

WorldArk

THE MAGAZINE OF HEIFER INTERNATIONAL © SPRING 2011

HEIFER TANZANIA

Teach a Man to Fish-Farm | 18

4 People You Should Know | 12

The Guide to Going Local | 28



Honor a **WiLD*** Woman in Your Life This Mother's Day



Make a Gift to Heifer International

WWW.HEIFER.ORG/WILD • (800) 422-0474



* Donations to Heifer's Women in Livestock Development (WiLD) fund go to 100 percent women's projects around the world.

Dear Fellow Activists,

HAVING LIVED PART OF MY YOUTH IN NAIROBI, KENYA, it is thrilling each time I return to see the changes taking place—always a startling mixture of progress and mayhem. In December I took my first trip to the field as CEO of Heifer International, and I'd like to be the first to tell you: Even rural Africa is changing.

Yes, there is still poverty, hunger, sickness, death. But I could see, hear and feel the differences in the time I spent with Heifer project participants. Instantly striking were the advanced business vocabularies of the farmers, who knew all about balance sheets, converting equity and cash flows. Where did they learn this? From trainings with Heifer.

I traveled to Kenya and Uganda to visit Heifer's East Africa Dairy Development Project (EADD), which is made possible through a \$42.8 million grant from the Bill and Melinda Gates Foundation. The project, our largest to date, is restructuring and growing the dairy industry in Kenya, Rwanda and Uganda. Heifer is the lead nongovernmental organization on the project, working with 180,000-plus farmers. While Heifer provides training and facilitates connections, it is the farmers who are making this project such a success.

In Uganda, I had the pleasure of meeting Agnes Luweesi, who runs a milk collection business in Bubusi. She's also the treasurer of the Kinyogoga Livestock Farmers' Cooperative Society, which is a part of Heifer's EADD project. Two times a day, farmers bring their milk to Luweesi, who checks the quality and strains the milk into aluminum cans. Her husband loads the cans onto his motorbike and delivers the raw milk to a dairy processor, who will pasteurize and package it for sale.

Petite in frame, Luweesi is both welcoming and steady. She is at the heart of the dairy business in this small corner of the world. Her bookkeeping, though done with pen and

paper, rivals that of any small business in the United States.

Just down the street was Dr. Mutesasira Posious, the Kinyogoga Cooperative's agri-vet. He sells veterinary supplies and provides artificial insemination services to members of the cooperative. If a cow is in heat but the farmer can't pay the fee, Nsubuga provides the insemination service, and the farmer pays his debt with his cow's milk later.



PHOTO BY DERO SANFORD

Businesswoman Agnes Luweesi shares milk collection records with Heifer CEO Pierre Ferrari (middle) and Juma Tomusange, an investment adviser from the East Africa Dairy Development project.

Heifer's "Accountability" and "Sharing and Caring" Cornerstones come through strongly in this project—enormous trust is needed for these cooperatives to work. Many farmers join EADD cooperatives when they see how much belonging can benefit them in the long term. This is how an industry grows, and how Heifer's impact spreads.

"We must not leave African farmers as peasants," Sahr Lebbie, vice president of Heifer's Africa program, said to me in one of our first encounters. I can assure you, we are not. Heifer is giving families the means to harness their entrepreneurial spirit, build profitable businesses and provide a secure future for the next generation.

Thank you for helping us help these agricultural entrepreneurs thrive.

Sincerely,

Pierre U. Ferrari

CEO Pierre U. Ferrari

On this tour you'll see big changes...
And the biggest may be the one you see in yourself.



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

Heifer Study Tours. Travel to a better world.

Visit www.heifer.org/studytours or see the calendar on Page 50 in this issue for details.





Contents

18 Tanzanian fish farmer Nicholas Mwakabelele, right, visits the farm of his blind neighbor, Wailos Nzalayaluma, who now raises fish in the pond he dug with Mwakabelele's guidance.

FEATURES

- 12 Meet Our Heifer Heroes**
By World Ark and Heifer staff
 Whether it's opening schools for orphans, stopping human trafficking, building houses for the poor or teaching fellow farmers how to thrive, these Heifer Heroes are doing great things to help others.
- 18 Teach a Man to Fish-Farm**
By Donna Stokes
 One Tanzanian fish farmer shows how compassion and the power of Passing on the Gift can inspire self-sufficiency in others, including a blind man who once begged for just one meal.
- 28 Eating Little Rock: The Short History of a Foodshed**
By Ragan Sutterfield
Sidebar by Tom Peterson
 If a small Southern city can create a healthy network of local foods accessible year-round, it's possible anywhere.

Cover and top photos by Dave Anderson.

DEPARTMENTS

- 4 Letters**
 Readers respond
- 6 For the Record**
 Food deserts
 House size
- 8 The Good Life**
 Strawberries
 Coop dreams
- 10 Asked & Answered**
 Ellen Gustafson of 30 Project
- 34 Mixed Media**
 CEO's bookshelf
 Five favorites on China's economy
- 38 Heifer Bulletin**
 WILD awards
- 42 Heifer Spirit**
 High schoolers with heart
 Exceptional Easter efforts
- 50 Calendar**
- 52 First Person**
 Self-reliance

CONCERN FOR NATIVE AMERICANS

I wholeheartedly agree with Frank Fox, whose letter in the Winter 2011 edition said Heifer should use its resources to help impoverished Native Americans and their reservations. It's time to turn some helpful practices toward our own land and peoples.

PHOEBE BICKHAUS
Naperville, Ill.

Editor's Note: Heifer has a long and ongoing history of working with Native American communities to help them preserve food traditions and improve nutrition. Recently concluded projects focused on helping members of the Navajo Nation and Pueblo Yaqui in Arizona. Currently, Heifer's Kanenhi:io Ionkwaienthonhakie (We Are Planting Good Seeds) is a project located on the Mohawk Territory of Akwesasne in Upstate New York, Ontario and Quebec. The project will help 62 families to raise buffalo, beef cattle, pigs, poultry and a variety of traditional crops.

DELICIOUS MEMORIES

The "Good Life" article in the Winter issue caught me by surprise. SALSIFY? No one I have spoken with in recent years has heard of it. I was raised on a farm in Missouri in the Depression, drought years when we barely grew enough to feed ourselves as well as our livestock. But my mom not only worked the garden soil but brought forth things from it that were wonders to family and friends.

One of those vegetables we ate our share of was salsify. Dad loved oysters, but who could afford them or even find them in local stores? Our cow supplied

us with milk and butter and so we ate salsify soup, or as dad called it, oyster stew. I have not met anyone on the West Coast who knew what I was speaking of, even as I remembered the smell and taste of that root that lived in our garden even in the drought years.

Thanks for your great magazine. I have introduced folks to Heifer through holiday and memorial gifts and wish I could visit some of the places mentioned. Your work will not go unrewarded.

SHIRLEY HACKETT
Corvallis, Ore.

THE PERFECT GIFT

This past Christmas I asked that instead of gifts, my family make donations to a favorite organization or charity. It was not a popular request but they honored my wish and made some wonderful differences for many people, as well as animal shelters. I was thrilled and thankful.

However, our 7-year-old grandson Alex brought me to tears as he proudly announced, "Grammy Cissy, I got you a flock of chicks!" A trip to Heifer Village in Little Rock may be a good way to spend part of spring break.

CISSY RUCKER
Little Rock, Ark.

DON'T FORGET THE QUAKERS

While I agree with Mick Rogers ("Readers Respond," Winter 2011) that the majority of the world's religious traditions oppress women to varying degrees, I would draw your attention to a Christian group, the Religious Society of Friends. From their beginnings

in the 17th century, Quakers (as we are commonly known) have promoted equality in gender, race and class. While all religions struggle to live out their beliefs and practices in the mixed society around them, Quakers have consistently held that living in integrity is more vital than yielding to society's current trends.

There are many online resources about Quakers and our history, including information about the radical retail beginnings of Cadbury Chocolates, where the merchandise had fixed prices and was available to all who shopped there, rather than excluding the lower classes as was the custom of the day.

JOANNE ROGERS
Marcellus, N.Y.

A TEACHING TOOL

I am writing to compliment you on two recent issues of *World Ark*. We received our first issue in the fall of 2010 as we were beginning to prepare for Christmas. My 5-year-old daughter, Jillian, was struck by the pictures of animals and people from Africa. Friends of ours had recently adopted children from Ethiopia, and Jillian was very curious about why, as she put it, "Some mommies and daddies are so poor they have to send their children to live with new moms and dads." The magazine gave us a great opportunity to discuss the dynamics of poverty and ways it can be combated in terms a 5-year-old can comprehend. Jillian was touched enough to decide she was going to buy some chicks and goats for people. She set to immediately decorating a box to save to be able to do that.

The Winter 2011 issue also gave us a great opportunity to discuss another issue close to our family. In 2002 my brother and sister-in-law adopted an infant girl from a Guatemalan village very similar to the one described in your article. Jillian is very close to her cousin and was fascinated to see pictures of little girls who looked very

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 69872 to receive our mobile alerts (message and data rates may apply).

much like her cousin. The article offered us the chance to explain a bit more of her cousin's story and in so doing help Jillian make another important human connection to the issues of poverty and inequality.

JENNIFER WHEARY
New York, N.Y.

Starving, Falling, Withering

*Hope is the last thought in my mind,
But it is one feeling I am determined
to find.*

*Deserted, no one has ever stood by me
I cannot even remember my own family*

*Every part of my inner self
Begs for luxury, begs for wealth*

*Yet I become weaker, weaker as the
day passes by
Every moment I wonder how this
situation found me, why?*

*Starving, falling, withering away
There has never been a place I could stay*

*Eternal hunger occupies my every thought
Who will feed me if I cannot?*

*I beg for small scraps from anyone around,
Yet their frugal souls do not make
a sound*

*I gaze, I gawk at the glorious morsels
you consume
My nose tingles with the aroma,
the freshest fume*

*And still, the hills of my hunger
keep getting steeper,
As the hole in my stomach continues
to fall deeper*

*I have neared the end before,
But turned away from that dark door*

*My hope continues to decline,
But it is one feeling I am determined
to find.*

SARAH BEAN, AGE 13
Silicon Valley, Calif.

Q&A WINTER

*What advice or suggestion would you like
to give to new Heifer International CEO
Pierre Ferrari?*

Welcome to your new job! I'd like to suggest that Heifer expand on making microloans to those benefiting from the donation of an animal, so that they can build whatever infrastructure is necessary to enhance their work with the animals. I find it refreshing that you suggested that we, while not becoming reckless, move faster. I believe that additional microlending will help to realize that goal.

JOHN POOLE
Santa Rosa, Calif.

I believe that great giving organizations would help people even more if they all worked a bit more together. I read a great book called *Give A Little* about various organizations that help people and thought, wouldn't it be nice for one organization to help another for the greater good? I have been sponsoring two brothers in Zambia through Children International and had contacted Heifer about getting them some kind of animal or chicks. I was told this was not possible and thought there's got to be a way. So, I'm putting the bug in your ear.

WENDY POPE
Grafton, Mass.

Q&A SPRING

*Is eating locally grown
food a priority for you?
Why, or why not?*

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.



CEO
Pierre Ferrari



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 Stirling

MANAGING EDITOR
Donna Stokes
donna.stokes@heifer.org

SENIOR EDITORS
Austin Bailey
austin.bailey@heifer.org

Jaman Matthews
jaman.matthews@heifer.org

SENIOR GRAPHIC DESIGNERS
Pooi Yin Chong
John Houser

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.

