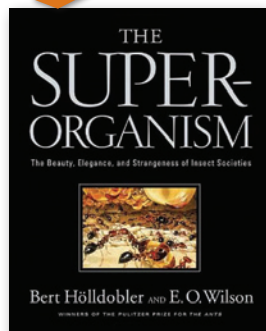
How do we know if approaches used by various governments and NGOs to end poverty will actually work? The authors have researched real-world programs and devised control trials to test the different approaches.



The Superorganism: The Beauty, Elegance, and Strangeness of Insect Societies

by Bert Hölldobler and E. O. Wilson
W.W. Norton & Co., 2008

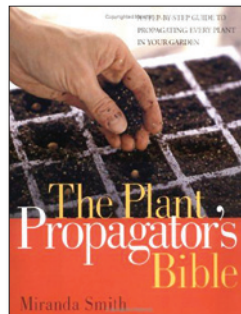
Ants, bees and other social insects may be able to teach us something about altruism, cooperation and communication, according to the two pre-eminent scientists and Pulitzer Prize winners who researched and wrote this book.



✓ CEO Pick

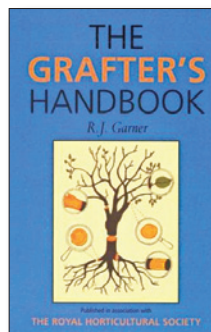
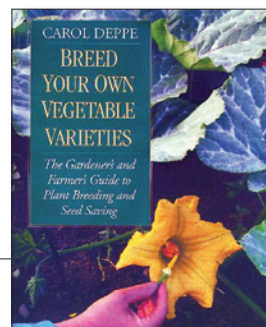
FIVE FAVORITES ON:

Plant propagation



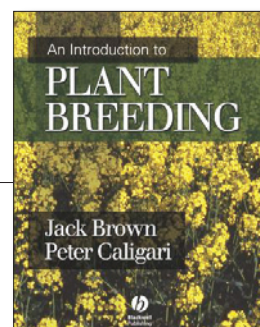
The Plant Propagator's Bible
by Miranda Smith

Breed Your Own Vegetable Varieties: The Gardener's and Farmer's Guide to Plant Breeding and Seed Saving
by Carol Deppe



The Grafter's Handbook
by R.J. Garner

An Introduction to Plant Breeding
by Jack Brown and Peter Caligari



The Garden of Invention: Luther Burbank and the Business of Breeding Plants
by Jane S. Smith

We have a common legacy in the Earth.



Make it a place worth inheriting.

Nita Whitfield knows something about agriculture and self-reliance. The now-retired public health nutritionist was raised on a farm in rural Tennessee and her grandparents made their living from a dairy operation and cotton fields. So, Heifer's mission and work teaching beneficiaries how to use the resources they have to improve their lives hit home for Whitfield. Through Heifer Foundation, Whitfield set up a charitable remainder unitrust, created the Robert G. and Carrie D. Whitfield Memorial Endowment to benefit Honduras, as well as the Gender Equity Endowment to allow women to become leaders in their communities. She's also ensuring her legacy of helping others by naming Heifer a beneficiary in her Will.



Nita Whitfield

Learn more about how planned giving through Heifer Foundation can make a difference, and read the full story about Whitfield at www.heiferfoundation.org/whitfield.

Peace, Imperfect Peace

Ten years after a devastating civil war, Sierra Leone's priorities—and culture—shift to support long-term development. Heifer sheep and goat projects help villagers take steps toward an independent, more prosperous future.

Article and photography by Elizabeth Elango Bintliff,
West Africa Regional Director

NGAINGA VILLAGE, Sierra Leone—Imagine heaven. Now imagine someone offering it to you. That's precisely what happened in Sierra Leone in March 1991. Rebels from neighboring Liberia entered this small West African country and convinced idle youths to take up arms and bring down the government. They promised food, jobs, fancy lives in skyscrapers they would build in Freetown, the capital city. They promised diamonds. They promised heaven.

Funded by the country's rich deposits of diamonds, the rebels marched westward toward Freetown on the Atlantic coast, their numbers swelling as they moved. On their way they pillaged, destroyed, robbed, raped, amputated and murdered. By the time the war was over 10 years later, more than 50,000 people had been killed.

