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WorldArk

THE MAGAZINE OF HEIFER INTERNATIONAL® HOLIDAY 2012

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PASS ON
THE GIFT
HEIFER
INTERNATIONAL

The Most Important
Gift Catalog - p.29

Dear Fellow Activists,

AS THE HOLIDAY SEASON APPROACHES, my thoughts turn to the joyful spirit of giving and the core principle of Heifer's methods to achieve our mission to end hunger and poverty.

In countries all over the world that principle is recognized in the teaching, "Give a man a fish, and you feed him for a day; teach a man to fish and you feed him for a lifetime."

The phrase is attributed to Maimonides, a 12th-century Spanish Talmudic scholar, among others. There is much more to learn from this man who packed a powerful message into such a simple phrase. He also classified the eight degrees of charity, offering some provocative descriptions worthy of sharing in the season of giving.

Maimonides states that the highest degree of charity is that of a person who assists the poor by providing them with a gift or a loan, by accepting them into a business partnership or by helping them find employment—or more simply, by putting those in need in a place where they no longer require outside aid.

To read this and know that this is exactly in line with the work that Heifer is doing feels incredibly GOOD! Heifer's strategic focus on empowering women multiplies these gifts many times over. We recognize it is the women of the world who are most likely to take our "fishing" lessons to heart and share the rewards of self-reliance with their children, families and communities to make a better world without hunger and poverty. We are so grateful for the drive of the families and individuals whom we serve for making the best use of our gifts.

Yet we would not be successful without the support of you, our donors. We thank you for recognizing that what we give makes a life. Not just for another, but also our own.

Maimonides' "last" degree of charity speaks to "he who gives morosely." I had to admit that, occasionally, while my actions and the end result may have been good, my sentiments in giving were not what they should have been. I vow to do better.

All of the world's religions call on us to give with joyful hearts. This holiday season as we celebrate with our family



PHOTO BY DAVE ANDERSON

President and CEO Pierre Ferrari, Heifer staff and participants of a new women's group gather in a September visit to Preah Netr Preah, Banteay Meanchey, Cambodia.

and friends, I challenge you to rejoice in the spirit of giving and strive for the highest degree of charity—to help lift up others to their fullest potential.

Yours for a better world,

President and CEO



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*Cover: Mary Ba, age 7, in Sinthiou Fissa, Senegal.
Cover photo by Olivier Asselin
Top photo by Geoff Oliver Bugbee*

WORLD ARK ON TABLET AVAILABLE SOON

Download our iPad app and Google Play publication for extra content and videos; available by Thanksgiving!



PICKLES FROM HEAVEN

I always love when your magazine arrives, it's so full of hope and possibilities! Thank you! I am so honored to be a part of this work.

I am especially tickled today, as I have begun to eat only raw food and wondered out loud to my sister if there was a recipe for raw pickles. I turned a page, and THERE IT WAS on Page 9! I will tweak it a little and enjoy. I was taught as a child that God knows what we need before we ask. I guess so!

I also love reading about your projects in Peru, as I spent some of my teen years with my family there. My father, 95, still lives there, and I like to send him my copies of *World Ark*. He is blessed, too! So, I have a very personal connection to anything about Peru.

Thank you for allowing me to be a tiny part of this great work.

GINGER CHILD
Felton, Calif.

WILD WOOL CHASE

What a tease you are! As a happy owner of two alpaca sweaters and the most wonderfully soft pair of

alpaca socks, I immediately turned to Page 12 of the August issue for "The Latest in Alpaca Fashion." Great advertisement! I could hardly get through the article without sneaking a peek at the end for at least a website where I could go alpaca shopping—no luck. So I raced back to the shop@heifer pages. Again, nothing!

Okay, it's August and the temperature today topped out at 89. I'll give you a little time to correct your marketing strategy.

MARILYN DILLER
Lowell, Ind.

Editor's note: So sorry to disappoint. The headline was referring to the natural colors of alpacas coming back into vogue after a period where easily dyed white fiber was all the rage. We'll keep our eyes open for related tips to share in future issues.

CHEERS

A quick note to let you and your staff know that we really do enjoy reading each issue of *World Ark* and then sharing it with others. The stories are informative and inspiring! We especially appreciate the scope and variety of stories that keep us current on the ever-expanding work/ministry of Heifer.

Because we had personal experience with Heifer founder Dan West and his daughter, Jan Schrock, we continue to have special interest in Heifer's growth. May the vision continue to widen....

EMILY AND LUKE MUMMA
Lorida, Fla.

BUNDANT HOPE

First, I'd like to express my repeated joy each time I open my new *Ark* and see the words "Dear Fellow Activists" from Pierre. I love the term rather than "volunteer," as we are indeed activists for a better world.

I was so interested to see the book *Abundance* reviewed because I'm presently reading it. I had previously seen a video on YouTube of Peter Diamandis speaking enthusiastically about the future. Although I find Peter's book a bit overly enthusiastic at times, there are some amazing developments that hold great promise for the future, nanotechnology in particular.

I'm especially impressed by the Slingshot that turns severely contaminated water into pure potable water. What a wonderful invention that can help so many suffering from waterborne diseases!

I very much appreciate your book review section for informing us all on the root causes of poverty and their possible solutions.

CAROLINE BONNET
Cloverdale, Calif.

MEATING OF THE MINDS

The letter writer from Brooklyn, N.Y., Ms. Padnos-Shea, shows not only ignorance of animal husbandry, but also of the realities of the developing world. It is a myth that raising livestock is environmentally unsound. For a small family farm, the opposite is true. Not only do livestock provide protein and a means out of poverty, but stock help to clear the fields, provide fertilizer and ensure there is no waste on the farm. The meat and milk they provide do not require shipping and fossil fuels. And obesity is not such a concern among people who are starving to death.

I proudly support Heifer International, because it is the only charity that provides a sustainable human future in parts of the world where climate and

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

conditions are not conducive to growing cash crops.

SUE SPERRY
Metairie, La.

May I correct some misconceptions in a recent letter regarding meat recipes? Meat consumption is one of the very best ways to improve human health. Cattle graze on grass that people cannot eat and convert it to nutrient-dense meat that is packed with essential vitamins and minerals. As a beef producer, I can assure you that today's cattle produce more beef from fewer animals, fewer inputs, and much less land and water than were required in the past. The carbon footprint continues to shrink. You need not worry about environmental concerns. You can be proud to provide such a healthful product.

RACHEL IMTHURN
Maple Hill, Kan.

As a longtime supporter and friend of Heifer, I'd like to respond to Stella Padnos-Shea's concerns about meat production and consumption by noting the following:

- Animals can be raised in environments not suited for agriculture, thus increasing the food supply.
- Farmed animals can lessen pressure on wild animal populations.
- Farm animals provide valuable manure to increase the fertility of farms and gardens.
- Animal-based foods provide complete protein, fat-soluble vitamins and the essential vitamin B-12.
- Obesity is often associated with consumption of refined carbohydrates rather than meat.

I share Ms. Padnos-Shea's concerns about water pollution, grain consumption, fossil fuels, drugs, etc., but these are consequences of animal concentration in factory farm operations, which Heifer's animal management practices avoid. In short, I find meat production

and consumption to be entirely consistent with Heifer's mission.

VALERIE GRACECHILD
Amherst, Mass.

Q&A AUGUST

What steps are you taking to become more informed about where your food comes from?

Our eggs, meat, veggies, dried beans and honey come from a local CSA farm 60 miles north of us. Bugs, roots and stems are all included for free, which are composted in our vermiculture farm. I get to pick extra crops in good years to supplement our winter storage crops. I know my farmers by name and know their parents, and their kids, who will be the fourth generation of this family to farm this way. Our fruit comes from an organic orchard 100 miles away, with 100-year-old trees. Cheese comes from a local producer at our farmers market. I do all the cleaning, canning, drying, freezing, pickling and preserving the bounty. It's a lot of work to eat this way, but worth it. I consider it my other full-time job, as I can easily spend up to 10 hours a day on my days off in the kitchen preparing food for the coming week and the lean winter.

KATHERINE STANDIFER
Denver, Colo.

Q&A HOLIDAY

Can educating women and girls contribute to world peace? How?

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

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Since 1944, Heifer has helped 15.5 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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Questions and Antlers

How in the world can Santa's reindeer make the grueling trek all the way around the globe, working through the night with only short rooftop breaks? They're females, that's how. In most deer species only the males grow antlers, but that's not true for reindeer. And because most mature male reindeer shed their antlers in the winter, it's safe to assume the antlered reindeer working their magic on Christmas Eve are female.

Another question: Since reindeer are fairly large, averaging 4-5 feet in height at the shoulder, where did Santa come up with his tiny fleet? Christmas reindeer are most likely a subspecies from the Svalbard Islands off of Norway. Svalbards measure roughly half the size of other reindeer.



BIGSTOCK



BIGSTOCK

Jargon

Smallholder farmer: While the definition varies country to country, a smallholder farmer is one who owns or works a small parcel of land, often growing only enough food for his or her own family. Smallholder farming produces most of the world's food.

Pinpointing Poverty

India is home to more poor people than all of sub-Saharan Africa, an Oxford University study found. Using the new Multidimensional Poverty Index that measures poverty based on access to cooking fuel, schooling, electricity, nutrition, sanitation and other variables, researchers tallied 421 million people living in the eight poorest states in India, compared with 410 million poor in all of sub-Saharan Africa.



BIGSTOCK

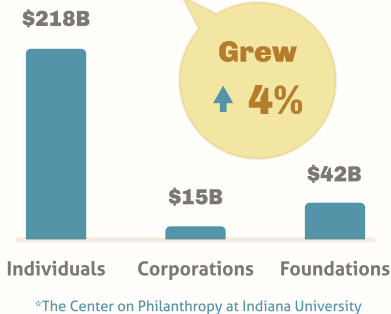
Earth Mothers

Mother Nature gets lots of respect from her daughters but not as much from her sons. That's according to a report from the nonprofit Center for Environment and Population, which says women are more likely than men to sustainably manage natural resources. As an example the report cites Gujarat, India, where forest conditions improved significantly when women joined the community forest committee. As women gain equality around the world, Mother Nature will surely benefit, since women currently own less than 2 percent of the world's titled land.

WHO CARES?

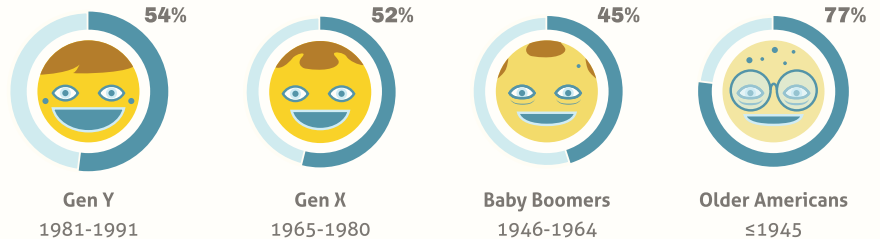
A look at charitable giving

Total giving in 2011 by individuals, foundations & corporations in the United States:



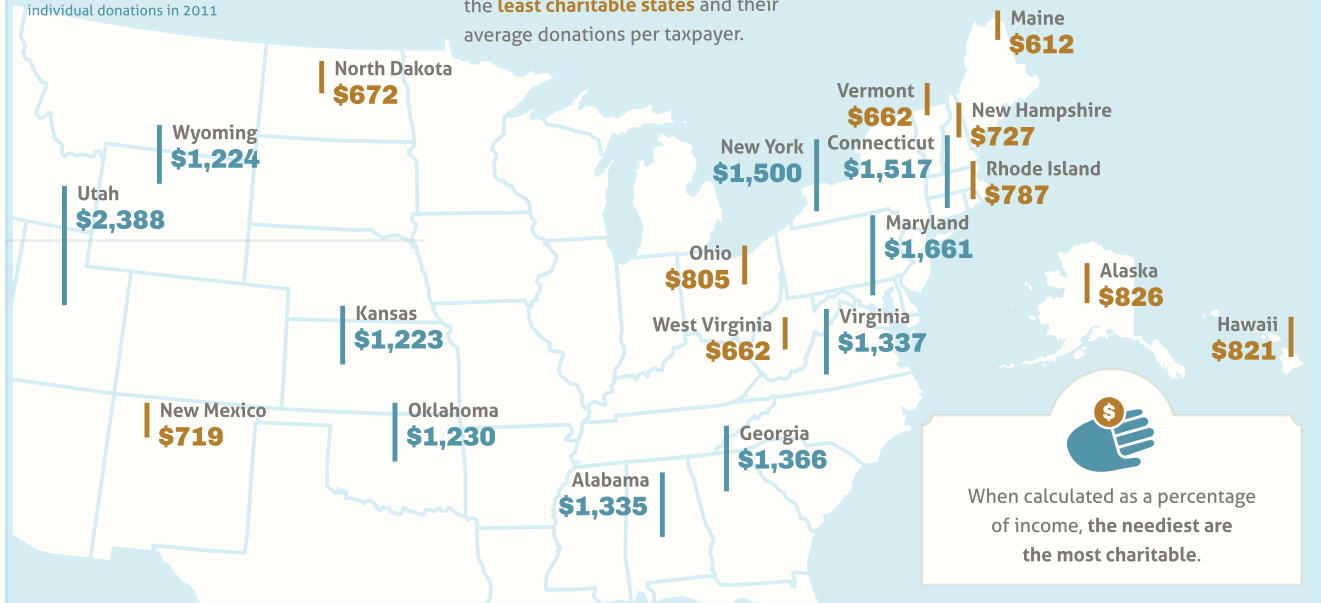
The oldest Americans are most likely to give.