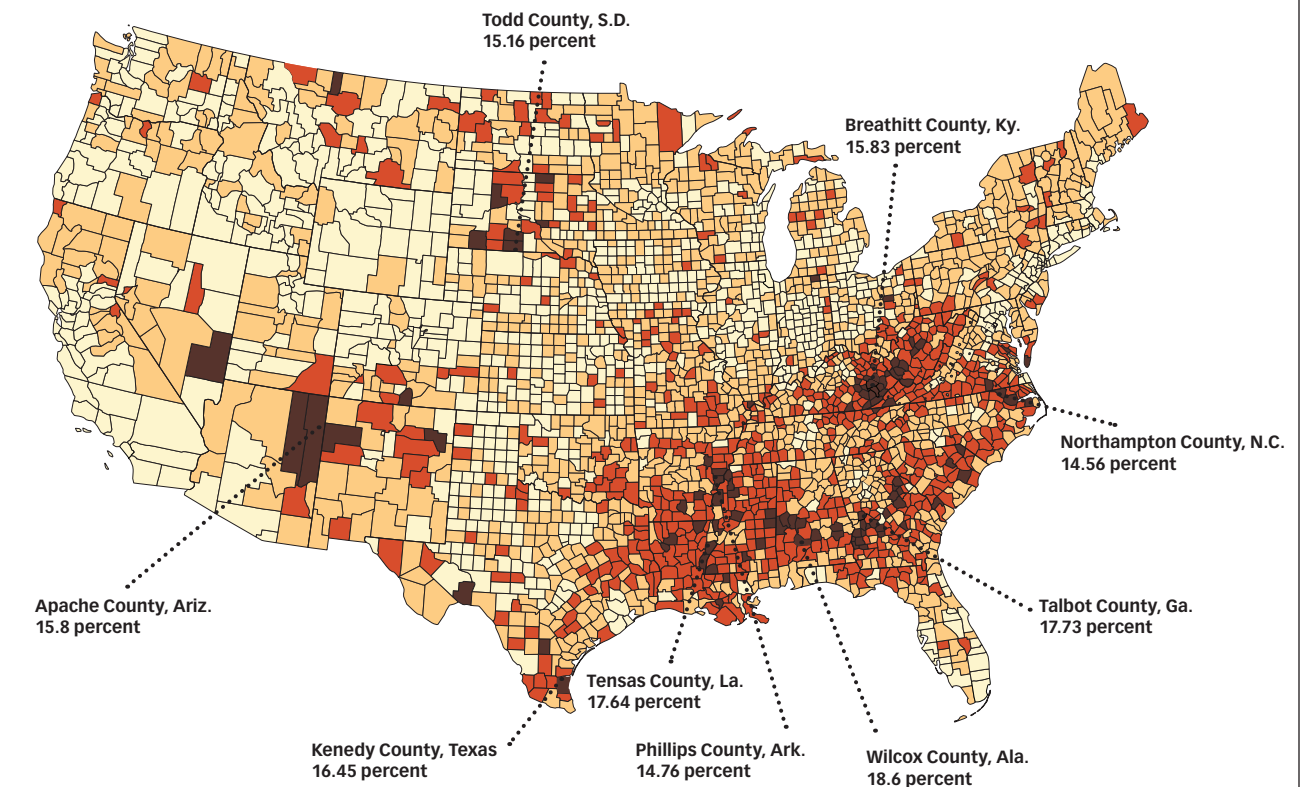


The FSC® Logo identifies products which contain wood from well managed forests certified in accordance with the rules of the Forest Stewardship Council.

Food Deserts

There's a new kind of desert growing in the U.S.—wastelands where access to fresh food is limited and residents are left to scavenge prepackaged food at the nearest gas station or convenience store. A 2009 study by the U.S. Department of Agriculture found that 2.3 million households without access to a car fall in these “food deserts” where the nearest grocery store is at least a mile away. The map below charts food deserts by county.

Percentage of households in food deserts, by county



Key



NO DATA AVAILABLE FOR ALASKA OR HAWAII. SOURCES: SLATE.COM, DEPARTMENT OF AGRICULTURE, CENTERS FOR DISEASE CONTROL

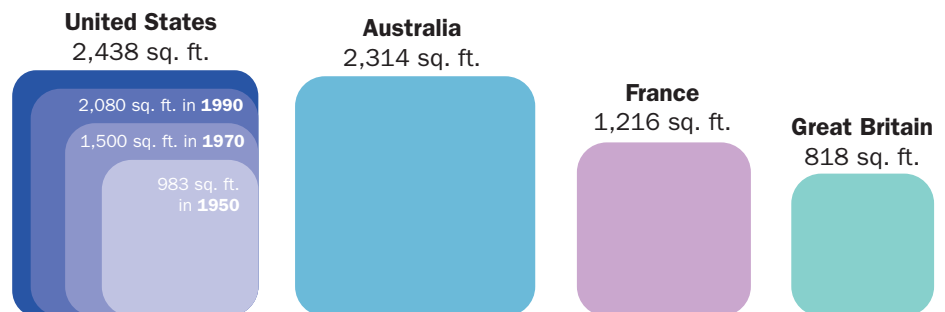


14.3%

The poverty rate in the U.S. in 2009, according to the U.S. Census Bureau. But in testing several alternative methods for determining the poverty rate, the figure ranged anywhere from 12.8 to 17.1 percent.

Size of houses

The average size of new homes in the U.S. has more than doubled in the past 60 years. The recession knocked us back a few square feet, but we're still building the largest houses in the world, though the Australians seem eager to claim that dubious distinction. So how do we stack up against other countries?



Sources: U.S. Census Bureau, National Public Radio, Sydney Morning Herald and BBC News

One Fish, Two Fish

In this day of Google Earth, when every inch of the Earth's surface is viewable and zoomable, we still know comparatively little about what lies beneath the surface of our oceans. The first Census of Marine Life, conducted in 2010, will do something about that. The collaborative effort among scientists in 80 countries will catalog marine life around the world to provide a baseline of data at a time when our oceans are rapidly changing.



PHOTO BY JON HANSON (FELICITY/JON HANSON)

Jargon

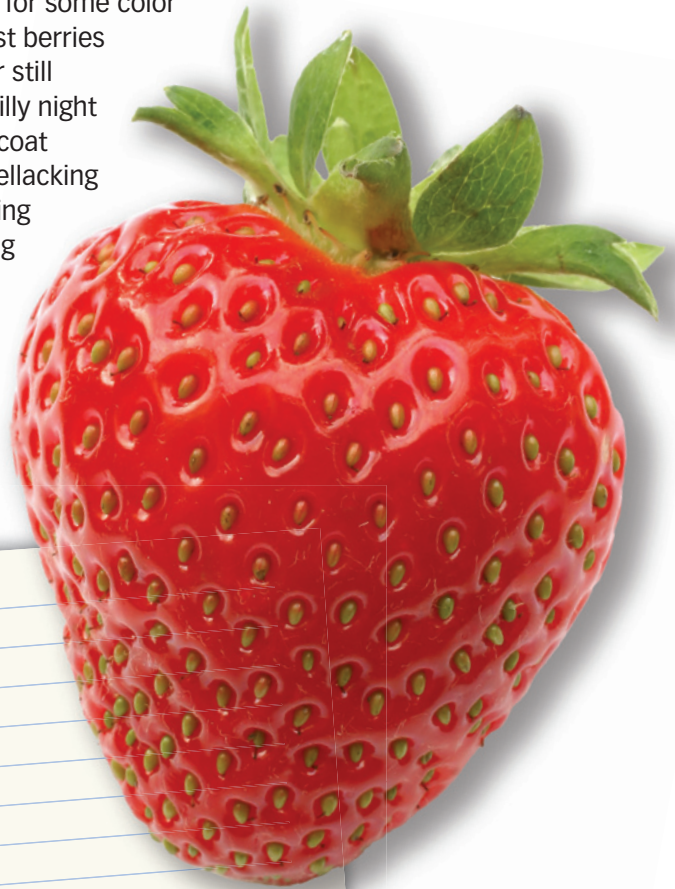
ZERO-GRAZING

A method for humanely raising livestock in enclosed areas, bringing water and fresh feed to the animals instead of allowing them to wander. This method not only protects fragile ecosystems but also protects the animals from predators and theft. It also eases chores like milking and gathering manure.

Harvest

Strawberries

After a stuffy, pasty winter, I think we're all ready for some color on our plates. Luckily strawberries, those bravest berries of all, dare their debut even as freezing weather still threatens. Strawberry farmers often spend a chilly night or two this time of year hosing down their new plants to coat them in a protective layer of ice. Why do they do this? Shellacking the berries with ice keeps them at or slightly above freezing because the freezing process itself gives off heat. Spraying is enough to protect the fruit as long as the freezing process is under way and the temperature remains above the mid-20s. Sure, it's lots of work and makes for a long night, but we applaud their efforts, especially when we get our hands on the season's first berries for a bowl of this sweet, tangy, vitamin-packed salad.



Strawberry Salad

Dressing:

1/3 cup white sugar
1 teaspoon salt
1/3 cup white wine vinegar
1 cup oil
1 tablespoon poppy seeds

Salad:

6 cups spinach, washed and dried
1 heaping pint strawberries, hulled, washed and sliced
6 ounces goat cheese, crumbled
3/4 cup toasted almond slivers or slices

Distribute salad ingredients to six bowls or plates. Whisk first four dressing ingredients together, then mix in the poppy seeds. Drizzle over the salad immediately before serving.

Something To Keep Your Hands Busy

The calls for handmade mittens and scarves are drying up with the warmer weather, but there are plenty of other projects out there to keep knitters and crocheters busy. If you're crafty, consider lending your efforts to the Comfort



PHOTO BY NYAKA AIDS ORPHANS PROJECT

Doll Project, which provides sweet handmade dolls to the AIDS orphans enrolling at the Nyaka and Kutamba schools in Uganda. (You can read more about these schools, founded by Jackson Kaguri, on Page 12.) The dolls help soothe the traumatized young students who come to the schools after losing a parent or parents to AIDS. Both knit and crochet patterns for the dolls, as well as mailing instructions, can be found at www.nyakaschool.org/comfort.php.

Coop Dreams

At Heifer International, we know that chickens are a great choice for families around the world because they're easy to keep and their eggs are a reliable protein source. You may have given a gift of chickens through the Heifer catalog. Now, why not give yourself a bird or two? Chickens provide fresh eggs, pesticide-free bug control and hours of entertainment. But before you rush off to the feed and seed for a family of chicks, there are a few things to keep in mind. First, make sure you check local laws to be sure chickens are allowed in your city limits. Many cities welcome hens, but aren't so accommodating to those early-rising roosters. Second, you'll need to buy or make a good coop that keeps predators out while also keeping your flock comfortable. Third, determine what kind of birds you want. Will it be Ameraucanas, with their pretty blue-green eggs? Or would you rather go with a luxurious, long-feathered Silkie? There are plenty of options. Go to www.backyardchickens.com to get started.



CORNERSTONES IN ACTION

For more than 65 years, 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* will feature a different Cornerstone in each issue, along with suggestions on how to put it into practice.

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



HOW IT WORKS: Participants in Heifer projects, including Heifer staff, partner organizations and the communities being helped, are mutually accountable to each other and must work together to achieve common goals. Heifer provides livestock, supplies, expertise and support, while project participants reciprocate with hard work and a pledge to pass on what they learn and receive.

IN ACTION: We're all part of communities, from the family level to the global level, so we must be accountable for the resources we use and the actions we take. Taking responsibility for our place in the world can take many forms: Recycling, volunteering and taking a genuine interest in the people and happenings around you are just a few. Make a list of ways you can be accountable to your family, friends and community and refer to it throughout the year.

Accountability

Fixing Dinner in 30 Years or Less

In 1980, the U.S. agricultural system began to change drastically, high-fructose corn syrup and other processed foods flooded the market, and Ellen Gustafson was born. Thirty years later, the world's population includes nearly 1 billion hungry people and 1 billion people who are overweight. Launched in the spring of 2010, Gustafson's 30 Project aims to take a 30-year look forward to bring about a global food system that provides enough—and healthier—food for everyone.