Among the areas most affected by this brutal civil war is the district of Kailahun on the country's eastern border, an eight-hour drive from Freetown. Bullet holes still



A building in the Kailahun District (above), on Sierra Leone's eastern border, still shows the scars of civil war. But now there are signs (top right) of the agricultural potential in the area.

scar the buildings here. Defunct tankers rust on the sides of roads and in village squares, a daily reminder of a bitter time in the recent past. But the billboard at the border of the district says, "Motto: the soil is our bank." It summarizes very accurately the potential of this area to provide adequately for its people.

People who lived through the war still jump at loud claps of thunder, mistaking them for gunshots. Though they have nothing to fear now, Sierra Leoneans still face the challenge of rebuilding their lives and their country. Sixty percent of Sierra Leone's economy depends on foreign donors. Everyone knows that in order to avoid a return to war the hands of idle youth must be occupied with productive labor. They need education, food and jobs.

Heifer International started working in Sierra Leone in 2007. Today, Heifer has six projects in the Western Rural, Port Loko, Koinadugu and Kailahun districts of the country. Nyandehun, a small village in Kailahun district at the crossroads of the borders with Liberia and Guinea, is one of those communities working to rebuild. Inhabited by the Mende people, this village lies at the foot of the imposing Mambabu hill. T-shirts and billboards broadcast the dozens of organizations that have come through here in the aftermath of the war to bring aid, repatriate and rehabilitate refugees and rebuild the villages.

But now, nine years after the war ended, efforts are turning toward sustainable development. And the work of development is vastly different from the work of relief, taking longer and requiring the effort of the people to benefit from it. Development's benefits are not immediate. They require an investment of time and patience—concepts rural people are not often familiar with or cannot afford outside of the context of farming. This is a drastic shift in thinking.

Among the many shifts that occurred after the war in Sierra Leone is the shift in culture. The demands of rebuilding villages required more than chiefs—a role traditionally left to elderly men—could do. So in many villages young men began to assume positions that they would not have ordinarily had access to.

Chief Tamba Kamanda, 35, is one of the new chiefs. His camouflage shorts, traditional shirt and sandals made from recycled tires represent the layered contradictions of present-

day Sierra Leone. It is through his efforts that the village of Ngainga started working with Heifer.

A narrow, muddy road leads to Ngainga, one of the many remote outposts where people settled during the war to hide from harm. Heifer started working in Ngainga in 2009 through the Kailahun Agricultural and Livelihood Support Project. More than 500 families in the village will receive goats and sheep as the seeds to jumpstart their agricultural and economic productivity.

Families are also receiving seeds to plant groundnuts and rice, the staple foods for Sierra Leone. Through a partnership with the International Institute for Tropical Agriculture, they receive improved varieties of cassava cuttings that will at least double their harvests. Larger harvests mean more to eat; they mean families will have fewer months in the year when they go hungry. Harvests made more abundant through the use of manure for fertilizer yield surpluses to sell in the market and income to help families live more comfortable lives.

As a leader in his community, Chief Kamanda knows firsthand that when people can care for themselves and their families, they are less likely to engage in destructive activities. He says he is aware that other young people look to him to lead, to set the example. He knows that helping his community rebuild can make the difference between war and peace.

In Ngainga, like elsewhere in Sierra Leone, it seems that the work of rebuilding the country rests quite literally on the backs of the women. The incidence of back pain among women

in rural communities is high, as they spend long days bent over, farming large fields with short implements. At the end of the season, if they are lucky, they will harvest enough to pay back their loans and feed their families until the next season. Women also spend long hours bent over hot, open stoves to cook meals, often with children on their backs. Heifer plans to partner with organizations that provide literacy training to give more opportunity for women through education.

Women here tend to marry young, sometimes too young, for protection. Sometimes they are given away into marriage by families who can no longer afford to care for them. Watta Kanneh, 25, is the mother of five children who range in age from 13 years to a few months old. Her husband, 65, is too old to contribute significantly to the family's welfare. Kanneh has no





Watta Kanneh (above) says her goats are “a savings account on hooves.” Chief Tamba Kamanda (at left in striped shirt), is one of the new young chiefs appointed to help rebuild villages after the war.

education, as the war took away that opportunity. She hopes that one day she will get the chance to study. In the meantime, the training from Heifer and the land she cultivates every day go a long way to sustain her and her family. In Sierra Leone, a person who has not eaten rice during the day says that he has not eaten. Along with rice, Kanneh grows peanuts, okra, cassava, pineapples and corn.

