

Author Patrick Rothfuss Gives Away a Castle | 54

WorldArk

THE MAGAZINE OF HEIFER INTERNATIONAL ® HOLIDAY 2013

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THE MOST
IMPORTANT
GIFT CATALOG
P.29

PASS ON
THE GIFT
HEIFER
INTERNATIONAL

Dear Fellow Activists,

WHEN WEIGHING THIS OR THAT AS THE PERFECT gift during the holiday season, our thoughts turn to what will bring the most joy. A wise choice surprises and fulfills a wish or need, though the thought behind it is the real tribute. When the recipient is a child, our reward is immediate. Their wonder and full-bodied excitement carry the season for us all.

When I talk with children, either here in the U.S. or in any of the countries where Heifer works, I realize I'm looking into our future. For children anywhere, there is no more fulfilling gift than an education that will help them understand the world we live in and realize their full potentials.

Recently I visited two schools, the Galloway School in Atlanta and Forsyth School in St. Louis. As these children grow up, they will inherit a world in great need and face the overwhelming challenge to feed an additional 2 billion people. I asked the students at Forsyth school a simple question, "What will you do?" Our world will need them to be more aware, engaged and armed with the right tools to solve difficult problems.

Their thoughtful and energetic responses are proof that kids really do get it, and they have the power to change the world. It is our job to give them the means to find their way and inspire them to use any opportunity to make real, positive change.

Education is fundamental to Heifer's mission. Our education programs support children as well as the donors who interact and engage with our work.

Our Read to Feed® program is beautiful in its simplicity. Students read books of their choosing while also fundraising to help end hunger and poverty. As they're introduced to Heifer's mission and study the options for how to invest their donations, they soon discover the reward involved in contributing to something larger than themselves.

A visit to a learning center can convey the hard work involved in raising animals and crops. And education and engagement are not just for our kids. There are lifelong ed-

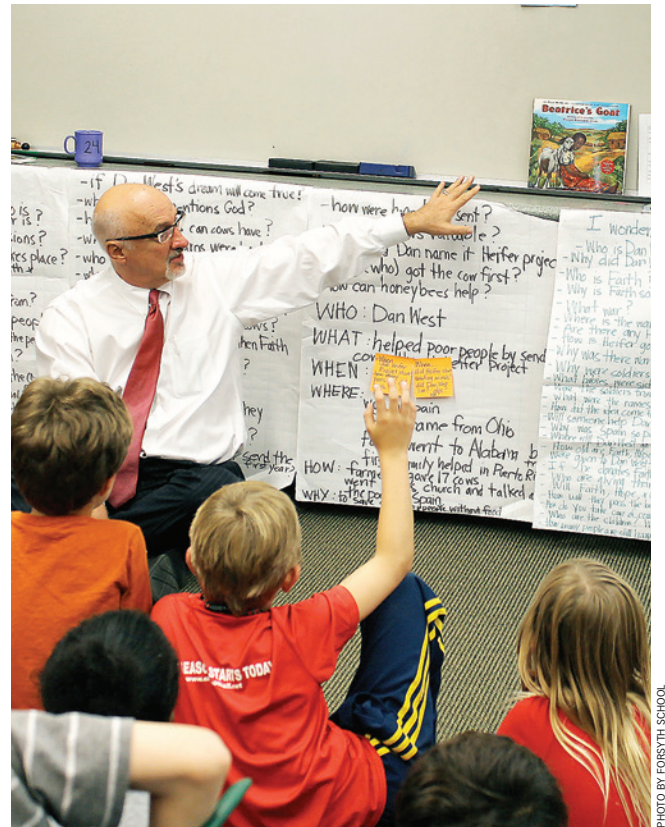


PHOTO BY FORSYTH SCHOOL

Heifer President and Chief Executive Officer Pierre Ferrari interacts with a group of student donors at the Forsyth School in St. Louis, Mo.

ucation opportunities for involvement in Heifer's mission.

I have said many times that a Heifer International alternative gift pays double, once to lift up a family in need and again to the donor to honor their wish to build a better world. Check out our educational programs at www.heifer.org/getinvolved. And join me this holiday season by Passing on the Gift of self-reliance by selecting a gift from The Most Important Gift Catalog in the World on page 29. I truly believe the key to our own happiness is acting to bring joy to others.

Yours for a better world,

Pierre U. Ferrari

Pierre U. Ferrari, President and CEO

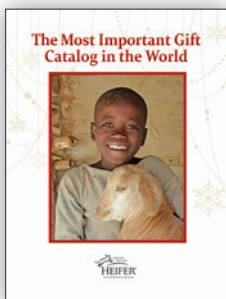


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 Honor family and friends with your favorite alternative gifts today.



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 Sweet success

Cover photo by Dave Anderson
 Top photo by Russell Powell

Cover: Friends Jacobo Muiba, age 8, and Juan Paolo Vasquez, age 6, venture into a forest in the Bolivian Amazon to harvest delicious wild cacao.



QUICK TIPS FROM READERS

In the Fall 2013 issue we asked readers to submit their ideas for small gestures we can all make to promote sustainability.

I take a reusable container to a restaurant to hold any leftovers from the meal rather than take the plastic containers that restaurants often give out.

CHERYL BURZYNSKI
Rockwall, Texas

I keep my cloth grocery bags in my car. When I forget to take them into the store, I pack my groceries back into the cart without bags, wheel them to my car and pack them into the cloth bags. I got the idea from one of the clerks at the store.

JUDY ALLEN
Indianapolis, Ind.

Steps toward sustainability:

1. BUY USED!! Shop at thrift stores or on Craigslist.
2. Take a Navy shower: Turn the water on to wet and rinse, and turn it off to soap up.
3. Wash only full loads of laundry, use cold water, and LINE DRY!!!!

BRITTANY GORRES-MARTENS
Kansas City, Mo.

WHERE IN THE WORLD?

Will you please-please-please reinstate the thumbnail map for every single article in *World Ark*? To see a simple map so easily informs, involves and grounds the reader. I'm world-traveled, a former Heifer employee, and pretty well-informed. But, for example, I couldn't tell you exactly where Armenia is.

LYNNE ATHERTON
Chicago, Ill.

TELL ME MORE

I really like the concept of this charity. However, I read a critical piece that said the charity is misguided because half the undeveloped world is lactose intolerant, animals need a huge amount of water and possibly land, feed is expensive, and so are veterinarian bills. I read in your magazine that you are tackling the water needs, but how do I counter the other criticisms? Thank you.

LINDA KESSLER
West New York, N.J.

Editor's note: Heifer International gives many different types of animals, not just dairy cows. Heifer provides chickens, ducks and geese that offer families high-quality protein from eggs. We provide goats, water buffalo and camels, whose milk is more easily tolerated by many people. We also give honeybees, llamas and other animals that provide families with improved nutrition, draft power, wool and other means to boost income.

Heifer is careful to provide only animals that are appropriate to the conditions in which they will live. For example, in the highlands of Peru and Bolivia where soil is brittle and prone to erosion, Heifer supplies llamas and alpacas. Native to that region, these animals have hooves that are specially adapted to tread gently.

Before any animals are placed with Heifer recipient families, those families are trained in how to grow fodder so that they won't have to buy expensive feed. Furthermore, many of the animals Heifer provides are efficient at turning food waste into manure that can enrich the

soil, boosting agricultural output for small-holder farmers. Some project participants are also specially trained as animal health workers. It is these participants who administer vaccines, perform routine check-ups and take care of other basic veterinary needs.

TRASH TALK

Sometimes I am appalled at the nonsensical suggestions that you publish in your magazine. The beauty tips from Oscar the Grouch is a new low. Opposite this article is the suggestion not to rake leaves to save time. Then you waste time suggesting using fruit peels for beauty treatments to reduce food waste. Incredible fruit peels are scarcely a dent in the food wasted from over-buying and poor planning in the United States. Did you ever think to combine the leaves and food waste and promote composting, which will enrich soils beyond just not raking the leaves?

DIANE K. CONNEMAN
Ithaca, N.Y.

PEOPLE LIKE US

I look forward to each issue of *World Ark* and found the Fall 2013 issue especially engaging, informative and well done on several fronts, yet interconnected in principal. The book review on *Living With the Trees of Life* raised a question in my mind: Does Heifer work in any way with the organization Trees for Life? I

Q&A HOLIDAY

What stories or issues would you like to read about in World Ark?

Email your answers to
worldark@list.heifer.org.

Please limit your answer to 250 words or fewer, and include the city and state where you live. We reserve the right to edit responses for length, clarity and grammar.

am impressed with their efforts to assist poverty-stricken areas to build a better and sustainable future.

Thank you for the ways you communicate not only the basis for and progress of projects, but also the foundational structures needed to make projects feasible long term, increasing people's hope of a better, brighter future.

EMILY MUMMA
Lorida, Fla.