With fashion model Lauren Bush, Gustafson co-founded the FEED Foundation, which has provided more than 54 million school meals to children around the world, largely through sales of stylish, reusable shopping bags. Formerly a spokesperson for the United Nations World Food Programme, Gustafson is working toward a master's degree in food studies at New York University.

Interview by Laura Lynn Brown, *World Ark* contributor

WorldArk: Tell us about the 30 Project.

ELLEN GUSTAFSON: The 30 Project is my attempt to make sense of a strange reality in the world today: There are 1 billion people hungry and 1 billion people overweight. The year 1980 kept coming up as a time when the obesity and hunger trajectories both grew, while agriculture shifted toward consolidation and mono-cropping in the West. I came to the conclusion that the food system in its current form is about 30 years in the making, and that if dramatic changes can happen over 30 years with negative outcomes, we have the opportunity to start now to make changes for the positive.

What's the 30-year dream, and what's happening now?

My 30-year dream is that people everywhere, from Boise to Botswana to Bangladesh to the South Bronx, are able to access nutritious foods for themselves and their families and that we have an agricultural system that allows that to happen with food that is not too far away and supports each region's economy.

To that end, our plan is to coalesce the groups that are currently dealing with hunger, obesity and agriculture and create some common goals to address all three together. We are starting by having dinners in cities across America to coalesce the local food activists, farmers, educators, chefs and

organization leaders so that they can have a platform for working together to fight hunger and obesity at the same time.

What do you think can come out of hosting dinners and talking about food that will result in real change?

I believe that in today's climate of siloed action and competition for fundraising dollars and legislative priorities, it is very hard for different organizations in the food movement to work together. That said, there is a huge amount of energy in the food movement today, and people are really smart and passionate about eating better, as well as about feeding the world. If we can harness that energy



PHOTO COURTESY OF ELLEN GUSTAFSON

Ellen Gustafson (at right) with Lauren Bush in Rwanda, urges cooperation today among organizations dedicated to sustainability to improve our global food system in the next 30 years.

and creativity toward some longer-term common goals, we can really change the world.

I hope that at the 30 Project dinners, people will make real connections across the table and meet players in the movement that they'd never met and with whom they can collaborate.

When you introduced the project at the TED conference, you mentioned Heifer International as a potential partner. Why?
What I love about Heifer's model is, first of all, it's obviously a sustainable model, to give people animals so that they can work and also provide income for their families. Heifer is one of the best at understanding the global nature of food problems. A lot of organizations don't look at the world in that way.

In your TED talk you pointed out that countries with great hunger are often politically unstable. Do you think decreasing hunger can improve the stability of those countries?

A lot of times security problems come from desperation, and what could be more desperate than being hungry and knowing your child is hungry? You don't care what you have to do to get food. One of the most sad dichotomies in New York is that Hunts Point, which is an area of the Bronx, is the site of the biggest food distribution center for the 15 million-person New York metro area. It's also one of the biggest food deserts in New York. I think that's practically criminal.

With a bunch of friends I've co-founded a charter school in the South Bronx called the Success Charter Network. The principal was telling me on the first day for their snack the kids had pineapple, and some of them had never had it before. Five or 6 years old, they had never had pineapple before. The teacher told them, "Try it, it tastes like candy."

There are a lot of kids coming to school holding a bottle of soda and a bag of chips, and that's what they've

had for breakfast. ... We're talking about getting people out of poverty. How can you if you're not working to your full potential?

What can individuals, especially young people interested in humanitarian work, do to make a difference?

It sounds like I'm a crazy hippie when I say this, but young people are interested in farming. It's a cool and interesting and healthy answer to a lot of our economic problems, to get more people growing healthy food that can be eaten by members of their own community.

This is a perfect young person's issue. It's an opportunity for people to be real activists and make real change. Even at Columbia [University] there's a school garden that students run. That wasn't on people's minds when I was there 10 years ago.

For more information about the 30 Project, go to www.30project.org.



HEROES

Meet
Our
Newest
Heifer

Whether it's opening schools for orphans, stopping human trafficking, building houses for the poor or teaching fellow farmers how to thrive, these Heifer Heroes are doing great things to help others.

ILLUSTRATIONS BY CHRIS LYONS

Twesigye Jackson Kaguri

Jackson Kaguri left his village of Nyaka, Uganda, to pursue an education and comfortable life in the United States, but when his siblings died of AIDS, Kaguri knew he had to return home to give other children a chance at education and good health. He's already built two schools, and his students are thriving.

Jackson Kaguri was 4 years old when he sneaked out of his house to follow his sisters to school. In Uganda students start class at age 6, but young Kaguri simply couldn't wait any longer. So one morning he tiptoed quietly after them, hiding behind bushes and keeping at a safe distance for the entire seven-mile trek. When he got there, though, he couldn't hide any longer.

"That's the first day I found out that to go to school you must wear a uniform," Kaguri said. "I had on shorts with a big hole in the back. All the other kids were dressed in white shirts and khakis." Then Kaguri got another surprise. "Twesigye Jackson Kaguri," an angry voice boomed from behind him. Kaguri's father had followed him and then dragged him back home without a word. When they got there, Kaguri's father made him an offer. He would pay to send his youngest son to school early on the condition that he never fail an exam. The first failing grade would be the end of any tuition payments and the end of his education.

"I think he was wishing I'd say no," Kaguri said. "The next morning I was fitted for a uniform."

Kaguri was one of five children born to parents who valued education but never went to school themselves. Paying for uniforms, tuition and supplies was a nearly overwhelming burden to the family, who had to sell off livestock and

eventually land to cover expenses. But the investment in young Kaguri paid off. He was an ace student, earning a spot at Uganda's national university in Kampala. In 1995 he came to Columbia University in New York as a visiting scholar.

As Kaguri was finishing his studies, his older brother was dying of AIDS. Kaguri came back to his dusty, remote village to be with his brother in his final days, and he pledged to take care of the three children his older brother was leaving behind. When his sister died of AIDS six months later, Kaguri took on another nephew, this one HIV-positive.

"I had hopes of buying a car, marrying a beautiful woman, having a good time, having a job, doing whatever I wanted. All the sudden I am the father of four children, one dying of HIV/AIDS. They need rent, they need pencils, they need medicine," Kaguri said. And his responsibilities extended beyond his family. His entire village was ravaged by AIDS, and the grandparents who suddenly found themselves in charge of their orphaned grandchildren looked to Kaguri to help pay tuition and buy books and school supplies. He dutifully helped them out, but in 2001, his wife suggested a different strategy. Why not start their own school?

Kaguri agreed, and as the school was being built, he traveled back and forth between Nyaka and East Lansing, Mich., where he worked at Michigan State University. Kaguri raised money while he was in the U.S., and raised shovelfuls of dirt when he was in Nyaka. Two rooms were ready for the students by January 2003. Villagers kept building, and the Nyaka School swelled to seven rooms by 2009, large enough to accommodate more than 200 AIDS orphan students.

The school itself represented a victory, but it quickly became evident that buildings and teachers weren't going to be enough. Many of the students had the swollen bellies that indicate serious malnutrition, and they sometimes fell asleep during class because they didn't have enough energy to stay awake. So a school garden was planted to supply stu-

dents with two meals a day, and a nurse came on board to keep students healthy. When teachers noticed that many students missed class when their caretakers became ill, the nurse started venturing out to care for those caretakers so that children were free to come to class.

And the Nyaka School reaches out to the community in other ways, providing improved houses, latrines, livestock and microfinance loans to grandmothers.

“We chose to work with these women because they are the ones left behind to care for the orphaned generation,” Kaguri said. “They care for and love these children no matter what, and we had to step in and reassure these grannies that even if they passed away today, their children would be okay.”

The holistic approach is working well. Last year, every student at the Nyaka School who took the university entrance exam passed it.

Kaguri is using the same approach at his second school in the neighboring district of Kutamba, which he decided to open after a boy walked the 50 miles from there to Nyaka

hoping to enroll. At first, Nyaka board members balked at taking on another project. “They said, ‘No, Nyaka has to be sustainable first,’” Kaguri said. “I said, ‘Harvard has been here these many years and they’re still raising money today.’ We started Kutamba.” There are 52 districts in Uganda, and Kaguri said he’d like to build a school in each one.

Last year Kaguri left his job at Michigan State to focus on fundraising for his schools. He plans to spend nine months a year in the U.S. and three months back in Uganda. Splitting his time between two different worlds isn’t difficult, he said. “I count my blessings and look at our students with assurance that there will be many more Jacksons who will fly all over the world and never turn their backs on the villages that made them who they are,” he said.

You can learn more about Kaguri from his book, *The Price of Stones*, which comes out in paperback in April. For more information about the Nyaka and Kutamba schools, visit www.nyakaschool.org.

—Austin Bailey

YOUR **HEROES**

Thank you to everyone who nominated their own Heifer Heroes, people who inspired with generosity, hard work and caring spirits.

Humanitarian and best-selling author **Greg Mortenson** garnered a Heifer Hero nomination from *World Ark* reader Kathleen Donnelly, who admires Mortenson’s ability to work across cultural divides to provide education for girls in a part of the world where it’s not uncommon for families to educate only their male children. Mortenson first won widespread attention in 2006 when he published *Three Cups of Tea*, an account of how an accident during his attempt to scale the world’s second-highest mountain led him to a remote Pakistani village where he first made his pledge to open schools for girls.

Of course, not all of our heroes are household names. A co-worker at the sustainable agriculture organization The Land Institute nominated **Sheila Cox**, a young woman who lives her convictions. Cox’s dedication to sustainable living shows in her choice of housing—a repurposed grain bin equipped with a rainwater collection system that feeds her garden. No car for Cox; she rides her bike everywhere she goes.

We heard about **Dr. J. Mascarenhas**, who earned a medical degree in Germany but returned to his home country of India to offer free medical care in remote villages. In addition to doctoring with his organization Pasam Trust, Mascarenhas throws himself at the tasks of raising money and recruiting fellow medical specialists to lend a hand.

Our youngest nominee was **Gwendolyn Morgan**, an 18-year-old high school senior in Townsend, Mass., whose dedication to ending hunger and poverty inspired her to organize a “Four Courses for a Cause” meal that raised \$1,100 for Heifer International.

—Austin Bailey



Anuradha Koirala

This Nepali rights activist defends and empowers exploited women and girls and fights daily for an end to sex trafficking in her country.

As many as 7,000 Nepali women and children are sold every year to India's sex industries, according to the government's National Human Rights Commission. Anuradha Koirala's organization, Maiti Nepal, provides a safe place for sexually abused and exploited women and girls to recover and begin to shed the stigma associated with their suffering.

The organization shelters those who fled or were rescued from Indian brothels. It also shelters women and girls who were infected with HIV/AIDS or Hepatitis B, or were impoverished, abandoned and in danger of being exploited by traffickers. Since 1993, Koirala's group has rescued and rehabilitated more than 12,000 girls and women.

Heifer salutes the efforts of Maiti Nepal and Anuradha Koirala for her efforts to stop human trafficking. "Awareness is our only weapon," Koirala said. "If every man sees his sister and daughter in the faces of these trafficked women then the buying will stop and so will the selling."

Nepal's social and economic structure fuels this human trafficking. Gender discrimination is deeply instilled in the culture and, despite some recent modernization, people remain skeptical of women's potential to be equal to men. A weakening economy and growing population add fur-

ther pressure. In such a situation, selling a daughter for the equivalent of about \$130 is not such a hard choice for many parents. Other victims are young, poverty-stricken women with dreams of working in a foreign country for a better life for themselves and their families. They are easily lured with false promises of success.