“It is insurance agriculture,” explained Valesius Coker, the Heifer Program Coordinator responsible for this area. “Planting many crops eliminates or minimizes vulnerability to crop failure.” Peanuts fix nitrogen into the soil, which benefits other crops. Peanut shells feed animals after harvest, and in turn the manure from the animals nourishes the earth in which the plants grow. And so the cycle of life continues.

“Peace” is a word you hear often in

this country. In a rural context, Heifer’s intervention has gone a long way toward mitigating the age-old conflict between crop farmers and livestock farmers. By keeping their animals in enclosures, livestock are kept from wandering into crop farms and destroying harvests and livelihoods. The peace that now prevails in these villages where Heifer works is a major milestone. There is hope that this peace being planted at the community level will spread throughout the country.

For women like Watta Kanneh, caring for the goats Heifer provided means more work in the short term: more mouths to feed, more bodies to care for. But the animals also provide income for school fees and hospital visits. “The animals are a savings account on hooves,” she said. It is an investment—and slowly communities are beginning to understand that the reward

in the long run is worth the work in the beginning.

There is no timeline for development, said Heifer Sierra Leone’s director, Rashid Sesay. “The country office will continue to work with other stakeholders to sustain the peace and increase the number of smallholder farmers served in the most deplorable districts in Sierra Leone,” he said.

“I come from a hostile environment. I know what peace means. When you plan in a hostile environment it cannot be achieved. For me, it’s peace, peace, peace. After peace, service.”

After a decade of war, people want to forget the past and build a new future. For young people like Chief Kamanda, interventions such as Heifer’s are an opportunity for them to be the architects of the future Sierra Leone and the brokers of a peaceful tomorrow. In homes, within communities and at the national level there is a clear understanding today that only through empowering the people of Sierra Leone to feed themselves and determine their own futures will the country sustain a lasting and perfect peace.

First-Graders are First-Class Givers

Stories by Austin Bailey

If I could just win the cash, I promise I'll give half to charity. I TOTALLY will. Really.

It's the pledge of an untold number of lottery hopefuls and raffle ticket buyers, but how many of us would really follow through?

Well, we know of at least one. First-grader Kai Sutter of Sarasota, Fla., didn't hesitate to share the winnings from his lucky raffle ticket with Heifer International. His mom, Jan, was initially reluctant to let Kai buy one of the tickets being sold at Kai's brother's preschool. But she caved in when Kai promised to buy the ticket with his own money and give away half of any winnings.

When the call came letting her know that Kai's ticket was a winner, Jan Sutter reacted like many of us would. "I thought, 'Oh, no. We have to give half to charity.'" She never thought of going back on Kai's promise, though. "I said, 'Oh, wow, I guess we're going to have to live up to what we said. You can't cheat karma, you know.'"

Living up to the promise was no problem for Kai. He

and his classmates in Karen Cunningham's first-grade class at Fruitville Elementary were in the thick of a campaign to raise money to buy chicks, and Kai was excited to give \$4,000, more than half of his winnings after taxes.

"They needed it more than me because they don't have that much food and they don't have that many clothes and they're poor. That's why I did it," Kai explained. Kai decided to buy pigs, sheep and honeybees, along with a cow so, "they can get milk, ice cream, butter and chocolate milk."

Kai's hefty donation motivated his classmates to dig deeper, mining allowance, birthday money and leavings from the tooth fairy to make donations. First-grader Tyler Perkins tapped his own savings account to bring in \$30.11, and students from other grades chipped in, too. The total donation from the school reached \$5,273.

"The students' hearts seemed to grow bigger right in front of me," Cunningham said. "I was so proud of my students and their giving. I think they were proud, too."

Little Things Add Up

Let's do some math. Seventh-graders at Charlotte Country Day School in North Carolina sold snacks for 50 cents each, turning in a final donation of more than \$7,000. How many snacks were sold?

Lots, teacher Linda Pelletier reports. Every year, her group raises money for Heifer, but this year's total topped all others. Of course, some of the students brought in straight donations. One student strong-armed a \$500 check from her parents, and another boy was saving money to buy a skateboard, but he decided to buy Heifer animals, instead. "He brought me his pile of money, all crumpled in his fist," Pelletier said. He told me those families needed help more than he needed a skateboard. That's what we're trying to instill in these children."





