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# WorldArk

THE MAGAZINE OF HEIFER INTERNATIONAL © WINTER 2011

HEIFER GUATEMALA

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HEIFER HAITI

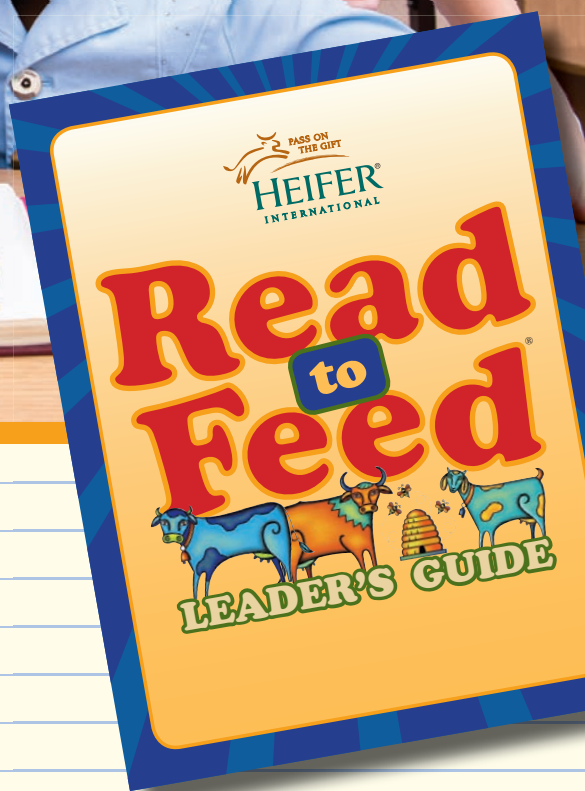
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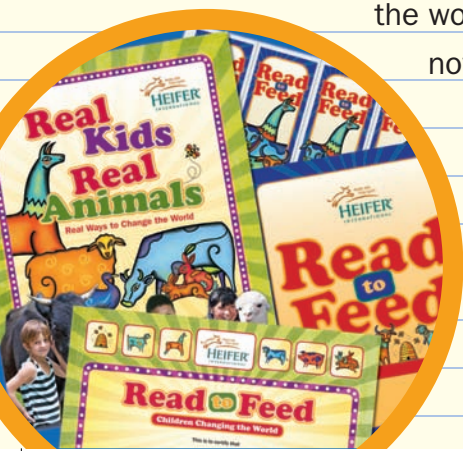
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# Dear Friends and Partners in Ending Hunger,

I'M PIERRE FERRARI, the new CEO of Heifer International. I come to you with absolute joy that I have this opportunity to serve this organization, its generous and loving donors and the communities around the world that Heifer supports.

Though we're just getting to know each other, in my first official letter to you in *World Ark*, I'd like to talk to you about our shared love: ending hunger and poverty. What does ending poverty and hunger have to do with love, and with Heifer International, you ask? Everything.

I've been a Heifer donor for many years and have been studying Heifer very closely the past few months. Providing an animal through the Heifer system is fun and easily understood. No doubt you, too, just coming out of the holiday gift season, have seen the happiness that comes when you tell your wife, husband, best friend, co-worker, nephew or aunt that, in their honor, a goat, yak, camel or water buffalo is now out there in the world helping people.

I think giving through Heifer is an opportunity for people to do what most humans want to do all the time, which is to extend love to other people. It works in two directions. One, it's an opportunity to give to those in need who can use the gift and leverage it dramatically for a better life. And two, closer to home, it honors the recipients of the alternative gifts and makes them part of something bigger than themselves. So for me, Heifer is an organization that provides a lot of people an opportunity to be very loving.



Having seen destitution and poverty, not just in Africa, where I was born, but also in South America and Asia, the global issues of deep poverty and extreme hunger are close to my heart. I also have a passionate urgency that I wish to convey to others in the Heifer family. Each day, 22,000 children in the world die of causes related to poverty and malnutrition. While we shouldn't be reckless, we do need to move faster.

We are an organization that deals with this problem professionally and successfully. The potential for us to do that with greater scale and greater speed is something that makes me smile all the time. I look forward to meeting and hearing from all of you as we work together, with singular focus and love, to not just alleviate hunger but to end it.

Sincerely,

Pierre U. Ferrari  
CEO



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Visit [www.heifer.org/studytours](http://www.heifer.org/studytours) or see the calendar on page 50 in this issue for details.







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Pierre Ferrari takes the helm at Heifer International with decades of business experience and a lifelong passion to work for the benefit of others. What comes next? You won't have to wait long to see.

**COVER:** Daisy shows off the daily yield of eggs produced by her family's chickens in Guatemala. Cover and top photos by Russell Powell.

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#### FOR THE LOVE OF GOATS

I am so pleased with the Holiday 2010 issue. There are so many interesting articles in it. I contribute \$120 every year so that someone can have a goat. I once had a herd myself, and I love the animals.

ELMA D. HOLDEN  
*Corpus Christi, Texas*

#### CARING FOR INDIGENOUS PEOPLE AT HOME

Your use of unemployment statistics in the *World Ark* Holiday 2010 issue really got my attention, but probably not for the reason you intended. While it is true that many foreign countries, from Colombia to Macedonia, have two to three times the USA's 10 percent unemployment, Native American reservations in our nation have drastically higher rates.

On major reservations from the Navajo (42 percent) in the Southwest to the Lakota Sioux (up to 85 percent) in the North Central Dakotas, whole tribes live in devastating poverty. On the Pine Ridge Reservation in southern South Dakota, 63 percent of the population live below the poverty line, resulting in substandard housing, poor health outcomes, skyrocketing high school dropout rates and despair that cascades into alcoholism and suicide.

Heifer has unique resources to successfully impact these conditions right here within the borders of the United States.

FRANK L. FOX  
*Mechanicsville, Md.*

#### HERE'S A FUN TRICK

I am a Heifer donor and catalog recipient. I enjoyed this recent magazine so much with the story about the camels. I am a former Chaffee Zoo docent in Fresno, Calif. When undergoing my docent training there, we had to choose two animals to study. I chose the camel and the native Tule Elk. I learned much about camels. What I wanted to share with your readers is how to identify the species of camels. To identify camels, this is the easiest way:

One hump = Dromedary, with a D  
Two humps = Bactrian, with a B

Turn these capital letters on their sides and it represents the humps on such a camel. Bactrians are Asian; dromedaries are Arabian. Thanks for letting me help your readers. Keep up the good work!

LAVERNE MOODY  
*Visalia, Calif.*

#### EQUALITY LACKING

Responding to Lynette Wehner's letter in the Holiday 2010 issue in which she says, among other things, "While certain cultures may treat women as inferior, there are no religions that promote this." Are you kidding me?

Any religion that says women need hide their faces while men don't is oppressing women. Any religion that says men can be priests and women cannot considers women inferior. Any religion that says men can have more than one spouse while women can't, or says that women can be guilty of adultery while

men cannot, is oppressing women and treating them as inferior. Trying to say these are cultural as opposed to religious oppressions is at best a watery distinction, a weak defense, and more often than not, just plain false.

While occasionally, around their peripheries in an offbeat, marginally sanctioned church here or there you might see a female minister, there is no religion that, at its core, embraces women as equal to men.

MICK ROGERS  
*Kent, Ohio*

#### HUNG UP ON CELL PHONES

I beg to differ with regard to the benefits of cell phones and other electronic technology (which, admittedly, I am using to write you this letter. I have not yet figured out how to hammer my computer into a plowshare). The price of cell phone technology is war and destruction. Look up "coltan" on the Web, or "conflict minerals." These are the rare resources required to manufacture electronic and other modern equipment.

For just one example: the trade in coltan (used in your cell phone) pays for civil war in the Congo, which harbors 80 percent of the known reserves of coltan, or columbite-tantalite, which is essential to the production of the capacitors by which cell phones function (though it is also widely used in other technologies).

The story of coltan is merely the story of gold, silver, copper, tin, uranium, etc., revised according to the geography and geology of where it's mined.

Technological solutions to problems such as poverty and unemployment are temporary, no matter how fascinating and powerful. Our current addiction

*We want to hear from you! Please send your comments to [worldark@list.heifer.org](mailto: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.*



to products and profits reduces land and people to resources that must be exploited in order to create products and profits. Production and profit make up a system unto itself; its necessary byproducts range from remediable problems, such as poverty and unemployment, to structural problems such as political instability and cultural genocide. All of it denies our common origins in a common creation.

We needed no cell phones when we had land and traditions by which to feed ourselves and our cultures. To ignore this truth places an ever-larger burden of denial onto the shoulders of our children and all our other relations on this small blue planet.

KIKO DENZER  
*Eddyville/Blodgett, Ore.*

### CHILL OUT WITH A BOOK

Every time I read your magazine I get a lump in my throat. Your mission of providing animals and the knowledge to raise them is an incredibly brilliant idea. What a simple yet profound system. Every Christmas, when my kids ask what I want, I say "Heifer!"

I also wanted to comment on your blurb on Wes Jackson's new book, *Consulting the Genius of the Place*. Wes is my boss at The Land Institute, and is himself a genius! He's also a caring and wonderful man. I'm just now reading his book.

One of the scientists that works there, Stan Cox, also has a new book out that you might be interested in. *Losing Our Cool* is about air conditioning and how it has changed us and the environment. It's a really dense book, full of facts about global warming, health and the inequalities of our world. I just finished reading it.

At The Land Institute, Stan is working on breeding a perennial

sorghum. Once planted, it will produce for years.

CINDY THOMPSON  
*Salina, Kan.*

### MICROBIOLOGY LESSON

I have long been a supporter of Heifer International and enjoy reading *World Ark*. As a microbiology professor, however, I was dismayed by an error in the Summer 2010 edition on Page 7 in the small piece entitled "Algae Bloom." The writing assumes that the terms "algae" and "cyanobacteria" are interchangeable, but they are not. Cyanobacteria are not toxic to animals and humans, and do not deplete water bodies of oxygen. In fact, cyanobacteria are large producers of oxygen!

It is true that some algal blooms may become large and can deplete oxygen. Some algae associated with red tides can produce neurotoxins, but these are very different microorganisms from cyanobacteria. Thanks for letting me clear the good name of cyanobacteria.

AMY J. REESE, PH.D.  
*Allentown, Pa.*

## Q&A SPRING

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

*E-mail your answers to [worldark@list.heifer.org](mailto: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.*

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



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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.

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# Malaria

It's a disease that most Americans don't give much thought to, unless they are traveling abroad. But for much of the world, the sting of a mosquito bite can have severe consequences. Almost half of the world's population lives in areas that put them at risk of contracting malaria. Each year, close to 250 million people suffer from the disease, and about 1 million of these die from it. Eighty-nine percent of those deaths occur in Africa.

**8** The number of drugs commercially available for the treatment of malaria. Also the number of drugs known to be resisted by some strains of malaria.

## Malaria in the U.S.

Each year, about 1,500 cases of malaria are reported in the United States by the Centers for Disease Control and Prevention—from California to New York, and Texas to Michigan. There are probably twice that many actual cases.

## Sickle-Cell Anemia

The genetic disease that results in abnormally shaped red blood cells first emerged in Africa as an immune response to malaria.

## Biological Weapon

In World War II, Japan seized most of the world's supply of the anti-malarial drug quinine, leaving thousands in the Pacific Theater to suffer. The Germans meanwhile triggered malaria epidemics in Italy in 1944 by busting drainage pumps that had kept marshes around Rome dry.

## Killer of Poets and Popes

Italian poet Dante Alighieri died of malaria in 1321. Four popes died of it, too. Later, English poet Lord Byron died of malaria while in Greece. Eight U.S. presidents also suffered from the disease, though none of them died from it.

## Defender of Rome

Ancient Rome was surrounded by swampy wetlands, a breeding ground for mosquitoes. Invaders were usually too sick from malaria to put up a good fight.



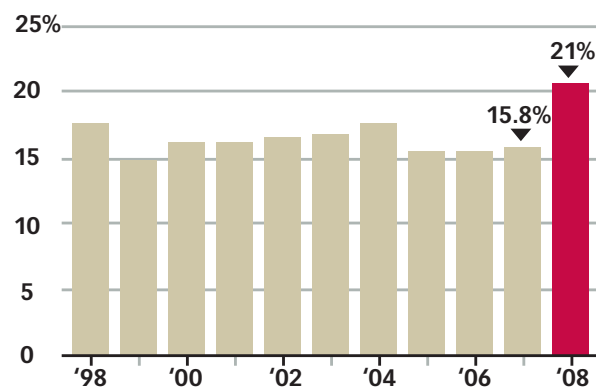
Turn to Page 38 for a review of Sonia Shah's *The Fever: How Malaria Has Ruled Humankind for 500,000 Years*.