No matter the root cause, the trauma of human trafficking eats through the mental and physical well-being of the country like cancer, crippling families and communities. Those who escape face the stigma and humiliation of having been sex workers. The stigma prevents many from leaving this line of work when the opportunity arises. That is where Maiti Nepal comes in.

The group has a tremendous track record in intercepting human traffickers and relocating victims of forced prostitution from cities in India. Maiti Nepal is not just a support group but also a home. The group created a border patrol of women who were once trapped in the same system. Their firsthand experience and quick actions prevent many children and women from going through the same dehumanizing experience that they went through.

Anuradha Koirala's work has touched the hearts of millions around the world. Koirala was recently named the top CNN Hero of 2010 and received \$125,000 to help her continue her work. To see video about Maiti Nepal, go to www.cnn.com and search "Anuradha Koirala."

— Puja Singh, Heifer Nepal



Mateo Paneitz

It took some time and a few false starts for Mateo Paneitz, 35, to find his calling. But a stint in the Peace Corps sparked a love for Guatemala, and his plan to help the country took shape.

Nothing in Mateo Paneitz's childhood prepared him for his present job, or the attention it brings him. Paneitz grew up in Lufkin, Texas, a small town two hours north of Houston. Today, he lives in the Western Highlands of Guatemala, where he is the executive director of Long Way Home, a nonprofit that recycles trash into green buildings.

The path to his current position includes a few detours, but in 2002, he joined the Peace Corps and was stationed in San Juan Comalapa, Guatemala, where he worked with the town's youth. They had no activities outside of school and work, and no future to speak of. There simply is not enough land for all of them to stay and be farmers, so many leave for the U.S. or Guatemala City, where gangs are rampant.

After the Peace Corps, Paneitz returned to the U.S. He knew he wanted to get back to Comalapa to help the youth, so he began filling out the paperwork to establish a nonprofit organization. "I didn't know anything," Paneitz said of the process. "I just took it one line at a time." And the first line was a stumper. "Line one was, 'What is the name of your organization?'" Paneitz had no idea, so he thumbed through his music CDs until he stumbled across one he liked. "Long Way Home" is the name of a Dwight Yoakam song.

In early 2005, Paneitz headed south. "Kerouac style, I

bought a Volkswagen and rode down to Guatemala with two friends," he said. The group successfully built a soccer field and basketball court and a city park for area youth.

But Paneitz quickly realized that wasn't enough, so he turned his attention toward the everyday. How could he improve living conditions? He realized he could train locals in green building techniques, provide poor families with better housing and clean up the community, all at the same time.

Long Way Home began with simple building projects—finding ways to capture the rain from the roof, installing solar panels to generate electricity—that make a huge difference in the quality of life here, especially for children.

"The kids don't have to spend all day collecting firewood and water," Paneitz said. Now, children can stay in school, where they receive an education and learn a vocation. "That is what breaks the cycle of poverty."

Long Way Home (www.longwayhomeinc.org) is now building a vocational school, which will open in 2012. "It will be an appropriate technology center," Paneitz said, training locals in green construction methods but also in entrepreneurship.

So how does a small-town boy decide to do something like this? For Paneitz, aside from his experiences in the Peace Corps, it was by reading about others who made a difference, people like Nelson Mandela, Paul Farmer and Mohandas Gandhi. "I read about all these people and feel a tremendous responsibility to them," he said. Luckily for the people of Comalapa, Paneitz took the next step and turned his inspiration into action.

And he's not done yet. "I believe that anywhere there is dirt and rubbish, we can replicate this model."

— Jaman Matthews

Restituta and Isaya Mlelwa

Once grateful recipients themselves, Heifer participants Isaya and Restituta Mlelwa now open their lives daily to farmers across Africa eager to learn their advanced organic-farming methods.

To say Restituta and Isaya Mlelwa's farm in the Tanzanian village of Lunyanywi is flourishing doesn't begin to tell the story. Towering stalks of lush-green corn tower in fairy tale-like proportions several feet taller than a neighbor's yellowed crop planted with chemical fertilizer.

The difference? Organic farming that began when Restituta Mlelwa signed up for the Heifer dairy cattle project in 2000. Before then, they were desperately poor.

"Life was very, very tough for me," Restituta Mlelwa said. "In fact I was at the point of giving up due to that habit of him coming home drunk and having no money from his work. We were in the poverty cycle, living from hand to mouth."

Yet one dairy cow started the couple on a new path that just last year won them Heifer's top global award for achievement, along with regional farming exhibition honors. Today, they grow many varieties of vegetables, fruit trees and fodder trees and grasses for their dairy cows.

They have a modern brick house, a biogas unit for cooking fuel, solar panels for electricity and a classroom in the middle of it all where they teach farmers from all over Africa

about the zero-grazing method for raising dairy cattle and the results of years of experimentation and testing in best methods for organic farming.

"Everything we have here came from the dairy cattle," Restituta Mlelwa said. "All of the things."

The couple has trained more than 1,700 individual farmers and 51 groups, including participants from neighboring Heifer project countries. They host the farmers in their home for a two-week course and provide meals and beds in their home and advanced hands-on training on the farm.

No chemical fertilizers or insecticides are used on their farm. Isaya Mlelwa even delivers some carefully mixed concoctions by teacup to the base of each plant in certain crops to jump-start growth. Thousands of additional visitors have come just to marvel at the colossal vegetables and perfect fruit produced at their farm. In January, Restituta Mlelwa traveled to Italy to teach organic farming.

"We love to teach other people," she said. "It's true, some who visit for training give us a small amount of money for compensation. But many people who come for training we do it for free. We were given the cows, and they have made us progressive and prosperous. We want the same for others."

Isaya Mlelwa agrees. "To us God showed us something that was hidden inside us—there was a talent, a trainers' talent, that was hidden," he said. "Since it has been shown to us we are capable of training other people, we feel we should use it to help others become prosperous in their lives."

— Donna Stokes





Teach a Man to Fish-Farm


BY DONNA STOKES, WORLD ARK MANAGING EDITOR

PHOTOS BY DAVE ANDERSON





Nicholas Mwakabelele (left) and Wailos Nzalayaluma share their stories of a warm friendship that grew from a unique Passing on the Gift challenge.

A photograph of a man sitting on a large tree branch over a river. The man is wearing a dark short-sleeved button-down shirt and light brown trousers. He is smiling and looking towards the camera. The background shows a wide river with a muddy, brownish-yellow hue, surrounded by green grass and trees. The scene is brightly lit, suggesting a sunny day.

One Tanzanian fish farmer shows how compassion and the power of Passing on the Gift can inspire self-sufficiency in others, including a blind man who once begged him for just one meal.

MAMBI VILLAGE, Tanzania—The road to Wailos Nzalayaluma's home in southern Tanzania is rutted and slick with puddles and mud during the rainy season. A makeshift bridge of bound tree limbs crosses a burbling stream. It was here that Wailos first met Nicholas Mwakabele, his neighbor and a fish farmer who got his start with help from Heifer International.

Wailos, whose last name, Nzalayaluma, translates to "I'm feeling hungry" in Swahili, is blind. He stopped Nicholas on the bridge to beg for a meal. "I told Nicholas, 'I'm hearing stories you are raising fish. I'm begging for some few fish for a meal today,'" Wailos said.

The answer was one of compassion but not the one he expected.

"He answered me, 'If I give you some fish today, you will be back tomorrow for more,'" Wailos said. "What I'm advising you is to go and instruct your relatives to assist you in building a pond, and I will give you some fish fingerlings to stock your ponds, then you'll be harvesting fish every day."

"This was when I met Nicholas and had the idea to raise fish," Wailos said.

THE FISH GURU OF MAMBI

Nicholas built his first ponds in 2003 and quickly saw the benefits of raising Nile tilapia. His family ate well and grew healthier, and soon neighbors heard of his project and came around to check it out.

Nicholas took Heifer's Passing on the Gift requirement very seriously. He quickly trained two villages on fish farming and gave away countless fingerlings. So many, in fact, that in his first two years he had few fish left to sell for profit after feeding his own family.

"I was trained to be a fish-farming motivator," Nicholas said. "From the fingerlings I produced, I should also pass on to neighbors, Heifer advised. That will show love more than selling the fish. But the amount that I passed on was so many fingerlings, in terms of tens of thousands of fingerlings. And so Heifer, seeing how much more I was giving to my fellow farmers, decided to compensate me with \$360 because I did much more than needed to meet the pass-on requirement."

The money enabled Nicholas to make bricks and buy roofing materials to start constructing a new, improved



“Formerly Wailos was coming to my place begging for fish. I saw that he’s trainable. That’s why I got an idea that he can do this fish farming.” —Nicholas Mwakabelele



Wailos Nzalayaluma (above) says hauling manure to the fish ponds is difficult, but this homemade wheelbarrow helps him get the job done. At left, Nicholas Mwakabelele gathers his family in front of his home in Mambi village.

home for his family. As he began to sell more fish in subsequent years, he added more building supplies. It took him two full years to build the house, brick by brick.

From the fish farming, Nicholas said, “I also managed to pay school fees for my children, buy two improved dairy cattle, buy an ox plow and pay for health costs for my family.”

His wife, Tausi, and the oldest of their six children all help with the project, especially when he is away training others. They eat fish nearly every day. Five-year-old Neema loves it, Tausi said, nodding toward her daughter who carried her infant nephew, Venance, on her back and a warm piece of fried fish in her left hand.

“For myself, this project is my soul,” Tausi said. “This is my work because it has improved my standard of living, it has enabled me to educate my children, improve our nutrition, to improve my status in this village.”

Nicholas agreed that helping to train so many others has made him a leader in his community and beyond. “Many people know me, they come to visit my project, they come for training, so I feel proud from the project,” he said.

WAILOS STARTS DIGGING

But what of his blind neighbor Wailos? Why was it that Nicholas believed a disabled man could be a fish farmer, too?

“Formerly Wailos was coming to my place begging for fish,” Nicholas said. “I saw that he’s trainable. That’s why I got an idea that he can do this fish farming.”

Wailos liked the idea. “I told my relatives they should assist me in constructing the pond,” he said. “But they had much other work to do for their own families, and I felt I should start on my own.



Nicholas Mwakabelele (right) harvests Nile tilapia with help from relatives and local farmers at his fish farm in Mambi village, Tanzania.

“What Nicholas told me was, because in my earlier life I was not born blind, I was a normal person who could build a pond. He reminded me of the rectangle and the square. ‘You can construct your pond to be either,’ he said. I started with the pond on the left side,” he said, pointing during a tour of his small farm.

“Later, Nicholas visited my homestead and saw someone digging the pond in the middle. When he came closer, he saw that it was me. So he came to me and he said, ‘So you decided to construct the pond on your own?’ I said yes, because my relatives are time-bound with their own activities. So I’ve started on my own, and when they have time they can assist me. And so under the guidance of Nicholas, I finished the pond on my own. He helped me, telling me, ‘You must fix this corner, straighten this line,’ and so that is how I started my first pond.”

Wailos said the hardest part was digging out the pond from the hard ground, painstakingly removing soil from the middle of the pond and placing it along the edge.

“But power from God assisted, and I completed the work,” he said. “Another hardest part was the manure. I had no other tool for carrying it to the pond. My relatives assisted me by making this small wooden wheelbarrow, which I use, and it helps, but it is still tough.”

The manure from livestock is placed in semicircular wooden cages at the sides of ponds, where worms to feed the fish are grown. Farmers also feed the fish termite mounds, which are plentiful in the Tanzanian countryside, often towering up to 5 feet tall. The fish also feed on unused stalks and leaves from crops.