Kindergarten Cuties

Share More Than Their Share

The neighborhoods around Campostella Elementary School in Norfolk, Va., aren't the fanciest, and most families there don't have loads of extra cash. In fact, more than 99 percent of Campostella students qualify for free and reduced lunches. But what the Campostella kindergartners do have is plenty of generosity.

In February the students embarked on a fundraising project for Heifer in hopes of helping struggling families in Rwanda. They went on speaking tours to explain their project to students in higher grades, and they composed

and performed a song about Heifer's mission. The 140 5- and 6-year-olds earmarked snack money to donate a heifer, trees, seeds, bees, rabbits and poultry. Some gave all the cash they got for their birthdays. In all, the students donated \$782.87.

Teacher Karen Beristain said her goal with the fundraising project was to show students that even though many of them don't have much, there are children in other countries who don't even have adequate clothing, food or water, or access to public schools.

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



SHOP @heifer



PEACE ON EARTH HOLIDAY CARDS SET

Inside copy: "Wishing you a blessed Christmas season and a joyous new year." 20 cards and 22 envelopes.
NCARDC102 \$15

JUMPING COW HOLIDAY CARDS SET

Inside copy: "May the world come to know peace and hope in the new year. Happy Holidays." 20 cards and 22 envelopes.
NCARDH101 \$15



GLASS ORNAMENT

Beautiful and unique, these hand-blown 3-inch ornaments feature the Heifer cow. Available in red, blue and purple.

2 for \$2.99

NC0013GR Red

NC0013GB Blue

NC0013GP Purple



ANIMAL ORNAMENTS

Adorn your tree, holiday table or mantel with these handcrafted animal ornaments representing nine of the animals Heifer gives to families around the world.

NC0020COW Cow \$13

NC0022RBT Rabbit \$13

N0015LMA Llama \$13

NC0018BEE Bee \$13

NC0014SHP Sheep \$13

NC0017GOAT Goat \$13

NC0016PIG Pig \$13

NC0021BUF Water Buffalo \$13

NC0019CHK Chick \$13





A. PEACE SYMBOL T-SHIRT

Heifer animals also help bring peace to unstable places. This tee features the peace symbol on the back and the Heifer logo on the sleeve. 100% cotton. **NSAPEACE Unisex \$15**

B. BLACK HOODIE

Keep warm in this 50% cotton, 50% polyester pullover with a raised jumping cow logo and a front marsupial pocket. S-XXL. **NSWO Unisex \$30**

C. CRANBERRY HOODIE

This lightweight, 100% cotton zip-up hoodie is great layer for warm days and cool nights. Women's petite sizes S-XXL. **NWHOOD \$30**

D. RED FLEECE JACKET

Guard against the cold, wind and even the rain with our new fleece. Jacket features front zip and two zip-up pockets. **NSFLEECERED \$65 Men's Unisex**

E. KID'S WHO'S YOUR LLAMA T-SHIRT

These 90% cotton, 10% polyester tees are a sure way to get attention. Child sizes XS-XL. **NYL \$12**

F. KID'S PEACE T-SHIRT

It's never too early to promote peace. This 100% cotton tee is great for kids. Child sizes XS-XL. **NSYPEACE \$12**



G. GLOBAL BARNYARD PLUSH ANIMALS

These stuffed animals aren't just cuddly; their custom hang tags explain the benefits they bring to impoverished families.

NPWROWB Water Buffalo \$15

NPWROC Cow \$15

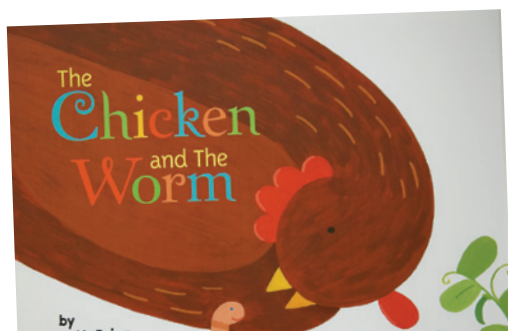
NPWROS Sheep \$15

NPWROG Goat \$15

NPWROP Pig \$15

NPWROR Rabbit \$15

NEW



by Page McBrier
Illustrated by David S. Oster



K.