# America's Hungry Children

In 2008, the year of the economic downturn, the number of U.S. households which were "food insecure"—meaning that there was limited access to quality food—jumped from 13 million to 17 million, according to the Department of Agriculture. Children fared the worst. The number of households with children who did not have enough food rose more than 5 percent in 2008, to more than 8 million. That's about 16.7 million children in the U.S. who are food insecure.

Percentage of food-insecure U.S. households.



Source: U.S. Department of Agriculture

## Hi! My name is ...

Scientists discovered a new carnivorous mammal in Madagascar—the first discovery of its kind in a quarter century. Despite being the size of a cat, the beast looks like a ferocious mini-mongoose. But with its name—Durrell's vontsira, after late conservationist Gerald Durrell—the newcomer is sure to be made fun of by all the other carnivores.



PHOTO BY FIDIMALALA BALANSOLO

## Findings

Mortality rates for children under 5 are on the decline, according to the latest data, down from 11.9 million deaths in 1990 to 7.7 million in 2010. That's little comfort to families in sub-Saharan African and South Asia. Almost 50 percent of these deaths occur in sub-Saharan Africa, while a third occur in South Asia. Less than 1 percent of deaths occur in high-income countries.

## Jargon

**IDPs:** internally displaced people; people forced from their homes by violence or human rights violations but who, unlike refugees, remain within the boundaries of their home countries.

## A Long Shot

The two-inch silver-spotted skipper caterpillar can launch its, um, fecal matter an astounding distance—up to 4.5 feet. Why? Because nobody likes a dirty home.



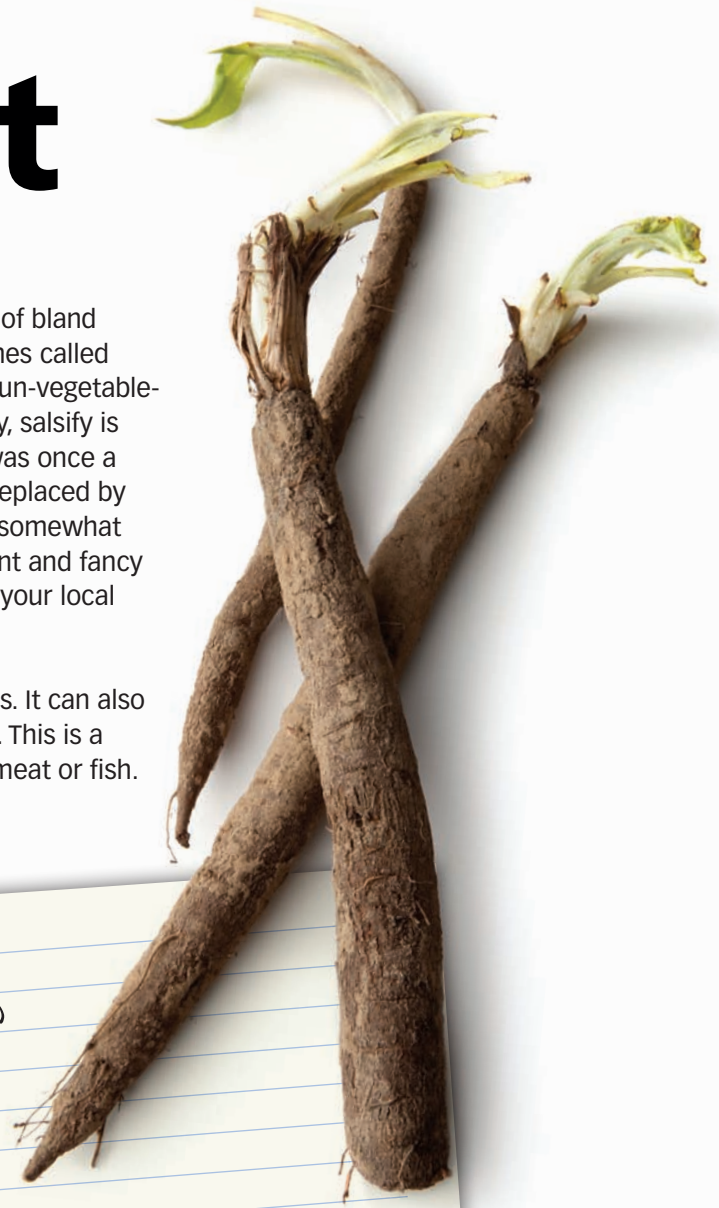
© JENN FORMAN ORTH (FLICKR/URTICA)

# Harvest

## Salsify

For a taste sensation in the long stretch of bland midwinter starches, try salsify, sometimes called “the vegetable oyster” for its distinctly un-vegetable-like flavor. A member of the daisy family, salsify is a sturdy root with a long growing season and was once a staple on wintertime dinner tables. Eventually replaced by more delicate vegetables, it is now considered somewhat exotic, but its hardy nature, high nutrient content and fancy flavor have primed it for a comeback. Find it at your local market or sow your own this coming spring.

Salsify will give a kick to potato or turnip recipes. It can also be used on its own for delicately flavored sides. This is a simple but hearty dish that goes well with red meat or fish.



### Scalloped Salsify

#### Ingredients:

- 1 bunch salsify roots (about 1 pound)
- 1 cup light cream (more if necessary)
- 1 cup bread crumbs
- 1 clove garlic, minced
- butter
- grated Parmesan cheese

Peel salsify, slice in half lengthwise and cut into finger-length pieces. Boil pieces just until tender and drain. In a shallow baking dish, arrange a layer of salsify and cover with a layer of bread crumbs and a sprinkle of Parmesan. Repeat until dish is full (or all salsify is used). Mix garlic and cream, and pour over salsify. (Salsify should be wet but doesn't need to be entirely submerged.) Top with more bread crumbs and a few pieces of butter, and bake in a 375-degree oven until the top is brown, 20 minutes or so.



## Helping Kids, Helping Farmers

**R**emember school lunches? Greasy pizzas and soggy fish

sticks. Schools with tight budgets may think they are taking the only possible route by serving processed fast food, but a study by the University of Minnesota



concludes that schools can serve healthier food while reaping some economic benefits. The study suggests that linking area farms to school districts can contribute tens, or even hundreds of thousands of dollars, to the local economy. Good school lunches are especially important in poorer urban districts, where fresh produce can be scarce and a healthy lunch may be a child's one good meal each day. For information on farm-to-school programs, tips on starting school gardens and other ways to help improve nutrition at your local school, visit [www.kidsgardening.org](http://www.kidsgardening.org) or [www.farmtoschool.org](http://www.farmtoschool.org).

## Diversity Is Strength

**I**n many agriculture-based communities there is an old tradition known as the seed fair, at which

farmers come together to trade seeds and share cultivation information.

The practice helps support crop diversity, which increases resistance to pests and disease. If you

live in a community in which many people garden or have small farms, a seed fair is a great way for seasoned gardeners to exchange favorite species and growing tips, as well as provide invaluable support to those just starting out. If gardeners are in the habit of saving seeds, the event can be held during the winter; otherwise, it can be held during the harvest, with produce instead of seeds. Those who do not yet have a garden can bring a dish, potluck-style, to feed the farmers!



### CORNERSTONES IN ACTION

**F**or 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? Starting this month, *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: **Passing on the Gift**



**HOW IT WORKS:** After their projects are established, families that received resources from Heifer—such as livestock, seeds or training—eventually pass on similar gifts to other families in need. This allows them to help others as they have been helped, and to share the resources that they now have in abundance.

**IN ACTION:** In what specific ways has someone helped you or your family in the last month? Perhaps someone pitched in with childcare during an emergency, brought over a meal or simply listened to a problem you were struggling with. Using the spirit of that gift, how can you pass it along to someone else in need? Whether reaching out to old friends or to a stranger, the idea is to help someone in the way you've been helped, a way that might not have occurred to you before.

*Passing on the Gift*

# Clinton, Bush Still Working for Haiti



Charles Ries, executive vice president of the Clinton Bush Haiti Fund, oversees the fund's overall strategy, policy and programs. A former U.S. ambassador to Greece, Ries served as a career foreign service officer under both Presidents Bill Clinton and George W. Bush and works with the RAND Corporation, a nonprofit research institution. As the one-year anniversary of the Jan. 12 quake approached, Ries updated *World Ark* on the fund's progress. He said the fund's efforts in Haiti are helping the country to "build back better. Whether it is an artisan who is now able to provide for her family or a young person able to walk again through the use of a prosthetic leg and return to school, our programs are helping to prepare Haiti's people to lead it into the future."

Interview by Donna Stokes, *World Ark* managing editor

**WorldArk:** *How much money has been donated so far to the Clinton Bush Haiti Fund?*

**CHARLES RIES :** We have received \$52 million in donations as of Sept. 30, 2010. We continue to receive donations from generous Americans who want to help Haiti get on a sustainable path to recovery.

*Determining what work needs to be done first in Haiti in order to make the best use of donor money is a daunting task. What are the fund's priorities for the next three years?*

Presidents Clinton and Bush have determined that, while the Clinton Bush Haiti Fund will seek to meet selected near-term needs, its primary focus will be to support longer-term reconstruction, especially job creation and the promotion of economic opportunity.

Before the earthquake, more than half of the Haitian people lived on less than one dollar a day, with official unemployment estimated at roughly 70 percent. The earthquake exacerbated an already desperate situation, particularly by damaging the small- and medium-sized enterprises that have been mainstays of income and employment for Haiti's poorest people.

Supporting small- and medium-sized enterprises, creating jobs and promoting economic opportunity require a flexibility and private-sector orientation often not found in traditional development agencies. The Clinton Bush Haiti Fund strategy, staff and resources are designed to bring these aspects to bear in helping the Haitian people rebuild in both the near- and long-term. Our aim is to help Haiti transform itself from the poorest country in the Western Hemisphere to

a country where everyone has the opportunity to prosper.

*How do you choose partners and organizations to work with in Haiti?*

As a fund we seek to achieve results by providing catalytic grants to reputable and innovative charitable organizations operating on the ground in Haiti. Ideally, these are pathfinder grants, ones that can have a multiplier effect by leveraging additional funding—especially private investment—and encouraging replication of successful models. We also make creative use of challenge grants to leverage participation by others.

In addition to grants, we also make program-related investments—loans, loan guarantees and equity-like investments—in finance and liquidity facilities, enterprises and organizations whose activities can help build Haitian



capacity and economic opportunity.

***What is most encouraging about the work done so far?***

We remain inspired by the courage and resilience of the Haitian people in the face of terrible devastation. Through our programs, we have witnessed the stories of hope that are emerging in post-earthquake Haiti.

For example, one Clinton Bush Haiti Fund grant recipient, BrandAid, assisted Haitian artisans in fulfilling an order for Macy's, which will be sold online and in 25 stores around the United States. Already this order is ensuring livelihoods for more than 200 Haitians who now know they will be able to provide food, shelter, clothing and education for their families.

One local artisan involved with this project, Gerard Dume, lost his workshop during the earthquake and has been living out of a tent in the ruins of his house and workshop. Despite these conditions, he still managed to deliver his portion of the Macy's order.

***What major barriers remain to achieving the goals of the Clinton Bush Haiti Fund?***

Reconstruction is not a quick process. The regulatory and legal environments are not conducive to economic growth. Haiti ranks near the bottom in the World Bank's ease-of-doing-business survey. Capital is short. The educational system does not do a good job of preparing Haitians for success, and many of the university graduates leave the country for better opportunities abroad. To succeed, we must help Haiti reverse the trends and seize new opportunities.

***How long is the fund's commitment to this work?***

The fund does not have a set expiration date. However, our goal is to assist in the creation of jobs and the promotion of economic growth, watch as Haitians sustain these activities, and then remove ourselves from the picture. The

Clinton Bush Haiti Fund will be an important catalyst in jump-starting the private sector and helping Haitians to get back on their feet. However, at the end of the day, Haiti's development must be achieved from within. We have confidence that the Haitian people can lead their country into the future once immediate needs have been met and long-term reconstruction is under way.