Nicholas, sitting with Wailos in the shady crook of a tree in front of Nicholas’ fishponds, admitted that his blind



Fish fingerlings (top right) will be passed on to new farmers. Manure (bottom right) is used in the ponds to help grow food for the fish.

neighbor needed more guidance than others he's trained. "But when you train him in something he can do it well. We spent almost one month because some areas in the construction he was making mistakes, so I had to reconstruct some of the areas. In that month I went two or three days in a week, to help him."

"When the people in the community saw me constructing the pond, they were amazed," Wailos said. "They were surprised, saying to themselves, if a blind person can construct a pond, then they could, too. Many others were inspired to construct ponds after that."

JAILED FOR HEIFER PROJECT

Yet it wasn't all fish feasts and paydayes for Nicholas and his protégés. Not everyone was pleased. Just a year or so after the project started, district water officials heard about

Nicholas' ponds. An enforcement team came stomping up, saw the pooled water and demanded he stop.

"I was arrested and thrown in jail," Nicholas said. "They said I was wasting the water. But it was their ignorance. I told them that I was not using the water in a bad way, but instead was conserving it."

Nicholas told the officials that, in fact, producing rice required much more water than raising fish. He tried to explain how he and other farmers carefully maintained the natural vegetation around the ponds and worked as a group to ensure the catchment areas were well maintained so no water was wasted.

"I told them, 'Go ahead, put me in jail, but I will not stop the fish farming because I am not wasting water.'"

He sat in jail for several days, then was sentenced to community service, as if giving away tens of thousands of fish



Wailos Nzalaluma dug this fishpond with his own hands, under guidance from neighbor and fellow farmer Nicholas Mwakabelele.

fingerlings and training his neighbors in a sustainable business was not service enough.

Heifer Tanzania's Country Director Peter Mwakabwale helped to educate the government on the conservation benefits of the project. Within a year, the same district officials who had tossed Nicholas in jail began to understand the contribution Nicholas and Heifer were making in the community. They then built him a fishpond worth \$5,000 on his land for the production of even more fingerlings.

The national government brings out the Uhuru Torch every year on the anniversary of Tanzanian independence (Dec. 9, 1961) to celebrate those "who shed light over the country and bring unity among all its people." In 2006, the Uhuru Torch Team traveled to Nicholas' farm to honor his work.

After the recognition from the government, the fish farmers were cleared to operate freely. However, much damage was already done. Water authorities had dammed or redirected the flow of some streams during the dispute to shut down the operations, killing many fish. Out of fear of being jailed themselves, some farmers, including Wailos, stopped their fish-farming activities until the issue was resolved. They had to start over to rebuild their stocks.

'I DON'T DO IT ALONE'

Nicholas said helping people like Wailos makes his work all the more fulfilling. He's impressed by Wailos' hard work

and determination to do for himself when others in his situation would have thrown up their hands and said, "I can't."

"My favorite part of the work is training other people," Nicholas said. "I love to train other people because I don't feel comfortable if I'm only one person who is prosperous in fish farming. I want other people to be as prosperous as I am. In fact I want to train as many people as possible; many people need this fish farming project." His biggest barrier—his only transportation is a bicycle.

Still, Nicholas has trained more than 240 families in 11 nearby villages and has instructed a dozen others to be fish-farm motivators.

"Above all I am very grateful, very thankful for the assistance that I've got from Heifer," Nicholas said. "Those skills have been a stepping stone in crossing a river. Now I can sustain myself and help others do the same."

He's also pleased Heifer's Passing on the Gift model led to his friendship with Wailos, a warm relationship made clear as he gently fixed his friend's collar and held his hand to guide him around obstacles during an afternoon visit.

"I'm very proud of him," Nicholas said. "Whenever I can, I send customers who want to buy fingerlings to him. I send them to Wailos so they can buy from his place."

Today, Wailos is raising his own fish and is able to help provide for his family. He's saving money to improve his tiny thatch-roofed home where he lives with his elderly mother. He is grateful that a busy, successful neighbor would take

“I am very grateful, for Nicholas and for the project. I appreciate that even we disabled people are recognized for our hard work.”

—Wailos Nzalayaluma

the time to teach a disabled man who once begged him for a meal how to provide for himself and to continue to help and support him in his work.

“While I do the harvesting in my ponds, Nicholas and our fellow fish farmers usually assist me. Maybe I would hold the net at one end, and the others help me to pick fish from the net. I don’t do it alone; I do it with other people who also do the fish farming,” Wailos said. “My community is very important to me. Without them I can’t do the harvesting.”

“I see Nicholas as a very special person because he has

assisted me a lot to give me the skills of fish farming and to assist me with the fingerlings.

“I am very grateful, for Nicholas and for the project. I appreciate that even we disabled people are recognized for our hard work. Even people from very, very far away from America can come and visit us and hear our stories, our challenges. I really admire it. Thank you very much.” ■

Go to www.heifer.org/worldark to see Dave Anderson's video on Tanzania projects that includes interviews with Nicholas Mwakabelele and Wailos Nzalayaluma.

Q&A with Tanzania Country Director **Peter Mwakabwale**



World Ark: What inspired you to do development work and to work for Heifer International?

Peter Mwakabwale: I am a community development worker, that’s my undergraduate background, with social work at the postgraduate level. I have been working in this field since 1987. I worked with the government as a community development officer for 10 years

before joining nongovernmental organizations (NGOs). My first NGO was World Vision.

Heifer’s mission, and the “Passing on the Gift” approach, is what attracted me. It’s a unique approach of involving the community to become donors; it’s what makes all of Heifer’s work sustainable. I found that this is an organization where I can apply my skills, knowledge and experience.

What is your favorite project right now and why?

Sustainable Livelihood to Most Vulnerable Children projects. Seeing these children, some of whom are orphans, some heading their families, some disabled, some HIV-positive—their life changes. Seeing them going back to school, seeing them smile again. I always shed tears of happiness whenever I visit them and hear their stories.

Can you briefly describe the development challenges in Tanzania?

Tanzania is a poor country but with a lot of potential. It has peace and political stability. Almost 35 percent of Tanzania’s

population lives in absolute poverty. A number of NGOs operate in the country, with different approaches from Heifer’s. Their projects and interventions are more of a relief type. They solve people’s problems temporarily, and when projects are closed the families go back to poverty. In other words, they give fish to people instead of teaching them how to fish. Heifer focuses on one family at a time through livestock, fish and bees. I have seen families rise above poverty and hunger for good. Secondly, the Pass on the Gift approach makes the project exist forever. The government and some other NGOs have tried to copy the approach but have never succeeded.

When I attend meetings with other NGO leaders, I am always proud that Heifer understands it should be a Tanzanian in charge of what happens with the country office. It is not that way for other NGOs. I am the only Tanzanian at many of these meetings representing my country.

What is your personal approach to the work?

I’ve visited almost every region in almost every district. People know that if the country director says he’ll be visiting, he’ll be visiting. That guy will come; he’s not joking. I like to go and listen to what people say, rather than sit in the office. My vision for the next five years is to see Heifer Tanzania grow, reach more and help more of the most vulnerable people. My main focus is to assist widows, orphans, vulnerable children and the disabled to better their lives and become donors themselves.

Peter Mwakabwale has been country director in Tanzania since 2007. He supervises a staff of 38.



Eating The Short

*Locally grown, organic peaches
tempt shoppers at a farmers
market in Little Rock, Ark.*



g Little Rock

History of a Foodshed

By Ragan Sutterfield,
World Ark contributor

Photos by Russell Powell

Here's a riddle for you: What's a locavore to do when it's January in a fly-over state?

This would have been a head-scratcher a decade ago, but the solution today is really not as hard as you might think. Even in Little Rock, Ark., not usually thought of as the most progressive of cities, a couple of hours and a few quick errands can fill the refrigerator with enough locally grown fruit, vegetables, meats and dairy to get you healthfully and sustainably through the week. What happened in Little Rock over the last decade is an example of a booming foodshed—a network of nearby stores, co-ops, restaurants and farms that aims to supply the city with the food it needs. And the same thing is happening in a growing number of

Volunteers pitch in at Felder Farm, a school-garden experiment at an alternative school in Little Rock.

cities where farmers markets, food clubs, and locally sourced restaurants and grocery stores are thriving.

As a farmer and local foods advocate myself, I can tell you that

creating a healthy local foods market and culture takes work. We are not San Francisco or New York. We are a small city, in a rural southern state. But if we can make a local food system a reality anyone can, anywhere. All it takes is a few folks ready to take the risks and try a few things that fail to make their own foodshed viable.

Shopping Day

Every Saturday morning I drive the short distance to Christ Episcopal Church in downtown Little Rock. It's pick-up day for the Arkansas Sustainability Network's local food club, and I quickly fill my bags with bacon, lamb, milk, butter, pork chops, broccoli, sweet potatoes and shitake mushrooms. Everything I take home comes from farms within a couple hours' drive. After that, I head across the Arkansas River to the Argenta Market, where local and conventional groceries mix in a neighborhood market and deli. My cart fills up



with locally raised chickens, eggs, cheese and frozen okra. Less than an hour of shopping on a January day and I have all I need to eat locally grown meals throughout the week, purchased from farmers who care about the food they grow and the animals they care for.

Eight years ago, when I came to Arkansas to join the growing revolution around local and organic food, eating local was hard work. There was no food club or Argenta Market, and few of the farms I now look to to keep my produce bin filled existed. If they did, their focus was not on selling to retail markets. If you wanted to eat local food in Arkansas, you pretty much had to wait until May and stop around October. Even then it would be hard to find locally raised meat and dairy on a regular basis.

I joined this push for local and organic foods in central Arkansas after returning from college in Chicago. While there, I read the work of writer and farmer Wendell Berry on the importance of being a part of a local economy in which we know where our food comes from. For Berry, knowing the farmers who grow our food is the only way to ensure that food is grown in a way that is respectful to the land and the community. So instead of graduate school, I chose farming.

Like many of my generation, I had no experience with farming and no family that still farmed. So I called the only farmer I knew, the father of a high school friend. Ed Martsof of Petit Jean Farms became my mentor and started me on a sort of sheep-farming apprenticeship. I quickly picked up what I needed to know to raise sheep, but the part of my apprenticeship that I found most rewarding was my weekly stint at the farm's stand in Little Rock.

THE MARKET GROWS

In those days, the Little Rock Farmers Market ran from May to October and hosted a variety of farmers from around Central Arkansas. There were several Hmong farmers who settled in the Arkansas River valley following conflict in their home country. There were organic farmers like Rusty and Sue Nuffer who settled in the Ozark Mountains during the back-to-the-land movement of the '70s. There was Hardin Farms, a multi-generation farm in the Arkansas Delta whose stand was operated by brothers Jody and Josh Hardin.

Every summer the market would fill with customers looking for fresh vegetables. Increasingly those customers were asking for organics, and their main stop was Rusty and Sue Nuffer's stand. The Nuffers had been at the market for nearly a decade and their story follows that of many grow-



Preserves and locally grown vegetables are on sale at the Argenta Farmers Market.

ers like them. They began selling organic vegetables wholesale through a cooperative of growers during the '80s and early '90s.

They got high prices for their organic produce and they were able to make a decent living. But in the late '90s things began to change. Large growers in California began to enter the organic market, many of them taking advantage of loose organic regulations in California at the time. As these large growers entered the market, the prices for wholesale produce began to fall drastically and small farmers like the Nuffers simply couldn't make enough to survive.

Around the time wholesale produce prices began to fall, the Nuffers had some excess potatoes, so they decided to try their luck at the Little Rock Farmers Market. The potatoes were a hit, and eventually the Nuffers transitioned to selling the bulk of their produce directly to customers at the farmers market. Customers loved the Nuffers' produce and they enjoyed the direct relationship with the farmers who grew it. "People want to be close to the earth," Rusty Nuffer said, "and that's something you have to feed."