*2010 survey published in The Chronicle of Philanthropy

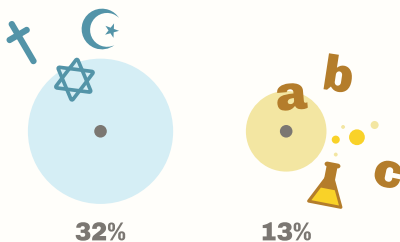


*The Urban Institute used IRS data to rank America's states based on individual donations in 2011

The **most charitable states** and the **least charitable states** and their average donations per taxpayer.



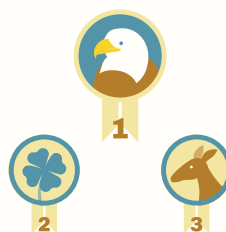
Religion earns the lion's share of Americans' charitable dollars, 32 percent in 2011.



The next biggest chunk, 13 percent, went to education.

*The Center on Philanthropy

The United States is the **most charitable country in the world**. Ireland and Australia come in second and third.



*A 2011 survey by the UK-based Charities Aid Foundation considered not just money, but also time and other help given.

A charity that benefits the homeless in Gloucestershire, England, reported a **number of donations of questionable value** in 2011. Those include a prosthetic leg, an urn complete with ashes of unknown origin, a bag of human hair, a coffin, dirty underwear and a sack of potatoes.





Secretary of State Clinton Goes the Distance for Women

Since taking the oath of office in January 2009, U.S. Secretary of State Hillary Rodham Clinton has flown almost 900,000 miles and visited 102 countries and counting. In that time, Clinton visited with rebel leaders in Libya, supported rebuilding work in Afghanistan and addressed issues from religious freedom to climate change and human trafficking. She has focused her work on improving the lives of women and children since her days as Arkansas' first lady. Today, the nation's top diplomat is one of history's most notable champions for women. To achieve world peace and security, she says, women are the key.

Interview by Annie Bergman, *World Ark* senior writer

WORLD ARK: *What inspired you to make the historic "Women's Rights are Human Rights" speech in Beijing at the 1995 United Nations Conference on Women as first lady? And what changes have you seen in the world since then?*

HILLARY RODHAM CLINTON: I vividly remember 17 years ago when delegates from 189 countries met in Beijing for the Fourth World Conference on Women. It was a call to action—a call to the global community to work for the laws, reforms and social changes necessary to ensure that women and girls everywhere finally have the opportunities they deserve to fulfill their own God-given potentials.



Clinton speaks at the 1995 U.N. Conference on Women.

In my travels all over the world, I've met women for whom higher education is a distant dream. They have the talent, they have the drive, but they don't have the money. I've met mothers trapped in abusive relationships desperate to escape with their children, but with no means of support. I've met too many women who cannot

afford necessary healthcare for themselves and their children.

We know that investing in women's employment, health and education levels leads to greater economic growth across a broad spectrum. It also leads to healthier children and a better educated population overall. We know that political systems that are open to full participation by women produce more effective institutions and more representative governments.

In South Africa, women living in shantytowns came together to build a housing development outside Cape Town all on their own, brick by brick. And today, their community has grown to more than 50,000 homes for low-income families, most of them female-headed.

In Liberia, a group of church women began a prayer movement to stop their country's brutal civil war. It grew to include thousands of women who helped force the two sides to negotiate a peace agreement. And then those women helped elect Ellen Johnson Sirleaf president, the first woman to lead an African nation.

In the United States, a young woman had an idea for a website where anyone could help a small business on the other side of the world get off the ground. And



Secretary Clinton meets with Liberian President Ellen Johnson Sirleaf, the first woman to head an African nation, in 2009 in Monrovia.

today, the organization she co-founded, Kiva, has given more than \$120 million in microloans to entrepreneurs in developing countries, 80 percent of them women.

These are the stories of what women around the world do every day to confront injustice, to solve crises, propel economies, improve living conditions and promote peace. Women have shown time and again that they will seize opportunities to improve their own and their families' lives. And even when it seems that no opportunity exists, they still find a way. Thanks to the hard work and persistence of women and men, we have made real gains toward meeting the goals set in Beijing so many years ago.

You and President Obama made the advancement of women's rights a cornerstone of U.S. foreign policy. How does empowering women globally help the United States achieve its foreign policy goals?

From Northern Ireland to Liberia to Nepal and many places in between, we have seen that when women participate in peace processes, they focus discussion on issues like human rights, justice, national reconciliation and economic renewal that are critical to making peace, but often are overlooked in formal negotiations. They build coalitions across ethnic and sectarian lines, and they speak up for other marginalized groups. They act as mediators and help to foster compromise. And when women organize in large numbers, they galvanize opinion and help change the course of history.

That is why President Obama signed an executive order launching the first-ever U.S. National Action Plan on Women, Peace and Security, a comprehensive roadmap for accelerating and institutionalizing efforts across the United States government to advance women's participation in making and keeping peace. This plan builds on the president's national security strategy, and the

Women have shown time and again that they will seize opportunities to improve their own and their families' lives. And even when it seems that no opportunity exists, they still find a way.

departments of State and Defense, USAID and others jointly developed it with guidance from the White House.

You've said development work is just as imperative as defense and diplomacy. Why is alleviating hunger and poverty in the world key to establishing peace and economic stability?

Food security is fundamental to human security. Scarce food resources can lead to panic buying, countries disrupting or even stopping their food trades and spikes in the price of food. That then can lead to public unrest or violent protests. When nations make competing claims for fertile fields or sources of water, it can also undermine regional stability. But when we strengthen food security and enhance cooperation at the local, national and regional levels, we create a stronger base for our efforts to promote human development, dignity and security worldwide.

Reaching female farmers is a top priority for USAID's Feed the Future. How does USAID incorporate that priority into its projects?

Women make up the majority of the agricultural workforce in many developing countries. They're involved in every aspect of agricultural production, from planting seeds to weeding fields to harvesting crops. Yet women farmers are 30 percent less productive than male farmers for one reason: They have access to fewer resources. They certainly work as hard. And they, like farmers everywhere, are at the mercy of nature. But these women have less fertilizer, fewer tools, poorer quality seeds, less access to training and limited land ownership.

It is for reasons like these that the United States has focused on women farmers in our Feed the Future Food Security Initiative, which is a centerpiece of U.S.

foreign policy in the Obama administration.

Feed the Future is focused on spurring innovation and finding ways to do more with less and deliver results to people in need. Close the resource gap holding women back in developing economies and we could feed 150 million more people worldwide every year, according to the Food and Agriculture Organization. And that's in addition to the higher incomes for families and the more efficient markets and more agricultural trade that would result.

By increasing women's participation in the economy and enhancing their efficiency and productivity, we can bring about a dramatic impact on the competitiveness and growth of our economies.

When did you create your International Fund for Women and Girls and why?

The International Fund for Women and Girls was established in April of 2010 in order to provide flexible, rapid, targeted and high-impact grants to



Secretary Clinton announces co-laureates of the 2010 World Food Prize, Jo Luck of Heifer International and David Beckmann of Bread for the World, at the U.S. State Department in 2010.



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As a U.S. Senator, Clinton (above) met with a group of international women's rights leaders in New York in 2005. Members of the African Women's Entrepreneurship Program and Zambian first lady Thandiwe Banda sing to Clinton in June 2011 (right).

nongovernmental organizations working to meet the critical needs of women and girls around the world. It was established with the realization that no one, not the government, not the private sector, not civil society can solve the problems facing women and girls alone. What we've done is to try to bring people together in these public-private partnership networks. The fund invests in efficient and innovative solutions to combat violence, improve health and education, promote climate change solutions and create economic and political opportunities for women and girls. The fund allows organizations to move quickly and effectively to address new



THE ASSOCIATED PRESS

challenges and advance creative ideas through flexible grants and rapid funding. It prioritizes investments in women and girls that enhance local ownership, community engagement and capacity building.

Tell us about the partnership with the Walmart Foundation to support female entrepreneurs in rural and indigenous communities throughout the Americas.

The State Department and the Walmart Foundation are working together to train women entrepreneurs, connect them to networks and resources and help them scale up their businesses. Walmart is the world's largest retailer and the world's largest private employer, and it's throwing its market power behind women. It has committed to double the amount it sources from women-owned businesses in every market it serves over the next five years. The State Department is also supporting exchange programs so women entrepreneurs from the region can connect with colleagues in the United States and start to develop their own business networks.

How do you explain the importance of women's rights to leaders of countries where empowering women is a foreign concept that contradicts centuries of tradition?

One aspect of peacemaking that too often goes overlooked is the role of women in ending conflict and building lasting security.

They know when communities are fraying and when citizens fear for their safety. Studies suggest that women's physical security and higher levels of gender equality correlate with security and peacefulness of entire countries. But political leaders too often overlook women's knowledge and experience until it's too late to stop violence from spiraling out of control.

We need to move the discussion off the margins and into the center of the global debate, and we frankly

have to appeal to the self-interest of all people, men as well as women. Because including more women in peacemaking is not just the right thing to do, it's also the smart thing to do. This is about our own national security and the security of people everywhere. I remember when I was in Africa as first lady and I commented on all the work that was being done by women.

Someone told me that it "didn't count." But the truth is, if women stopped working, economies would collapse. And if women are allowed to realize their potential, economies and countries have the chance to become even stronger and more prosperous.

You've been quoted as saying, "The question is not whether we can end hunger; it's whether we will." With global populations rising, do you think we will see the end of hunger?

Nearly a billion people already go to bed hungry every night. By the year 2050, the global population is estimated to reach 9 billion. And according to the latest Food and

Agriculture Organization estimates, the world will need to produce 60 percent more food than we do today to feed everyone. Making sure people get enough nutritious food is fundamentally a human, moral concern and this work cannot be only the work of scientists and agronomists. It takes political will and leadership at every level. It takes private investors who see the long-term benefits to this.

What do you want your legacy to be?

As I've mentioned before, I'll talk about legacy when my term comes to a close. I don't like looking back, I like looking forward. And we have some incredibly active remaining months ahead of us. We are looking to consolidate a lot of the work we've done the prior three years—in Asia, in Latin America, in Africa, you name it. There's an enormous agenda ahead of us, but we're staying focused on what keeps America safe, what promotes America's values and furthers our interests. ■



In 2006, Clinton signs a copy of Beatrice's Goat, for which she wrote the afterword.

THE GIRLS

OF A
NEW LIFE
IN
BANGLADESH





Heifer's transformative **Cornerstones** model weaves tradition and progress to **inspire** powerful **change** as its newest country program office opens.



Mossamad Sabina Begam (in blue at left), works with women from her village on a Nakshi Kantha project.