TOO MANY, TOO MUCH

It is absolutely important to significantly reduce our carbon footprint and our overconsumption. But more than that, we MUST also address the issue of global overpopulation. It is the root cause of the global problems we humans face. Overpopulation, and the issues it creates, are what cause climate change, consumption inequality, global warming, tensions and hostilities, social and economic inequalities, and shortages of water, food, resources and fossil fuels. We're all running over a cliff as population climbs exponentially ever upward.

In the past two centuries, population growth and expanding per capita consumption have contributed roughly equally to humanity's assault on its life-support systems. Both overpopulation

and overconsumption are issues that must be addressed if we are to attain a sustainable civilization.

TERRI SHAVER
Turlock, Calif.

Contact Information for Heifer Education Opportunities

Heifer Ranch
Perryville, Ark.
501.889.5124
www.heifer.org/ranch

Heifer Village
Little Rock, Ark.
877.870.2697
www.heifer.org/village

Heifer Farm
Rutland, Mass.
508.886.2221
www.heifer.org/farm

Heifer Global Village
at Howell Nature Center
Howell, Mich.
517.546.0249
www.howellnaturecenter.org

Heifer Global Village
at Shepherd's Spring
Sharpsburg, Md.
301.223.8193
www.shepherdsspring.org

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Since 1944, Heifer has helped 18.5 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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Opinions expressed in *World Ark* are those of the authors and do not necessarily reflect the views of either the magazine or Heifer International.



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



JOIN THE CONVERSATION

Read *World Ark* online
and on your tablet!

Check out our new look on www.heifer.org/worldark and download our tablet edition on your iPad, Kindle Fire or other Android device. Digital issues include exclusive content such as interviews, videos and bonus photos from the field. Between issues, find updates on Heifer's work, DIY projects and discussions among hunger and poverty experts on World Ark blog at www.heifer.org/blog.

Squash the Autumn Chill

Ah, autumn. There's something about the turning leaves and the chill in the air that just makes soup that much more appetizing. And squash makes a lovely late fall dish. Butternut squash are best if harvested before the first frost and will keep for up to two weeks in your fridge. So pull out the fruit on a day that calls for soup and enjoy this recipe from a Heifer staffer.



Butternut Squash and Sweet Sausage Soup

- 1 large butternut squash, halved, seeded
- a little olive oil
- 1/2 teaspoon salt
- 1/2 teaspoon pepper
- 1/2 lb. sweet sausage
- 1 large onion, chopped
- 6 cloves garlic, minced
- 2 teaspoons sage
- 1/2 teaspoon marjoram
- 6 cups chicken stock or broth
- 1 teaspoon cider vinegar
- 1/2 cup heavy cream

Lightly coat the squash with olive oil. Season with salt and pepper. Bake in the oven until tender, about 45 minutes to an hour. Scoop out the flesh. In a large pot, cook the sausage and onion. Add the garlic, sage, marjoram and cook, stirring for one minute. Add the cooked squash and chicken broth, stir, and bring to a boil. Reduce and simmer for 30 minutes. Then pulse in a blender in batches. Finally, add the cider vinegar and the cream.



THE ASSOCIATED PRESS

Grounds-keeper **Billy**

Fly in to or out of Chicago O'Hare lately? Notice that the grass looked nice and trim? You can thank a herd of goats for that. Last spring the city of Chicago was looking to cut costs and go a little greener. When they put out bids for groundskeeping work, the lowest bid came in for Central Commissary Holdings, a restaurant company that offered the unusual solution. In August the airport expanded its grounds crew by adding sheep, llamas and burros. While the goats were originally tasked with grazing 120 acres of embankments around the airport, the other livestock were given just two acres on the northeastern corner of the airport. Trimming the tall grasses will help keep birds and other wildlife from moving in and causing problems for pilots. This isn't the first green initiative the airport has undertaken. O'Hare already grows vegetables and herbs near one terminal and offers them in restaurants. They also have beehives on the property.

Good Eaters Unite

When it comes to what we eat, we're inundated with advice from experts in all sorts of fields. Most of the time we're told what foods to avoid, as they'll make us fat or sick or both. But as it turns out, the best eaters are the ones who love food and really enjoy eating it, too. *Forbes* recently wrote about the Seven Habits of Good Eaters, and no fitness experts weighed in on what or how they eat. Refreshing, right? Among them: savor your food, and eat dessert once a day. Those seem like two bits of advice that nearly everyone can get behind. Just be careful of sugars that are in everyday, processed foods, the article warns. The other points say to enjoy the food, but eat less, and eat lots of colors.



BIGSTOCK

De-Stressing the Holidays

The run-up to the holidays is usually a stressful time for many. Schedules are packed with gatherings, school programs, and shopping trips to crowded malls to find the perfect gifts for family, friends and co-workers. It seems like life just doesn't calm down until the New Year. But if you can carve out just a few minutes from your day, there are a few tricks that will help keep the nail-biting at bay.

If you just have a few minutes: breathe. Deep breathing signals your body to relax, says Zen fitness expert Jeff Christian. He recommends sitting up, closing your eyes, and inhaling for three counts and exhaling for six counts. Repeat for five to 10 minutes. Don't worry if what's stressing you out enters your mind during this exercise; just continue to breathe through those distractions. The breathing will help the distractions melt away.

Other suggestions include taking a walk, listening to your favorite songs and writing down the stressors making life difficult.



PHOTO BY OLIVER ASSELIN

The **ONE** Partnership You Need to Know This Year

Heifer International and The ONE Campaign are joining forces in the fight to end extreme poverty.

At Heifer International, we work with smallholder farmers. ONE is a campaigning and advocacy organization of more than 3 million people taking action to end extreme poverty and preventable disease, particularly in Africa. Both organizations believe in empowering women.

When women are given access to more income, they spend it on their children and homes. If they had the same access as men to credit and land worldwide, they would produce about 30 percent more food. When one in eight people don't have enough food to eat, there is no more time to waste.

This partnership will bring together the advocacy of ONE and the programmatic impact and implementation of Heifer International. Supporters of both organizations can make a real difference in ending extreme poverty.

Learn more about the partnership and how you can help at www.heifer.org/one.

Food Tank's Notable FOOD STORIES OF 2013

By Danielle Nierenberg and Elizabeth Antrim-Cashin, Foodtank.org

This past year brought about big stories in the global food system. Here are a few of the stories we followed in 2013:

HORSEMEAT

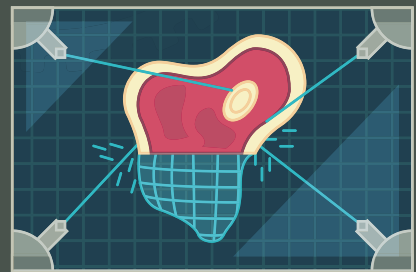
Last January, the Irish Food Safety Authority found beef burgers for sale with 29 percent horsemeat. Misabeled meat was even found in much-beloved IKEA meatballs. In April, the U.K. Minister of State for Agriculture and Food said they will launch a wider investigation of the meat industry in order to better isolate hazard points.

29
100

\$325,000

PRINTED MEAT

Modern Meadow was given \$325,000 in funding for research into 3-D printed meat. If successful, a 3-D bioprinter would be able to synthetically construct meat. More recently, a scientist in the Netherlands was able to create a 3-D hamburger out of muscle cells replicated from a cow's muscle tissue.



40%

WASTED

The U.S. Environmental Protection Agency (EPA) and U.S. Department of Agriculture (USDA) both launched food waste awareness programs in the beginning of June. While advertising that 30 to 40 percent of food in the U.S. gets thrown away each year, the USDA has launched a Food Waste Challenge, urging citizens and organizations to share examples and raise awareness of many ways in which food is wasted.

URBAN GREENS

Plantagon, an architectural design company, broke ground on its first urban greenhouse this year. While the primary goal of the greenhouse is to provide locally sourced food to urban dwellers, Plantagon also plans to develop integrated solutions for energy, excess heat, waste carbon dioxide and water.

RISING INSECURITY

The International Food Security Assessment released by the USDA states that, "Food insecurity in the 76 low- and middle-income countries examined in this report is expected to remain virtually unchanged between 2012 and 2013. By 2023, however, the number of food-insecure people is projected to increase nearly 23 PERCENT to 868 million."

23
PERCENT

FAT DISEASE

In a controversial move by the American Medical Association (AMA), delegates recently voted to classify obesity as a disease. Part of the motivation for the decision was the potential increase in insurance coverage for weight-loss related regimens. AMA board member Dr. Patrice Harris stated, "recognizing obesity as a disease will help change the way the medical community tackles this complex issue." Obesity and its associated problems have a large economic impact on our health care system, with the costs in 2008 equating to \$147 billion.

CIVIL WAR FALLOUT

The effects of the Syrian civil war have created a devastating food shortage. Damage to irrigation systems, machinery and storage units, reduced availability of inputs stemming from economic sanctions, and displacement of farmers have all led to high food prices and reduced availability. Meanwhile, millions of Malians have been driven to Mauritanian refugee camps due to political unrest, where there's not nearly enough food to feed them. And in the Sahel region, hunger and malnutrition continue to devastate the lives of an estimated 11.3 million people.