***Articles on post-earthquake Haiti note an initial flight of hundreds of thousands from Port-au-Prince back to rural homes.***

***How do you envision the fund will support Haiti's rural population along with necessary urban rebuilding?***

The Clinton Bush Haiti Fund is focused on rebuilding Haiti as a whole. While Port-au-Prince has served as the economic and political center of the country, it is important to create jobs and economic prosperity throughout the country, and we are working with partners on the ground throughout Haiti.

We have many projects in Port-au-Prince because much of the population is still centered there, and the city's

infrastructure sustained a great deal of damage from the earthquake. That said, part of our mission is to support the decentralization of Haiti's economy. As such, we are supporting artisans in Jacmel, countrywide medical care and mango farmers striving to improve their products and export possibilities.

***What role do you envision for organizations such as Heifer International that already focus on long-term, small-farm solutions through the donation of animals and agricultural training?***

Heifer International's work complements our own. By providing breeding stock and technical assistance, you are helping farmers increase their sustainable standard of living.

Farmers are small businesses, too, and your training helps farmers make good decisions, laying the groundwork for future Haitian growth.

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*The Clinton Foundation, a separate organization, is also doing interesting work in Haiti. For an update, go to [www.heifer.org/worldark](http://www.heifer.org/worldark).*



Former President and U.N. Special Envoy for Haiti Bill Clinton, left, and former President George W. Bush, right, view earthquake damage with Haiti's President Rene Preval, second from left behind Clinton, at Haiti's Presidential Palace in Port-au-Prince in March 2010.



‘EVERY DAY,  
I THANK HEIFER’







A sheep project in southern Haiti helps one family support a dozen earthquake-displaced people and shows how Heifer's model can be a part of the solution for the entire country.

**By Donna Stokes,**  
*World Ark managing editor*

**Photos by Bryan Clifton**



**NORDELY, HAITI**—On Jan. 12, 2010, in the late afternoon, Heifer sheep farmer Francklin Silvanis was leaning on a tree near his home in Nordely, Haiti, along the southern coast. Though he lives 150 miles from the epicenter of the magnitude 7.0 earthquake, he felt the tremors. Silvanis had no idea at the time what it was or how radically it would change his life in the weeks ahead.

“The tree started bucking and swaying,” Silvanis said. “I just sat down. My head was spinning, and I didn’t know what was going on.”

After a half hour or so word got around that it was a massive earthquake. Port-au-Prince was reduced to rubble, the reports said. Buildings had collapsed, the country’s prized National Palace was severely damaged and thousands were missing or dead.

Silvanis’ first thoughts went to his brothers and sisters who lived in the city. He tried to call his brother’s cell phone but couldn’t get through. Finally, the phone rang and he heard his brother’s voice. He was alive but had lost his house. Silvanis later learned his other relatives also survived but

had nowhere to go. For hundreds of thousands like them there was only one choice: Return to the countryside.

In the immediate aftermath of the quake, 600,000

Haitians fled the chaos of Port-au-Prince, inundating small communities such as Nordely, a farming village where neat rows of plantains, beans and sweet potatoes grow on

mountains scraped bare of trees and give way to stunning views of the Caribbean Sea. Friends and neighbors here all took in displaced people, though many had very little to share.

Silvanis, a pastor for God Church of Nordely, and his wife, Fidonneur Aristil, were already supporting three orphans. Their household of five soon grew to 17, as Silvanis’ seven brothers and sisters and five family friends fled Port-au-Prince for shelter in the rural village.

Silvanis and his wife had been saving money from the Heifer sheep program to replace the rusted and leaking tin sheeting on their roof. He dipped into the savings to pay for travel for the 12 from Port-au-Prince to Nordely. That initial expense was just the beginning of what he and

“Before the sheep, life was different.  
We couldn’t afford to eat meat. We didn’t  
have money for kerosene.”



Farmland in the community of Nordely (previous pages) drops off to the Caribbean Sea. Francklin Silvanis (previous page and at left) received five sheep from Heifer in 2007. Today, he and his wife, Fidonneur Aristil, (above) have 12 sheep.



his family sacrificed to offer shelter and food to those with nowhere else to turn.

### Heifer Project in Nordely

Silvanis received five sheep in 2007 from the Heifer project in Nordely. He now has 12 sheep, after passing five to another family in the community and selling three to provide for displaced relatives. “I’m very happy to be able to give animals to another person who will in turn do the same, to continue to help others down the way,” Silvanis said. Before the sheep project, he worked the land growing sorghum and corn and did not have the money to buy sheep on his own. His farm income went from about \$25 a year selling corn to \$125 a year with the Heifer animals.

“Before the sheep, life was different,” Silvanis said. “We couldn’t afford to eat meat. We didn’t have money for kerosene [for electricity]. Since the Heifer project started, now I don’t have a problem with electricity. I bought one solar panel and battery and now have TV, radio and lights. I feel better now that everything is improved. Whatever needs we have we can sell sheep to get it.

“Every day I thank Heifer for the sheep. If it wasn’t for Heifer, I wouldn’t have been able to help at the same level. I’ve been able to do what I have for others only because I am part of the program.”

### Sacrifice

When pressed, Silvanis spoke of the sacrifices he has made in the months since the earthquake. All the money he saved



*Francklin Silvanis’ church provides a school for local children. But parents in the community, many of them also supporting relatives displaced by the earthquake, struggle to pay the fees necessary to keep teachers employed, he said. Traditional dancers (at left) perform to accordion music before a Passing on the Gift ceremony in Nordely. Heifer participants gave dozens of sheep and goats to others in the community in need.*

to fix his roof is gone. “We use only the part of the house that doesn’t have a leak,” he said. He also went through every bit of his recent harvests of yams, sweet potatoes and corn to feed three meals a day to the extra 12 in his household.

“Actually the timing was beneficial in a sense. It was time to harvest the crops and I could use the help harvesting,” he said, laughing. But the crops he normally would have sold for income or saved for the off-season were gone. “There were too many people to feed here.”

# Cisterns, Road Also Benefit Community

As with any Heifer project, there's more to this one than just animals. The project in Nordely includes water cisterns and a new road.



Heifer worked with its partner, a local farmer association called APMCR, to build 12 cisterns to collect rainwater for people and animals to drink and to irrigate crops. Five families share each cistern.

"It's a really tough area to get water,"

said Desir Jacobcene, general coordinator of APMCR. "People used to walk [more than two miles] to get water. They would have to carry it on their heads or use animals to help.

"In addition, we have the benefit of a piece of road that's now almost halfway done, thanks to Heifer," Jacobcene said. "Before the road, others would have to carry someone all the way to the main road if they needed medical help."

"The road has seen much use already," said Justin Alce, interim country director of Heifer Haiti. "People who were sick have been able to ride out, and materials for cisterns were brought in using the road. It has already saved lives."



Heifer continues to be a loyal partner the community can rely on, Jacobcene said. "It's a huge difference compared with other NGOs that used to work here. Other NGOs, they give you something and then they go. They don't train you and they never come back. Heifer visits often and makes our lives better."

He sold three of his sheep when they were still too young to fetch a full price in order to support those displaced by the quake. He couldn't wait to get the best price because he needed the money quickly.

"They've all gone back to Port-au-Prince now," he said of his friends and relatives. "It's hard for them to be here; they're city people. And since I was the only one taking care of them, they realized that it was hard on me, a burden, for them all to be here, so they moved back so they could figure out a way to help themselves."

He was able to get a bank loan to help them all get back to the city. He's still working to pay that off.

"Without the sheep, we all would have had many more problems," he said. "I was able to borrow the money only because I owned the sheep and had income to pay it back."

## A Need for Services

Rural villages such as Nordely still face hardships but are not getting the same attention and resources as Port-au-Prince. "People around here still need a school and health clinic, those are the biggest problems," Silvanis said. "That's some of the reason the others returned to the city. In the city they are providing food aid and health services they would have missed out on here."

There are few government-provided schools in Haiti. The Nordely primary school belongs to the church. Silvanis said the church owes three months of pay to the school's four teachers, who each get about \$20 a month. "We can't pay them, and school is back in one month. There are no seats or supplies for the children. We need to fix the floor."

Parents pay fees of \$20 a year for each student, but many of them cannot afford to pay because they are still supporting friends and relatives from Port-au-Prince.

In Port-au-Prince, the problems are different, Silvanis said. They need food, housing and jobs. There's little reason to hope the situation in Port-au-Prince will change anytime soon. "Still today, they all, every one of them, live in tents," Silvanis said of the 12 who came to stay with him. "I send them money every so often if I can."

Asked if his relatives would be open to a pilot government relocation program that would provide land in the country, housing and agricultural training, he said he was not sure, but thought they would consider it.

Despite all the talk of problems, Silvanis feels blessed. "I definitely feel I'm better off here [in Nordely]," he said. "I grow my own food, and I still have my house."

"I thank Heifer for two significant things. First, for the income from the sheep, and the second thing, I have my pride. No one here has to know that I was struggling to feed so many people. I don't have to ask anyone for help. I'm completely independent." ■





## A Piece of the Solution

**PORT-AU-PRINCE**—Though the strain on rural communities from the urban exodus after the quake is huge, the impromptu reverse migration presented an opportunity the Haitian government had been looking for long before the quake hit. The government's goals include decentralizing Haiti and reviving its agricultural economy, said Marie George Salomon, senior adviser to President René Prével and coordinator of the Internally Displaced Persons relocation office, who met with Heifer International interim CEO Charles Stewart and Heifer Haiti staff in September in Port-au-Prince.

Heifer International's unique model of sustainable development through training and assistance in agriculture and animal husbandry puts the organization in an ideal position to help Haitians, a possibility not lost on government officials exploring a pilot project to move displaced people now living in a tent city across from the National Palace back to agricultural land in the country. The government invited Heifer International to be part of the project with other partners, including the Red Cross.

The plan to decentralize Haiti and spur growth in agriculture is not simple. For one, most of the 600,000 who fled the city after the quake have already returned to Port-au-Prince. Internally

displaced people felt they could no longer continue to burden their families in the countryside. Their children, with no school to attend, grew bored and restless. Many feared that if they were not in Port-au-Prince, they'd lose their place in line for food aid, health services and the eventual assistance in rebuilding their homes.

"It's a project close to our heart," Salomon said. "Urban people are not interested in agriculture and animal husbandry, but this is what is needed to rebuild our country. This time we want to plan the return. We want to give them some incentives and support them long-term."

"To be honest, Heifer is the only organization we have found so far that is offering us something for the long-term. That is why we appreciate your interest."

Stewart, in Haiti in September to build partnerships and work with Heifer Haiti staff to launch a rehabilitation project to help an additional 8,000 people, said, "I believe the Heifer model can be a model shared with many partners. We do understand we have but one piece of the puzzle, and we are putting our piece on the table. ... Our commitment is long-term."

— Donna Stokes









# A Place to Call Home

Displaced by civil war that killed many of its residents and all of their livestock, a Guatemalan community struggles to rebuild, with help from Heifer.

BY AUSTIN BAILEY, WORLD ARK SENIOR EDITOR

PHOTOS BY RUSSELL POWELL

**EDITOR'S NOTE:** *Although the Guatemalan Civil War ended in 1996, tensions and grudges remain. Names of places have been left out in this story, and people's names have been changed for their own safety.*

PETEN DISTRICT, Guatemala—It's nice when stories have tidy endings, when the circle closes and the main characters end up back where they began, but with more wisdom this time. The conflict is resolved, the danger is over. There's peace, and people are happy.

That's what you might hope to find in a certain village in the Peten district of northern Guatemala, where a cluster of families terrorized and run off from their land by army forces during the country's long and brutal civil war reunited 17 years later to rebuild. These indigenous families, who decades ago were participants in one of Heifer International's first projects in Guatemala, lost their Heifer cows during the war, when army soldiers killed or stole them. Now, with the community re-established, Heifer is back.



So the story has come full circle, but the happy ending is still in the works. These families had no choice but to resettle on land far away from their original home, and far less hospitable. The now 12-year-old village has an infirmary but no doctor, roads that turn to slop in the rainy season and no electricity. All of these challenges would be manageable, residents said, if only they had some water. The land they were given when they returned to Guatemala has no clean water source, and the people here are working very hard to keep their hopes from drying up.

### THE FIRST TRIP

Miguel, 78, is a small man with huge sunglasses. And he needs them. The June sun and dusty breeze that scrape across his village are like sandpaper to the eyes.