JOARI VILLAGE, BANGLADESH—Mossamad Sabina Begam sat on a porch with neighbors and friends, stitching one end of a quilt. In the traditional art of Nakshi Kantha, colorful patterns and designs are embroidered together to illustrate life in rural Bangladesh. Considering the more than 20 hands working, the pattern seemed amazingly harmonious. Perhaps it was their common struggles for a decent life and their victories over poverty and social limitations that made these women feel and stitch as one. Sabina's blue sari was pulled over her head, making her dark eyes with thick lashes appear all the more inquisitive.

Later, she settled onto a straw mat in front of her two-room mud home to share the story of how she, a young woman who had never before ventured far from her village, grew to shatter gender barriers and cross oceans to empower herself and others with the help of Heifer International.

As a girl, Sabina dreamed of going to college. "That dream came to a screeching halt when I was married at the age of 14. And as abruptly as it started, just a few years after, my husband left me for another woman," she said.

She described the fear and uncertainty of a divorced Muslim woman now solely responsible for two children, a son, Shamim Ahmed, now age 13, and a daughter, Shampa Khatun, age 9.

After the divorce, Sabina made Nakshi Kantha to provide for her children. A medium-sized quilt took two to three months to complete and sold for around 5,000 *taka*, or about \$60. She also wove her sorrow into bed sheets, pillow covers and wall hangings. Despite her hard work, she often had to borrow money from her family. This made her feel like even more of a burden, since her parents had so recently sold a cow to pay the marriage dowry to her husband's family.

In 2008, Heifer International's partner, the Jagorani Chakra Foundation, approached Sabina and other women of Joari village in the northwest of the country to participate in a project that would give them cows and training in animal care

and commercial vegetable production. They also received training in Heifer's 12 Cornerstones for Just and Sustainable Development.

The training revived Sabina's urge to learn.

"The Cornerstones were so comprehensive. They helped me reflect away from my needs to those of others around me. I found solace in my group," Sabina said through tears. "There's nothing I dreamed of more than to continue my education, and with the Cornerstones, I could."

The cows Heifer placed with Sabina and her fellow group members provided a good income. Within a year of receiving a cow, most families were able to pay for more and better food and to send their children to school. Some even saved enough to buy another cow.

Other women in the village who saw how well Sabina's group was doing wanted to join. Through Heifer's strategy of Passing on the Gift, soon another group of women who once had to choose between eating two meals a day and sending their children to school would also receive a cow, making life easier.

"Heifer's projects focus on inner transformation," said Kazi Mazed Nawaz, deputy director of the Jagorani Chakra Foundation, which has implemented microfinance and community building projects in Bangladesh for more than 10 years. "It is more about creating a philosophy of motivation, change and giving. Heifer beneficiaries feel a sense of dignity in being able to give to others through Passing on the Gift."

"When we first started working with Heifer, we were skeptical about the participants Passing on the Gift; after all these are the poorest of the poor. But soon we discovered that it required no convincing. We have been working in the microfinance sector for many years. And we know how difficult it can be for the poor to pay back. With Heifer it was easy," Mazed said.

He added that in areas where Heifer projects were started, payback was easier for



Heifer's animal care and Cornerstones training re-ignited Mossamad Sabina Begam's passion for learning. She is now a leader and a donor in her own village.



Rokiya Begam (above, left) passes on the gift of a cow to a new participant at a ceremony in Joari, Bangladesh.

microfinance loans as well. Social capital formed in the community motivated the borrowers to fulfill their duty of paying back the money they owed.

Heifer's projects here also have a savings and credit component where participants save a small sum every month and later take loans from the collected fund. "Heifer's savings and credit fund, also known as group fund, is their own money," Mazed said. "They control it and keep the benefits from the interest charged on loans. There is a sense of ownership that facilitates everything from payback to motivation to increase savings."

Word of the transformative qualities of Heifer's values-based model spread quickly. Two years after the start of the project, the Asian Health Institute Japan (AHI Japan) emailed Mazed to ask if a Bangladeshi woman farmer could travel to Japan to share her story. He immediately thought of Sabina.

In her two years working with Heifer, Sabina transformed not only herself but also helped lift up other women farmers.

She became a social mobilizer, advocating for women's rights and health issues. Her shy demeanor changed completely when she addressed a crowd. Empowered by the training and the success of her fellow group members, she exuded confidence and purpose.

It would be a challenge for any rural Bangladeshi woman who did not know any English or Japanese to board an international flight and make her way to Japan. But Mazed was convinced that if anyone could do it, it would be Sabina.

And she did.

Sabina shared her experiences with Heifer's Cornerstones and Nakshi Kantha with her Japanese audience, the translator barely able to keep up with her enthusiastic presentation. Nawaz threw a proud glance at Sabina as he shared the details of her adventure.

"If you could only hear my heart beating [in nervousness and excitement], Nawaz *bhai*," Sabina told her mentor, referring to him as her brother.

Giving his age as 110, Sabina's

grandfather Kamaluddin Mohammad still stood strong after years of hard work. “I am very proud of her,” he said of Sabina. “She has taken her life in the right direction, helping others.” At noon, a hot Bangladeshi sun blazed and Sabina moved her cow into the shade of betel nut trees growing in her backyard. The cow now had a new calf. “This calf will be ready to sell in *Eid ul-Fitr*,” a Muslim holiday that marks the end of Ramadan, Sabina said. There is much more of her story yet to be written.

New Lessons from Old Traditions

The mustard plants are in full bloom and Bangladesh is bright with various hues of yellow. Flat and fertile plots filled with water await rice saplings. Most of the country lies in the delta of the three large rivers: the Ganga, Bharmaputra and Meghna, that flow in from the Himalayas into the Bay of Bengal. But come monsoon, these very rivers that breathe life into the soil will submerge it. Bangladeshi farmers have forever lived under the influence of the river that is both

their boon and bane.

About 45 percent of Bangladeshis are employed in the agricultural sector, which contributes 18.6 percent of the country’s gross domestic product. Most farmers harvest rice two to three times a year, making it the single most important crop. Everywhere you look, smallholder farmers toil dawn to dark, working the soil for a few sacks full of what they grow. It is not uncommon for them to live in a hut made of sticks with dried mud walls or to dream of owning a piece of land on which to build that hut.

Heifer has learned that for communities to become sustainable, they need to focus on much more than just monetary benefits. Heifer’s values-based development model, together with Passing on the Gift, allows for resource-poor farmers like Sabina to play a part in their communities’ transformations.

Just nine miles from Joari in Chapila village, Belly women’s group gathered for a monthly meeting. The sun’s warm rays filtered through the mango trees

Farmers pluck rice seedlings in a flooded paddy as mustard fields bloom near Bhairab village in the northeast region of Bangladesh.





Mohammad Huzzatullah was so inspired by the Heifer Cornerstones training he received for his sister's project that he sponsored a new women's group.



under which the group sat in a big circle. Children scampered about as their mothers talked and waited for another women's group, Ekata, to arrive. Belly group, the beneficiaries of a Heifer project through the same partner, Jagorani Chakra Foundation, were to teach Ekata group about *musthi chal*.

Musthi chal is a tradition in this area of Bangladesh. Every family separates a handful of rice from each meal's share and saves it. The group decides to either donate the rice or sell it; in the Heifer project, the money goes to the group fund. Ekata group files in and Belly group members make room; the

circle of giving grows larger.

Amid the women sits a middle-aged man, Mohammad Huzzatullah. The women pay their respects to Huzzatullah *bhai* with an *aadab*, the Islamic way. The day's collection starts and Molina Begam leads, measuring the rice brought by each member in a scale and adding it to one big bag. Notes are taken and later announced. They have collected rice worth a substantial sum of 400 *taka*, or just under \$5, without undue burden to any of the group members. Ekata group has learned another form of increasing their savings. Huzzatullah seemed



pleased. He has much to contribute here; his story is one of inspiration, conviction and the self-determination of its own people that every country needs.

Man with a Mission

Huzzatullah's father, Abdul Sattar Sarkar, was a homeopathic doctor. As a young boy, Huzzatullah worked alongside his father, but at 25 years old, he had bigger dreams. He moved to Kuwait. There he worked as a cleaner in a building, making his way up to become a supervisor. After 11 years of this work, a silent discontent crept its way into



his heart. He made good money but was left with a desire to do something for his own country, his own people.

When he returned to Bangladesh, his sister had recently become a part of a Heifer project. Heifer's projects include trainings for men and youth in the community. This process encouraged the participation of the female members, who according to the Islamic tradition of *purdah*, were not allowed to attend events outside of the household. The trainings also helped create a deep understanding of Heifer's work in the community.

The Cornerstones training, particularly the lessons in gender equity, gave Huzzatullah the inspiration he needed. Community service was in his blood, and the seed of an idea bloomed into reality. Huzzatullah formed his own group, the Ekata group, and invested 70,000 *taka*, or about \$900, of his own money to buy goats and cows for 10 members.

Later that day, Ekata group gathered outside Huzzatullah's house to plan their first Passing on the Gift ceremony. It was

Women's group members (center photo) weigh rice donations for group savings. Mohammad Huzzatullah (above) joins women from the group he started as they proudly display their savings records.



Chandani Akhtar, age 6, writes math tables on the chalkboard at her school in Bhairab village.

almost a year since they received animals and training. Tohura Khatun, age 23 and a participant in Huzzatullah's Heifer project, beamed when asked how it felt to be giving to another woman in need after benefiting from a similar gift herself.

"We have already chosen a group from Bakibegpur village," she said. "We will pass on the animals and trainings to them. We feel so happy we can help others."

Huzzatullah was busy taking notes on a small notebook. It was easy to see that for this good-willed man, work did not end at forming the group and giving them animals. His passion for helping others went beyond this group to helping his whole village. "I will help at least two more groups," he said while jotting down names of the members of the new pass-on group. "Only then will I have followed in my father's footsteps and fulfilled my family's tradition of social service."

"Heifer planted the seed in me, and I am just distributing the fruits," he said.

What is the expected outcome of investments in development taking place

all over the world? What is the meaning of empowerment? The answers were right here in a little village in Bangladesh, where the people had taken up the charge of their own development. In Chapila and in many villages like it, women and their families were leading their communities toward a sustainable future. The work fits in with all cultures.

Ramzam Ali Sah is 75 and has lived his entire life according to the Quran. He is an elder in Chapila village. His word counts. "Yes, women are more active with Heifer's project. They are out more and are involved in income-generating activities. Islam says nothing against women working to provide for their families. They are building a future for their children," Ali said.

Communities Decide What They Need

Even a four-wheel-drive can't access the rural community of Bhairab in the northeast of the country, where last year's floods washed away most of the road.

In Bhairab, a committee formed under a Heifer group with partner Pally Bikash

Kendra took another huge leap toward changing its future for the better. The president of Heifer's group, Mossamad Asma Begam, said, "Our village gets cut off due to the floods. Most children can't go to school and their education suffers. That is why we decided to use our savings from *musthi chal* to fund a school."

Thirty students ranging from 6 to 8 years of age attend the school that is little more than a shed. It has an operating cost of 1,700 *taka* a month (about \$20), which includes rent and a teacher's salary. It is all paid for by the income from *musthi chal*. "It is what will develop Bangladesh," explained Asma, who studied up to the eighth grade.

The women in Joari, Chapila and Bhairab have truly reflected in what they have become and what they can be. They have used their old ways, like Nakshi Kantha and *musthi chal*, to make a new path out

of poverty and lack of education. They have taken the teachings of Islam and woven them with new Heifer Cornerstones trainings that help them to lift up not only themselves, but others, too.

In rural villages such as Holdibona, where this small journey began, women dance a traditional dance to the ancient beat of drums. Leaving Bangladesh by air, as the modern buildings of Dhaka gave way to the open fields of the country, its rivers flowing through it like veins, the past and the present meld with the promise of an abundant tomorrow. Tradition meets progress in the song of a new life in Bangladesh. ■

Puja Singh is Heifer Nepal's communication and networking officer; she lives in Kathmandu and recently completed a master's degree in international development.

DEEP NEED

Heifer Opens Country Office

Heifer International started its work in Bangladesh in 2006 with its Nepal office overseeing projects implemented by local NGO partners. This year, Heifer's leadership strengthened its commitment to this South Asian country with the opening of Heifer's newest country office in Dhaka on Feb. 20.