11.3
MILLION
PEOPLE



Reimagining International Aid

As Administrator for the United States Agency for International Development (USAID), Rajiv Shah oversees the government's efforts in improving the lives of those in need in the developing world. Since taking on the job in 2009, Shah has expanded the agency's focus and changed some of its strategies, like pursuing public-private partnerships and sourcing food aid locally rather than relying on imports. These new efforts, he says, are critical in providing countries a path toward true economic development.

Interview by Austin Bailey, World Ark senior editor

WORLD ARK: *Can you explain the purpose of USAID Forward?*

RAJIV SHAH: Our ultimate objective is to create the conditions where aid is no longer needed. To get there, we need to deliver clear, compelling and measurable results—and that's where USAID Forward comes in. Specifically, USAID Forward is our effort to strengthen the agency by embracing new partnerships, investing in innovation and demanding a relentless focus on results. These reforms help create a new model for development that has the potential to not only produce dramatic results but strengthen USAID for decades to come while advancing the security and prosperity of Americans at home. Over the past two years, our reforms have touched upon every part of our work and have set important, evidence-based targets for us to meet.

Building public-private partnerships is a priority for you. Why is that?

We believe these partnerships are essential for sustained investment and stable development. Instead of trying to deliver results with our dollars alone, we're working directly with multinational and local companies to harness the private sector as an engine for growth and development. Private sector investment in developing countries is increasing rapidly and has far surpassed direct foreign government investment. By partnering with the private sector, we can leverage their efforts to produce tremendous results for the people we are working to help and increase our own security at home.

A great example is the New Alliance for Food Security, which President Obama talked about during his trip to Africa in July. By partnering with the private sector, the New Alliance has been able to leverage more than

\$3.7 billion in African agriculture that has the ability to lift 50 million people out of poverty in 10 years. Today, development is not about providing short-term assistance but instead providing the basis for economic growth and development. Public-private partnerships are essential to this new model.

I think most people are familiar with USAID's role in disaster relief. Can you talk about some of your longer-term projects?

I'll start with Power Africa: Currently 70 percent of people in sub-Saharan Africa lack access to electricity, which presents a serious challenge to sustainable development. Launched by President Obama during his recent trip to Africa, starting with a set of six partner countries in the first phase, Power Africa will add more than 10,000 megawatts of cleaner, more efficient electricity generation capacity.



PHOTOS BY STEPHEN BAILEY

Heifer International Vice President for Africa Programs Elizabeth Bintliff and Pietro Turilli, Heifer's vice president for Partnerships and Business Development, show USAID Administrator Rajiv Shah (left) an integrated farming model at Heifer Village in Little Rock, Ark.

It will increase electricity access by at least 20 million new households and commercial entities with on-grid, mini-grid and off-grid solutions. Power Africa will also leverage private sector investments, beginning with more than \$9 billion in initial commitments from private sector partners to support the development of more than 8,000 megawatts of new electricity generation in sub-Saharan Africa.

Another one of our new initiatives is a five-year program targeting the education, promotion and training of a new generation of Afghan women. Called Promote, the program's goal is to increase women's contributions to Afghanistan's development by strengthening women's rights groups, boosting female participation in the economy, increasing the number of women in decision-making positions within the Afghan government and helping women gain business and management skills.

Enormous progress has been made in advancing opportunities for women and girls in Afghanistan over the past 11 years. While there are challenges ahead, Promote underscores our commitment to ensuring that women and girls play a major role in determining Afghanistan's political and economic future.

When you spoke at the Clinton School of Public Service in April, you said, "It's finally become profitable to end large-scale human suffering." What did you mean by that?

It is clear that USAID, the United States government and the American people have always believed that ending extreme poverty and helping alleviate human suffering is, and always will be, the right and moral thing to do. However, if you have a new breakthrough idea to create clean water or help a baby breathe at birth, these scalable

solutions not only have the potential to save millions of lives but also start new businesses that have the potential to be extremely successful.

Through our Development Innovation Ventures grants, we've seen the power of entrepreneurial thinking and how it's literally changed lives around the world. It's part of a new constellation of actors in the development world—you don't have to be a donor government to make a difference. If you have a great idea, you can change the world.

Can you talk about the shift toward sourcing food aid locally rather than importing food from the United States? How often are you able to do this, and what are the challenges and drawbacks?

In President Obama's budget request, he put forth a proposal to change the way we do our international food assistance. It recommits us to having the



PHOTOS BY STEPHEN BAILEY

A display about maternal mortality rates catches the attention of Rajiv Shah, head of USAID, during his visit to Heifer Village in Little Rock, Ark.

most efficient, effective, rapid and life-saving food aid program in the world and truly reflects the generosity and leadership of the American people.

The real question is about flexibility and making sure we are in a position to deliver food in the most rapid and efficient way possible depending on the circumstances. Rather than limiting the United States to a tied, commodities-only approach, we can enact reforms that will enable experts to select the right tool to most efficiently meet the needs of hungry and vulnerable people.

This would mean pairing in-kind food aid procurements from the United States with a more expansive use of interventions such as local and regional procurement from developing countries near crisis areas and food vouchers. About 20 percent of our current food assistance is conducted using those tools. Studies show that local and

regional procurement of food and other cash-based programs can get food to people in critical need 11 to 14 weeks faster and at a savings of 25 to 50 percent. People from all across the political spectrum have come out to support this, from the National Farmers Union, Cargill, to editorial boards across the country.

USAID works with a number of large corporations, some of which are known for their less than stellar records on the environment and human rights. How do you handle skepticism about these partnerships?

It's important to consider this question. Many in our community have memories of corporate activity in developing countries causing great harm, from sweatshops to infant formula to Bhopal.

And thus in the past, when development agencies engaged with the

private sector, it's typically centered around charity or corporate social responsibility. But I think many people have evolved from this position and understand that when we work together we can create dramatic positive results for the communities we are trying to help. It's a well-established fact that foreign direct investment in developing countries is almost 10 times higher than all development assistance. Knowing this and putting an emphasis on accountability and transparency, our work with the private sector is truly critical to reaching our development goals around the world.

When you were interviewed for this magazine in 2009 while you served as director of agricultural development for the Bill & Melinda Gates Foundation, you talked about how spending a year in India inspired you to want to help the poor. How do you convey the importance of this work to people who haven't seen poverty and suffering firsthand?

It's true that my visit to India did serve to inspire me. However, I think people around the world share a deep sense of passion and humanity to help those in need—regardless of whether they have personally seen it or not. I think that's why we saw such a tremendous public response to our efforts regarding child survival.

When people think about the fact that children under the age of 5 are dying around the world of preventable causes every day, and you think about your family, kids, sisters, brothers, nieces and nephews, I think people quickly understand what's at stake; people stand up to volunteer their time and do something about it.



USAID Administrator Rajiv Shah tests his strength by picking up buckets whose weights match the heft of water women and children in many parts of the world must carry daily.

How would you like USAID to look different at the end of your tenure than it did at the beginning?

Well, hopefully my tenure will continue for a while, but I believe that if we're going to tackle our greatest challenges, then we have to employ a much bigger definition of development to get us there. I hope that people across the development spectrum, from recent college graduates to longtime development experts, will continue wanting to work with USAID and know that we will always be there to help turn their ideas into action. ■

Learn more about USAID Forward, its new alliances and food aid reform at USAID.gov.

Heifer and USAID Join Forces

Heifer International is proud to work with USAID in Senegal, where 1 million people will benefit from improved agricultural yields and better nutrition. The Yaajeende Agricultural Development Project specifically targets underweight and undernourished children.

USAID and Heifer have teamed up in the past in Uganda, Malawi and Nepal to end hunger through the development of dairy and goat enterprises.




Hawa Cisse (top right), with her daughter Fama, and Aissata N'Dongo (above) continue to improve their income and nutrition with sheep from Heifer International as part of the USAID Yaajeende project in Senegal.