After a morning working in the chili fields, Miguel lays his machete aside and sinks into a child-sized school chair. In front of him, dump trucks filled with calcium carbonate from a nearby mine rumble by, churning up brown clouds. Behind him, children line up to wait their turn at the trickling spigot of a nearly empty water cistern. The line of children twists in front of the school where a bright, four-part mural stretches from end to end, telling the story of how this village came to be.



Children (above) tote water from a nearly dry cistern to their homes. A mining truck (right) kicks up dust as it drives through the village.







*Farmers tend a field that relies on rainfall as its only source of irrigation. Villagers are looking to dig new wells in hopes of improving crop yields.*

As the oldest person in the village, Miguel is among the few who can remember much about what's captured in the first frame of the mural, a map of Guatemala with a star in the southwest part of the country and arrows pointing north.

The families in Miguel's village today never had the chance to stay in one place very long, he said. The group today is based on ties originating in a fertile region near the Pacific coast where decades ago Miguel and his family toiled not so happily for wealthy farmers and foreign agricultural corporations who claimed most of the land for themselves. In 1968 Miguel's family and a few others decided to escape

their lives of servitude. They traveled two days by bus and eight days on foot to a spot where the land was steeper and physically more difficult to farm, but at least they could claim some for themselves.

"At first, our main focus was survival," Miguel said in Spanish, speaking through a translator. Luckily, he said, sweet water sprang from the mountainsides, crops grew easily and the re-established community thrived. In this mountaintop village, the families joined others already settled there to build a school, where students lined up on tree trunks used as benches. They built houses and planted seeds, investing



in the place where they expected to stay forever. In 1970 a priest helped further strengthen those new roots, linking the community with Heifer International and helping them secure 31 cows, the animals most prized among Guatemalan farmers. Recipient families built pens and grew fodder, and the healthy herd quickly grew to support the village's swelling population. By 1975, the village brimmed with 120 families.

That's also the year the helicopters first came. The remote settlement was a four-day walk from the closest village, but everyone still knew the latest on the war that began in 1960 between the right-wing government and guerrilla insurgent forces fighting for the rights of indigenous Guatemalans. The urban conflict had moved beyond city borders and into the mountains, where new insurgent groups were forming to protest the unfair treatment of indigenous people by the government. Government army forces buzzed overhead more and more frequently, keeping an eye on the indigenous communities in the Mayan Highlands that they suspected would be sympathetic to the resistance.

Sometimes, when the helicopters circled or soldiers approached by land, residents hid in caves in the mountains. It was a system that worked for a while, Miguel said, but not forever. Then he nodded to the second frame of the mural, the one with all the blood.

## THE INVASION

Alba, 49, remembers more than she'd like to about what happened on the day of the massacre in 1981. It was also the day she lost her husband and her home as she prepared to welcome her third baby.

The mural of that day shows her village largely in flames. Buzzards peck at a cow that's been slaughtered in the attack. Soldiers kill and rape while a helicopter hovers overhead. The church, where people went to seek refuge, is burning. A line of people with sacks on their backs climb a mountain, headed away from the village.

Alba was in that line of people, along with her two children, the older one 8 years old. Her husband, though, was back in the village with many other men, defending what they could. Alba never saw him again. "I don't know what happened to him," she said through a translator, although she believes he was killed.

Alba also lost friends and neighbors that day. "Some thought, 'We haven't done anything, why should we leave?'



*The village sits in a remote area far from where power lines end, so dinner is always eaten by candlelight. (Below) students in the village school line up for tortillas and beans for lunch each day.*







The multi-week march to the Mexican border was toughest for the many people who fled in a hurry, without food or extra clothes. Some left so quickly that they didn't have shoes.

the civil war at home. The welcome they got was barebones, Alba said, but there were small kindnesses that made those first shell-shocked months livable. Families who lived near the refugee camps brought beans and tortillas to feed the now homeless children. Alba found a shady tree under which she set up a makeshift camp. The Mexican government and the U.N. High Commission for Refugees, along with the Catholic Church and nonprofits, provided tents and emergency food rations.

Thousands of Guatemalans of all ages were living together in a crowded jumble, but Alba remembers this time as a quiet one. "By this time, we had all cried many times for our home," she

They were the ones who got killed," she said. Military forces left behind an empty village after burning all the crops and slaughtering or stealing every animal.

Of the people who fled, some headed to the homes of family and friends in other parts of Guatemala, but most trudged north toward Mexico. The group had to stay away from major roads because the military was pursuing them under the suspicion that they'd been helping rebel forces. Thick vegetation and steep terrain made the trip difficult, especially because they often had to backtrack to remain hidden under the trees. The multi-week march to the Mexican border was toughest for the many people who fled in a hurry, without food or extra clothes. Some left so quickly that they didn't have shoes. Many of the families were like Alba's, with a mother and children only, because government forces killed so many of the men.

After 20 days of walking and finally nearing the Mexico border, Alba went into labor. Luckily the birth went as smoothly as it could, and a few days later Alba, a single mother with three young children, marched into Mexico, where she would spend the next 15 years.

The refugees were part of a flood of an estimated 150,000 Guatemalans swarming into Mexico looking for shelter from

said. The trauma of being torn from familiar surroundings and losing friends and family members in such a violent way caused Alba to shut down. "We did look after each other," she said. But because everyone was so devastated, she said, they mostly focused on themselves.

#### A NEW DAY

After living more than a year in makeshift huts, Alba and fellow refugees from her village and elsewhere moved to Campeche, where they could escape the illness and dependence of the camps to set up their own farms.

The mural depicting those years in Campeche shows a bright sun peeking over the mountains. Farmers tend healthy corn crops, children go to school and everyone lives in sturdy homes. People married, and the children born in Campeche heard stories about their home country but had never seen it. So when the war in Guatemala started winding down, not everyone wanted to go back.

Daniel, 63, was among those who did, but he knew he and his neighbors couldn't simply return to their old village and start over. After the 1981 massacre, others had moved in to claim the land, and these new residents certainly weren't willing to relinquish it.





*A young man takes goats out beyond the village borders to graze. Many of the young people in the village would like to stay here, but economic opportunities are limited and water sources for farming are unreliable.*





So the group appealed to Guatemala's Special Commission for Returned Refugees, a government agency helping returning refugees find new homes. The parcels on offer were poor compared to the rich land they left in 1981, Daniel said, and the land on which they settled is much hotter and buggier. Still, Daniel said he's pleased to finally have some stability within the Guatemala border.

"I'm happy to be with the same air and the same earth."

### HOME AGAIN

Alba's family grew during her 15 years in Mexico. She remarried in Campeche and had three more children. Alba was among those who were unsure about returning to Guatemala.

"In Mexico there was more work, more opportunities for children to study," she said.

Two of her grown children stayed in Campeche, but in 1998 Alba and the rest of her family grudgingly boarded the buses headed south. When they arrived at the parcel set aside for them, Alba said she was disappointed to find only a muggy patch of jungle and some tarps and boards for housing.

"There was no road, and bush everywhere. We had to start from scratch again," she said.

So the community started the now familiar routine of clearing fields for chilies, corn, beans and bananas. They dug wells and built dirt-floored houses from boards, tree branches and metal sheets. Eventually they built a school, and a nonprofit group donated the health clinic where Alba, now a trained health promoter, sometimes works. This village of simple wooden houses and dusty roads is painted on the schoolhouse wall, the final section of the mural.

In 2004 a Guatemalan nonprofit and Heifer International partner group called ProPetén visited the village to offer help. Daniel and others remembered Heifer from the days in their mountaintop village and enthusiastically started projects with goats and chickens. The chickens are thriving today, providing plenty of eggs to eat and sell. The goats are like walking savings accounts, Daniel said, easily sold when money is needed. And their manure helps enrich the fields. Now the community is working with Heifer and ProPetén on a garden project to help them diversify the crops they grow, bring back native species and boost production.

The projects are certainly helping, Alba said, but her days are still hard. Life here is still far more difficult than it ever





*Daniela, 7, and Heidi, 8, tend to their family's chickens.*



was when they had richer land. “We work the same amount as before, but there we got far more,” she said.

The biggest problem is water. Although pipes bring water to keep the community cistern filled most of the year, those pipes stop working each June, when weather is hot and the rain hasn’t yet arrived. Wells that worked for years are running dry, forcing the village to seek out new water sources. And although the village sits on the shore of a broad, still lake, the water from it can’t be trusted for drinking because it’s contaminated with fertilizer, manure and other runoff from large farms nearby. The people say the lake water is safe only for washing.

Alba and others are working on finding new, more productive sites for wells and saving money for a water tank. When those are in hand, Alba said, the village can recapture a piece of the past that they truly miss.

If she could paint one more panel on the mural to finish her village’s story, the lake would be clean, water tanks would be full and crops would never dry up and shrivel in the heat. There would be chickens and goats, but other animals, too.

“If we had water, maybe we could think about getting cattle again,” she said. ■



*Women wash clothes in a lake polluted with agricultural runoff.*

## The Guatemalan Civil War, 1960-1996



PHOTO BY ERIK + (FLICKR)

**M**emorials like this one are permanent reminders of the Guatemalan Civil War, which claimed 200,000 lives and chased 1.5 million people from their homes.


The war began after a coup replaced the liberal, pro-union leadership with a rightist, military government that trampled the rights of indigenous working-class and poor Guatemalans. Tensions were aggravated by a stark unequal distribution of wealth. Although darker-skinned indigenous Guatemalans make up more than half of the country’s population, the vast majority of land and resources are owned by lighter-skinned descendants of European immigrants.

In the decades to come, the government became more dominated by the military, and counterinsurgency efforts escalated. Entire villages were wiped out, all inhabitants killed or run off. The war ended with a peace agreement 36 years after it began. A United Nations commission later found that the Guatemalan military’s violence against indigenous Mayan communities “illustrated a government policy of genocide.”









# THREE CONSEQUENCES OF CONFLICT

And what we've learned  
about the causes and cures.

By Stephen C. Smith, *World Ark* contributor

Too often, only sensational problems make the headlines, leaving the impression that dire circumstances are universal. It is true that civil wars and conflicts have horrifying and enduring effects on people, with women and young children suffering the most. But developing countries and affected families can come back from the trauma of violent conflict.

**B**elow the radars of most media, there has been important progress in recent years. The number and intensity of conflicts have decreased, from more than 160 in the early 1990s to about 60 today. Governments have placed constraints on rulers. Countries that people thought could not heal for generations are making surprising progress. We have begun to catalog the consequences of conflict, and in so doing have learned much about what causes conflict and how to help prevent it.

### Consequences of Conflict

Most statisticians and economists have more math training than survival skills—little surprise then that they're not often found in the field collecting data during wars. Still, over the years researchers have worked hard to enumerate the consequences of violent conflict, and today we have a much clearer picture of the high costs of fighting.

### Harm to Health

Most people assume that more men than women die as a result of conflict, since men are the ones most often involved in the actual fighting. But in the long term, more women die, as they suffer more lingering consequences. The long-term effects of conflict fall most heavily on women, affecting their access to health care, social welfare services and education. Women, children and refugees are

all vulnerable to health problems resulting from conflict.

Maternal mortality in conflict areas can be shockingly high—an estimated 3 percent in areas of Congo involved in fighting—as can child mortality rates. Take Mozambique, which was embroiled in a civil war from 1975 to 1991. In 1986, the under-5 mortality rate reportedly reached 473 per 1,000 live births. International health interventions reduced the rate. Such assistance is most effective when improvement in health is also a national priority. In Mozambique, the prime minister in office from 1994 to 2004 was a medical doctor who had served as minister of health. By 2008, the under-5 mortality rate fell to 130 per 1,000—a very long way yet to go, but real progress.

But too often, just when public health programs are most needed, funds are shifted to the military. According to an International Monetary Fund estimate, government



Refugees in crowded camps, like this one in Congo, are vulnerable to disease and sexual exploitation. Above are Somali refugees.



spending on health falls at an annual rate of 8.6 percent during times of conflict.

Many women die in rape attacks, and many more suffer long-term health consequences, such as AIDS and chronic depression. Nina Birkeland, a scholar at the Norwegian University of Science and Technology, writes, “In conflicts with an ethnic dimension, systematic rape has commonly been used to destabilize populations, and destroy community and family bonds.” Refugee children and women are at particular risk for sexual exploitation.

Refugees in crowded camps are also vulnerable to disease. Thomas Plumper and Eric Neumayer, scholars at the London School of Economics and Essex University, reported that “in makeshift refugee tent camps ... infectious diseases such as diarrhea, measles, acute respiratory diseases, and malaria, but also sexually transmitted diseases including HIV/AIDS, spread more easily, often turning into epidemics.” Weakened refugees die at a much higher rate from diseases they would not have caught under normal circumstances and might have survived with more rest, better nourishment and less stress.