"The need in Bangladesh is deep, as it suffers the early symptoms of global climate change that overwhelmingly impact the rural poor," Heifer President and CEO Pierre Ferrari said. "Heifer's expertise with smallholder farmers and climate mitigation are key to making a difference to Bangladeshis living in hunger and poverty."

The Human Development Index places Bangladesh at 146 among 187 countries,

making it one of the poorest countries in the world. It ranks third, after only India and Yemen, in the countries with the most underweight children, with 41.3 percent of children in Bangladesh in that category.

Bangladesh's challenges include a shortage of resources and infrastructure and frequent natural disasters, resulting in severe socioeconomic and environmental damage. About 45 percent of the labor force is still dependent on agriculture for income. Like many agricultural countries, Bangladesh needs to strengthen its rural economy for it to gain long-term economic stability and provide for its ever-increasing population.

Heifer's work supports that goal by investing in small-

holder farmers, particularly women, to improve income and nutrition through gifts of livestock, agricultural inputs and training.

Siddiqur Rahman, with 30 years of experience in the field of development in Bangladesh and abroad, is country director for the team of three permanent and two temporary staff members.

"Poverty is one of the biggest challenges for Bangladesh," Rahman said. About 49 percent of the population is living below \$1.25 a day, according to the 2010 Human Development Report of the United Nations Development Program.

Natural and human-induced hazards such as floods, cyclones, droughts, tidal surges, tornadoes, earthquakes, river erosion, fire and various

forms of pollution and disease are frequent occurrences.

Climate change adds a new dimension to community risk and vulnerability. Malnutrition in Bangladesh is also among the highest in the world, and its effects are passed from one generation to the next as malnourished mothers give birth to infants who struggle to develop and thrive.

"Women in Bangladesh are socially and economically disadvantaged and are often illiterate, have low life-expectancy and malnourishment," Rahman said. "Heifer's values-based development model gives people the opportunity and environment to use their ideas, potential and skills to develop themselves as individuals and as a community."

—By Puja Singh

The Day the Sheep Came

By Donna Stokes, *World Ark* managing editor

Photos by Olivier Asselin

BONJISINTHIANG VILLAGE, Senegal— Bonjisinthiang is a small grouping of huts, wind-battered fences and only one well equipped with a pump.

The need in this place at the southern edge of the Sahel, near the border with Mauritania, is clear. Farmers use buckets on long sticks to scrape at pools of muddy water at the bottom of deep, hand-dug pits. That hard-won water is all that keeps the green leaves of cabbage, onion, pepper, carrot and potato plants in the community garden from drying up and blowing away.

At times, there's no water at all. Around May, in the driest season, farmers take a donkey-drawn cart to the river to get water, Fatou Mata Julde Ba said. "Our wells are small and in the rainy season they fill up with mud. It's difficult to find fresh water," she said.

The village is part of the USAID *Yaajeende* project (meaning abundance in the local Pulaar language) in Senegal's eastern Ma-

tam, Tambacounda and Kedougou regions.

Heifer is in charge of the livestock portion and will distribute 12,000 sheep and goats and 12,500 poultry to 5,500 families, estimated to be the largest such animal distribution in Heifer's history. Other project partners address agriculture, irrigation and water access and provide a market model to connect farmers to the local economy.

For this tiny community in the Bakel department, the addition of 60 sheep—three each for 20 families—is a substantive change to their quality of life.

"We are hard-working people, but we are still poor," said Amadou Sall, who was selected to receive animals. "When someone comes early in the morning and gives you sheep, you can only be happy."

Kumba Daranjay, the president of the farmers association, worked with the group for five years before this day, laboring against drought and poverty to pry crops out of the bare earth and to improve living conditions in her village.



▲ Aissata N'Dongo poses with the sheep her mother, Kumba Daranjay, just received during a handover ceremony in the village of Bonjinsinthiang. Though she is 16 years old, she has never been to school.



▲ A girl gets water from the village's lone, temperamental water pump.

◀ Amadou Sall scrapes water from the bottom of a hand-dug pit next to the village's communal garden.



▲ Community members gather for a drawing to determine which sheep will go to selected families. Each recipient drew three orange, numbered cards from a bowl to find his or her animals.

Her outspokenness, determination and small successes earned them a place in the USAID Feed the Future project to improve nutrition and income for 1 million people in some of the poorest areas of Senegal. Today, with the arrival of Heifer sheep, the work in her village continues with renewed vigor even as a growing hunger crisis deepened by the severe drought affects 18 million people in the Sahel.

Villagers wrapped their scarves against the stinging sand as they gathered in a shade shelter for the drawing of orange, numbered tags to match sheep to farmers. Heavy blankets depicting exotic tigers, flowers and peacocks served as walls to block the hot wind.

After the drawing, the crowd scattered into a controlled chaos of sheep sorting and rope untangling, with the recipients finally leading their animals home to already assembled pens, stores



▲ Village elder Idrissa Hamadi Njaye herds sheep to be handed over to families in need.

▼ Kumba Daranjay, president of the farmers association in Bonjinsinthiang (in light blue at right), waits to receive her sheep.



"When you are poor, you will never neglect the sheep because they are a way to move forward."

—KUMBA DARANJAY



“In the past, many families didn’t eat vegetables, because they could not buy them.”—FATOU MATA JULDE BA

of dried grass and fresh lessons on how to care for the animals.

Daranjay was the first to receive her three Ladoum sheep. “When you are poor, you will never neglect the sheep because they are a way to move forward,” Daranjay said. “You know how bad poverty is, and you don’t want to go back. The sheep will help us feed our children and take care of their health.”

Villagers have already seen benefits from the project, Ba said. A technician from the project helped train them on growing methods and gave them seeds for new vegetable varieties.

“In the past, many families didn’t eat vegetables, because they could not buy them,” Ba said. “But now, we produce them ourselves. We even have enough to sell, sometimes.”

Sall said the project’s investment in this community is already life-changing.

“It’s too windy today and there’s too much dust,” he said. “But this day will never be forgotten.” ■

Editor’s Note: *The National Cooperative Business Association is the lead partner for the USAID project, which also includes Counterpart International, Sheladia Associates, Inc., and Manobi, Inc.*

▲ Fatou Mata Julde Ba works in a cabbage patch in the village’s communal garden.

► A young woman gathers water for the vegetable garden from a hand-dug well a short walk from Bonjinsianthiang village.





"When someone comes early in the morning and gives you sheep, you can only be happy."

—AMADOU SALL



For a video of celebrations in Sinthiou Fissa and Bonjisinthiang, Senegal, go to www.heifer.org/worldark.



▲ Feed for the sheep is stored on elevated wooden structures that also provide shade.

◀ Aissata Sow, age 8, holds a lamb. The Ladoum sheep are particularly suitable for this dry region of Senegal.

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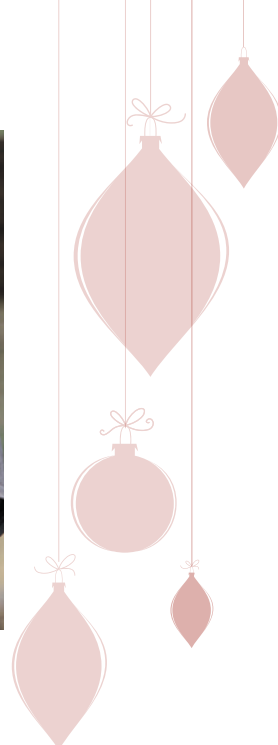
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Phea Kimleap holds a young piglet at her home in Cambodia.



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Gift of a
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Make the Holidays Even Happier with a **HEIFER**



Frony Chaima from Malawi, with a heifer her family received from supporters like you.

There is perhaps no more meaningful gift than a heifer.

- It's a gift of milk every morning for a malnourished child.
- It's a gift of up to four gallons of milk a day so an anxious parent can sell the extra to pay for their child's food, clothes, school and medicine.
- And it's a gift that brings generations of renewed hope for an impoverished village as each family fulfills its promise to Pass on the Gift of offspring.

So may we suggest showing someone special just how much you care this holiday season by giving them the gift of a heifer?

LLAMAS Last a Lifetime

Llamas are a unique gift that everyone is sure to love, because they will provide a struggling family with a lifetime of opportunities.

Heifer International provides llamas and their close cousins, alpacas, to families living at high altitudes in the Andes Mountains of South America where no other animals can withstand the harsh conditions.

Their wool is prized around the world for being denser, warmer and softer than sheep wool—making it possible for our partner families to earn a steady living by either selling the wool or making clothes and blankets.

So if you're still shopping for a gift that will be remembered for many years to come, we suggest a llama and training in its care.



Brigida Mamani Huancca enjoys some quality time with her llama in Pacharia village, Bolivia.

Gift of a
Llama

\$150

Share of a Llama
\$20



Suori Xiaoying from China feeds one of her family's sheep.

SHEEP

Winter is right around the corner, and a warm wool sweater is sure to be at the top of everyone's wish list. And this holiday season we suggest also bundling up your loved ones by adding the gift of sheep from Heifer International.

Our sheep provide high-quality wool that families can weave into clothes or sell for income. Plus, their milk is wonderfully rich and nutritious. That's why your gift of sheep from Heifer International will make such a meaningful addition to your holiday gift giving this year.

*Gift of a
Sheep*
\$120

Share of a Sheep
\$10

GOATS

On small farms around the world, goats are often the key to a family's survival.

Since a good dairy goat can provide up to a gallon of rich, nutritious milk each day, they are an indispensable source of nutrition.

Plus, through Heifer training, families learn to collect the manure so they can use it to fertilize their soil and improve their harvests.

So this year, please consider putting a gift of a goat and training in its care at the very top of your holiday shopping list.

*Gift of a
Goat*
\$120

Share of a Goat
\$10



Bumenang Judith from Cameroon can now meet all of her basic needs after receiving the gift of goats from Heifer International supporters.

Joy to the World Gift Basket: \$1,500

Share of a Basket: \$150

The Joy to the World Collection represents two sheep, four goats, one heifer and two llamas. All healthy, hardy, breeding animals of good stock, with so much to give!

- Soft wool, woven into a blanket to keep a baby warm in Bolivia.
- Rich, sweet milk; the first a little boy in Kenya has ever tasted.
- Fertilizer, improving farms in Kosovo.
- Plus precious commodities to take to market, raising the money needed for food, clothing, medicine and school tuition.

It's the gift that reminds us that there is no challenge too great that people who care can't meet, together.

Flock of Hope: \$60

In many cultures, the egg is a symbol of life. But when you give a Flock of Hope from Heifer International, it becomes much more than a symbol—it's a profound gift of life that provides nourishment, income and hope—growing and giving “by the dozen” as nutritious eggs are gathered each day.

A Flock of Hope may include chicks, ducks and/or goslings, depending on cultural, climate and dietary differences among peoples. In almost no time, egg production will begin!

- Where families, especially children, are malnourished, delicious eggs will mean daily protein.
- Where families are impoverished, eggs will be taken to market and sold, raising much-needed funds for clothing, medicine and more.
- And where the Earth is dry and barren, droppings from the birds will provide the fertilizer to increase farm production.



TREES for Every Season

A family with a small orchard or grove can supply their own fodder or firewood, sell fruit or nuts and begin saving to build a new house or pay for a child's education.

Plus, tree roots hold together topsoil and lock in moisture and nutrients. That's why adding tree seedlings to your animal gift giving this year is actually a gift to the entire planet.

CHICKS Bring Holiday Cheer



*Gift of
Chicks
\$20*

Each egg from his family's chickens is another life-saving gift for little Chet Serei from Cambodia.

Looking for the perfect way to share that warm and fuzzy holiday feeling with the special people in your life? Look no farther than the gift of chicks from Heifer International.

Your gift of chicks helps provide a family in need with a starter flock of 10 to 50 chicks and the training that will empower them to turn your generosity into a lifetime of opportunity. And since a good hen can lay more than 200 eggs a year, your gift will provide a family with a steady source of both nutrition and income.

That is why we hope you will choose the gift of chicks from Heifer International to show someone special how much you care this holiday season.



Twins Roey Chandy (left) and Roey Chanda hold a guava they picked near their home in Cambodia.

Go **HOG WILD** with your Holiday Giving



Maria Sara Furez with her children, Ana Lourdis and Melvin Tejada, feed the pig they received from Heifer supporters.

Pigs are a barnyard favorite of farmers worldwide—and with good reason.