H. THE CHICKEN AND THE WORM

Introduces the idea that even the smallest creatures can work together to care for the Earth. Pre-K and K. NB07070HB \$16 Hardcover

I. GIVE A GOAT

The true story of how one fifth-grade class was inspired by Beatrice's Goat and raised money to send even more animals to struggling families around the world. 69.NBP00GT10 \$16.95 Hardcover



I.



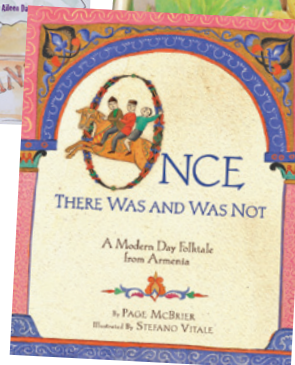
L.

K. BEATRICE'S GOAT

The New York Times best-selling children's picture book about the true story of how one goat changed the life of a Ugandan girl. For 1st and 2nd grades. NB0700000 \$17.99 Hardcover NB0700S00 \$7.99 Paperback



J.



M.

J. FAITH THE COW

Chronicles the first shipment of Heifer cows to Puerto Rico. Ages 4-6 years. NB0705000 \$16 Hardcover

M. ONCE THERE WAS AND WAS NOT: A MODERN DAY FOLKTALE FROM ARMENIA

A true story of three boys who joined a Heifer International-sponsored youth group. For 5th and 6th grades. NB07090HB \$16 Hardcover

L. WINTER IN SONGMING

Follow a boy taking his first step into manhood while his village takes a step toward self-sufficiency. For 3rd and 4th grades. NB07180HB \$16 Hardcover



P.



Q.



T.



U.



R.



S.

P. BARREL MUG

A 16-ounce matte finish barrel mug perfect for sipping your favorite beverage. The mug features a white logo on two sides.

NMUGB2000 Black/blue \$8

NMUGN1000 Black/orange \$8

NM0407000 Black/white \$8

NMUGR0000 Black/green \$8

Q. HEIFER MAGNETIC DRESS-UP DOLLS

Dress your doll in the traditional clothing of four countries where Heifer works.

NPGM0101 \$15

R. PEACE HONEY

Packaged by Heifer partner Savannah Bee Company, this honey provides a market for Heifer beekeeping participants in Honduras.

NH0009 \$15

S. MARKET TOTE

A heavy-duty, 100% cotton canvas bag. 14 x 17 x 13. Available in grape, charcoal, green and orange.

NM0602 Grape \$16

NM0601 Charcoal \$16

NM0603 Green \$16

NM0604 Orange \$16

T. LUGGAGE TAG, COW

Identify yourself as a supporter of Heifer's work around the world when you're traveling the globe.

NLUGC0000 \$3

U. HEIFER BOTTLE

Help keep trash to a minimum when you choose to carry this 16-ounce aluminum water bottle with carabiner top featuring Heifer's logo.

NWATR2010 \$9



V.



W.



X.

V. HEIFER BALL CAPS

Sport your support for Heifer in one of these adjustable ball caps.

NCAPB2000 Black \$12

NCAPW3000 White \$12

NCAPR1000 Red \$12

W. HEIFER LAPEL PIN

A classic and understated way to show support for any cause or organization, the Heifer lapel pin features the organization's logo with a traditional pin back.

NPINL2010 \$5

X. HEIFER GROCERY BAG SET (50% OFF)

Save the Earth one grocery bag at a time. This set of three reusable grocery bags fits all your groceries in one extra large thermal, one large and one medium grocery bag. With drawstring carrying case.

NM0701 ~~\$30~~ \$15

Please cut along dashed line

BILLING ADDRESS

NAME

ADDRESS

CITY STATE ZIP

PHONE E-MAIL

SHIPPING ADDRESS

NAME

ADDRESS

CITY STATE ZIP

PHONE E-MAIL

SHIPPING RATES

UNITED STATES

\$00.01 - \$20.00 \$5.50

\$20.01 - \$30.00 \$7.00

\$30.01 - \$50.00 \$8.00

\$50.01 - \$80.00 \$10.00

OVER \$80.00 \$14.00

* Sales Tax:

Add applicable sales tax for

orders shipped to: AR 6%;

CA 6%; GA 4%; IN 7%;

MA 6.25%; MN 6.875%;

PA 6%; VA 5%; WA 6.5%.