After nearly a decade at the farmers market, the Nuffers had built up a number of good relationships with local

chefs who increasingly wanted to purchase their food. The Nuffers were going to market 30 weeks of the year, working 20 hours each Saturday on top of the hard labor of tending their farm throughout the week. They were ready to retire from the farmers market and just sell to restaurants, but their customers weren't ready to let them.

A group of activists calling themselves the Arkansas Sustainability Network took up the challenge, collecting orders for produce during the week and emailing the orders to the Nuffers, who then simply prepped the orders for pick-up. When all those e-mail orders became too tedious, Cody Hopkins, a young farmer who was setting up a market in

Conway, Ark., found the solution—a subscription software program called *locallygrown.net*, that made it easy to set up a local online farmers market website. Once that website for Little Rock was up and running, the market took off, adding more than a dozen farmers, hundreds of customers and thousands of dollars in weekly sales.

At the same time, Jody Hardin, another fixture at the Little Rock Farmers Market, was engineering his own revolution to the local food system. Hardin grew up in a family of creative farmers in Grady, Ark. His family not only raised vegetables for wholesale markets, but also ran a successful restaurant on the farm and a seasonal pumpkin patch. Hardin

had his own ideas about how he wanted to provide fresh, locally grown food to customers.

Hardin started the basket-a-month program that he ran through his farmers market stand and a small produce stand he owned inside the Little Rock River Market, a food court located in the

Caroline Davis, 3, helps her father James Davis carry a basket of local produce purchased through a basket-a-month program.

city's popular riverfront area. The basket-a-month program was like a multi-farm CSA that would provide customers with a variety of vegetables, meats and dairy items from farmers around Arkansas. Through the program Hardin built relationships with farmers around the state and also with a growing base of customers.

GROWING PAINS

As the basket-a-month program grew there was also a mounting conflict at the Little Rock Farmers Market over its management. Mixed in with the farmers who grew and sold their own produce, there were several vendors who sold produce from California and other states. Dismayed, Hardin gathered a group of farmers to set up their own "Certified Arkansas Farmers Market" that would offer products grown in Arkansas.

The certified Arkansas label spread to other cities under Hardin's leadership, and Hardin also began to certify restaurants that committed to purchasing as much food as possible from Arkansas farmers. But the markets were still largely open only during the traditional summer market season. Hardin wanted a way to provide local food year-round. So, with the help of several innovative developers, Hardin opened the Argenta Market—a small grocery store that would feature local food, but would also offer conven-



tional grocery store items like sodas so as not to be overly specialized.

Of course, not every endeavor to provide local food is successful. My own farming venture grew for a time as I began to transition from apprenticeship to running my own farm. I added pigs, chickens and cattle to the operation, and began selling at the farmers market, to a food club, and to local restaurants. But farming, as anyone who has tried it will tell you, is a hard business, and unforgiving of mistakes. After growing too fast, the financial burdens of running the farm were simply too much to maintain, and I had to take on more and more paying work off the farm. Eventually I had to close my livestock operation altogether and move to farming in other ways, including founding an educational garden at a public charter school. My own experience is one that I have seen others repeat as new farmers try to learn their way. For-

tunately, others have risen to the challenge and established new growing operations to replace those of us who have had to step back from full-time farming.

It's likely that locally grown foods are becoming more prominent in your area, too. To find out, visit **localharvest.org** for a map of farms, CSAs, farmers markets and restaurants and grocery stores that offer foods grown close to home. ■

Heifer USA works with partners to strengthen local foodsheds across the country. The program creates income generating opportunities through food-related social enterprises and improves access to locally and sustainably produced food for low-income families and individuals. For more information e-mail info-usa@list.heifer.org.

Grow Your Own

By Tom Peterson, Heifer International director of innovation

What is a foodshed? As a watershed is the area that drains to a river system, a foodshed is the area surrounding a city that could feed it. Some draw a circle 100 or 150 miles out, others say it's an easy day's drive from farm to city. The foodshed concept includes the notion of a shared responsibility for stewardship of the land, water, biodiversity, and people's livelihood and culture.

Here are five ways you can help nourish your local foodshed:

1. **The 10-Percent Solution.** Start with a simple goal: Ten percent of the food you eat is local and sustainable. This may stretch you a bit, but it's not that hard. And it will be part of something big! That same goal could work for organizations you are involved with.
2. **Meet Your Co-Conspirators.** Don't go it alone, find the groups already working in your area to create a local food system. Their focus will range widely—from rural economic development to reducing childhood obesity to starting community gardens and markets for low-income citizens. Connect with the group that most interests you.
3. **Join or Form a Community Garden.** Explore supporting a community garden. Many gardens could use volunteers to work with youth or the elderly to help them learn skills or maintain plots. If none exist in your area talk with others about starting one.
4. **Join a CSA.** Join a local community supported agriculture (CSA) program, to buy "shares" of a small farm's harvest in advance of the growing season. You get a weekly basket of fruit, vegetables and, often, other products such as honey, milk, eggs or meat. Through more than 12,000 CSAs in the United States, a rapidly growing number of farmers distribute produce directly to consumers.
5. **Locate Your Local Food Gathering Spots, Then Map Them.** Your community probably has several gathering points for sustainable food—perhaps a café, grocery store or farmers market. Get to know the players and understand why they do what they do. Consider mapping them to make it easier for others to visit. Create a small study tour to visit local farms, restaurants, food companies and farmers markets and hear from the farmer or community activists who have taken the lead in guiding others. (For a good starting point, use the resource map at www.localharvest.org.)

REVIEW

CEO Bookshelf



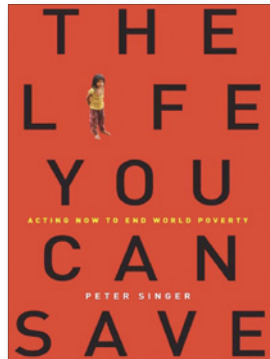
By Pierre Ferrari, Heifer International CEO

I have been a passionate reader from an early age. I think it is my insatiable curiosity for anything and everything, especially ideas, and books were where I found them. Now I have the opportunity to share a few of my current favorites, books that are shaping my thinking and actions as Heifer's CEO. It's an eclectic list, in no particular order, so let's get started.

The Life You Can Save
How to Do Your Part to End World Poverty

by Peter Singer

Singer goes for the jugular in this short but challenging book. He argues that how we behave now is morally indefensible, and then he asks us to change. The most soul-rattling book I have read on the subject of poverty.

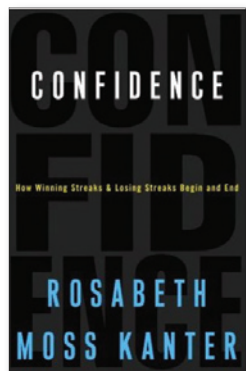


Confidence
How Winning Streaks and Losing Streaks Begin and End

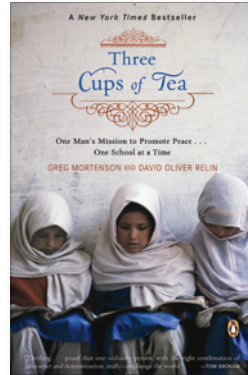
by Rosabeth Moss Kanter

Kanter, a professor at the Harvard Business School, is a great thinker about organizational development. The book explores how confidence can be built within organizations and allow for great performances to emerge but also looks at how teams can

quickly spiral into doubt, acrimony and self-questioning. You can imagine the importance of this line of thinking to



a CEO, whose role is essentially to rally a large team around a few thrilling and inspiring ideas and then get them to act.



3 Cups of Tea
One Man's Mission to Promote Peace ... One School at a Time
by Greg Mortenson

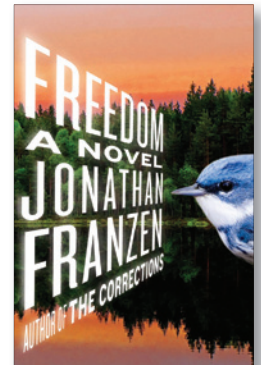
Mortenson is a hero. The book chronicles his transformational journey from an indulgent, arrogant mountain climber to a builder of schools in the poorest and remotest areas of Pakistan and Afghanistan. Even

the Taliban leave him alone. It is required reading for the leaders of U.S. armed forces in that area. Future Nobel Peace Prize winner? I think so.

Freedom

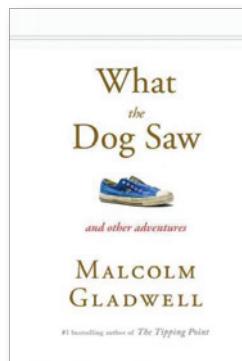
by Jonathan Franzen

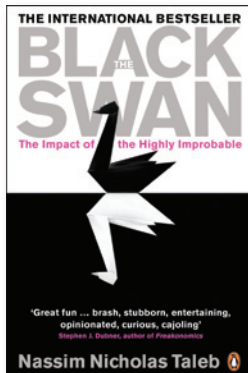
Much has been written about this blockbuster novel. The main character is committed to ecological reparation and progressive values. His crises of confidence and engagement about his work are provocative, to say the least.



What the Dog Saw
by Malcolm Gladwell

I am a sucker for Gladwell's stuff. This is a collection of his essays that appeared in the New Yorker. It is all about human behavior, how irrational it can be. The insights are based on mostly solid economic and psychological research, essentially popularizing the latest findings in the field of behavioral economics and neurological economics. Endlessly fascinating and useful.

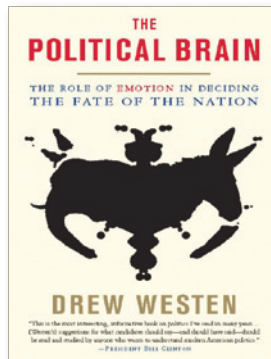




The Black Swan
The Impact of the Highly Improbable
 by Nassim Nicholas Taleb
 Taleb is both a brilliant trader and a professor of quantitative methods. He is brutally critical of classical economics and Bayesian methods. It's not boring. Really. Trust me.

The Political Brain
The Role of Emotion in Deciding the Fate of the Nation
 by Drew Westen

Want to know how politicians and their consultants think? Read this book. It will make you cry on how low our political communicators stoop to get votes, but that is what works.



Plato and a Platypus Walk into a Bar
Understanding Philosophy Through Jokes
 by Thomas Cathcart and Daniel Klein

The subtitle says it all. It's great for those who have always shied away from reading philosophy. Cathcart and Klein are the Ben & Jerry's of the

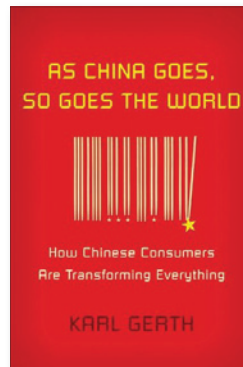
philosophy world—fun, irreverent and so delicious. You will laugh out loud. Reading philosophy? Yep.

Let me know what you think of these books once you read them. Or tell me about some of your favorites, and I will bring more of mine in the coming issues. Happy reading.