PHOTOS BY OLIVER ASSELIN



The Chocolate Hunters

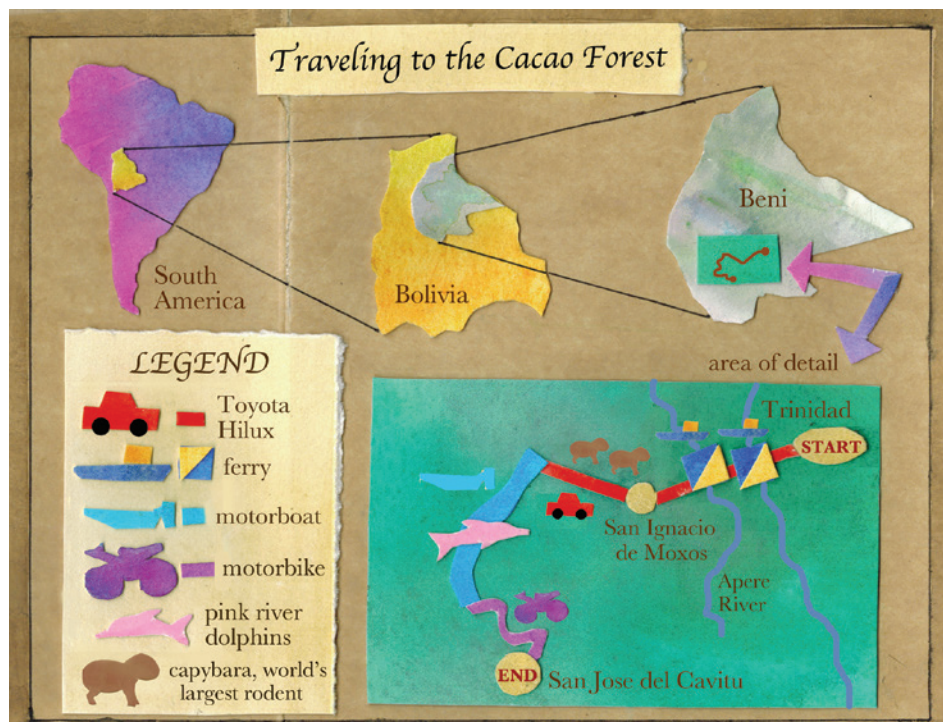
A full-page photograph of an elderly man with grey hair and a mustache, wearing a striped long-sleeved shirt, light-colored pants, and black rubber boots. He stands in a lush green forest, holding a large, light-colored sack. To his right, on the forest floor, is a large pile of yellow and green cacao pods. The background is filled with tall trees and dense foliage.

HARVESTERS JOURNEY DEEP INTO THE BOLIVIAN AMAZON TO COLLECT RARE AND DELICIOUS WILD CACAO.

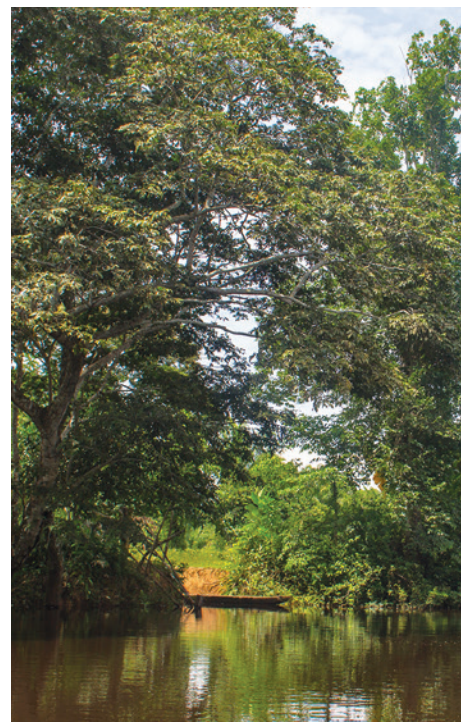
Story by **AUSTIN BAILEY**

Photos by **DAVE ANDERSON**

Illustrations by **LAUREN WILCOX PUCHOWSKI**



The map above shows the circuitous route over land and water that one must take to get to the chocolate forest from Trinidad, the closest major city.



IT'S EARLY WHEN ABRAHAM NOZA GOES TO WORK, but the jungle is already singing. Leaves baked through by the heat crunch underfoot, and from all around comes the buzzing. Noza slaps a couple of the mosquitoes off his thigh with the broad side of a machete. It doesn't much matter. The hungry hordes keep after him, landing on his ears and tangling in his hair. Soon, dabs of blood dot his shirt.

Mosquitoes thrive in the shady, balmy under-story of Bolivia's Amazon River basin. The land around Noza's stick-and-thatch house undulates in subtle mounds, the work of a long-forgotten civilization that found a way to keep flooding in check. The prehistoric engineering still functions today, but a lacework of rivers and plenty of afternoon rainstorms make a perfect climate for mosquitoes nonetheless.

Luckily the climate is perfect for other things, too. Plantains, bananas, manioc, corn and rice grow year-round. These starchy staples are the backbone of the Bolivian lowlands diet. But increasingly in Noza's community of Santa Rosa,

and in other communities in the Bolivian Amazon, the backbone of the local economy is chocolate.

The wild cacao that thrives here is food of the ancients and breakfast of champions. Noza and his neighbors start most days with a hot cup of it, ground, toasted and steeped in boiling water. Most of it, though, they sell. Forget about the stuff you grab in the grocery checkout lane, which is made from farmed cacao. Wild Bolivian cacao is a different creature altogether, fruity and mysterious, begging for descriptors usually reserved for artisanal cheese and expensive wine. And increasingly, those who harvest this rare and prized cacao are charging accordingly.

Noza's family and 2,782 others in the jungled Beni and Santa Cruz departments of Bolivia are part of a Heifer project that's helping them harvest these magic beans in ways that fortify the forest, ensuring the cacao trees will bear fruit for generations. The project is also helping these low-income cacao harvesters process their beans to achieve the highest quality so they can market them for the highest prices.



A dugout canoe, above, waits on the shore of the Apere River. Abraham Noza, above right, stands next to a mature cacao tree he and his family have tended for years to maximize its productivity.

GETTING THERE

If you want to see these enchanted chocolate forests in person, brace yourself for an epic journey. Planes, trains and automobiles simply won't suffice. To get deep into the jungles where cacao trees grow, you'll have to add boats, canoes, trucks and motorbikes to the mix.

In San Jose del Cavitú, a village of 80 families that relies on the two-month cacao harvest for roughly a third of its income, no trucks come in or go out during the rainy season. They can't, since near-daily showers churn the dirt roads into sticky, lumpy troughs that routinely strand travelers for days. And it's during this rainy season, from late December through February, that the cacao trees bloom, then sprout their football-shaped pods.

So skip the roads. A three-hour boat ride down the Apere and Cabeta rivers is lovely, with sightings of pink river dolphins, monkeys, capybaras and hundreds of tropical birds virtually guaranteed. A Capuchin monkey named Boris might scream a greeting from the shore when you arrive. Boris used to terrorize San Jose del Cavitú, chasing

chickens and stealing the strips of beef laid out to dry in the sun. So Sabina Mato captured him and made him a family pet. Now an unofficial village mascot, Boris lives in a tree overlooking the river in Mato's packed-dirt yard. He spends his days eating fruit that people bring him and heckling passersby.

Like everyone else in San Jose del Cavitú, Mato, 51, lives in a grass-thatched house and grows most of what she and her family eat. Plantains, bananas and manioc, a starchy root vegetable that's usually ground, boiled and fried, are on the table every day. Mato, her husband and their two sons grow enough of these crops to sell the extras, but prices are low. So they have to produce a lot to make enough money to buy oil, soap, flour, sugar, clothes and shoes.

No matter if your Spanish is rusty or even non-

"INSTEAD OF THE BUYERS TELLING US THE PRICE, WE WILL SHOW OUR PRODUCT AND SAY, 'THIS IS THE PRICE. THIS IS WHAT YOU NEED TO PAY.'"

—Silvia Cita Cuellar, president of the Indigenous Agroforestry Association of the Southern Amazon



Mathilde Medrano Semo uses a long stick fitted with a metal loop at the end to knock ripe cacao fruit from high branches.

existent, you won't leave San Jose del Cavitú without learning at least one word: *trabajo*. Spanish for "work," it's what everyone is doing, all the time. "We have to work very hard," Mato said. "We have to work in the field every day."

In January and February, they leave the fields for the forest. Both children and adults make the daily hour-long motorbike ride or four-hour walk into the forest where cacao trees grow. Provisioned with buckets, tote bags and long sticks to knock the fruit from high branches, teams tramp into the shadowy understory. The air is still and wet under the dense ceiling of vegetation, and many of the chocolate gatherers wear multiple layers of clothing to protect against the ever-present clouds of mosquitoes.

The football-shaped pods are ready once they've turned from green to yellow. Some people haul the pods home whole, others slice them open and pour the slick, white, scallop-like fruits into buckets, leaving tall mounds of husks to decompose on the forest floor. The fruit, which tastes melon-like and citrusy, with no hint of the chocolate flavor we're used to, serves as a snack for the harvesters who can spend all day in the forest.

"It's very tiring. It's hard being eaten by the mosquitoes," said Mathilde Medrano Semo, who was picking cacao with her son, his friend and the family dog, Guardian.

But this tough job pays well, said Thomas Semo, a father of three. Best of all, he said, the work is neither extractive nor illicit. No trees are chopped or burned to make way for gardens or pasture, and unlike coca, Bolivia's other famous crop, cacao can cross borders legally. So it's with great pride that Semo and other harvesters pack up their dried and fermented beans and ship them



1800 BC

Cacao residue found in pre-Mayan pottery from this era.



750AD

First mochachino. Pottery depicts woman creating foam on chocolate drink.



1400s

Chocolate is coin of the realm in Aztec society. One bean equals one tamale.



1518

Believing him to be a reincarnated god, Montezuma throws Cortez a party with chocolate.

Where Does Chocolate Come From?

In the beginning, it comes from a tree: *T. cacao*, the cacao tree, which is native to the equatorial Americas. Its large, pod-like fruit grows in clusters on the trunk and larger branches.