CANADA

Flat rate \$21

A portion of the proceeds received in connection with your purchase will support the entire mission of Heifer International.

Item #	Qty	Description	Color	Size	Price	Total

PRICES GOOD THROUGH DEC 31, 2011

Subtotal

Shipping

Sales Tax*

TOTAL

PAYMENT METHODS

☐ CHECK ☐ VISA ☐ MASTERCARD

☐ DISCOVER ☐ AMERICAN EXPRESS

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

CREDIT CARD NUMBER (ALL DIGITS, PLEASE)

EXP

--	--

M M

--	--	--	--

Y Y Y Y

SIGNATURE

WMH111A0000B2

TO ORDER CALL (800) 422-0474 OR MAIL TO HEIFER INTERNATIONAL, P.O. BOX 8058, LITTLE ROCK, AR 72203-8058

Heifer Education Programs Set New Course



Heifer's education programs equip and inspire people to do their part to end hunger and poverty. In the coming year, you will see a much tighter focus for all our education programs toward strengthening our existing relationships and reaching out to new communities of support. We aim to engage you in Heifer's mission through participation in Heifer education programs as volunteers and as donors who want to ensure that Heifer continues to build the momentum.

This change requires a transition away from

the broad-strokes approach of just listing all our program offerings for individuals and groups. Instead, programs will target specific audiences with whom we want to deepen and broaden our reach. For example, we will move away from offering public study tours to individuals. Instead, we will focus on providing this great education program to groups engaged with Heifer's mission. If you are a member of a faith-based organization, education organization or other community organization, email us at education@heifer.org for more information. We would love to talk with you.



PHOTO BY MATT BRADLEY

HEIFER U

Heifer U blends discussions and hands-on activities to further participants' understanding of various aspects of Heifer's work. Participants learn in a workshop/conference setting from peers, Heifer staff and other content experts. Register online at www.heifer.org/heiferu or call (800) 422-1311.

HEIFER U: BRINGING THE HARVEST HOME

Study Heifer's work promoting food sovereignty and food security around the world. Participants will also gain hands-on experience in harvesting and food preservation techniques they can use at home.

Location/dates:

Hidden Villa, Los Altos Hills, Calif.; Sept. 29–Oct. 2

HEIFER U FOR COLLEGE AND UNIVERSITY STUDENTS

Learn how you can incorporate the work of Heifer International onto your campus! This program will not only introduce students to Heifer's mission, it will also provide them with opportunities for involvement at the campus level and beyond.

Location/dates:

Heifer Ranch, Oct. 27–30

HEIFER U: SUSTAINING LIVELIHOODS IN AFRICA

Achieving and sustaining livelihoods of resource-limited families is at the heart of Heifer's development model. This Heifer U will focus on exactly how this process manifests itself by focusing on some of Heifer's programs in Africa.

Location/dates:

Overlook Farm, Nov. 17–20

Learning Centers

ADULT PROGRAMS

LIVESTOCK HEALTHCARE WEEK

Receive hands-on experience on how to care for livestock as you assist us with our fall livestock health checks. (18 and older)

Location/dates:

Heifer Ranch, Oct. 2–6
Overlook Farm, April 19–22, 2012

RAISING BEES AND HARVESTING HONEY

Learn more about bees as you participate in our honey harvesting activities. (18 and older)

Location/dates:

Heifer Ranch, Oct. 2–6

HARVEST TIME

Immerse yourself in a course

GLOBAL EXPLORERS

Global Explorers, a two-day/two-night program, allows 5th and 6th graders to investigate the impact of personal choices, environmental issues affecting world hunger and Heifer's work around the globe. By using maps and group cooperation skills, participants are able to obtain the basic items needed to prepare a meager meal.