### Destruction of Wealth

Livestock are the capital of the rural poor. Not only do they help increase income and reduce hunger for struggling families, but they also serve as stores of wealth—living bank accounts. During times of conflict, fighters slaughter or drive away livestock. Many animals simply starve. What took years for a farmer to cultivate takes minutes to destroy.

As if losing their livestock were not enough, many of the rural poor are also forced to flee their homes, and their land is occupied. A majority will never recover their houses and property.

Conflict also destroys other forms of capital, including machinery and vehicles. Much of what is not destroyed is diverted to destructive work. As a result, incomes fall, and the longer the conflict continues the poorer the victims become. What wealth is not destroyed is often shipped abroad. One study found that, on average, a tenth of a country’s wealth is transferred abroad during a conflict—largely as “capital flight,” as wealthier residents seek to protect their wealth.

Whether in the form of rural land or urban wealth, liquid assets or livestock, conflict has a deleterious effect on a country’s bottom line. In Sri Lanka, for example, an IMF study found that the economic cost of the conflict, from 1983 to 1996, amounted to about \$4.2 billion, twice the country’s 1996 GDP. And in Nicaragua, per-capita income fell from \$4,276 when civil war began to only \$1,913.

### Descent into Hunger and Poverty

The International Food Policy Research Institute found that in conflict and post-conflict countries, more than 20 percent of the population usually lacked access to adequate food. In sub-Saharan Africa, food losses due to conflict in the 1980s and 1990s were equivalent to more than half of all aid received in that period. Hunger is also a weapon of war. Fighters have cut off food supplies and attempted to starve opposing populations into submission; they also steal food aid.

Several factors extend the consequences of conflict well after the end of fighting. The rights of displaced widows and children in particular are often given no regard by the authorities. Institutions to resolve property disputes may be dysfunctional or never established. In the aftermath of conflict, affected areas may be slow to recover for reasons ranging from lack of working capital to poisoned resources and the dangers of landmines.



PHOTO BY GEOFF OLIVER BUGBEE

*Landmines pose a threat long after conflict is over. In Cambodia, a minefield worker patrols a dangerous area.*

Education is one of the most effective ways to break the cycle of poverty. But during times of conflict, education takes a backseat to fighting. In eight countries for which data were available, the IMF found that during conflict, per-person education spending fell by 4.3 percent each year. Schools are destroyed, or children cannot risk the walk to school because of the violence. Missing out on primary school can affect income and health over a lifetime.

Children not only miss out on school. Many of them suffer from hunger. In some cases, children must work long hours—in mines or other abhorrent conditions—to survive. And in the lawlessness and impunity created by conflict, kidnapping, child trafficking and sex crimes are all too common. For these generations, the consequences of conflict are long-term.

## From Desolation to Dynamism

### How Countries Can Come Back

Many former conflict areas such as East Timor and Cambodia have come back to become much more livable places. The rate of poverty is falling and the threat of future violence is receding.

In the 1994 Rwanda genocide, Hutu forces killed nearly 1 million Tutsis and moderate Hutus. The country has been comparatively quiet for 15 years. It is still too soon to declare Rwanda a complete success story and internal violent conflict could yet return. But the economy has seen strong growth, and the poor are benefiting.

Peaceful outcomes can be seen in many other countries formerly riven by violence. There are good reasons for hope in many African centers of formerly severe conflict.

And then there's neighboring Uganda. The grisly Lord's Resistance Army terrorized northern Uganda for 20 years. Girls were kidnapped to become sex slaves;



boys were forced to become child soldiers. The violence has gone into remission. People are reclaiming their land. And children who lost their childhoods

under the most horrifying conditions are reclaiming their lives. Government, international agencies and nongovernmental organizations are assisting villages to return to a semblance of normalcy.

It is never too late to stop a conflict, to get peaceful poverty reduction and development back on track and help victims of atrocities find a decent life.

### Causes of Conflict

The consequences of conflict are terrible. In the hope of preventing them, we need a clear-headed understanding of the causes. The good news is that most diverse places, ethnically or in other ways, do not have violent conflict. Nor is violent conflict usually found in places where inequality is only at the individual level. The problem seems to be when inequalities exist at the group level. Violent conflict is more likely when cultural differences are on the same fault lines as economic and political disagreements.

That is the big picture. But we must understand the details of each case. In some areas, the lack of enforceable rules governing high-value exportable resources, such as diamonds, oil and timber, is a factor in violent conflict. In other areas, it is the scarcity of basic resources—especially food, fertile land and water—that is an underlying catalyst. Nations with rapid deforestation, soil degradation and worsening water supplies are considered at greater risk of conflict. For example, the U.N. concluded that at the root of the crisis in Darfur was a lack of access to water and natural resources. And in northern Kenya, clashes among pastoralists have been attributed to water scarcity.

Recent research suggests that climate change is likely to exacerbate the problems. Although resource scarcity is rarely the root cause of conflict, it is likely an important compounding factor in many cases. Working to help reduce climate change brought about by global warming can protect farming, fishing, shepherding and foraging livelihoods of the poor.

### Cures for Conflict

There is hope, even in the face of sensational headlines and dreary news reports. The number and severity of civil conflicts have trended lower over time. Progress has been made in reforming public institutions, which provide a foundation of basic security and rights. What else is needed? A framework for cooperating and sharing the benefits of economic growth—legal regulations as well as informal rules. Only then will conflict-prone areas be at a point where poverty reduction through development can proceed.

A government must be strong enough to reliably protect its citizens from violence. State fragility is a big part of the problem. While a harsh, repressive regime can provide the appearance of stability by effectively suppressing violence and rebellion, it keeps resources and power in the hands of a small elite. This is at best a temporary “cure.” There is little reason to anticipate that such a state will promote other aspects of development, like poverty alleviation or education.

In post-conflict areas, new international agreements are helping reduce incentives for conflict through controls on exports and imports of high-value resources. About 50 countries agreed to trade only diamonds certified as conflict-free by the Kimberley Process. And 32 countries have agreed to implement the Extractive Industries Transparency Initiative—whereby firms publish what they pay



governments for resources, governments publish what they earn, and auditors ensure the money from resources goes to the public.

The best hope for resolving conflicts and preventing them in the future may lie with community-driven development. Community-driven development gives all groups a say and values their input. University of London aid and politics of development expert James Manor discovered in his research that the most successful development programs “draw local preferences, knowledge, and energies into the policy process.”

One of the benefits of community-driven development programs, according to World Bank conflict researcher Patrick Barron, is that they can distribute resources quickly, even to remote, rural areas. Even in risky areas, they can work across divides and ensure that resources are distributed fairly. By encouraging collective action and planting the seeds of peace, community-driven development may just be able to prevent conflicts from occurring in the first place.

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PHOTO BY GEOFF OLIVER BUGBEE

*Ahmed Muckson Sesay (in back), was captured by rebels during fighting in Sierra Leone. He used his situation to talk to his rebel captors and bridge the gap between them and government forces. Sesay is now director of the Organization for Peace, Reconciliation and Development, which mediates between various factions. Heifer Sierra Leone is partnering with Sesay's organization.*

## Heifer's Values-Based Approach

Heifer International works in war-torn countries around the globe, where the pain and resentment that come with conflict are often still seething. In these places, the work of helping people feed and support themselves is coupled with the more profound goal of helping communities on the mend work together toward a peaceful future.

Luckily, Heifer has a powerful tool for peace-building. The practice of Passing on the Gift, in which the recipient of a Heifer animal passes on the animal's offspring or its equivalent to another in need, is a proven path to reconciliation. The passing on of water buffalo between feuding tribes in the Philippines is helping bring peace to once unstable areas. And in Cambodia, where decades of fighting didn't end until the late 1990s and dangerous

landmines still dot the country, former Khmer Rouge soldiers are becoming good neighbors and contributors to their communities thanks to the gifts of livestock that allowed them to become productive farmers.

In Rwanda, a 1994 genocide sparked by animosity between the Hutu and Tutsi ethnic groups killed nearly a million people. During a 2009 trip to visit Heifer projects there, Heifer International board members were impressed to find cooperation and forgiveness in the aftermath of such horrendous violence.

“Passing on the Gift to someone who killed your family members was repeatedly cited as a powerful bridge between factions in a community, and a major tool to bring shattered communities forward into a functional group that was willing to work together to build better lives for their families,” board member Julie Wilson said.



**A Passionate**



Pierre Ferrari takes the helm at Heifer International with decades of business experience and a lifelong passion to work for the well-being of others. What comes next? You won't have to wait long to see.

BY DONNA STOKES,  
WORLD ARK MANAGING EDITOR

# te Urgency

The day he became CEO of Heifer International, Pierre Ferrari promptly eschewed any notion of owning an Italian sports car, despite his last name. But he did display a race-car driver's singular focus and need for speed in conveying what it is he's here to do. He quoted Mario Andretti: "If things seem under control, you're just not going fast enough."

Heifer's mission is clear, direct, demanding and inspiring, Ferrari told staff at Heifer's headquarters in Little Rock, Ark. "It's to end hunger, end poverty and take care of the Earth. It's not about doing a little bit; it's about doing it all."

More than 22,000 children a day die of preventable causes related to hunger and poverty, he said. It's a number he refers to often. Anyone who's been around Ferrari for more than an hour knows this is not just a statistic for him for an important speech, but instead a deep, tangible motivation to put his lifetime of experience to work to shrink that number.

His experience includes 20-plus years at Coca-Cola, where he was the senior vice president of marketing, and his continuing decade-long role as a board member and former chair for Ben & Jerry's Homemade Ice Cream.

"I think about it every day," Ferrari said of the child deaths from poverty and malnutrition. "It's a nightmare for me—I can visualize the children. It provides me with a passionate urgency, an energy to move more rapidly."

His wife, Kim, an artist, explained further. "You just don't get a sense of that urgency unless you've seen it firsthand. It's not abstract to him; it's very concrete. That's something that's very meaningful to me, how he sees everything in a very real way, the interdependence and interconnectedness. If it's a child on the other side of the world who's dying of malnutrition, it is very real. So when he says that he sees that, he really does. I'm sure it triggers experiences he had as a child growing up in Africa."



PHOTO BY GREGORY MILLER

**Pierre Ferrari with his family (from left) Olivia Stallings, Elsa Stallings, Kim Ferrari, Peter Ferrari and his girlfriend Kasumi Kato, and Boo (center front).**

### Growing Up in Africa

A look inside the Ferraris' Atlanta home, unscreened doors flung wide to the rustle and drift of fall leaves, reveals a fascinating family history. In his entryway is a painting of a Tuareg military colleague commissioned by Ferrari's grandfather in 1946 in what today is Mauritania.

A series of childhood portraits of his stepdaughters Elsa and Olivia Stallings (now ages 12 and 15) and a painting of Kim's—a large, ethereal work of a girl dancing—grace one hallway. A bold industrial painting by Ferrari's oldest son, Peter, hangs in the kitchen. In stacks throughout the house and clustered in Ferrari's "man cave" office are hardback books, hundreds of them. "I usually can't wait until the paperbacks come out," he said.

Ferrari gestures to African masks on his living room walls and picks up an ancient spear, all artifacts of a family history in Congo that goes back three generations. Even though Kim calls him "Pierre from everywhere," he still considers Africa his home. "Every time I go back to Africa, I come off the plane and I smell the smell of Africa and I know I'm home," Ferrari said.

Ferrari was born in the Congo in the copper-mining town of Elizabethville. His father, the son of entrepreneurs who settled there from Italy, had a brick-making business. His mother's parents were Belgian colonial administrators.

Ferrari remembers watching his grandmother, a suc-

cessful wholesaler, buy vegetables from local women and sell them to shops and restaurants that served the white population. Relationships between black and white Congolese were not equal in those days, he said, but he remembers no overt racism.

"The one image I return to, though, is that outside the villages you saw a lot of children with the distended bellies that come from malnutrition," Ferrari said. "I remember as a child thinking that's just the way Africans are. It came as a shock to me when my father said, 'No, this is a problem. This is a very clear symptom of malnutrition.'"

His father encouraged Ferrari and his sister to think and talk about it. "There

was this dialogue at a very early age about our responsibilities as a, relatively speaking, wealthy family in context of this sea of malnutrition and poverty. You had this dual world you lived in. Those contrasts, if you're paying attention at all, shape you."