Pigs are a good fit for some of the poorest families that Heifer serves because they don't need a lot of land. Plus, they can thrive on a family's extra food scraps and garden byproducts.

In turn, pigs can provide families with up to 16 piglets a year and a steady supply of organic manure to fertilize their crops in a sustainable way. And because of Passing on the Gift, your generosity has the power to uplift entire communities.



The honey that Aloys Joseph from the Kilimanjaro Region of Tanzania harvests provides a dependable source of income.

Sweeten the Holidays with **HONEYBEES**

Sometimes it is the littlest gifts that mean the most. And honeybees may be small, but they can make a very big impact.

Because bees will pollinate the crops on a family's farm, a healthy beehive can double fruit and vegetable yields. And income from the sale of honey, wax and pollen can be put toward food, clothing, medicine and education.

Your gift of Heifer honeybees includes a bee package, the box and hive and training in the latest beekeeping techniques so each recipient family can turn your generosity into a lifetime of opportunities.

Knitter's Gift Basket: **\$480**

Share of a Knitter's Basket: **\$48**

Over the years, she's knitted you everything from warm wool sweaters to stylish mittens and scarves. But now you'd like to give her something just as meaningful in return. This is just what you've been looking for!

Our Knitter's Basket includes four of our fuzzy friends that are keeping Heifer partner families warm all around the world. Your gift represents a llama, an alpaca, a sheep and an angora rabbit—four animals that provide families with ample wool and endless opportunities to build a better life.



Cheeses of the World Gift Basket: \$990

Share of a Cheeses of the World Basket: \$90

Many Heifer partner families turn milk from their animals into cheese that they can then store for food or sell for income.

This special holiday gift basket includes the gift of a heifer, a goat, a sheep and a water buffalo—four animals that families around the world use to make mozzarella, feta and hundreds of local and traditional cheese varieties.

The perfect symbolic gift for the cheese lover in your life!



Still **FISHING** for that Perfect Gift?

You're probably familiar with the age-old saying, "Teach a man to fish and he will eat for a lifetime."

Now Heifer International is pleased to offer you the opportunity to bring that saying to life by giving the gift of fish fingerlings, along with training in fish-farming techniques.

It's a gift that helps families increase their daily nutrition immediately with the lean, healthy protein of fish. Plus, it's easy to sell fish for income. And when Heifer fish farmers Pass on the Gift of fingerlings to others in their community, the impact of your support is multiplied even further.

Gift of a **WATER BUFFALO**



Kimae Anusornpana, from Thailand, was so grateful to receive a water buffalo and finally have an opportunity to feed her family.

Here's one way to really make a splash this holiday season: Give the gift of a water buffalo from Heifer International.

These gentle giants provide families in need with milk that can transform malnourished children. Plus, families with water buffalos can often plant four times more crops when they can sow fields in days that once took weeks to plant by hand. It all adds up to better nutrition, and more income for struggling families to put toward clothing, medicines and education.

What a meaningful way to celebrate the giving spirit of the holiday season!



Elie Jean and the other fish farmers will sell their tilapia to a local hospital and use the income to pay for food, school and other basic necessities.

Opportunity **FLOCKS**



Pham Thi Nguyen holds a duckling at her home in Vietnam.

*Gift of
Ducks &
Geese*
\$20

For millions of children around the world, it is duck and goose eggs—not chicken eggs—that form the cornerstone of a healthy diet.

Plus, by regularly selling eggs and offspring, families can generate the steady income they need to pay for food, clothes, medicine and school fees.

That's why we hope you'll put these fine feathered friends at the very top of your holiday shopping list this year.

Make it a “Hoppy Holidays” with the Gift of **RABBITS**

What better way to tell that “some-bunny” special how much you care than with a trio of rabbits from Heifer International!

Rabbits are raised by farming families all over the world because they require only simple foods, and produce manure that can immediately boost crop productivity in an organic and sustainable way.

Plus, because rabbits can have up to six litters a year, families can quickly Pass on the Gift and begin helping family after family boost their income and nutrition.

*Trio of
Rabbits*
\$60
Share of a Rabbit
\$10



Enithe Luxius from Haiti is counting on her Heifer rabbits to help her family recover.

Community Animal Health Worker Kit: \$200

Share of a Community
Animal Health
Worker Kit: \$20

Animals need food, shelter and medical care just like us. That is why Heifer International often trains individuals in project communities to become Community Animal Health Workers and teaches them valuable lessons in animal health, husbandry, breeding, nutrition and housing.

Your gift of a Community Animal Health Worker Kit can include a thermometer, stethoscope, hoof trimmer, scalpels, gloves, disinfectants and even important medicine—promising hope, health and happiness to all.

Changing the World **TWO BY TWO**



The Gift Ark goes around the world—Africa, Asia, Europe and the Americas. Wherever we find hunger, poverty and hopelessness, we answer with Heifer animals and training.

What does this generous gift mean? It means ... oxen, donkeys and water buffalo ... cows, sheep and goats ... even bees, chicks and rabbits and more ... healthy, hardy animals that will go forth and multiply, improving lives for countless families and children, and passing on your spirit of faith and charity over and over again to places in the world where your generosity, kindness and vision are needed most.

To find out more about giving a gift to Heifer International during this holiday season, please call (877) 448-6437 ... and say, "I want to help change the world."



2 Cows
To bring milk and income to a village in Armenia.



2 Sheep
To help families in China produce wool.



2 Camels
To help families in Tanzania earn income by transporting agricultural and industrial materials.



2 Oxen
To pull plows and carts in Uganda.



2 Water Buffalo
To help families in the Philippines increase rice production through animal draft power.



2 Pigs
To enable families in Arkansas to attain greater self-reliance.



2 Beehives
To help families in Albania earn money through the sale of honey and beeswax.



2 Goats
To help families in El Salvador provide milk for their children and earn extra income.



2 Donkeys
To supply animal draft power for farmers in Kenya.



2 Trios of Ducks
To help families in Ghana generate income through the sale of eggs and birds.



2 Trios of Rabbits
To provide food and income for families in Thailand.



2 Trios of Guinea Pigs
To help families in Albania add protein to their diets and increase income.



2 Flocks of Geese
To help families in Georgia better their nutrition and income through the production of eggs and meat.



2 Flocks of Chicks
To help families in Honduras improve nutrition and generate income through the sale of eggs.



2 Llamas
To improve livestock bloodlines and produce wool and income for Peruvian families.

To help the greatest number of families move toward self-reliance, Heifer does not use its limited resources to track individual animals from donation to distribution to specific families. Instead, your gift supports the entire Heifer mission. We use your gift where it can do the most good by combining it with the gifts of others to help transform entire communities. Heifer's unique community development model has assisted more than 15 million families directly and indirectly since 1944—more than 79 million men, women and children. In 2011, a total of 1.9 million families were assisted within the four program areas in which Heifer operates. Heifer International is a 501(c)(3) organization.

The Gift of **WOMEN'S EMPOWERMENT**



Women's group in the Bhairavsthan village of Nepal.

In the developing world, where much of Heifer's work takes place, women are responsible for producing 80 percent of the food. Yet they own less than one percent of the land.

Your gift will help women who have few resources and little self-esteem bring new energy, ideas, work and change to their families and their communities.

Heifer training and assistance help mothers to earn income and become self-sufficient. They then can send their children to school, pay medical bills and help lift themselves out of hunger and poverty.

The Gift of **TRANSFORMATION**



Lam Thi Thu Thuy feeds her ducklings in the Tan Hung Commune, Vietnam.

Celebrate the holidays this year by igniting a transformation! Heifer International's Gift of Transformation offers you a chance to affect change on a truly massive scale.

This special gift is designed to empower families, communities and even entire regions of the developing world. Each Gift of Transformation includes:

- Herds of heifers, llamas and goats
- Flocks of both sheep and chickens
- A pen of pigs
- A school of fish
- And, of course, a gaggle of geese!

Plus, your gift includes all the training that each recipient family will need to not only transform their own lives, but also the lives of others when they Pass on the Gift of offspring to their neighbors.

Cooking Up a Healthier Planet
Stoves for a Village: \$1,000
Gift of Biogas Stove: \$50

Cooking for many families usually means gathering firewood by hand and often leads to soil depletion and deforestation. Smoke inhalation often leads to chronic respiratory and eye diseases. But a biogas stove runs off methane gas captured from animal waste. They burn cleanly, reliably and efficiently.

You can help reduce deforestation and smoke-related diseases when you purchase a biogas stove for one of our project participant families. Or help a whole village by purchasing 20!



Guardians of

A Heifer project adjacent to Kasungu National Park in western Malawi saves habitat by helping families develop sustainable sources of animal protein, fuel and savings.



of the Forest

By Austin Bailey, *World Ark* senior editor
Photos by Russell Powell





Werengani Banda used to rely on illegal hunting to feed his family. Now, goats provide protein and income.

"It's better to raise goats. It was a lot of work to hunt. Goats stay in one place." —Werengani Banda

GIDEON VILLAGE, Malawi — The tips of Werengani Banda's homemade spear and arrows are dulling with age and disuse, and the 62-year-old father of eight is glad to put them aside. He's relieved to give up the nighttime forays into Kasungu National Park, where he hunted for meat even as he was hunted by lions, hyenas and wildlife officials on the lookout for poachers. After nearly five decades of tracking antelope, impala and rabbits, the dangerous hunt for dinner never got easy.

Banda took up the spear and bow and arrow when he was 16, understanding that if his family was to have anything more substantial than vegetables to eat, it would be his job to provide it. So for decades, Banda and other men from his village walked the dozen miles to Kasungu to hunt together in the dark. They slaughtered the kill in the forest and carried the illegal meat back in sacks.

Last year Banda gave up bushmeat for the meat goats he's raising in the shaded pen near his grass-thatched, mud-walled house in the flat savanna of western Malawi.

"It's better to raise goats," Banda said, speaking in Chichewa, Malawi's most common language. He nodded toward the three meat goats scampering around in an elevated pen fashioned from thin, knotty branches. "It was a lot of work to hunt," he said. "Goats stay in one place."

And the goats aren't the only new additions. Now that Banda can spend his time and efforts at home instead of making the three-hour trek to the Kasungu forest two or three times a month, he's growing his own forest of maize and sunflowers. The plants bob high above his head, a testament to the fortifying effects of goat manure as fertilizer, Banda said.

The multifaceted Heifer project begun in 2011 is saving habitat by giving sustainable sources of animal protein, fuel and savings to 1,600 families. Families like Banda's are raising goats, planting gardens and trees and building stoves that burn substantially less firewood. They're finding that their lives are easier and better with these small interventions, and even that the natural beauty of their homeland is beginning, slowly, to return.

SMOKED

Banda's gardens hide behind dry grass that grows seven feet high, and acacia and mlombwa trees shade the corners of the tidy rectangular plots. The land around Banda's home is grassy, with scattered clumps of trees and shrubs. It's like a child's drawing of what an African savanna might look like, minus the animals.

Catching anything larger than a rabbit close to home has been impossible for decades, Banda said. In central Malawi, as in the rest of the country, a booming human population with its need for food and fuel is chomping away at the habitat that once supported a jumble of wildlife. Rapacious felling of trees and animals is erasing the forests of Malawi's western elbow and shov-



Two of Banda's sons play soccer in their dusty front yard. The land behind the house is now filled with healthy crops of sunflowers, cotton and corn.



Women in Gideon village knead clay with their feet, squeezing out sticks and rocks to make efficient portable cookstoves (at right).

ing elephants, lions, hippos, wild dogs and rhinos toward local extinction.

Established nearly a century ago along the Zambian border, Kasungu National Park is emblematic of Malawi's dwindling resources. The great need of the people outside the park fences simply overwhelms the wildlife officers on patrol inside.

"We are poor," Banda said to explain why he knowingly broke the law to hunt within Kasungu. "We could eat the meat, or sell it."

Undeterred by the possibility of steep fines or jail time if they're caught, poachers swoop in from all sides for wood, edible plants, fish and meat. Illegal hunting and habitat loss have already killed off all of the rhinos, giraffes and jackals once found in Kasungu. The numbers of lions, cheetahs and painted dogs still living there are dangerously few.