In Bolivia, the fruit is harvested in January. Harvesters use a machete to cut low fruit, and a long branch with a wire loop on one end to snag higher ones.

The pods are cut open and the bitter seeds, in their thick white pulp, are extracted.

Back in the village, the seeds are fermented in a wooden box for about a week, until they have a sweeter, more chocolatey flavor.

Then the fermented seeds are dried on wooden tables in the sun, which also improves the flavor.

When dry, the seeds can be ground by hand into a paste...

...which is sold locally to make a tasty drink.

The seeds can also be roasted and ground at a factory...

...then processed, with sugar and milk, into the chocolate we know and love.

END

down the river or load them on trucks bound for the new processing plant outside San Ignacio de Moxos, a spotlessly clean, high-tech plant perched on the edge of the jungle.

THE CHOCOLATE FACTORY

As big as an airplane hangar, blindingly white and with a tidy grass yard, the cacao processing plant

practically gleams in the sun. Inside, new equipment sparkles on the smooth cement floor, and the workers' starched white lab coats hang on a wall, with matching white gumboots lined up underneath. Rows of potbellied burlap sacks nearly overflow with the almond-shaped beans waiting to be roasted, peeled, ground and formed into bars.

Only a few years old, the plant was built with



1580s

Chocolate arrives in Spain. Not well-received until sugar is substituted for chili powder.



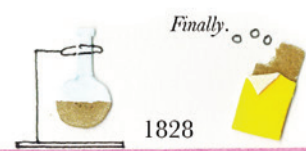
1600s

Chocolate craze spreads in Europe. Grown in the colonies, largely with forced labor.



1772

The Marquis de Sade throws wild chocolate party. Jailed, he requests dark chocolate cake.



1828

Dutch chemist develops breakthrough process that leads to the first chocolate bar.



Above, cacao beans are toasted on new equipment at the factory established by the Indigenous Agroforestry Association of the Southern Amazon.



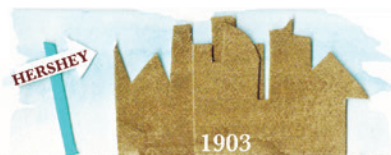
funding from a number of local and international nonprofits including Heifer International partner CIPCA (the Center for Research and Training of Peasant Farmers). The idea was born in the late 1980s as harvesters began to realize the value of the local wild chocolate and the merits of banding together. So they formed the Indigenous Agroforestry Association of the Southern Amazon. Today, the group owns and operates the plant, and includes members from 49 communities. A staff of six paid workers and a rotating army of association members keep the plant running.

Association President Silvia Cita Cuellar is sleepy and slow-moving on her only day off for the week. Her unpaid post is especially demanding during the rainy season, when fresh sacks of cacao beans come in to be processed every day. She's relieved to sit down in the cool, shady building on a weekend day when the growling machines are turned off and the only sounds come from the birds outside and the rain-like tapping the metal roof makes as it expands in the heat of the sun.

A mother of four and grandmother of six, Cuellar has always grown manioc, rice, plantains,



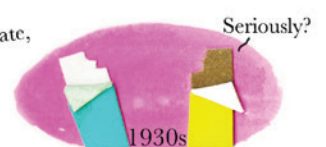
1870
Adulterated chocolate abounds. Cookbooks warn of chocolate cut with brick dust and lead.



1903
Milton Hershey breaks ground for "Hershey, the Chocolate Town" on a farm in PA.



1928
Reese's Peanut Butter Cups invented. Variations come to include an Elvis cup, with a layer of banana creme.



1930s
Nestle creates white "chocolate" from cocoa butter, sugar and milk.



Pancho Matsuzike, left, shares fresh chocolate with children who came to a demonstration at the factory. Cacao grown and processed in the region is sold under the Amazonico label, above.

corn and bananas, and she's always harvested cacao, but not very much of it because the buyers who came through offered low prices. Once the association formed, though, members realized the true value of their rare and prized crop. Cuellar and many others took advantage of literacy classes and grew in confidence as their reading and writing skills improved. Thus emboldened, the association started calling the shots.

"Instead of the buyers telling us the price, we will show our product and say, 'This is the price. This is what you need to pay,'" Cuellar said.

The unsweetened bars produced at the plant are sold to chocolate makers in Bolivia, who further process the cacao into candy bars that are sold in country. The effort to harvest and transport wild cacao results in a higher cost and a more limited market, said Michael Segal, a London-based spokesman for the International Cocoa Association. But increasingly, high-end chocolatiers are seeking out wild, organically grown cacao. Cuellar said the association aims to expand operations to produce candy on site and export it beyond Bolivian borders.



Hershey develops Field Ration D: vaguely chocolatey flavor, 600 calories.

"A Hershey bar would save my soul right now."



Jack Kerouac pines for chocolate in *The Dharma Bums*.



Roald Dahl pens beloved children's book, *Charlie and the Chocolate Factory*.

**In your wildest dreams you could not imagine the marvelous surprises that await you!*

That's more like it.



1990s - present

Like coffee before it, chocolate becomes gourmet, made in small batches and for fair wages.



Ricardo Noza, top, spreads cacao seeds drying in the sun. Association members above harvest fish from a man-made pond. The aquaculture component of the project complements cacao production and the raising of goats.

THE THREE C'S

Chocolate—food made from cacao

Cacao—the tree, fruit and seed from which chocolate is made

Cocoa—chocolate in a powdered form

THE FAMILY BUSINESS

You could call Abraham Noza and his brother, Ricardo, the founding chocolatiers of Santa Rosa. Their forefathers harvested cacao, but it was the brothers who first latched on to the idea that with time and cooperation, the wild bean could yield prosperity. They were the first to begin managing the cacao forests rather than just dropping in a couple of months out of the year to pick.

“We started planting new trees, and people said, ‘Why are you planting? There’s plenty in the forest,’” Ricardo Noza said. But now, with help from Heifer and its partner CIPCA, other members of the community are planting new trees and helping to care for established ones by trimming diseased limbs and applying organic fertilizers made from rotting wood.

Keeping the forest healthy and productive will help keep cattle ranchers or large-scale farmers from coming in and clearing it. The Heifer project here also includes fish and sheep to boost nutrition and income during the 10 months of the year when cacao can’t be harvested.

“What the cacao has done for us is allowed us to have financial independence,” Abraham Noza said. “Before, we had to hire ourselves out as day labor, having to leave our wives and children behind. Now we can stay close to our families.” ■

Top 10 Reasons Bolivia Is the Best

1

The typical greeting is a friendly kiss on the cheek.

2

Our translator looked exactly like George Clooney.



3

Native to this region, anacondas have been known to drop from trees, terrifying their unsuspecting prey. This did not happen to us.

4

A baby monkey named Chaco let us hold him. His belly was warm, like a puppy's.



Massive Queen Victoria water lilies, native to the Amazon River basin, can grow to be 10 feet across. They can also support up to 70 pounds without sinking.

7

Fried plantains, yum!



5

Imagine the kazoo-like sound that snuggly-looking capybaras make when they're startled. Adorable.



8

Listening to the sound of oars in the water while riding canoes made of hollowed-out trees is so peaceful. Just don't think about the piranhas.

9

Toucans, macaws, herons, horned screamers, tropical flycatchers and countless more colorful, exotic birds live here, and they're easy to see even without binoculars.

10

Chocolate GROWS ON TREES here.