When his sons Peter, now age 30, and Oliver, 28, were ages 8 and 6, he took them to Kenya. Their reactions were much the same as his.

"They absolutely came back changed," Ferrari said. "I remember Oliver, my younger son, we were at a slum in the southern part of Nairobi, and he just stood there transfixed. He could not believe that humans lived like that. He came back and started crying. It was just an amazing experience at 6 years old. Now today as a man of 28 he's totally engaged in community and doing the right work in terms of working ecologically and for social justice. That's just ... it did it."

Oliver Ferrari, who now works in environmental management and sustainability, said he is thankful for that trip. "I still value the memories I have from it," he said. "I think visiting Kenya showed me that there are very different types of people and ways of living in the world. Life is not so comfortable for many."

His father "has a true thirst for justice that can't be learned," Oliver said. "It comes from the core of his being. I admire his thirst for justice and even more so his willingness to follow it."



Echoing Oliver's admiration, Ferrari's oldest son, Peter, said, "I'm incredibly proud of him. He's really seen both sides of corporate America and going from selling high-fructose corn syrup to selling peace and prosperity and trying to end poverty is just wonderful. I think in a lot of ways he's inspired me and my brother to choose professions that seek to benefit the world we live in."

"He's just always been like that. There was a twist when he left Coca-Cola. He really felt like he has a talent, and he needs to use it in a way he feels comfortable with."

### The Right Time

That twist, the "aha!" moment when he decided to leave Coca-Cola, came when Peter was 12 and Oliver 10.

"I realized the depth of the hypocrisy of my life when at home I essentially forbade my children to drink sugared soft drinks and then spent 12 hours a day selling Coca-Cola to as many people as rapidly as possible. It's like scales falling off your eyes. It was like, 'Oh my God, this kind of compartmentalization is not something I can live with anymore.'"

Two months later he left Coke and went to work with the nonprofit CARE. "What was missing for me (at Coke), which I do have now, is that every day, everything I do has meaning," Ferrari said. Since he left Coke, Ferrari has been a social venture investor and director in organizations such as Guayaki Sustainable Rainforest Products, Small Enterprise Assistance Fund and Maji Mazuri. Otherwise, some of his greatest joys in life are simple ones: Spending time with his wife and children, a perfectly hit golf shot, reading a book that shakes his view of the world.

Ferrari's family embraces his newest role as CEO.

"We love Heifer," said Peter, a teacher and artist. "Ten or 15 years ago I remember us getting the card for Christmas that said, 'A cow was given in your name.' I think it's important knowing that when you're just a kid, that we have so much and this is a way that we can help. It was an ethic that permeated our lives pretty early on."

"My father has always had a wonderful abundance of vitality and passion," son Oliver said. "With his accumulated experience he is now in a position to pour that into a wonderful organization like Heifer. It's the right time in his life."

Ferrari's wife, Kim, agrees. "It's funny, people say, 'Oh, you're moving to Little Rock. That must be hard for you,

a big change.' But from the beginning it has felt so right that none of that change has worried either him or me. The kids aren't even worried, they're just like, 'It's perfect.' I've never quite experienced something that feels so congruent with where we are in our lives."

Ferrari is already off and running with his new position, eager to produce results. "I worry most about letting people down," he said. "I am just appalled that we have a world that allows 22,000 children a day under the age of 5 to die unnecessarily. So it's important for me to be working on that. I have to make my contribution to bring that number down as fast as possible, as elegantly as possible, and create the conditions where that doesn't recur."

"I am exceptionally fortunate to pursue this kind of mission. The opportunity to do it at a certain scale and a certain speed is what has drawn me here [to Heifer]. When I was approached to do this I could not stop smiling that this was an opportunity for me."

*For more on Ferrari and to learn how you can help end hunger and poverty, visit [www.heifer.org](http://www.heifer.org).*

## 'A true believer'

"Pierre's greatest leadership quality is his ability to balance the ideals of social justice with practical business realities," said Ben Cohen, co-founder of Ben & Jerry's Homemade Ice Cream. "I think that businesses and nonprofits have a lot to learn from each other. Businesses need to learn to use their power to improve the quality of life for the community. And nonprofits need to learn to operate more cost effectively, efficiently and with more accountability. Pierre's business background, along with his heart and soul and passion for social justice and excellent people skills ... are a tremendous benefit to any organization."

Cohen added, "Pierre is a true believer. If your purpose is to serve society, that's not something you can really turn on and off. So it's part of his life at work and at home."

REVIEW

# Bad Blood

By Austin Bailey, *World Ark* senior editor

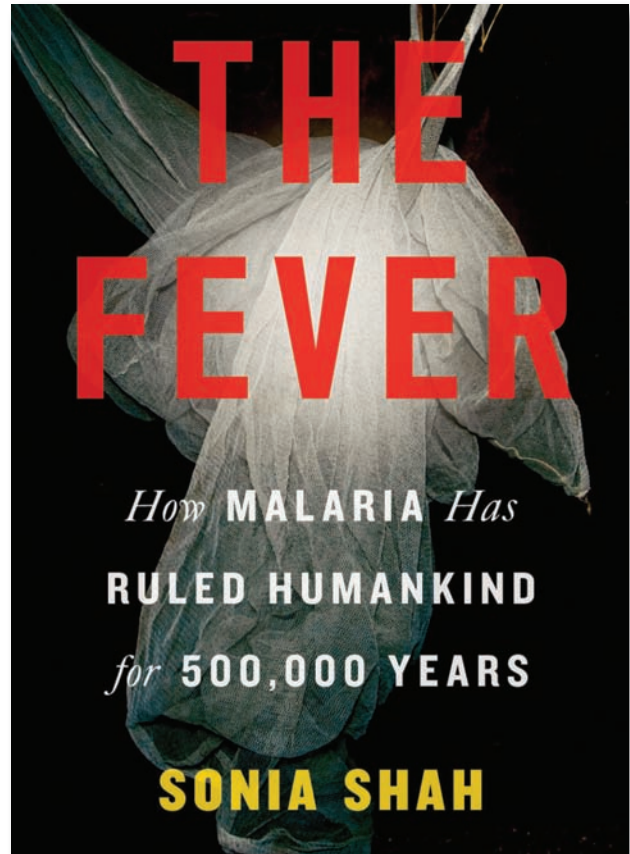
You would think malaria's been around long enough to secure a bad reputation. For most people, it has. To scientists, doctors and the families of the dead, malaria is a rabid killer, cruelly targeting children and killing more than a million people each year. But many people in wet and warm parts of the world brush off the fever and pain brought on by the *Plasmodium* parasite as simply part of life, an annoyance on par with our annual cold season.

In *The Fever: How Malaria Has Ruled Mankind for 500,000 Years*, writer Sonia Shah tracks the mosquito-borne disease from its earliest days in prehistoric Africa and explores why a disease we've lived with for millennia continues to get the best of us.

Shah hooks readers from the beginning with an anecdote of her first run-in with malaria during a childhood trip from her New England home to India, where she sweated beneath a shroud of netting while her cousins, lifelong veterans of mosquito warfare, sprawled out comfortably under the ceiling fan. This was her first realization that the disease she took great pains to avoid during her travels was hardly a consideration for the people who live with it all the time. Decades later, when Shah undertook years of research to put this book together, her family's perception of malaria as not much more than a nuisance would again surprise her. "... [N]early every Indian relative of mine reacted to my writing this book with mild puzzlement, as if I'd announced I was working on a book about bunions."

But Shah's book quickly and convincingly makes the case against being nonchalant about malaria. The author compiles an impressive roster of facts and figures that shows just how devastating malaria can be. Her point that malaria has killed more humans than any other disease, ever, is pretty persuasive.

A whole book devoted to the history of a single illness could easily run to the dry side, but Shah never lets this happen. Instead, she paints her main character as a cunning villain, too intriguing not to follow, impossible not to root



***The Fever: How Malaria Has Ruled Humankind for 500,000 Years***

By Sonia Shah  
Sarah Crichton Books, 2010  
Hardcover, \$26

against. Malaria is a fiend that flits through history, influencing the outcomes of wars, shaping the settlement patterns of new civilizations and changing our very genetic makeup. And because of its chameleon nature, malaria always manages to stay one step ahead of all the genetic mutations and medications we can throw at it. It's often misunderstood, always tenacious, and at least so far, malaria always comes out on top.

Equally as compelling as Shah's parasite-infected mosquitoes are the characters who battle them. The author shows a knack for plucking out the most colorful tidbits from each chapter of malaria's long history and surprising readers with bits of trivia they'll be proud to show off. Who knew David Livingstone—the 19th century Scottish missionary of “Dr. Livingstone, I presume” fame—was the

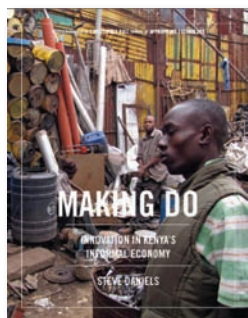


first to figure out that huge gulps of quinine would ward off malaria, or that the Italian poet Dante died of it? It's fun to learn that Dr. Seuss lent his talents to fight malaria by penning a brochure for World War II soldiers reminding them to stay covered up to fend off bites. And it turns out the magical incantation "abracadabra" was first scribbled on papyrus and worn as an amulet around Roman Emperor Caracalla's neck to keep malaria at bay.

Of course, the book isn't perfect. The author sometimes dashes from topic to topic, shooting readers back and forth through history and occasionally getting them confused. Shah's explanation about how the *Plasmodium* parasite survives in mosquitoes and humans, and how it adapted over the centuries, can be tricky. I had to take those pages slowly, and even circle back a time or two. These are minor flaws, however, and Shah's remarkably skillful writing smooths over most of the bumps.

*The Fever* would be a great book to take along on those mid-winter vacations to warmer climes. Just don't forget the bug spray.

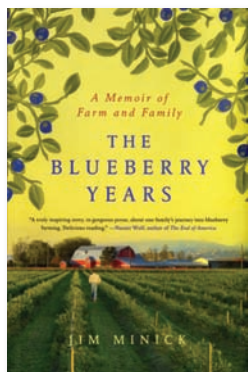
## NEW AND NOTEWORTHY



***Making Do: Innovations in Kenya's Informal Economy***  
by Steve Daniels  
August 2010  
[analoguedigital.com/makingdo](http://analoguedigital.com/makingdo)

A fascinating look at the innovators, inventors and informal engineers who drive this thriving yet unofficial sector of the African economy. And it's not only the subjects that are innovative; the

book itself experiments with new ways of doing things. You won't find this one in stores. You can download it online (it will cost you one "tweet"), or you can pay for a hard copy to be printed for you.



***The Blueberry Years: A Memoir of Farm and Family***  
by Jim Minick  
Thomas Dunne Books, August 2010  
Hardcover, \$27.99

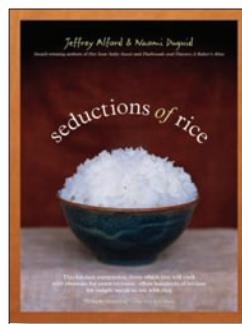
With a thousand blueberry bushes, the Minicks planted what they hoped would be a more independent way of living. This book is a result of their 12 years on the berry farm, but it goes beyond memoir by speaking to the difficulties facing small farmers

in our new economy. So full of blueberries, it will stain your fingers blue. There's even a recipe or two.