Agriculture also threatens forests and wildlife in this subtropical country that's slightly smaller than Pennsylvania but more densely populated and far less developed. Roughly 85 percent of Malawi's 16 million people rely on agriculture for their livelihoods, and farmers large and small rely on tobacco to earn money. The crop is responsible for 70 percent of Malawi's export earnings but exacts a heavy price.



Its production lands a double blow on forests because not only must land be cleared to grow it, but the curing process requires lots of firewood. Roughly a quarter of Malawi's rapid deforestation is attributed to the tobacco industry.

And the economic boost from what some Malawians call "green gold" is hard to see. More than 60 percent of the population lives below the poverty line despite the tobacco economy. In recent years, a glut on the international market drove tobacco prices down so far that some Malawian farmers could no longer turn a profit.

So Heifer project participants like Banda who used to grow tobacco are happily turning to other crops. With the help of his two wives and eight children, Banda plans to

"I learned to work extra hard from my parents, because without sweat you won't gain anything." —Sharon Nkhoma

harvest enough maize to keep their plates full of *nsima*, a polenta-like staple served at virtually every Malawian meal. And Banda expects to sell enough sunflowers and cotton this year to replace the grass roof on their house with tin.

MEALS IN MINUTES

Like pretty much everything else in rural Malawi, making stoves is women's work. On an April afternoon in Gideon village, a team of women peels back banana leaves to collect the clay soaking in shallow pits in the ground. The women collected the clay over time, hauling it back with them when

they came home from working their gardens in the *dambo*s, low-lying land that's well suited for farming because it stays moist even in the dry season.

The women work together, kneading the slippery gray muck with their heels to find hidden stones and twigs. Then they scoop up handfuls of the clay and hurl them to the ground, squeezing out air bubbles that would cause stoves to shatter in the kiln.

Sharon Nkhoma, age 27 and a mother of four, uses a bucket and wooden wedges to shape the clay into the pumpkin-sized portable stoves that make cooking easier, safer and far



Clockwise from left: Ethel Nkhoma, 35, carefully molds clay into a portable stove.

Margaret Mbewe, 40, demonstrates how women tote the new stoves easily despite their heft.

The women of Gideon village wash up after working together to craft a new batch of stoves for sale.



Sharon Nkhoma, age 27 and mother of four, shows off the stoves that are shaped, dried and ready to be fired in the hand-built kiln.



less resource-intensive. With quick strokes, Nkhoma shaves away lumps and curls to carve a smooth cylinder. She cuts a half-moon where the wood will feed into the stove, then adds handles on the sides and pot rests on top. The entire process takes only about 10 minutes, so Nkhoma can churn out dozens in an afternoon.

“I learned to work extra hard from my parents, because without sweat you won’t gain anything,” she said. Behind her, dozens of stoves sit in front of the kiln waiting to be fired. Once finished, the stoves are thick-walled and weigh more than 15 pounds. Somehow the women seem to hardly register the heft as they glide like supermodels, stoves balanced on their heads.

Children often get burned in traditional cooking fires, which are simply open flames underneath pots set on a tripod of stones. The portable clay stoves are much safer because the fire is contained, Nkhoma said. And the stoves use only a third as much fuel, saving the women and children charged with collecting firewood lots of time while saving more trees from the flames. Both the portable stoves and the new fixed brick stoves installed in the homes of families participating in the Kasungu Heifer project cook food faster, too.

Each of the 85 families in Gideon village has a new portable stove, and the women are building more as a small-business venture to bring in money while promoting conservation. The marketing plan, already in full swing, includes giving free stoves to leaders in neighboring villages and toting the stoves to weddings, funerals and other occasions where people from different villages come together. Stoves sell for 800 *Kwacha*, the equivalent of roughly \$6.

The women of Gideon village are using a couple more clever new gadgets introduced by Heifer, including a seemingly magical fireless rice cooker. After boiling the rice on a regular stove for two minutes, women move their pots into giant lidded baskets tightly insulated with banana leaves. Half an hour later, the trapped heat has cooked the rice perfectly and saved cooking fuel in the process.

And Grace Banda, mother of four, said she really likes being able to pluck fresh vegetables from her sack gardens at meal times. Made from a plastic burlap sack stuffed with soil, sand, goat berries and rocks, the sack garden looks like a giant Chia pet with a healthy mane of Chinese cabbage leaves. Fed with wastewater from the household, the three sack gardens growing in Grace Banda’s courtyard produce cabbage year-round.



Members of the Gideon village women's group wear the ubiquitous jitenge wrap skirts traditional for women in Malawi.

“We need to replant the trees so the beauty that was here before will come back.” —Ruth Dewu

RE-LEAF

In Chiponde village in western Malawi, Margaret Mbewe wakes up every morning around 5 a.m. when the doves start singing. At 6 she wakes her oldest daughter, 19-year-old Lisnet, to hunt firewood and cook porridge for the family of eight. Spare wood is hard to find, though, and Lisnet would often run late with breakfast. The other children would either miss the first part of school or leave the house hungry.

Her new stoves are simple things, Margaret Mbewe said, but they make quite a difference in the household. To demonstrate, she set a pot to cook on an open fire and another on a portable clay stove. Inside the small shed she uses for a kitchen, Mbewe set a third pot on her fixed brick stove. The



Villagers lovingly tend saplings that will someday provide firewood.

water boiled first on the brick stove, then the clay one. The open fire took longest to cook, and it blackened more wood. Margaret and Lisbet Mbewe usually use the brick stove these days, but they use the clay one when wood is especially scarce because it will burn bamboo and maize stalks.

The time Margaret Mbewe saves cooking and collecting wood goes to her new goats, which she received in August 2011. She expects they will start bringing in money by the end of 2012 when the offspring are big enough to sell.

In a few years, it's possible Margaret and Lisbet Mbewe will have more time freed up in their daily schedules. In a broad field down a dirt road from their house, hundreds of seedlings line up in straight rows. Chosen because they grow so quickly, the senna siamea trees can be tapped for firewood and building materials after only five years.

Members of the Chiponde tree-planting committee started the saplings in plastic tubes and put them in the dirt when they reached about a foot high. Committee members keep the field weeded and even patrol it at night to make sure the trees, a precious commodity, aren't stolen. They've planted trees in other spots, too, putting a total of 5,400 saplings in the ground.

With patience, the benefits will go beyond fuel for cooking and beams for building, committee member Ruth Dewu said. “We need to replant the trees so the beauty that was here before will come back.” ■



Mtamanji Conservation Committee Chair Mary Fazer plants fast-growing saplings that will protect soil and provide cooking fuel.

Big Game

It's hard to explain to a clingy 4-year-old that mom's job will take her on a 9-day, 9,000-mile journey to visit development projects in southern Africa, so I told him I was going on a lion hunt instead.

The truth, that I was heading to Malawi to visit dairy cattle and meat goat projects, would be a hard sell for a little boy who doesn't quite understand that not everyone has a pantry full of granola bars. But flying in an airplane across the ocean to track a ferocious man-eater was a plan my red-headed, projectile-loving preschooler could get behind. His only complaint was that he didn't get to tag along.

The day before the trip my family set off to the zoo, where we found the lion pen empty. Amos made due with a stuffed lion toy from the gift shop and a promise that I would bring back photos of a wild lion roaming free. He had lots of advice on what I should do when I spotted this lion: pelt him with a marshmallow shooter, squirt him with water guns, feed him chocolate chips until his belly got so full he had to take a nap. The more we strategized, the more we imagined what the lion would look like and how fast I would run when I saw him, the more hooked I got on the idea that Amos was right. I must see a lion in Malawi.

Success wasn't likely. Found in virtually every part of the country in the 1960s, a 2010 survey put the country's lion count at just 34. A booming human population and environmental degradation were quickly edging them out. Heifer country staff told me they'd lived their entire lives in Malawi and the only lions they'd ever seen were in the Lilongwe zoo. But nevermind the nay-sayers. I started scanning the brush for big cats as soon as my plane landed.

As the days ticked by with no lions in

sight I lowered my standards a bit, deciding I would settle for a glimpse of the Malawi Terror Beast, a marauding demon of an animal that some said was a monster from a different realm and others discounted as simply a rabid hyena.

Luckily there are plenty of things to see besides life-threatening predators in this friendly, easily navigable country aptly known as "Africa for beginners." Cars are sparse even on the paved roads, but the shoulders teem with bicyclists and walkers. Women in the traditional *jitenge* wrap skirts haul babies on their backs and loads of firewood on their heads. Men on bicycles tote chickens, milk, children and even furniture on their rear fenders. Africa is the land of flowering trees, and I made a game of counting the different colors of blooms I found in the branches. We saw countless birds and flowers, but no lions, no hyenas. Not even a paw print.

On our last day in Malawi a friend offered to take me to the zoo, a plan I would have scoffed at earlier in the week but that I welcomed as I got closer to the trip home. But as often happens on the road, plans changed. A broken cell phone, shopping-day traffic and a family emergency soaked up the hours allotted to the zoo outing. As my plane left the ground I stared out the window, ever hopeful my lion would appear at last. No luck.

The journey from Lilongwe, Malawi, to Little Rock, Arkansas, is roughly a 40-hour trek, giving me plenty of time to think of what I should tell Amos. Would he care that my lion hunt failed when I told him about the goat farmer who used to feed his fam-



Collage by Amos Bailey, age 4.

ily by hunting antelope with a homemade spear? What about stories of barefoot boys playing soccer with a ball made from plastic grocery sacks melted together and tied with string?

I've been home for a while now, long enough to unload dozens of travel stories on Amos during our nightly bedtime routine. He's seen photos of sunflowers growing 12 feet high, and of the canopy of netting I slept under to keep hungry mosquitoes away. My sweet-toothed boy is easily distracted with descriptions of frothy pink guava juice and thick stalks of sugarcane. He laughs about the chambo fish I ordered for lunch one day that turned out to be a fried heap of fins and bones, and he seems genuinely concerned about Malawian children who fashion shoes out of banana leaves when hot dust burns the soles of their feet.

It turns out a weeklong visit to the warm heart of Africa can keep an adventurous kid's imagination occupied for months. Amos wants to meet the boys I played soccer with. He also wants to taste fresh sugarcane, balance firewood on his head and hold a baby goat. The stories about the people I met in Malawi are shaping up to be more than enough. Amos has never even asked about the lion. ■

Where It's At

Younger Americans are famously muddled when it comes to geography, but they're pretty great at messing around on the Internet and playing with smartphones. Conveniently, lots of digital games are available to gauge players' geography know-how and even help us all brush up a bit.

Visit **geosense.net** for a game that has players click on a map to locate cities around the world. You can play alone or with an opponent. At **lizardpoint.com**, players earn points by correctly locating all 50 of the United States.

If you have an iPhone or an iPad, you can try TapQuiz. This free app lets you pick a region of the world to hone in on. Android users might try World Citizen: Geography Quiz, another free app. All of these games are quick and lots of fun, and the best part is that nobody can see your score but you.



ISTOCKPHOTO



BIGSTOCK

A Little Help

Tapping in to children's empathetic side is easy, but finding age-appropriate volunteer opportunities for them can be hard. Here are a few ideas for children who want to give a little bit extra this holiday season.

- A 10K might be too much for little feet, but one-mile fundraising runs and walks are short enough to tackle. If none are planned where you live, have children plan their own mini-event. Let them choose a charity to support, and collect pledges from family members and neighbors.
- Help children put together packages of warm socks, granola bars, water and toiletries. Take them to a site that provides services to the homeless.
- Check with the local parks department to find out if any cleanup days are planned. Little people are well-suited to picking up trash and clearing sticks, rocks and leaves from trails.



BIGSTOCK

Growing a Year-Round Herb Garden

If you have a window that gets at least four hours of direct light a day, then you can have fresh herbs at hand year-round. Rosemary, oregano, thyme and mint all grow well on a window ledge. Be sure to plant them in containers with holes, and put stones in the bottom to help keep the soil well drained. Plants kept in containers quickly suck all the nutrients they can out of the soil, so feed your herbs every couple of weeks.

Harvest:

The distinct piney scent of rosemary is easy to call to mind. Maybe that's why it was used as a memory aid in ancient Greece, where students kept rosemary sprigs in their hair as they studied. Today, herbalists sometimes use rosemary to treat baldness, yeast infections and digestive troubles. The herb is popular as a seasoning in breads, soups and meat dishes. Its clean, invigorating scent makes it a popular ingredient in bath products, too.