Location/dates:

Heifer Ranch
September 26–28, 28–30; October 3–5, 5–7, 10–12, 12–14,
17–19, 24–26, 26–28; November 14–16, 16–18

on food systems, sustainable agriculture and self-reliance techniques. (18 and older)

Location/dates:

Overlook Farm, Oct. 9–12 (co-ed),
and Oct. 13–16 (women only)

WOMEN'S LAMBING

Women have an opportunity to learn about Heifer's mission, participate in educational activities and experience light farm chores during a time when lambs are being born. (18 and older)

Location/dates:

Heifer Ranch
March 22–25; March 25–30;
March 30–April 1, 2012

Overlook Farm

March 23–26; March 30–April 2;
April 4–7; April 13–16, 2012.

YOUTH PROGRAMS

GLOBAL GATEWAY

This 24-hour program offers participants firsthand experience with hunger and poverty around the world through unique programming and a night in the Global Village. (6th grade and older, plus chaperone)

Location/dates for individuals:

Heifer Ranch, Oct. 15–16;
Nov. 19–20 and March 24–25, 2012

Group programs:

Heifer Ranch, Overlook
Farm, Shepherd's Spring and
Howell Nature Center

GLOBAL CHALLENGE

Global Challenge combines the Global Gateway experience with team-building activities. (6th grade and older, plus chaperone)

Location/dates for

individuals: Heifer Ranch,
March 30–April 1, 2012

Group programs: Heifer Ranch

Contact Information

To view all of Heifer's educational offerings, visit the web pages below.

HEIFER U

(800) 422-1311
heiferu@heifer.org
www.heifer.org/heiferu

HEIFER LEARNING CENTER AT HEIFER RANCH

Perryville, Ark.
(501) 889-5124
www.heifer.org/ranch

HEIFER LEARNING CENTER AT HEIFER VILLAGE

Little Rock, Ark.
(877) 870-2697
www.heifer.org/heifervillage

HEIFER LEARNING CENTER AT OVERLOOK FARM

Rutland, Mass.
(508) 886-2221
www.heifer.org/overlook

HEIFER GLOBAL VILLAGE AT HOWELL NATURE CENTER

Howell, Mich.
(517) 546-0249
www.heifer.org/howell

HEIFER GLOBAL VILLAGE AT SHEPHERD'S SPRING

Sharpsburg, Md.
(301) 223-8193
www.heifer.org/shepherd

STUDY TOURS

(800) 422-1311
studytours@heifer.org
www.heifer.org/studytours

Group Programs

Heifer's Learning Centers provide interactive programs and exhibits showcasing Heifer's model for global sustainable development. Programs for groups are offered throughout the year and range from a few hours up to five nights. Learn more at www.heifer.org/visit. Enrich your experience by incorporating our free school or congregational resources. View available programs at www.heifer.org/schools or www.heifer.org/congregation.

FIRST PERSON

Help for the Disabled



“When I was injured, I was hopeless. I thought there would be no possibilities for me. But Heifer gave us a gift that enabled the disabled people to have equal rights.”


—PHOK KANN

Phok Kann, 53, lost his right leg after stepping on a land mine in 1982. Like the thousands of other Cambodians disabled by land mines, Phok said he faced years of discrimination from friends and neighbors. Now, Heifer is working to change the lives of the disabled and the minds of their neighbors. Read more on pages 22-29.

Photo by Matt Bradley

For those you care about most,
give to those who need the most care.




Heifer International offers unique and thoughtful gifts for anyone on your gift giving list. A goat, a flock of chicks or a water buffalo given in another's name will provide better nutrition and a source of income to help families around the world build sustainable livelihoods. Heifer offers free gift cards and e-cards describing the generous contribution you made.

Visit www.heifer.org/showyoucare to browse our unique catalog and give a gift with one simple click.



IF YOU WANT TO CHANGE THE WORLD, DON'T GIVE. INVEST.

Wiktorja Gaj
with baby
chicken at
her home
in Poland.
Wiktorja's
family is
prospering
from animals
they received
from Heifer
International.

Invest just \$10 a month, and you've bought a struggling family in Nepal a goat that produces milk, income and fertilizer. Just \$30 a month purchases a flock of sheep that produces milk, wool and income for a family in Cameroon. When you become a Friend of Heifer, you ensure a steady stream of support for our work in the field. It's easy. Once you sign up, we'll automatically charge you each month, and you can stop or change your donation at any time. You'll also receive monthly updates detailing how your investment is changing the world.

BECOME A FRIEND OF HEIFER TODAY.

Call (888) 5-HUNGER
(888) 548-6437
www.heifer.org/monthly