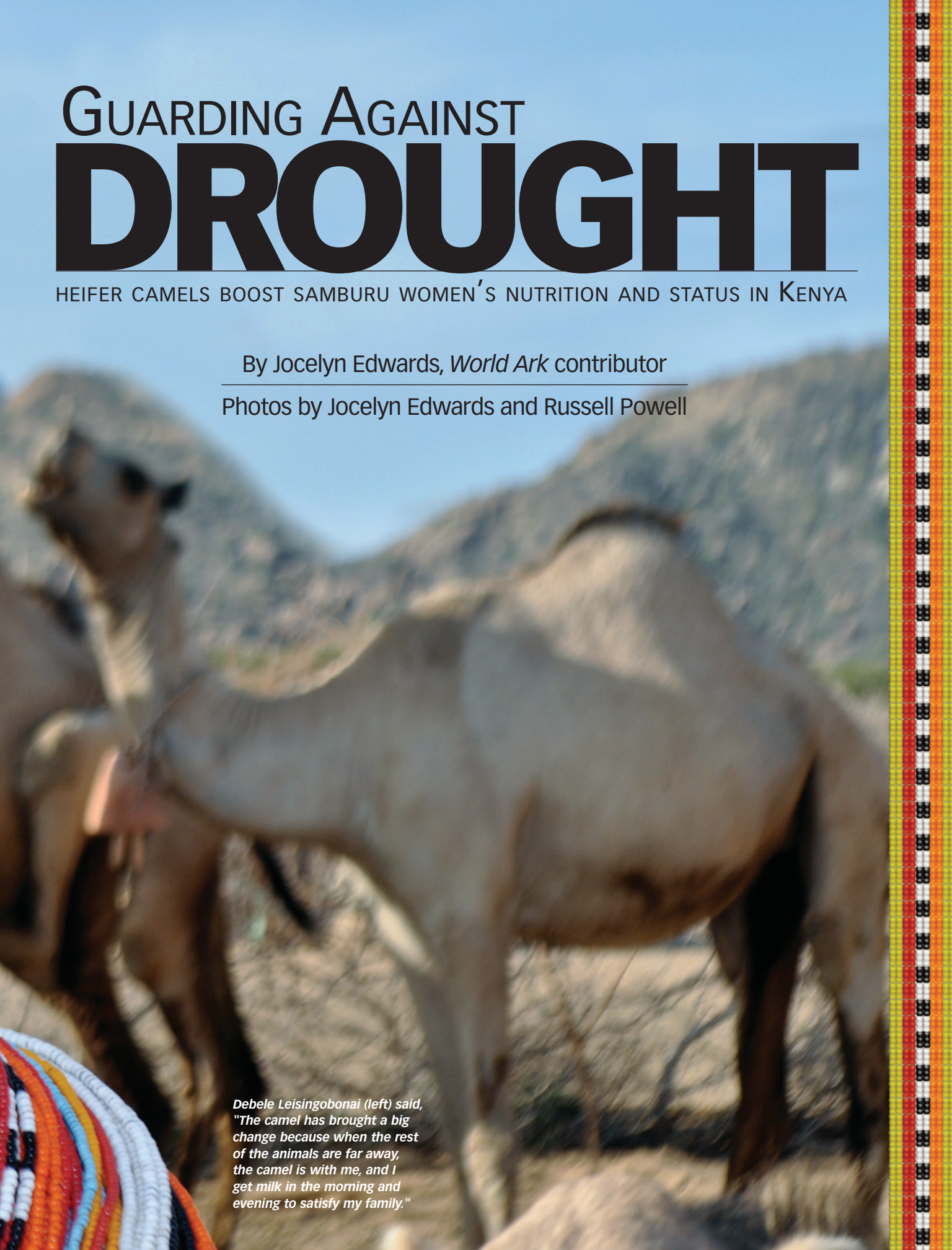


GUARDING AGAINST DROUGHT

HEIFER CAMELS BOOST SAMBURU WOMEN'S NUTRITION AND STATUS IN KENYA

By Jocelyn Edwards, *World Ark* contributor

Photos by Jocelyn Edwards and Russell Powell



Debele Leisingobonai (left) said, "The camel has brought a big change because when the rest of the animals are far away, the camel is with me, and I get milk in the morning and evening to satisfy my family."



Kisewa Leibale (right) and his sister Ntilaria herd the family camel near their home in Ngrunit, Kenya. The camels provide milk for the children year round, even through the dry season.



A villager walks past an empty well near the village of Ngrunit, Kenya. For an audio interview about how Heifer's camel project in the area helps farmers cope with the drought, go to www.heifer.org/worldark.

SAMBURU, KENYA—

Marasae Lenthe stands by watching as her camel nuzzles its big-eyed, gangly-limbed calf. The feeling she gets seeing the mother camel is a good one.

“It’s very beautiful when it’s standing in front of the house,” she said. “You can’t even feel hungry when you see it. Before (the camel), my calabashes were dry. But now they are wet with the milk that I’m getting from my camel.”

The Samburu Camel Project supports the pastoralist way of life in Kenya by reducing the vulnerability of women like Lenthe during the dry season. For years, women, children and the elderly in Samburu would suffer when men would migrate with their cattle and goats in search of water and pasture. But the Heifer camels offer the women of this semi-nomadic community a drought-resistant source of food and income during lean times.

In a dry riverbed near the Samburu village of Ngrunit, men sing to keep the rhythm as they work in teams to draw buckets of water from stone wells. But during the dry season, these “singing wells” run dry and go silent. Men are often forced to travel more than 60 miles to find water for their herds.



Laura Lemunyete is the manager of PEAR (Participatory Education, Awareness and Resources) Innovations, Heifer's implementing partner for the camel project. "Once the animals left, the women and children were becoming malnourished. They didn't have food; they were becoming dependent on relief food," she said.

But camels, which can go up to 12 days without water and live off the trees in the area, can remain at home when the herds are in the field.

"The women decided that camels would be perfect for them to have at their houses during the dry season because even at the most dry times camels produce milk once they have given birth," Lemunyete said. "It's made a huge difference. It's amazing what one camel can do for a family."

Since the project was set up in 1999, 531 camels have been provided to women in the Samburu region.

One of those women is Debele Leisingobanai, the chairwoman of the Meingati Women's Group, a cooperative of women with camels in the community of Lebandera. It's early morning in the tiny village and the cows and goats are going to the field, their wooden bells making a clop-clop sound as they move. Leisingobanai



Camels wait for villagers to gather water from a well near Ngrunit, Kenya. The animals provide protein-rich milk and serve as a bank account for pastoralists in the dry season.



stands in a small *kraal* fenced in thorns alongside her camel.

“The camel has brought a big change because when the rest of the animals are far away, the camel is with me, and I get milk in the morning and evening to satisfy my family,” said Leisingobanai, age 40. “It ended the problem of hunger that I had before.”

Camels also act as a stash of emergency cash for women during the dry season. A herd of animals serves as a pastoralist’s bank account; when there is an emergency, the family will sell a goat or cow to raise money. But when the herds migrate, women are left without access to their family’s capital.

Selling camel milk provides the women with an income of their own. Samson Lebitiling, chief of the village of Ngrunit, said he has seen the women’s ability to provide for their families increase exponentially after receiving the ungulates.

“It assists the children to get school fees,” he says. “If someone is sick, (the women) will sell a camel and take the patient to the health center.”

Working with the Kenya Agricultural Research Institute, women from the project have also made dried meat, cheese and other milk-based products.

And as an added benefit, camel ownership has helped to increase the status of women in this community.

“Before, the cows and the goats were owned by my husband; all the ownership belonged to him,” Leisingobanai said. “But now since I have got a camel, we own all the animals together. I just thank God and the people who gave me this camel.” ■

Camels (above left) are herded to forage for food near Ngrunit. Nkumi Leibale (posing above center) feeds fodder to one of her camels (below).



EXCLUSIVE CONTENT

Download the *World Ark* tablet app, Holiday 2013 issue, for Jocelyn Edwards’ story on the Karamojong pastoralists in Uganda, whose animals were seized as part of a government resettlement project.



Lmasilian Lolpusike, age 16, (in green) fends off a dust devil in the drought-scarred land near the Ngrunit village well. (Left) Three sisters, Shanap Leungat, Nameni Lekoshere and Mpaari Lemungat are responsible for herding and caring for the family camels after their mother's death.



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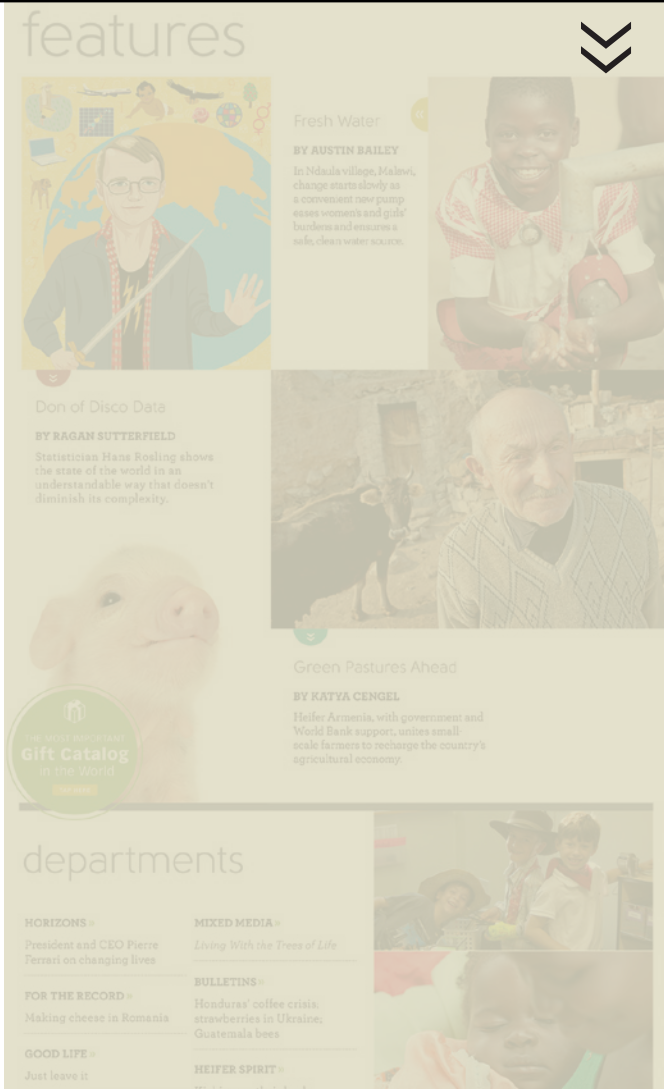
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Cover by Russell Powell: Ellis Chimbala from Zambia.