RECIPE

Rosemary Olive Oil

Ingredients:

- 1 cup extra virgin olive oil
- 6 sprigs of fresh rosemary, washed and thoroughly dried

OR

- 6 sprigs of dried rosemary (you can dry your own in a dehydrator, or by hanging it upside down to dry in the sun)
- a few peppercorns, optional

Directions:

In a saucepan, briefly heat the oil over low heat until just warm. Put the rosemary and peppercorns in a jar, then fill with oil. Let the oil cool thoroughly before sealing. If you used the dried rosemary, store your oil in the pantry or another dark, cool place for at least a week to allow the flavor to set, then store at room temperature for up to two months. If you used fresh rosemary, store it in the refrigerator and use it within a week or two.

Rosemary olive oil is good over pasta, salad and vegetables. It's also good as a dip for warm bread, or sealed in a pretty glass jar as a gift.

CORNERSTONES IN ACTION

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

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

Improving the Environment



HOW IT WORKS: Caring for the Earth is a huge part of every Heifer project. Animals are chosen based largely on how appropriate they are for the local environment. Will they overburden or pollute the water supply? Will it be difficult to find or grow abundant fodder? Reforestation is a facet of Heifer projects in denuded areas, and manure and crop residues are used to reinvigorate anemic soil.

WHAT YOU CAN DO: Our choices of what to eat, how to travel and where to live affect people, animals and ecosystems around us. Luckily, it's easy to find information on reducing waste, composting, harnessing solar power, recycling and taking other planet-friendly measures to live more sustainably.

REVIEW

Why We Like Foods that Crunch

And Other Explorations of the Eating Mind

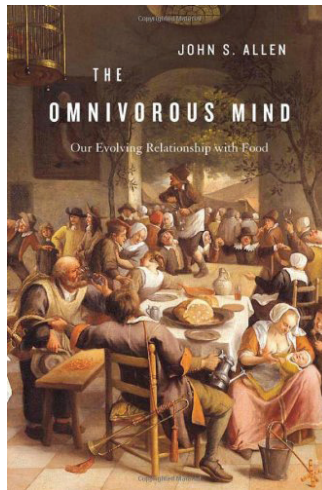
Review by Ragan Sutterfield, *World Ark* contributor

I recently had lunch with my wife at a local salad spot. “Women really like this place,” she commented. “Women are supposed to like salads; it’s cultural,” I said. “Men prefer burgers; women prefer salads.” I then began to wonder if the berries and greens of the salad, compared to the red meat of the burger, had anything to do with the difference—if somehow these choices related to our past as hunters and gatherers. Many cultures in the world have foods for men and foods for women, I thought, and these are based in part in an evolutionary division of labor. The rabbit trail of my wonderings ran long through a thick pile of brambles on the subject, entirely the result of reading *The Omnivorous Mind* by John S. Allen.

Allen is a cognitive neuroscientist at the University of Southern California. It is not surprising then, that in a book on food, Allen’s central premise is that “we eat with our brains.” But, as Allen argues, the brain is involved in more than simply knowing what is edible or not. The brain relates to food through culture, powerful memories and a whole evolutionary history that formed the very basis of who we are.

The basic question of *The Omnivorous Mind* is this: Why do we eat what we eat? The answer takes us through a fascinating mix of neuroscience and anthropology, not to mention reflections from some of the world’s greatest gourmands. These varied strands come together to make for a fascinating read that is something of a mash-up of *Bon Appétit*, *Scientific American* and *National Geographic*.

The book begins not with a taste but with a sensation—crispy. “Crispy,” Allen writes, “seems to have the power to penetrate even the most formidable of cultural barriers.” This



***The Omnivorous Mind:
Our Evolving Relationship
with Food***

By John S. Allen
Harvard University Press, 2012
\$25.95; 319 pages

universal nature of the love of crispy may say something deeper about the human diet, and that is why Allen begins with it. “If we want to understand why we like crispy,” Allen writes, “then we need to understand how we think crispy.” Allen then goes on to explore our love for crispy, from its possible roots in our ancestors’ fondness for insects to the crunchy nature of cooked food. Like any good science, Allen leads us to more questions than answers, but in his questions we gain a deeper understanding of food and the way we eat it.

The book is filled with delicious scientific tidbits. For instance, the bread or chips offered for free at the beginning of a meal can enhance your positive memories of the meal because of their effect on the hippocampus. Or the fact that no culture

actually eats everything edible in their environment, but certain cultures eat foods that are essentially toxic. Some people are unable to taste certain toxins, like those in cassava, which might have been advantageous to some early humans because of the protection against malaria that cassava conferred.

Allen also explores the cultural aspects of food, such as the role of gender. “The traditional Thanksgiving meal and its preparation reinforce stereotypical gender roles, with women in charge of the preparation while the men lead the ritual of its serving,” he wrote. He also offers a possible explanation for why men prefer burgers over salads. “Overconsumption is common regardless of gender, but the display of it is more male,” he said.

The book builds to Allen’s argument for what he calls a theory of food. Allen believes that food is a symbolic and cultural phenomenon. How we see food is deeply “theory laden,”

he said, wrapped up in our personal and biological histories. As an example of how this comes to play, imagine the immense memories tied up with certain foods like a ballpark hot dog or movie theater popcorn.

Food has tremendous power to elicit positive memories, and this is why we easily find comfort in foods, particularly foods from childhood. This makes changing our diets difficult. “Adopting a new diet . . . is to some extent like learning a second language, except more so—it is like replacing our first language with a new one,” Allen writes. He argues that understanding this theory of food, present in all of our minds, is key for our basic understanding of human life and critical for things like end-of-life care, where food can be a powerful tool to bring comfort and elicit positive memories.

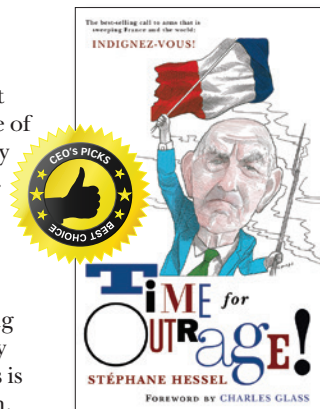
Too often in our culture, Allen laments, we “tend to take [food] for granted. This attitude is unfortunate, because taking food for granted goes against both our biological and cultural heritages. Anyone lucky enough to have access to a ready and varied supply of vegetables, fruits, meats, grains, seafoods, nuts and whatever else should celebrate that good fortune.”

The best way for us to do this is to share our bounty of food with others. It is by understanding the critical nature of food as a cultural and cognitive reality that we can begin to see that hunger can only be answered holistically, rather than with a simple bag of rice or basket of canned goods. We became human around our meals, Allen argues; in feeding human hungers we must respect that history. ■

NEW AND NOTEWORTHY

Time for Outrage By Stéphane Hessel

One may not agree with all of the positions Hessel takes, but the idea of outrage as a source of energy to create change is very relevant to our work at Heifer. For Hessel, the worst attitude is indifference. Adopting an attitude of powerlessness will deprive you of one of the fundamental qualities of being human: outrage. Our capacity for protest is indispensable, as is our freedom to engage. Amen.



FIVE FAVORITES ON:

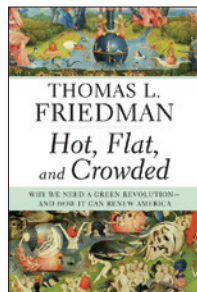
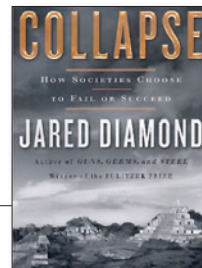
Treading Lightly

If you're looking for reasons and ways to lighten your weight on the planet, here are some books that can help.



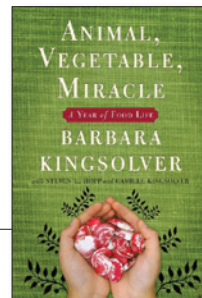
An Everlasting Meal: Cooking with Economy and Grace
by Tamar Adler

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by Jared Diamond

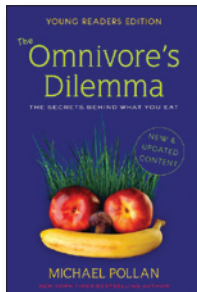


Hot, Flat, and Crowded
by Thomas L. Friedman

Animal, Vegetable, Miracle
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The Omnivore's Dilemma for Kids: The Secrets Behind What You Eat
By Michael Pollan



Reaching New Heights

Heifer donor Ryan Bell wants to raise \$25,000

By Annie Bergman, *World Ark* senior writer

Ryan and Meghan Bell got that camel they wanted so badly for Christmas last year. In fact, they got two.

The siblings, who were profiled in the 2011 Holiday edition of *World Ark*, actually raised far more than the \$850 needed for the ungulate. With the help of friends, family, their community and other Heifer donors, the siblings from Wallingford, Conn., raised \$8,615.

Last year's total was more than enough for their ultimate goal of a Gift Ark, but it also bought them the Cheeses of the World Gift Basket, the Knitters Basket, a school of fish, trees, a water buffalo, sheep, a heifer, chicks, ducks and geese in addition to the two camels.

"The fundraising truly took on a life of its own," said Laura Bell, Ryan and Meghan's mom. "We had donations in the kids' names from everywhere coming in."

The family set up a Team Heifer account to accept online donations, and became addicted to checking in on the amount in the account, Laura said. Each time the amount increased, 8-year-old Meghan did her own victory dance, while Ryan, age 11, just kept upping their goal, not afraid of dreaming too big.

Their success earned them a bit of local celebrity, too. People began recognizing them after an article appeared in their local paper. Ryan's fifth-grade class used another article on the Bells' fundraising efforts for an exercise on reading comprehension.

"I have to admit, it was kind of neat to be the topic of one of our assignments," Ryan said. Ryan has also started correspondence with an Armenian child who is part of a Heifer project.

Having Ryan get attention for something other than his Treacher Collins syndrome, a cranio-facial disorder that affects the bone and soft tissue formation of the face, was good for the entire family, Laura said. Especially since 2012 turned into a tougher year than expected on the medical front.



PHOTO BY LAURA BELL

Meghan and Ryan Bell hope to raise a \$25,000 Gift of Transformation for Heifer. The siblings were inspired by Ryan's own transformation.

In February Ryan went in for his 34th surgery to lengthen his jaw in order to open his airway. His small jaw was set so far back that it required him to breathe through a tracheotomy. For the next five weeks, Laura had to turn pins in Ryan's jaw in order to lengthen the bone.

"He was extremely brave, but it was a tough experience for all of us," Laura said.

Ryan missed those five weeks of school, keeping up with his work with the help of a tutor. During that time he also had to re-learn how to eat and talk because his jaw and tongue were now in very different places than before the surgery.

"It felt like I missed half of my school year and all of the fun parts," Ryan said. "Now that it is over everyone makes a fuss about how good I look, but it is still just the same me."

While Ryan still requires a tube for breathing, the family is hopeful that with just a few more surgeries he will soon be able to breathe without its assistance. But that's probably a few more months away, and Ryan is enjoying middle school in the meantime.



Meghan and Ryan with Abu the camel at Overlook Farm last year.

With the holiday season coming up, Ryan is back at his Heifer fundraising. Nothing could stop him after last year's success, Laura said.

"We sat down and talked about the new Heifer goal. How do you even begin to think that you can top last year? How lofty of a goal should we make?" Laura said. "We were looking at another surgery in August and then him getting used to a new school in the fall. It could be a lot to take on. And then IT happened."

"It" was that Ryan found out Heifer offers a Gift of Transformation, which comes with a \$25,000 price tag. Laura said he made up his mind immediately and is willing to stick with this goal even if it takes years to achieve.

"I was excited when I saw the Gift of Transformation in the gift catalog because it reminds me of the transformation that I went through this year. I wasn't excited to do this surgery and I wouldn't have chosen it for myself. The doctor took my underdeveloped jaw and transformed my airway. It was a transformation for me," Ryan said.

That transformation serves as his inspiration, he said.