## FIVE FAVORITES ON:

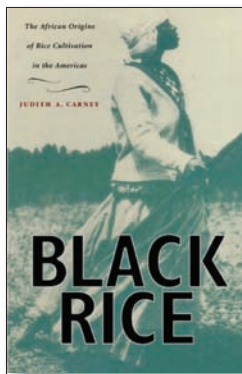
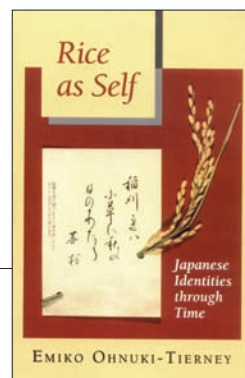
# Rice

*It's more than just the fluffy white stuff that sits between the roasted chicken and the green beans. Rice provides 20 percent of all the calories that humans consume. Here are a few books on the tiny grain—everything from how to cook it to how it has influenced cultures and economies.*



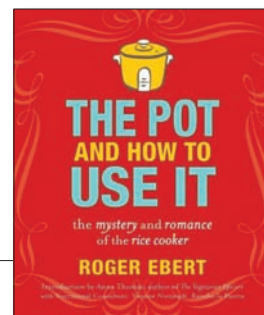
***Seductions of Rice: A Cookbook***  
by Jeffrey Alford and Naomi Duguid

***Rice as Self: Japanese Identities Through Time***  
by Emiko Ohnuki-Tierney



***Black Rice: The African Origins of Rice Cultivation in the Americas***  
by Judith A. Carney

***The Pot and How to Use It: The Mystery and Romance of the Rice Cooker***  
by Roger Ebert

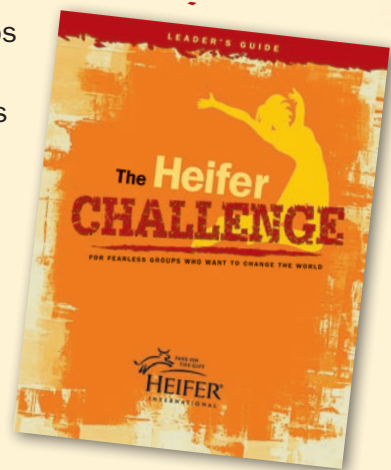


***Freerice.com***  
Donate rice to the hungry as you play this online trivia game.

# IN THE QUEST TO END HUNGER, KISSING A PIG IS THE EASY PART.

**HEIFER CHALLENGE** is a new program for groups looking for a fun and easy way to help struggling families around the world. For decades, Heifer has received photos of supporters across the country kissing furry critters or even shaving their heads as a fundraiser for Heifer. Turns out people love to take on a dare to help us end hunger and poverty. That's why we've created Heifer Challenge, and now your group can get in on the action.

For more information or to order The Heifer Challenge Leader's Guide, call **800-422-0474** or go to **[www.heifer.org/challenge](http://www.heifer.org/challenge)**.





# Ghana's New Gold

## Heifer Helps Honey Producers

By Elizabeth Elango Bintliff, Heifer West Africa regional director

For much of its history, Ghana was known as the Gold Coast because of its vast gold reserves. Today, the West African nation is becoming known for a different kind of gold—honey, liquid gold.

Honeybees have long been part of Heifer Ghana's projects. Farmers typically receive five or six beehives and training in how to care for them. The farmers plant trees and flowers so the bees have sources of nectar. Farmers also learn to combat problems, such as ant infestations in the hives.

Since Heifer's program in Ghana began 11 years ago, farmers have found that beekeeping can provide a lucrative livelihood. As Heifer's



PHOTOS BY VINCENT SPIONE

*At a Passing on the Gift ceremony in Ghana, Naomi Adubea, left, presents a beehive to Samuel Fosu. Raising bees for honey can provide a lucrative income.*



*A child enjoys the sweet rewards of Ghana's growing honey industry.*

investment in beekeepers in Ghana grew, so did honey harvests. Soon, beekeepers were producing more than they could consume or sell locally, and there arose the need to establish channels to big markets. So a few years ago, Heifer Ghana partnered with a local beekeepers association. Together, the organizations worked to harvest and package honey to sell to consumers in larger cities.

This year, the market for honey expanded even further when Heifer Ghana partnered with Atlas Foods, an Irish company that bought 20 tons of honey for export. This increase in demand significantly raised the price

local beekeepers could get for their honey.

But before the honey industry in Ghana can reach its full potential, it must overcome at least one hurdle. The Ghana Food Standard Board, a governmental agency, has yet to establish guidelines for proper processing and sale of honey. So Heifer Ghana, in partnership with Dutch aid agency SNV, produced a video to educate the Ghanaian government and the public on the viability of beekeeping as a lucrative industry. Heifer Ghana hopes to benefit local beekeepers yet again, this time by effecting change in the government's policies.

# Youth Choir Accidentally Raises \$45,000 for Heifer

**Y**outh choir members at the Manchester United Methodist Church were as surprised as anyone when they set out to raise one Heifer Gift Ark but ended up raising nine instead. Lori Borger leads the 50-member choir of fourth- and fifth-graders at the Manchester, Mo., church. When they decided to perform a musical based on the story of Noah's Ark in March 2009, collecting donations for Heifer International during the shows made sense.

"I thought it was a perfect tie-in," Borger said.

She played a short video about Heifer's work after

each of the three performances, and hoped donation boxes would bring in \$5,000, enough for one Gift Ark that represents a boatload of cows, sheep, camels, oxen, water buffalo, pigs, llamas, beehives, goats, donkeys, ducks, guinea pigs, rabbits, geese and chicks.

But the boxes filled up with \$15,000, encouraging the children to do still more.

"It was great because at that age they really get the animal connection. They're very empathetic and compassionate," Borger said.

Soon after their Noah's Ark performance, a group of choir members took a 10-hour bus ride to the



Members of the choir of Manchester United Methodist Church, in Manchester, Mo., visit Heifer Ranch in Perryville, Ark.





Choir members display Gift Ark plaques they received for raising donations for Heifer International. Each plaque represents a \$5,000 gift.

Heifer Ranch in Arkansas. “I thought it was fun to go see the animals and learn more about Heifer,” fifth-grader Olivia Berritt said.

And that summer, Borger went to Honduras on a Heifer Study Tour for Educators.

With their dedication to Heifer growing stronger, Borger and her choir set up a stall to sell shares of Heifer gift animals during the church’s fair-trade holiday market. The choir decorated the booth with cow-themed balloons and signs, and they wore T-shirts printed to look like Holstein cows. Their efforts paid off, raking in \$30,000.

“We do have a large church, and they’re very mission-minded as a congregation,” Borger said. “This is something that has really caught on.”

## Erin Amazes with All-Star Heifer Farm Revue

Fifteen-year-old Erin Welsh has a gift for music, so she decided to use music as her gift to Heifer. Erin was inspired at Heifer’s Overlook Farm in Rutland, Mass., during a retreat with her church, St. Peter’s United Church of Christ in West Seneca, N.Y.

“I just realized that not everyone has it as good as I have it. I’m really lucky,” she said. “There are ways people who are fortunate can help people who are less fortunate. I decided I could be a part of that.”

So she formed Erin’s Amazing All-Star Heifer Farm Revue, a medley of musicians willing to put on shows to raise \$5,000 for Heifer. This loose conglomeration of about a dozen musicians includes folk artists, jazz players, rockers and a jug band.

Erin has her own act, singing and playing her red guitar on both covers and songs she wrote herself.

The first four shows netted \$1,440. The group plans to perform until they’ve raised enough for a Gift Ark.

To find out where Erin’s Amazing All-Star Heifer Farm Revue is playing next and to listen to some of their music, visit [myspace.com/heiferfarmrevue](http://myspace.com/heiferfarmrevue).



## Plenty of Pennies

Berniece Coriz’s first-grade students at McCurdy Elementary School in Española, N.M., first started raiding couch cushions and piggy banks to raise money for Heifer 16 years ago. The class of 2010 collected \$1,523, bringing Ms. Coriz’s grand total to nearly \$10,000.

The 2010 students, who opted to put their donation toward Heifer projects in Haiti, were honored with a nomination for the Outstanding Youth in Philanthropy Award, given each year in Albuquerque.



# SHOP @heifer

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



## Apparel

These four Heifer Village volunteers spend their time creating a better world. They take time out of their days to help run one of Heifer's Learning Centers where people come to learn about the causes of and solutions to hunger and poverty. And you can help make the world a better place when you buy one of the 100% cotton items they are modeling. Choose from the simple I Love Heifer shirt; a jumping cow zip-up hoodie; the shirt proclaiming that "You Make This Work;" or our End Hunger shirt.

Photos by Dero Sanford  
Volunteers (L to R): Cheryl Dunlop, Zacil Nash,  
Marcia Shelton and Jim Short.

**A. HEART TEE**  
S-XXL Unisex Sizing  
NUHEART | \$15

**B. CRANBERRY HOODIE**  
Women's junior sized, S-XXL  
NWHOOD | \$30

**C. YOU MAKE THIS  
WORK TEE**  
S-XXL Unisex Sizing  
NUYOU | \$15

**D. END HUNGER TEE**  
S-XXL Unisex Sizing  
NUEND | \$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



Stuffed  
Toys

**H**eifer 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**

# Howey

**C**entral 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 of your purchase price goes to Heifer International. 12 oz.



**NH0009** | **\$15**

# Stuffed Animals

**W**hen 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 **NPWR0P** | **\$15**

Goat **NPWR0G** | **\$15**

Sheep **NPWR0S** | **\$15**

Cow **NPWR0C** | **\$15**

Water Buffalo **NPWR0WB** | **\$15**





# Cards

The 12 images on these notecards and in the 2011 Heifer calendar were designed and created by students in Kate Merkel's eighth-grade art class at Highland Park Junior High School in St. Paul, Minnesota. The class produced 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.

## NOTECARDS

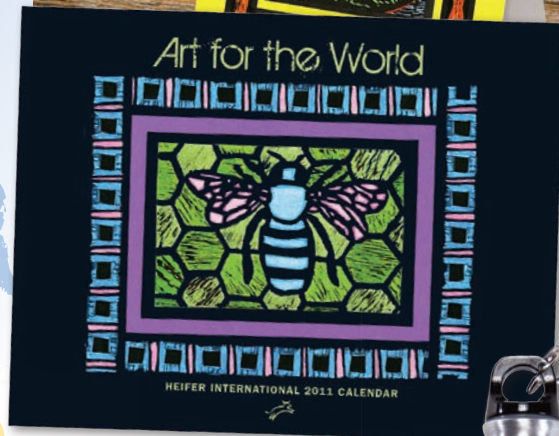
NARTCARD1 | \$12

## 2011 CALENDAR

NCALD2011 | \$8

50% off \$3.99

# Calendar



# 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



# Mugs



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



# Tags

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

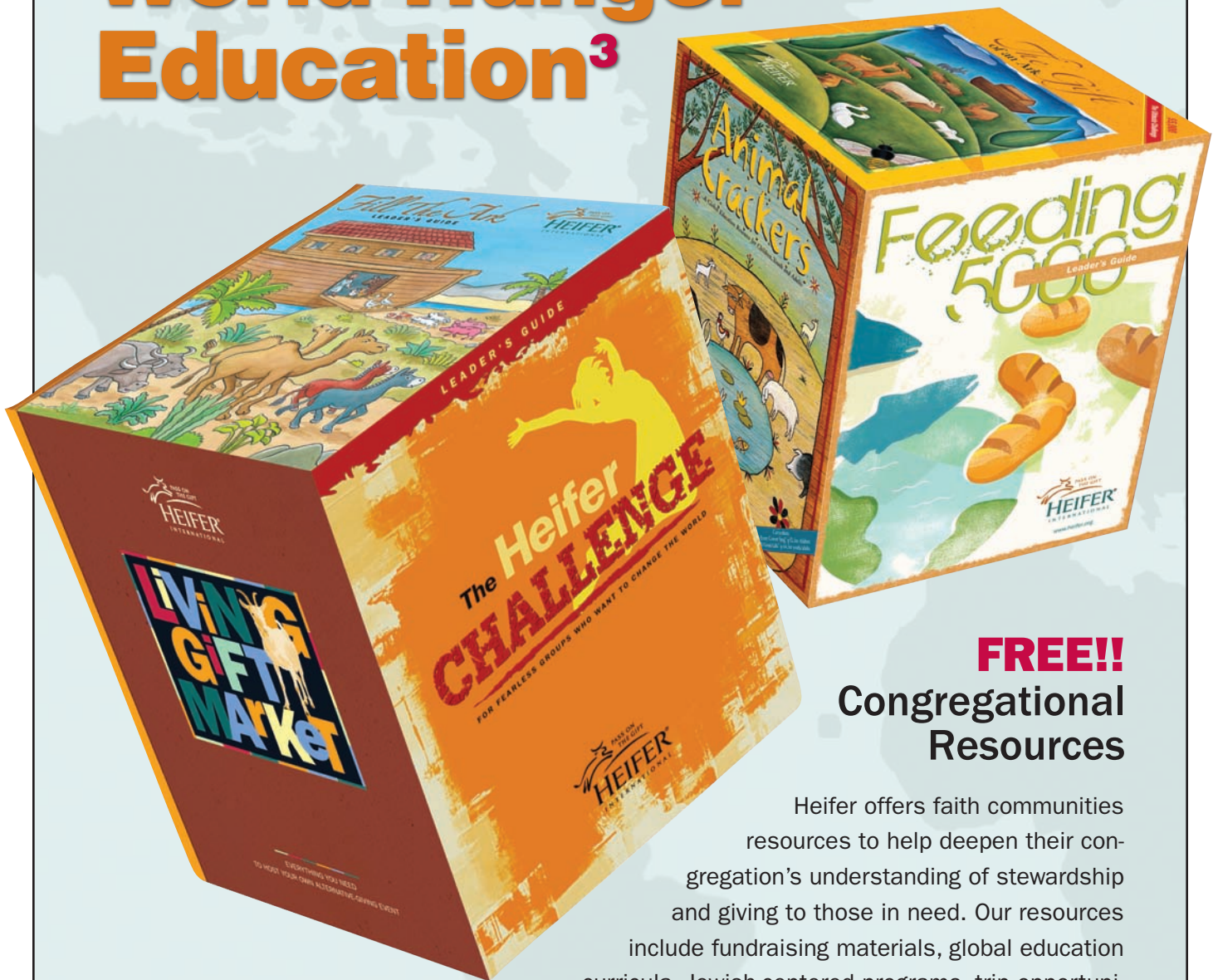




**FAITH THE COW**, Susan Bame Hoover  
NB0705000 | **\$16** Hardcover

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

# World Hunger Education<sup>3</sup>



## **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, 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/congregation](http://www.heifer.org/congregation)** or request the **Congregational Resources Catalog** by calling **(800) 422-0474**





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

Make Heifer International your partner in inspiring your students to take action to end hunger and poverty and care for the Earth. Our educational resources will help you teach about the world's pressing problems in a way that will engage and excite

your students. Options range from our free national standards-based lesson plans to field trip and professional development opportunities.