Pierre A. Ferlan

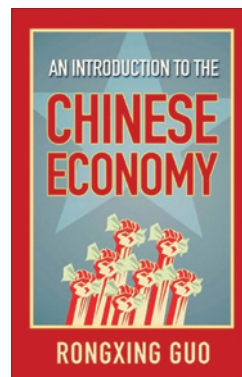
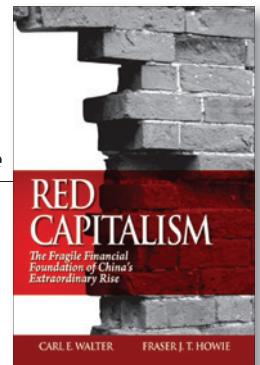
FIVE FAVORITES ON:

China's Economy



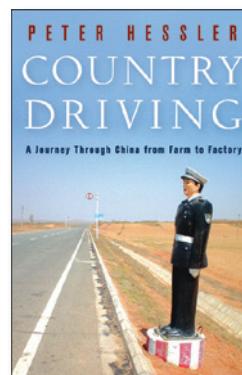
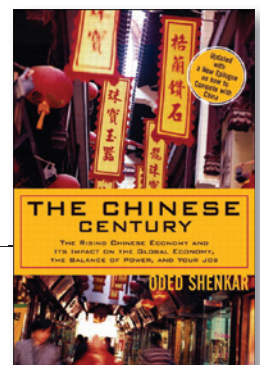
As China Goes, So Goes the World: How Chinese Consumers are Transforming Everything
 by Karl Gerth

Red Capitalism: The Fragile Financial Foundation of China's Extraordinary Rise
 by Carl E. Walter and Fraser J. T. Howie



An Introduction to the Chinese Economy: The Driving Forces Behind Modern Day China
 by Rongxing Guo

The Chinese Century: The Rising Chinese Economy and Its Impact on the Global Economy, the Balance of Power, and Your Job
 by Oded Shenkar



Country Driving: A Journey Through China from Farm to Factory
 by Peter Hessler



Volunteer with Heifer and change lives—including your own.

Our Community Volunteers are creative, self-directed individuals who promote Heifer through presentations and fundraising activities across the United States. They staff displays at conferences, county fairs or alternative gift markets; and give presentations to local schools, congregations or civic groups. Likewise, volunteers at Heifer International's Learning Centers around

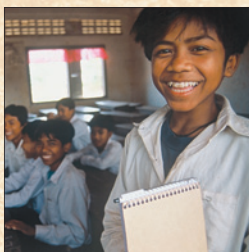
the U.S. deliver educational programs showcasing our model for global sustainable development. Learning Center Volunteers help tend gardens, care for livestock, help with administrative duties and plan events.

So join us. To help you identify the volunteer opportunity best for you, visit www.heifer.org/volunteer or call us at (888) 5HUNGER (548-6437).





THIS SCHOOL OF THOUGHT COULD CHANGE THE WORLD.



When you attend Heifer U you'll learn how to join the effort to end hunger and poverty. This three-day/three-night course will teach you more about Heifer's work and how to share Heifer's message and mission in your local community. Most important, you'll walk away knowing how you can make a difference in the lives of people around the world. Visit www.heifer.org/heiferu for information on rates and how to register.



2011 WiLD Awards

Women in Livestock Development

Edited by Donna Stokes, *World Ark* managing editor



Huruma Mhapa, WiLD winner from Tanzania.

Heifer's annual Women in Livestock Development awards celebrate standout participants from the four project areas in which Heifer works: Africa, Asia and the South Pacific, the Americas, and Central and Eastern Europe. Not only do the women chosen for this honor show great skill and perseverance in raising animals and crops, they also embody the heart of sustainable development: The transformation from recipient to donor, student to teacher, follower to leader. This year's winners, from Tanzania, Cambodia, Ecuador and Latvia, speak of confidence, financial independence and pride in their journeys of hard work and determination to succeed.

GRASSROOTS AWARD WINNER



Huruma Mhapa
Tanzania

In July 1993, after a life of poverty in a small mud hut with her family, Huruma Mhapa received one dairy cow, and train-

PHOTO BY DAVE ANDERSON

ing in the zero-grazing method of livestock care, from Heifer International. It has made all the difference.

A few years after receiving their first cow, she and her husband, Festo Kaduma, built a brick house with a concrete floor and a solid roof and were able to send their three children to school. They are now completing an equally modern home for their dairy cows. The shed has pipes that bring harvested rainwater to the animals' troughs and even features electricity from the couple's biogas plant.

"The cattle project brought love in our family, improved our livelihoods. If the cows also cherish their lives in their new shed I will be very grateful," Mhapa said.

Mhapa farms 11 acres—fodder, maize, beans, potatoes, bananas, guavas, plums, limes—and cares for four dairy cows, all descendants of that first cow. Mhapa and Kaduma already grow trees for firewood, but now Mhapa plans to start an avocado tree nursery to supply seedlings for her farm and to sell to other villagers at a low cost.

Though her formal education as a child was limited, today Mhapa is a university lecturer in rural agriculture at Sokoine University of Agriculture. She has trained about 4,000 farmers, including those from Heifer projects in other African countries. Another 5,000 people have visited her farm, including government officials and university researchers and scholars, to learn about zero grazing and organic farming.

"This project has empowered me," Mhapa said. "I can talk in front of people. Formerly it was not possible to meet people and talk the way I'm talking now. ... Also I can say that the way the men in this village perceive women has changed. They see us, the women, as very important and they now cooperate in increasing the income of our households."

Go to www.heifer.org/worldark to see Dave Anderson's video "Peace, Love and Dairy Cows" that features WiLD winner Huruma Mhapa and Heifer Heroes Isaya and Restituta Mlelwa.



Phy Thol, WiLD winner from Cambodia.

GRASSROOTS AWARD WINNER



Phy Thol Cambodia

Before joining the Heifer project, Phy Thol's family was the poorest in the village of Prasat in southeastern Cambodia. Her husband drank away his earnings. When the food for their five children ran out, she went to work as a hired hand helping other villagers cultivate rice. She had to borrow money at a high interest rate just to survive and provide for her children.

In 2007, Phy Thol joined the project after attending one meeting and learning about the 12 Cornerstones that are the foundation of every Heifer project. She received one heifer and has not looked back. She invested much of her time in the group's activities, and eventually the group selected her as a deputy group leader because of her initiative and strong management and financial skills. She is also a leader of her community's agricultural cooperative.

Today Phy Thol still has the original cow, which is pregnant again, and also has chickens, pigs, an ox and ducks. She was able to purchase land to grow rice to feed her family and to sell for income. Her husband's behavior changed, and he now helps take care of the animals and assists with farming and household chores. Their dream is to send all their children to university.

Phy Thol is a model farmer who continues to share her knowledge and experience in livestock management with all the women in her group. Through her leadership in her work with Heifer, she also was selected to assist the village chief with women's and children's affairs.

"Before the project came in, the community people thought only of themselves and worked individually, with little communication," Phy Thol said. "Most parents now send both sons and daughters to school and work together for community development."

GRASSROOTS AWARD WINNER



Maria Piedad Guaman Sagnay
Ecuador

Maria Piedad Guaman Sagnay's early life was not easy. She attended school in her hometown of San Martin Alton, Ecuador, until she was 12, when she and her sister moved to the high plateau to help care for their family's animals full-time. She later worked as a hired farm hand, maid, nanny and fruit vendor to help raise her five siblings. She eventually returned to San Martin Alton and married a young community leader, Pedro Yupanqui, with whom she had three girls.

Inspired by the difficulties in her own childhood, she began looking for ways to support the youth in her community, seeking alternatives to emigration, low wages and inequality. It was on that path that Guaman found Heifer.

Through her work and training in agroecology with Heifer, Guaman helped create a market for local producers, where she motivates other small farmers. She also sells quinoa, wheat, broad beans, peas, eggs and milk that she produces on her land. Proceeds help provide clothing and school supplies for her children.

Guaman's husband supported her in returning to finish high school and in participating in Heifer's agroecology promoter training. Three times a week, Guaman visits families in the community to distribute seeds, examine guinea pigs and listen to her fellow community members.

"These opportunities with Heifer have given me a lot," Guaman said. "I gained the courage to say and do what I thought, what I feel and what I dream for my family and



Maria Piedad Guaman Sagnay, WILD winner from Ecuador.

for my community. ... I decided that my daughters should grow up here, in the embrace of the community, that they should respect themselves, live with their parents, eat what we as a family decide to eat, grow in a healthy and harmonious environment. 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."

GRASSROOTS AWARD WINNER



Lasma Kronberga
Latvia

Lasma Kronberga recently represented Latvia at a European Union conference, where she spoke about her personal experience in overcoming poverty. It wasn't long ago that Kronberga, just divorced and with four children

to care for, was afraid she would fail to feed her family by herself.

“Usually the only way out of difficulties in the countryside is hard drinking,” Kronberga said. “But my way out of difficulties was hard work with Heifer ideas in our local village.”

In 2007, she received 10 milk goats as part of a Heifer project that started in her village of Veclaicene. Local families immediately chose her to be a project leader.

She energetically took on the work, organizing trainings for the community, gathering participants for brainstorming and distributing responsibilities among project participants. From the beginning she encouraged full family participation. Not only women, but also their husbands and children, attended trainings, field projects and other group activities.

In 2008, Kronberga presented the idea of learning handicrafts to supplement the income from animals. Now Heifer participants are producing wool from their sheep and making blankets and hats, which are sold regionally and also to Scandinavian countries.

“As Heifer believes, I also believe, that the global problems can be solved if we all share what we have and care for each other,” Kronberga said. “As the Latvian saying tells, ‘The hands that know how to give never stay empty!’”



Lasma Kronberga, WILD winner from Latvia.

MERITORIOUS AWARD WINNER



Vo Be Hien Vietnam

The Meritorious Award is given to a non-project participant who takes on a leadership role to support gender equity in Heifer's work. This year, the award goes to Vo Be Hien, a veterinarian who has worked with Heifer Vietnam since 1993. For the past 17 years, he has provided support, training and hands-on involvement.



Vo Be Hien has managed and implemented 27 projects of pigs, poultry, beef cows and dairy cows. He has taught animal health care workers to handle disease emergencies, provided farmers with micro-credit loans, and encouraged women to become more involved in projects, furthering the discussion and acceptance of gender equity as a key element.

WILD

Honor the Women in Your Life

Heifer International celebrates the independent, strong, loving and talented women we work with every day to help end hunger and poverty around the world.

Join us this spring in honoring your loved ones with a donation to Heifer's Women in Livestock Development projects.

Mother's Day is May 8. Pass on the Gift of livestock and training to help mothers everywhere provide nutritious meals and a hopeful future to their children.

Call **800-422-0474** or go to **www.heifer.org/wild** to place your order today.

Senior Superlatives

Classmates Lead a Heifer Club With Heart

Juggling classes, sports and college admission applications apparently wasn't enough for Santa Barbara (Calif.) High School seniors Zoe Hinck and Stephanie Thornton, who also found the time to lead their school Heifer club's efforts to raise more than \$5,000.

The two friends banded together to found the school club at the beginning of their junior year, after Zoe heard about Heifer International from a family friend. Stephanie remembered raising money for Heifer in Sunday school and was excited to take up the cause again. After flipping through a Heifer catalog, the friends decided their goal would be to raise an Ark, representing \$5,000 worth of animals for needy families.

The club eventually attracted dozens of members, who dedicate their lunch break every other Monday to meetings. Members washed cars, held bake sales and manned booths at alternative gift fairs to raise funds. And Zoe and Stephanie won a \$500 grant to throw an event that included international food and a raffle.

The club's fundraising total for the founders' junior year was \$5,700. Heifer recognized their contributions with an award thanking them for being the only high school Heifer club in the country.

This year, fundraising is still a goal, but Stephanie and Zoe have discovered that teaching others about Heifer's work is just as important. The founders, who are also co-presidents of the club, have been visiting local elementary schools to get younger children interested in Heifer's work.

"Once we started raising money we realized how much we liked the awareness part," Stephanie said. "Now, every time we do fundraisers we talk about Heifer and the problems of global food inequality and hunger around the world."

Carving out time for Heifer can be hard. Stephanie plays on the school tennis team and works on the school newspaper. Zoe is the editor of the yearbook, plays tennis and does martial arts. Both girls are hustling to keep

their grades up during the college admissions season. But their commitment to Heifer remains strong because they want the club to carry on even after they graduate.