"I want to give my own Gift of Transformation to the world. I want to send herds of heifers, llamas, and goats, flocks of sheep and chickens, a pen of pigs, a school of fish and a gaggle of geese to an underdeveloped area of the world and let a transformation take place as the gift is received, utilized and passed along. A Gift of Transformation can affect the lives of people in an entire village or community."

"I don't want to rely on a trach to breathe. I don't want extra medical equipment and it would be great to not need a nurse or parent around at all times. I want my independence, just like these people want to be independent and take care of their own needs. They just need a different kind of assistance for their transformation; they need us."

To help Ryan meet his goal, go to his Team Heifer page at www.heifer.org/ryanbell. ■

Racing Around the World for Heifer

By Annie Bergman, *World Ark* senior writer

LITTLE ROCK, Ark.—Chase Green has fostered what he calls a "mild obsession" with isolated locales for most of his life.

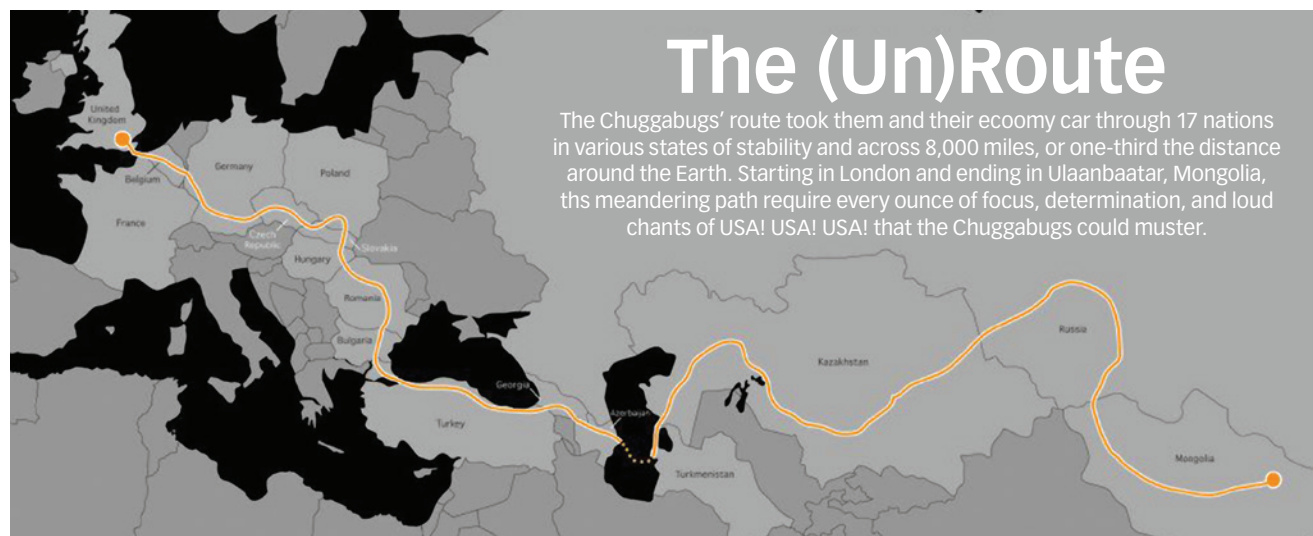
Green grew up poring over atlases, speculating about the inhabitants of the tiny islands in the Arctic Ocean off the coasts of Russia and Norway. By 25, he was hankering for an overseas adventure, something the map-loving geography major had never had.

When Mongolia, the least densely populated country on the planet, became Green's country of interest in late



PHOTOS SUBMITTED BY MICHAEL BUCKNER

The 2003 Suzuki Ignis that the Arkansas Chuggabugs drove from London to Ulaan-bataar, Mongolia, while raising money for Heifer.



The (Un)Route

The Chuggabugs' route took them and their ecoomy car through 17 nations in various states of stability and across 8,000 miles, or one-third the distance around the Earth. Starting in London and ending in Ulaanbaatar, Mongolia, this meandering path requires every ounce of focus, determination, and loud chants of USA! USA! USA! that the Chuggabugs could muster.

The team's route, which they charted themselves, saw them travel through 15 countries before reaching their destination in Mongolia.

2011, he made a fortuitous discovery—the website for the Mongol Rally. His mind was made up right then. He would participate in the 10,000-mile trek from London to Ulaanbaatar, no matter what the cost.

“I have a geography degree and had never left the country, nor had I ever been on a true adventure,” Green said.

The Mongol Rally is unique in many ways, but mostly for its charitable nature. The vehicles driven to Ulaanbaatar are donated after the event, and teams are asked to raise money for two organizations, one chosen by the rally, Lotus Children's Center, and one chosen by each team.

But he needed a team.

“Chase told me about this crazy adventure he was taking back around November, and then, in late January he told me how he needed a team,” said eventual teammate Joseph Vance, 24, who signed up immediately. Eventually fellow Arkansans Alyx VanNess, 22, and Michael Buckner, 26, joined, too, and the team was set.

When the group found out they would be the only team from Arkansas competing in the 2012 rally, they decided then that they would make their team as state-centric as possible.

The four quickly became the Arkansas Chuggabugs, inspired by “Wacky Races,” a Hanna-Barbera cartoon of the late 1960s. With the name decided, they turned their attention to finding an Arkansas-based charitable organization.

Heifer International became the obvious choice, Green said.

“I think Heifer embodies the spirit of the rally and the Chuggabugs better than any other organization,” Vance said. “Its ideals and goals reach people all over the world, and all from the little state of Arkansas. Heifer helps us remember that, regardless of where you are or where you've been, we are a global community and we can all do something to help.”

Logistically, planning for a trip of this magnitude was overwhelming, especially since only two team members had ever been out of the country. But even VanNess and Buckner admitted that their overseas adventures never came close to anything like the rally.

They had to buy a car to get them from London to Mongolia, and make sure it fit the rally's standards: an engine size of less than one liter that was registered on or after January 2003. They settled on a 2003 Suzuki Ignis, Green said.

Then there was figuring out whether they could take six weeks off of work (most could, Buckner had to resign), and tallying up the amount of money they'd need for expenses including possible car repairs, food, visas and anything else they might need.

All the while, the four were pounding the pavement to drum up support for Heifer. Before setting out on the race, the team set up booths at local fairs around the state and also blanketed social media with appeals for support.

There was also the issue of finding their way from London to Ulaanbaatar. The rally encourages teams to set



The Arkansas Chuggabugs take a moment to snap a photo while perched above the Transfargarsan Road in Romania.

their own course and forbids the use of electronic mapping devices.

The team ultimately settled on a southern route that took them through France, Belgium, Germany, then into the Czech Republic, Poland into Slovakia, Hungary, Romania and Bulgaria. It was then on to Turkey, detouring around Armenia, driving through Georgia and into Azer-

baijan. They then crossed the Caspian Sea into Kazakhstan, and finished by driving through Russia and Mongolia.

"The Transfargarsan in Romania was one of the most beautiful roads ever," Buckner said in an email to *World Ark* from the road. "The curves never ended and there was a stream coming down from the top of the mountains."

But one of the team's favorite experiences came in Turkey.

"We came across a small village outside of Devrek where two brothers gave us a tour of their village. We visited their mosque, their area where they grew figs, hazelnuts, tomatoes and many more types of food. They filled our pockets with whatever we could fit," Buckner said.

At press time the team had raised \$300 for Heifer International, but will continue raising money until they've met their goal of \$3,000.

Buckner also filmed and photographed the team's entire experience. He and VanNess are working on a documentary about the rally, which they hope to enter into upcoming film festivals.

"We'd like to take this as far we can and hopefully Michael will get some recognition from the film world and we'll be able to continue to raise money," VanNess said.

For a look back at the Chuggabugs' journey, visit <http://arkansaschuggabugs.blogspot.com>. ■

Heifer International Awarded Kiwanis World Service Medal

NEW ORLEANS—Heifer International has joined the ranks of Mother Teresa, Nancy Reagan and Rosalynn Carter as a recipient of the Kiwanis International World Service Medal.

The award was presented to President and Chief Executive Officer Pierre Ferrari on behalf of the organization for its work to end hunger and poverty. It is the highest honor bestowed by the 600,000-member Kiwanis International. The award also came with a \$10,000 grant to assist Heifer in furthering its work.

In awarding the medal, Kiwanis International President Alan Penn recalled learning about Heifer as a child of missionaries in Honduras. "Heifer International pro-

vided calves for the farm to improve the herd of livestock. Their amazing work affected me deeply and has stayed with me all these years."

Since 1944, Heifer International has provided livestock and Earth-friendly agricultural training to more than 15 million families in more than 125 countries, including the United States. Many Kiwanis organizations around the world have also contributed to or partnered with Heifer International throughout the last 70 years.

"Each and every Kiwanis family member has been part of the amazing transformation that has led 80 million people from poverty to prosperity," Ferrari said. "We all have cause to be very proud." ■

Turn a New Page With Read to Feed

Just like adults, kids discover new enthusiasm for their pursuits when they know they're making a difference for others. Whether they're reading Shel Silverstein poems, devouring the Harry Potter series, diving into Magic Tree House adventures or just tackling assignments for English and history classes, Heifer's Read to Feed® program encourages students to read more and gives them a chance to change the world for the better.

Here's how it works: Children get sponsors for each book they read during a time frame set by the Read to Feed teacher or leader. At the end of the program, the group pools its funds and donates them to Heifer International to help millions of families around the world feed themselves and reach self-reliance through gifts of livestock and training. Raising the money for an animal gift is an accomplishment children can be proud of. Many classes that participate report that children get more excited about reading when they are working toward a furry or feathery goal.

Heifer's animal gifts are fun, with options as small as bees and as large as water buffalo. These gifts are also powerful instruments in the struggle against hunger. They provide nutrition for malnourished families, and their products (eggs, milk, wool, etc.) can be sold for money to pay for school, medicine and other expenses.

When the animals reproduce, their offspring will be passed on to another family in need. With the gift of an animal, any student can be part of the solution to hunger and poverty.

"This experience empowers children to know they can make a difference," said Tim Newman, Heifer's director of education program development. "Kids are so enthusiastic about Read to Feed because it gives them a way to express their care for others and for the Earth."

Read to Feed is now tied directly into Heifer's education resources available at www.readtofeed.org. The teacher or team leader creates the home page for the class, where all supporters and participants can set goals, track progress and market their fundraising and reading efforts. Classes can upload photos, send emails and post to Facebook or Twitter from one location.



Read to Feed is even catching on in schools in other countries, with active donors engaged through Heifer South Africa and Heifer Hong Kong. The program gained a distinguished new supporter this year, Archbishop Emeritus Desmond Tutu, Nobel and Gandhi Prize recipient and human rights activist from South Africa.

"I strongly support Heifer South Africa's Read to Feed program," Tutu said. "Join me in helping our children learn...both the joy of reading and the great honor of being part of changing the world for the better." ■

Making service fun and educational, Read to Feed could be a great fit for your local clubs and schools, too. To learn more about Read To Feed, or to order or download free materials, please visit www.readtofeed.org or call (877) 275-READ (877-275-7323).



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FIRST PERSON

Hope for Tomorrow



“ I dream of my family sleeping in an iron-roofed house that’s safe, and of bringing in electricity someday. I’ve never had that. The dreaming helps it come true. ”
—Selenia Banda, age 43

A mother of five boys, Selenia Banda was delighted when her Heifer cow began producing almost nine gallons of milk a day, the most of any of the cows given to members of the Bua bulking group in Malawi’s Mchinji district. The secret, she said, is making sure her cow has plenty of water, piles of fresh food and a sturdy, comfortable shed.

Photos by Russell Powell



MAKE YOUR LIST.
CHECK IT TWICE.

FIND OUT IF YOUR
BOSS IS **REALLY** NICE.

As you give to Heifer International this holiday season, check to see if your company is one of the more than 16,000 that offer an employee matching gift program. If it does, your gift could be doubled or even tripled to help more families overcome hunger and poverty.

Simply log on to www.heifer.org/matching to find your employer and follow the instructions to have your gift matched.





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The Most Important Gift Catalog in the World



This edition of *World Ark* features **The Most Important Gift Catalog** in the World.

The gifts featured in this catalog help families feed their children, build new homes or start a business. Your gift of a cow, a goat or a llama will connect you with a family around the world, and you'll truly be making a difference in their lives.

See the catalog on page 29,
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