Visit [www.heifer.org/instructor](http://www.heifer.org/instructor) for more information and to order free lesson plans or learn about our other resources.

## HELP US BUILD A BETTER WORLD

### — START ON OUR FARM

If you're looking for a meaningful spring or summer trip for your youth group, Heifer's service-learning programs combine interactive learning with the opportunity to give back with the gift of time and hard work. For up to five nights, youth will participate in activities that may include a night in the Global Village along with livestock and garden chores. The experience will have your youth examining their actions while helping Heifer maintain our farms so they remain a place for others to learn about ending hunger.



Learn more at [www.heifer.org/beyondamission](http://www.heifer.org/beyondamission) or call Heifer Ranch at (501) 889-5124 or Overlook Farm at (508) 886-2221.



## Study Tour for Educators

June 15–23 or June 23–July 1

These one-week tours give educators an inspiring firsthand look at Heifer International's work in Honduras. Educators are immersed in the cultures and lives of Heifer project participants as they witness the root causes of hunger, see Heifer's approach to sustainable development in action and learn how they can incorporate lesson plans on these issues in their classrooms. Educators come away knowing how to motivate their students to build a better world. Accepted applicants receive a grant that pays all expenses except travel to and from the departure city. Download an application at [www.heifer.org/schools](http://www.heifer.org/schools).



### PUBLIC STUDY TOURS

Heifer offers study tours open to the general public throughout the year. For more information and rates on the tours below, visit [www.heifer.org/studytours](http://www.heifer.org/studytours) or call (800) 422-1311.

#### AFRICA

Uganda: April 3–12  
Zimbabwe: May 9–18  
Tanzania: July 20–29  
Senegal: November 14–23

#### AMERICAS

Honduras: March 13–20  
USA: New Orleans: March 13–19  
Canada: June 5–11  
Ecuador: June 20–28

Honduras: July 10–16  
Peru: September 11–20  
Brazil: October 17–26

#### CENTRAL/EASTERN EUROPE

Albania/Kosovo: May 10–20  
Lithuania: June 16–25  
Ukraine: August 29–September 7

## Heifer U: Cultivating Peace

Heifer International's Work as Peacemaker

April 28–May 1  
Hidden Villa in Los Altos Hills, Calif.

Heifer International's work demonstrates that true peace begins when the hungry can feed themselves. Heifer began in 1944 against a backdrop of war and tragedy, and our efforts helped communities heal. Today Heifer often works in the wake of conflict, helping communities come together to begin sowing the seeds of peace. Register for Heifer U: Cultivating Peace to learn more.

The \$225 per person tuition fee includes all programming, double occupancy lodging and meals. Register online at [www.heifer.org/heiferu](http://www.heifer.org/heiferu) or call (800) 422-1311.



*In Kosovo, parents and grandparents are passing on peace and prosperity to new generations.*



# CALENDAR

Winter 2011

## 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, March 26–27

**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 August 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 August 7–12

**Group program offered at Heifer Ranch and Overlook Farm**

## ADULT PROGRAMS

### VOLUNTARY SIMPLICITY

Through a weekly discussion course, learn about the connections between our lifestyle choices and the condition of the Earth.



PHOTO BY RUSSELL POWELL

**Location/dates:** Heifer Village, Thursdays, February 10–March 17

### HEIFER HUNGER BANQUET

This event offers a unique dining experience highlighting hunger all over the world.

**Location/dates:** Heifer Village, April 16 (Reservations open in February)

### WOMEN'S LAMBING

Learn about Heifer's mission, participate in educational activities and do light farm chores during a time when lambs are being born.

**Location/dates:** Heifer Ranch, March 24–27, March 27–April 1, April 1–3

### WOMEN'S LIVESTOCK BIRTHING PROGRAM

Learn about animal husbandry and the role of animals in Heifer's work. Learn about the birthing processes of goats, sheep, swine, cattle and rabbits, and the hatching of chicks.

**Location/dates:** Overlook Farm, March 25–28 and 28–31; and April 1–4, 8–11, 11–14 and 18–21

### SPRING BEE WORKSHOP

Learn about basic bee biology, hive management and the equipment needed to build a beehive.

**Location/dates:** Heifer Ranch, April 10–14

### VEGETABLE WORKSHOP

Learn about the basics of vegetable production, from seed selection to organic fertilizers to selling at the market.

**Location/dates:** Heifer Ranch, May 1–5

## HEIFER U

Heifer U blends discussions and hands-on activities to further participants' understanding of various aspects of Heifer's work. Register online at [www.heifer.org/heiferu](http://www.heifer.org/heiferu) or call (800) 422-1311.

### HEIFER U: THE BASICS

What is Heifer? Deepen your understanding of Heifer's work while meeting other Heifer supporters.

**Location/dates:** Hidden Villa, March 3–6

### 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

### HEIFER U FOR EDUCATORS

Explore Heifer's education outreach programs that you can use in your classroom.

**Location/dates:** Heifer Ranch, July 20–24

## Learning Center 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](http://www.heifer.org/visit).

## Contact Information

### STUDY TOURS

(800) 422-1311  
[studytours@heifer.org](mailto:studytours@heifer.org)  
[www.heifer.org/studytours](http://www.heifer.org/studytours)

### HEIFER U

(800) 422-1311  
[heiferu@heifer.org](mailto:heiferu@heifer.org)  
[www.heifer.org/heiferu](http://www.heifer.org/heiferu)

### HEIFER LEARNING CENTER AT HEIFER RANCH

Perryville, Ark.  
(501) 889-5124  
[www.heifer.org/ranch](http://www.heifer.org/ranch)

### HEIFER LEARNING CENTER AT HEIFER VILLAGE

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

### HEIFER LEARNING CENTER AT OVERLOOK FARM

Rutland, Mass.  
(508) 886-2221  
[www.heifer.org/overlook](http://www.heifer.org/overlook)

### HEIFER GLOBAL VILLAGE AT HOWELL NATURE CENTER

Howell, Mich.  
(517) 546-0249  
[www.howellnaturecenter.org](http://www.howellnaturecenter.org)

### HEIFER GLOBAL VILLAGE AT SHEPHERD'S SPRING

Sharpsburg, Md.  
(301) 223-8193  
[www.shepherdsspring.org](http://www.shepherdsspring.org)



**"We used to sleep with one eye open."**

—MIGUEL\*, AGE 78

As the Guatemalan Civil War heated up in the 1970s and 1980s, life became dangerous for indigenous communities in the Mayan Highlands. Military forces patrolled in helicopters overhead and eventually swarmed in on foot, forcing entire villages to flee. The cattle Miguel and many of his neighbors received from Heifer were slaughtered or stolen in 1981.

Today, Heifer is back to offer new animals and more training.

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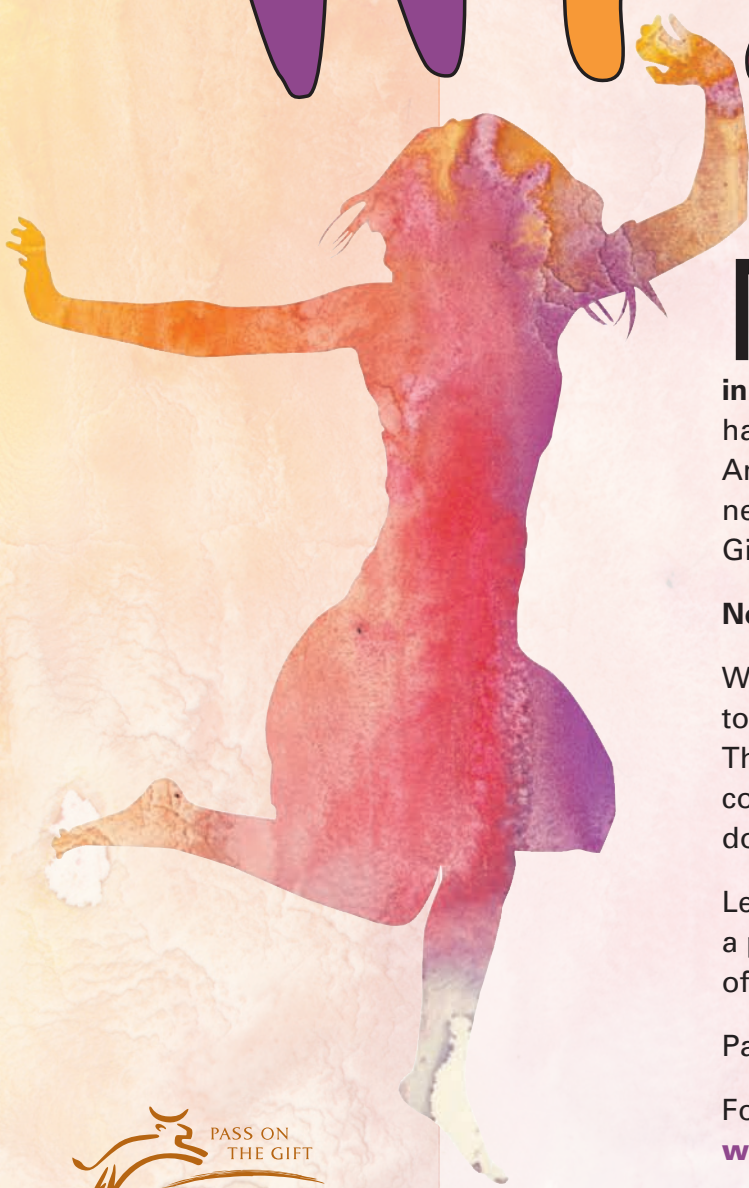
Photo by Russell Powell

*\*Because tensions remain in the aftermath of the war, Miguel is not identified by last name to protect his safety.*



This April Do Something Really

WILD!



Nothing is more important than empowering struggling women to transform their lives. That's why for two decades, Heifer's **Women in Livestock Development (WiLD)** effort has worked hard to give women what they need to succeed. And the results have been astounding! But the need is still great. That's why our 2011 Pass on the Gift campaign focuses on our work with women.

**Now, it's up to you.**

Women around the world are counting on you to help this April by doing something **WiLD!** Throw a WiLD party; blog; engage your book club, congregation, or co-workers; staff a booth; make a donation.

Let us know **TODAY** that you're with us by putting a pin on the map at [www.heifer.org/pog](http://www.heifer.org/pog) and be part of the movement to give women a new beginning.

Pass on your gifts this April.

For more information and resources, go to [www.heifer.org/pog2011](http://www.heifer.org/pog2011) or call **800-422-0474**.

**\*Women in Livestock Development**





1 World Avenue  
Little Rock, AR 72202/USA

Nonprofit  
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Heifer  
International



RP1210000

Your friendship can make  
a world of difference.



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

**Become a Friend  
of Heifer today.**

**Call 888-5-HUNGER  
(888-548-6437)**

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



*Friends  
of Heifer*

Celia López-Claros (left) and her sister, Roberta López-Claros with their Heifer International chicks in Brazil.