Zoe Hinck, left, and Stephanie Thornton founded a Heifer club at their high school that raised more than \$5,000.



PHOTO BY KALENA LANUZA



PHOTO BY KALENA LANUZA

Members of the Santa Barbara High School Heifer Club display the plaque they earned for donating a Gift Ark of animals.

“It’s so much fun to do. We really like our club,” Stephanie said. “We really like working on things together. Working for Heifer gives us so much satisfaction that we’re making a difference in the world.”

Zoe agreed. “We feel like it’s really important for us to do this.”

To learn more about Heifer happenings in Santa Barbara, visit santabarbara.heiferblog.org.

Exceptional Easter Efforts

When you stumble on a formula that works, it’s a good idea to stick with it. Members of Holy Cross Catholic Church in Deerfield, Ill., can offer proof.

In 2007 the congregation unleashed a stampede of painted wooden animals on the church lawn. Each animal had a sponsor, who paid between \$20 and \$1,000 for the honor of decorating a wooden cutout of an animal and returning it to the church to go on display the weeks before and after Easter. The colorful scene attracted lots of gawkers and ended up bringing in more than \$50,000 in donations.

After a two-year hiatus, the congregation decorated a new herd of animals in 2010. Their efforts last Easter yielded a \$54,000 donation to Heifer.



PHOTO BY WICKI CLARKE

Members of Holy Cross Catholic Church in Deerfield, Ill., packed a herd of hand-painted Heifer animals on their lawn as the focal point of a fundraiser that brought in more than \$50,000.

World Hunger Programs³



FREE!! Congregational Resources

Heifer offers faith communities resources to help deepen their congregation's understanding of stewardship and giving to those in need. Our resources include fundraising materials, global education curricula, Christian and Jewish-centered programs, trip opportunities and volunteer programs. The resources are fun and inspirational and help liven up a congregation. You can download many of the materials instantly or call **(800) 422-0474** to order a free copy of our resource guide.



Go to **www.heifer.org/congregations** or request the **Congregational Resources Catalog** by calling **(800) 422-0474**

SHOP @heifer

Sign up for mobile alerts
by texting **SHOP** to **69872**
(message and data rates may apply).



When a family receives an animal from Heifer International, they're receiving much more than a cow, a flock of chicks, a llama, rabbits, bees or pigs. Each animal can provide necessary nutrients for strong bodies and income for food, housing, medicines and clothing. These 12-inch-high stuffed animals from our Global Barnyard are a great reminder of the animals that Heifer uses in our projects around the world. A great companion gift for a gift made to Heifer in your recipient's honor.

Pig **NPWROP** | \$15

Goat **NPWROG** | \$15

Sheep **NPWROS** | \$15

Cow **NPWROC** | \$15

Water Buffalo **NPWROWB** | \$15



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

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



Totes

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

14"x17"x13"

Grape **NM0602** | **\$16**
Orange **NM0604** | **\$16**

Charcoal **NM0601** | **\$16**
Green **NM0603** | **\$16**



Honey

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



NH0009 | **\$15**

Apparel

Heifer's approach to ending world hunger and poverty is simple, and it works. These four shirts show your support for an organization that in its more than 65 years of work, has helped more than 12 million families through the gifts of livestock. Choose from two T-shirts or our two new Polo shirts.

HEART TEE

S-XXL Unisex Sizing
NUHEART | **\$15**

END HUNGER TEE

S-XXL Unisex Sizing
NUEND | **\$15**

POLO SHIRT

100% Cotton
S-XXL Women
Navy **NWPNV** | **\$36**
White **NWPWH** | **\$36**

M-XXXL Men
Navy **NMPNV** | **\$36**
White **NMPWH** | **\$36**



Cards

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

NARTCARD1 | \$12



bottle

Each year, 10 billion plastic bottles end up in landfills. Do your part to help keep your trash to a minimum when you choose to carry this 16-ounce aluminum water bottle with carabiner top featuring Heifer's logo.

NWATR2010 | \$9



Coffee farmers in Mexico are challenged by the "thin months," when income from the coffee harvest is depleted and the price of food rises. With Heifer's support these farmers are using small-scale livestock, sustainable food crops and market training to diversify their income. The 16-ounce, black-matte finish Barrel Mugs are a terrific companion to any coffee, tea or other beverage. Heifer's logo is imprinted on both sides and now comes with green, blue, white or orange interiors.

NMUGR0000 green | \$8 **NMUGN1000 orange | \$8**
NM0407000 white | \$8 **NMUGB2000 blue | \$8**



Heifer works in more than 50 countries around the world to improve the lives of struggling families. Now you can identify yourself as a supporter of their work around the world when you're traveling the globe with either of our two luggage tags.

LOGO LUGGAGE TAG
NLUGL0000 | \$3

LUGGAGE TAG, COW
NLUGC0000 | \$3

tags

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



Books

Heifer International works all over the world with all different kinds of people—many of whom are children. With our books you'll learn how reading a picture book in one country can make a difference to a family in need thousands of miles away; about three best friends who, with their one cow, learned about sharing, caring and responsibility; how the 9-year-old girl in Uganda was changed by the gift of a goat; how a young man helping his community in China learns about self-reliance; or about how small creatures can work together to care for the Earth. For Pre-K through the sixth grade, these books are warm stories filled with friendship, innovation and humor.

GIVE A GOAT, Jan Schrock
NBP00GT10 | \$16.95 Hardcover

BEATRICE'S GOAT, Page McBrier
NB0700000 | \$17.99 Hardcover
NB0700S00 | \$7.99 Paperback

WINTER IN SONGMING, Page McBrier
NB07180HB | \$16 Hardcover

ONCE THERE WAS AND WAS NOT: A MODERN DAY FOLK TALE FROM ARMENIA, Page McBrier
NB07090HB | \$16 Hardcover

THE CHICKEN AND THE WORM, Page McBrier
NB07070HB | \$16 Hardcover

FAITH THE COW, Susan Bame Hoover
NB0705000 | \$16 Hardcover

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

Item #	Qty	Description	Color	Size	Price	Total

PRICES GOOD THROUGH JUNE 30, 2011

PAYMENT METHODS

- ☐ CHECK ☐ VISA ☐ MASTERCARD
☐ DISCOVER ☐ AMERICAN EXPRESS

CREDIT CARD NUMBER (ALL DIGITS, PLEASE)

EXP

SIGNATURE _____

Subtotal

Shipping

Sales Tax*

TOTAL


WMC111E0000B2

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

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



**It's the
smartest use of
a smartphone
we've ever seen.**



That box up there is called a QR code.
But really, it's a new way to give to Heifer
International. So get out your smartphone and
give a gift that any mom, dad or grad will love.



EDUCATION HIGHLIGHTS

SPRING 2011



Canada Study Tour

June 5-11, 2011

Having worked in Canada for nearly 30 years, Heifer currently has 22 projects in four provinces that strive to promote food sovereignty. Heifer Canada promotes the economic and social benefits of farmers markets, funds bee-raising projects for at-risk youth and helps indigenous peoples reclaim their land through teaching sustainable agricultural practices. Canada Study Tour participants will learn firsthand about this project work, as well as the fascinating and diverse Canadian culture.

To learn more about this or other study tours or to book an entire study tour for your group, visit www.heifer.org/studytours, e-mail studytours@heifer.org or call (800) 422-1311.

STUDY TOURS

Heifer offers Study Tours to individuals and groups throughout the year. For more information on the tours below, visit www.heifer.org/studytours or call (800) 422-1311.

AFRICA

Zimbabwe: May 9-18
Tanzania: July 20-29
Senegal: Nov. 7-16

ASIA

Cambodia: Nov. 2011 (TBD)
Thailand: Nov. 16-25

AMERICAS

Canada: June 5-11
Ecuador: June 20-28
Honduras: July 10-16
Peru: Sept. 11-20
Brazil: Oct. 17-26

CENTRAL/EASTERN EUROPE

Albania/Kosovo: May 10-20
Lithuania: June 16-25
Ukraine: Aug. 29-Sept. 7

Heifer U for Educators

July 20-24

Heifer Learning Centers in Arkansas

Enroll in a special session of Heifer U designed for K-12 educators. This Heifer U will focus on Heifer's approach to sustainable development and ways to bring global education into your classroom. Explore education outreach programs and resources that you can use to motivate your classroom to contribute to sustainable solutions to hunger, poverty and environmental degradation. Be part of a network of educators inspiring a generation of change.

Apply for a full scholarship (excluding travel) today at www.heifer.org/schools or call (800) 422-1311.



PHOTO BY VINCE SPIONE

EDUCATION HIGHLIGHTS

Spring 2011



PHOTO BY VINCE SPONE

Heifer Village, on Heifer International's world headquarters campus in Little Rock, Ark., celebrates its second birthday this June. Join us June 18 for a free family event that celebrates food around the world. Learn more at www.heifer.org/heifervillage.

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: CULTIVATING PEACE

Heifer International's work demonstrates that true peace begins when the hungry can feed themselves. Learn how Heifer's work lays the groundwork for peace.

Location/dates:

Los Altos Hills, Calif., April 28–May 1

HEIFER U: ANIMAL WELL-BEING

Increase your understanding of how animals improve the livelihoods of limited-resource families and how they make Heifer's work sustainable.

Location/dates:

Heifer Ranch, April 28–May 1

HEIFER U FOR COLLEGE AND UNIVERSITY FACULTY AND STAFF

Learn from the experiences of other college faculty and Heifer staff on how to connect your class and your campus to Heifer International.

Location/dates:

Heifer Ranch, May 19–22

LEARNING CENTERS

ADULT PROGRAMS VEGETABLE PRODUCTION WORKSHOP

Learn about the basics of vegetable production, from seed selection to organic fertilizers to selling at the market. (18 and older)

Location/dates:

Heifer Ranch, May 1–5

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

FROM BEES TO 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 on food systems, sustainable agriculture and self-reliance. (18 and older)

Location/dates:

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

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

and Nov. 19–20.

Group program offered at Heifer Ranch, Overlook Farm, Shepherd's Spring and Howell Nature Center

DAY CAMP

Day Camp is packed with cultural experiences, farm chores and arts and crafts that explore hunger and poverty issues. (1st–6th grades)

Location/dates for individuals:

Overlook Farm, July and August (Monday–Friday)

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, July 8–11

and Aug. 10–13

Group program offered at Heifer Ranch

SUMMER ACTION

Spend a week of your summer vacation experiencing life on a farm while learning how you can help end hunger and poverty! (6th–12th grades, plus chaperone)

Location/dates for individuals:

Heifer Ranch, July 17–22

and Aug. 7–12

Group program offered at Heifer Ranch and Overlook Farm

Contact Information

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

STUDY TOURS

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

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

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.



**“I’m very happy and proud of my son,
because although he is blind, he has put
much effort into improving his life.”**

— SIMWAWA MWELELA

Simwawa Mwelela, above left, lives in Mambi, Tanzania, with her son Wailos Nzalayaluma, a Heifer International fish farmer. Growths that developed in both of Wailos’ eyes when he was a child had blinded him completely by 1995. Read more about his story on Page 18.

Photo by Dave Anderson



gifts are better than



Giving to Heifer International to help struggling families is a generous act. But 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.





RP03110000

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

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 will produce milk, wool and income for a family in Cameroon or Bolivia. When you become a Friend of Heifer, you invest in a better world, one community at a time. You'll receive a special report telling how your investment is improving their nutrition, health, income and overall well-being. And that's the kind of return that benefits wall of us.

**BECOME A FRIEND
OF HEIFER TODAY.**

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

Mebby Juma and her sister Josephine Juma, from Zambia, are breaking the chain of hunger and poverty thanks to Heifer's involvement in their community.



HEIFER[®]
INTERNATIONAL

*Friends
of Heifer[®]*