Images and stories in this catalog represent the work of Heifer International since 2000.



Dear Friend and Partner,

Thank you for supporting Heifer International so generously. And although we've made tremendous strides this year, we cannot overlook the life and death situation still facing the world's poorest people right now.

That's why I hope you will continue supporting Heifer's projects around the world—and share your passion with the important people in your life this holiday season—by giving the alternative gifts you'll find in this 2013 edition of The Most Important Gift Catalog in the World.

With dozens of great gift ideas, you'll find that there is something for everyone. But what each of these Heifer gifts have in common is that they provide a family in need with the dignity of feeding themselves ... the means to pay for clothing ... an education ... doctors' visits ... and decent shelter.

In other words, giving a Heifer gift animal is like giving a small business. And small businesses can lead to very big changes.

That's why gifts from Heifer are such a meaningful way to show those near and dear to your heart just how much you care.

With warm wishes and friendship,

Handwritten signature of Pierre U. Ferrari

Pierre U. Ferrari
President and CEO

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Take part in a growing holiday tradition by giving gifts that help those in need.

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Instead of material gifts, choose gifts from this catalog to honor your friends, family or business associates —gifts that help struggling families lift themselves out of poverty.

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3

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For each gift of \$10 or more, you may request an Honor Card for your family and/or friends. You have three options:

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Option 3: You can print and send or email your own Honor Cards to your family and/or friends at any time. Visit www.heifer.org/worlddark/catalog for online options.

SHIPPING OPTIONS

Honor Card orders postmarked by December 11 will deliver by December 24. Missed the deadline? For a fee, expedited shipping is available calling us at 877.4HUNGER (877.448.6437).



Milk Menagerie \$1,000

Share of a Milk
Menagerie: \$100

The gift of a Milk Menagerie represents a quality-breed heifer, two goats and a water buffalo—four milk-producing animals that provide hardworking families with the start-up capital to provide a better life for their children.

With training for recipient families, each animal in the Menagerie will produce gallon after gallon of wonderful, life-sustaining milk that can be sold or turned into cheese and yogurt for additional income.

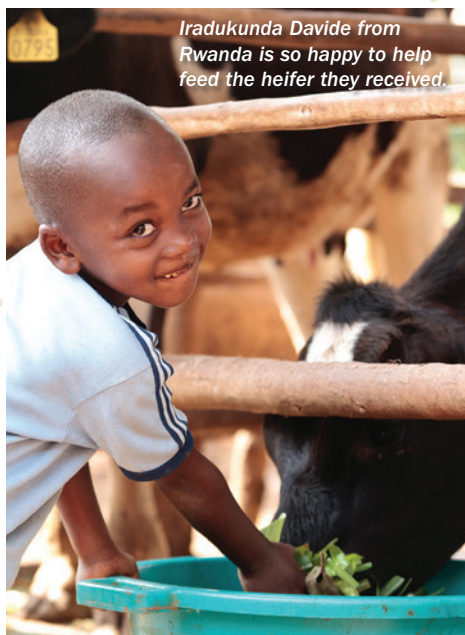
Plus, each animal's offspring will multiply your impact even further through Passing on the Gift.



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

Gift of a
Heifer
\$500

Share of a
Heifer \$50



Iradukunda Davide from Rwanda is so happy to help feed the heifer they received.

There are so many wonderful reasons to give a heifer and training in its care this holiday season.

It will provide the daily milk to nurse a malnourished child back to health. It will provide income from milk sales that parents can use for food, clothes, school and medicine. And it will impact entire communities as one family after another fulfills its promise to Pass on the Gift of offspring.

Plus, it will feel so good to show someone special just how much you care by giving them the gift of a heifer this holiday season.



Gift of
a Goat
\$120

Share of a
Goat \$10

Tanazios Manuel Tobias from Malawi has so many reasons to smile ever since his family received a goat from a Heifer supporter.

The Life-Changing Gifts of **GOATS**

It's not hard to see why Heifer is distributing goats and training in their care to so many families around the world.

A good dairy goat can provide up to a gallon of rich, nutritious milk each day—providing income and improving daily nutrition.

Plus, families can use goat manure to fertilize their fields and boost their harvests.

With so many life-changing benefits, it's easy to understand why the gift of goats from Heifer International will be at the top of so many holiday wish lists this year.

Gifts of **SHEEP** are a Shear Delight

**Gift of
a Sheep
\$120**

**Share of a
Sheep \$10**



Maria Francisca Lopez (left) and Isabel Lopez Garcia (right) from Guatemala are proud of the sheep they received from generous Heifer supporters.

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

Sheep not only provide families with high-quality wool, but their milk is also wonderfully rich and nutritious. Plus, because of Passing on the Gift, your impact will grow and grow. That's why giving the gift of sheep is such a meaningful way to celebrate the holiday season.

Joy to the World Gift Basket \$1,500

**Share of Joy to the
World Gift Basket: \$150**

The Joy to the World Gift Basket includes two sheep, four goats, one heifer and two llamas.

- Soft wool, woven into a blanket to keep a baby girl warm.
- Rich, sweet milk; the first a little boy has ever tasted.
- Fertilizer for improving farms.
- And stable income 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.

It's the gift of Joy to the World.

The Rewards of **RABBITS**

Giving the gift of rabbits from Heifer International is fast becoming a holiday favorite.

Rabbits are easy to raise and their manure can be applied directly to gardens without composting so they begin making an impact the day they arrive.

And because rabbits have so many offspring, the impact of your gift of rabbits quickly spreads as families Pass on the Gift.



Enithe Luxius from Haiti is counting on her Heifer rabbits to help her family recover from a devastating flood that wiped out all their livestock.

**Trio of
Rabbits
\$60**

**Share of
Rabbits
\$10**

Flock of Hope \$60

A Flock of Hope from Heifer International may include chicks, ducks and/or goslings that will grow and give “by the dozen” as nutritious eggs are gathered each day.

- 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.

A Flock of Hope is a remarkable gift that doesn't take a “nest egg” to give this holiday season ... it just takes someone like you!

The Gift of **CHICKS** Brings Cheers



The eggs from their Heifer chickens made an immediate impact on Rebeca's family in Nicaragua. Her grandmother explains, “If we sold eggs we could buy a pound of rice, beans or oil for cooking.”

**Flock of Chicks
\$20**

The gift of chicks from Heifer International will help provide a family in need with a starter flock of 10 to 50 chicks and training in their care.

Every egg is another precious gift for a hungry child. Since a good hen can lay more than 200 eggs a year, the gift of chicks is really like giving clothing, medicine, home improvements, drinking wells and school fees.

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

TREES Are One Gift That Really Grows

Trees are such an important part of any small farm.

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 the gift of trees from Heifer is not only a great way to celebrate the holidays with special people in your life, but is also a gift to the entire planet.



The oranges that Elizabeth and Peter Loungu harvest from their trees in Zambia are a cherished source of both nutrition and income.

**Gift of Tree Seedlings
\$60
Share of Tree Seedlings \$10**

Warm Up to the Gifts of **LLAMAS** This Season

Giving the gift of a llama and training in its care offers a most unique way to celebrate the holidays—and one that is sure to be remembered for many years to come.

Heifer International provides llamas and their close cousins, the alpaca, 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. What better way to share your warmest holiday wishes with those you love!



Jacinta Quispe from Bolivia uses wool from the llamas that she received from Heifer donors to make yarn.

Gift of a Llama \$150

Share of a Llama \$20

Knitter's Gift Basket \$480

Share of a Knitter's Basket: \$48

Over the years, mom has knitted everything from warm wool sweaters to stylish mittens and scarves. But now you'd like to give her something just as meaningful in return.

Our Knitter's Basket is just what you've been looking for!

It includes four of our fuzzy friends that provide families with ample wool and endless opportunities to build a better life: a llama, an alpaca, a sheep and an angora rabbit.

Sweeten the Holidays with **HONEYBEES**

May we suggest surprising your friends, family and co-workers with the latest holiday buzz: the gift of honeybees to help needy families around the world.

Your gift of honeybees will help Heifer provide a family with a package of bees, the box and hive, plus training in beekeeping.

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.

That's why the gift of honeybees from Heifer will make your holiday season even sweeter.

Gift of Honeybees \$30



Jose Deras from Honduras among the beehives that are providing a dependable income.

Stoves for a Village \$1,000

Gift of a Biogas Stove: \$50

For most families in the places where Heifer works, gathering firewood often leads to soil depletion and deforestation. Smoke inhalation in poorly ventilated homes often leads to chronic respiratory and eye diseases.

But a biogas stove runs off methane gas captured from animal waste. They burn cleanly, reliably, efficiently and are healthier for both people and our planet.



Gift of a **WATER BUFFALO**



Shonavan Khatun from Bangladesh is so grateful for the water buffalo and for donors like you for believing in her.

Gift of a Water Buffalo \$250
Share of a Water Buffalo \$25

The gift of a water buffalo is one gift that is sure to make a big splash this holiday season. Prized around the world, a farmer can plant four times more rice with a water buffalo than by hand—generating income to use for clothing, medicine, school and home improvements.

Plus, a water buffalo also provides rich, nutritious milk for families to drink, sell or make into cheese. That's why these gentle giants are always among Heifer's most popular holiday gifts!

PIGS Make the Perfect Presents

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 gift of a pig has the power to uplift entire communities. That's why pigs are a barnyard favorite of farmers worldwide—and an especially popular way to give a gift that will add meaning to the holiday season.

Gift of a Pig \$120
Share of a Pig \$10



Like so many children in Cambodia, Phen Leak Khena now has a chance to achieve her potential thanks to the gift of pigs from Heifer supporters.

Opportunity **FLOCKS**

**Flock of
Ducks and
Geese
\$20**



Pham Thi Nguyen has turned the gift of ducks into a future for her family.

For millions of children around the world, it is duck and goose eggs—not chicken eggs—that form the cornerstone of a healthy diet. By regularly selling eggs and offspring, families can generate the steady income they need to purchase food, clothes, medicine and pay for school fees. That's why we hope these fine feathered friends will always be at the very top of your gift-giving lists.

Hope Basket \$50

What can be more hopeful to a struggling farmer than a gift of fast-multiplying livestock?

The Hope Basket, with chickens and rabbits, offers just that to Heifer's project partners. Rabbits are easy to care for and reproduce quickly, allowing their owners to sell the offspring for extra income once they've fulfilled Heifer's Passing on the Gift promise. Chickens lay eggs and provide manure for vegetable gardens. This gift of hope goes on and on, lasting much longer and helping more families than the usual gift basket ever could.

FISHING for a Gift?

With well-stocked ponds of fingerlings and training in fish-farming techniques, families can quickly increase their daily nutrition 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. So celebrate the holidays with the gift of fish from Heifer and give new meaning to the old saying, "Teach a man to fish and he will eat for a lifetime."

**3 Schools
of Fish
\$300**
**Share of Fish
\$30**



Fish farming is helping Nguyen Van Cuong and families across Vietnam lift themselves out of poverty.



Nkumi Leibale feeds the family camel in Ngrunit, Kenya.

Gift of CAMELS

In parts of the world too dry for other livestock, Heifer is providing families with camels and training in their care. Camels not only provide transportation, but they also produce milk that families can drink or sell—a tremendous asset for families living in harsh and unpredictable regions.

**Gift of
a Camel
\$850**
**Share of a
Camel \$85**

Irrigation Pumps \$150

In the impoverished communities where Heifer works, many of the homes lack running water and some families do not have a well nearby. Instead, they must spend each day carrying water. This is often a chore left to the children—especially girls—leaving no time for school. But this is one burden we can easily lift by helping families and communities install irrigation pumps.



Changing the World TWO BY TWO

The Heifer 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 livestock 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.



**Gift Ark
\$5,000**

The Heifer Gift Ark is an opportunity for you, or a great challenge for your company, civic group, club or congregation. To find out more about giving a gift to Heifer International during this holiday season, please call 877.4HUNGER (877.448.6437).

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 18.5 million families directly and indirectly since 1944—more than 94.5 million men, women and children. In 2012, 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.

Gift of Clean WATER

**Clean
Water
\$300**

Millions of people around the world still lack access to clean drinking water. Heifer helps many families install water pumps so women and children don't have to spend precious time during the work or school day walking for water. Trainings also help farmers practice water conservation and use organic fertilizers and contour planting. Give the gift of life by selecting a present of clean water this season.



Alex Weboya, age 2, gathers water from a holding tank in Wankoea village, Uganda.

The Gift of **WOMEN'S EMPOWERMENT**

In the poorest parts of the world, where much of Heifer's work takes place, women are responsible for producing 70 to 80 percent of the food. Yet they own less than two percent of the land.

No solution to hunger can be achieved without unleashing the potential of the world's women. That is why Heifer International works to empower women around the world to overcome this burden of discrimination.

Your gift of Women's Empowerment will help women who have few resources and little self-esteem bring new energy, ideas, jobs and change to their families and their communities. Your gift provides Heifer training and assistance so that mothers will be able to work and become self-sufficient. They will be able to afford to send their children to school, pay medical bills and lift themselves out of hunger and poverty.



Maria Capiano is empowered to give her sons Klint and Kyle (right) the future they deserve thanks to the cow she received from Heifer supporters like you.

Gift of Women's Empowerment
\$10,000

Share of Women's Empowerment
\$100

Send a Girl to School \$275

No solution to hunger and poverty can take root unless we engage and empower women.

Girls often suffer the most from gender discrimination, and when the resources are limited, they are the ones denied the opportunity to go to school in favor of their brothers, limiting their life options.

This gift provides a family with training and livestock so they can earn the income needed to pay for their daughter's school fees and supplies.



Nepal Goats: **TWICE THE IMPACT**

This holiday season you can double the impact of your gift to a Heifer International project in Nepal that will help poor farmers through gifts of livestock and training. A group of generous donors has donated \$3 million and our challenge is to raise an additional \$3 million needed to help fund this project. We urgently need your support to help us match their donation.

This project focuses on empowering women through livestock ownership and small business development to ensure they have a voice. With your help, women who are now facing extreme gender discrimination will be trained to transform themselves into powerful small-scale farmers and businesswomen.

Act now to double the impact of your gift. Your \$120 will provide not one goat along with resources and training, but two. OR—if you have the means to give goats to an entire village for \$15,000—125 goats will become 250 goats!

Our goal through this fundraising effort is to match the \$3 million raised by our generous supporters this year for our Nepal projects.



Sunita (right) and her mother, Nani Maiya Lama rejoice in the improved income they earn through the family goat business.

DOUBLE YOUR GIFT!

Goats for a Village
\$15,000
Gift of a Goat
\$120

ADVANCE



Women in Fattepur village, Nepal, raise such healthy and high-producing goats that the goat kids are often booked for sale in advance for top market prices.



GOING

Goat by Goat

Women in three villages in Nepal show how a new, large-scale Heifer program helps families from Point A (poverty) to Point B (improved income and nutrition) to Point C, (sustainable income and entrepreneurship) through better goat breeding, care and market savvy.

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

Photos by **Geoff Oliver Bugbee**



Amrita Saru hauls water to her village at the top of the mountain for her family and animals. She makes the grueling three-hour round-trip twice a day. Saru is the president of a women's group that just started Heifer International training to improve goat production.

POINT A

SEEING BEYOND A LIFE OF STRUGGLE

CHULIDANDA VILLAGE, NEPAL—Every morning, Amrita Saru sets off at 4 a.m. down the mountain to get water. Moonlight and the occasional bobbing flashlight ahead guide her as she joins other women from her village on the rocky and leaf-strewn path.

The way back up is steep and grueling. It takes her three hours round-trip. The climb is more than 5,000 feet in altitude through the forest, past the grazing goats and terraced fields of the neighboring villages, to their homes at the very top.

“When we return, the day has just started, and we are



already very tired,” Saru said. In the evening, the women make the trip again. They do this every day, twice a day. There are no holidays, sick days or breaks from their work.

Saru and her fellow villagers cling to a difficult life at 10,500 feet, more than a mile above the valley. Chulidanda is the most remote village in the Kunathari Village Development Committee; no roads or vehicles reach their homes. The women’s group here, of which Saru was recently elected president, is one of the newest to sign on to the Smallholders in Livestock Value Chain program in Nepal, a \$23.8 million program to help more than 138,000 families produce their own quality goat meat and milk.

The women gather in late morning under a tree in their mountaintop village to learn more about the Heifer trainings. Six-year-old Shanti Kumal dances about in front of the women holding a dusty water bottle atop her head. Older men line up at the back, grumbling with the strange talk of new practices to raise goats, which their families have been doing for centuries. There are 25 members in the original women’s group. They will start training in two months.

A number of Untouchables live here, people part of a traditional caste system that has mostly excluded them from interacting with others, getting an education or owning a business. Agriculture is the primary income source. Yet because of the hilly terrain and lack of irrigation that limits agricultural production, villagers can only grow enough to eat two to four months out of the year.

"NOW I KNOW THAT WE CAN DO BETTER."

—AMRITA SARU

Saru and her neighbors grow some lentils and mustard. The area has good potential for growing goat fodder and is lush with wildflowers that are beneficial for raising bees. Otherwise, villagers live off what is sent back from those working abroad; most of the men go to India to earn money as laborers.

Goats are the preferred livestock in the village, though some also raise free-range poultry.

"They have been raising goats forever," said Neena Joshi, Heifer Nepal senior program manager. "But they are still extremely poor. This is because there are systematic and behavioral problems in the way the value chain operates now. Farmers do not get a fair share of profit, traders do.

"Our program will change conditions—not just in one village but in the entire country—to improve the production and productivity of animals as well as farmers' access to markets and fair prices for their goats."

Saru has 19 goats, but disease and deaths limit her income from them. Another woman in the group, Jagat Kumari Bohara, said 10 of her goat kids died last year of a cyst-related illness. No one in the group remembers a goat giving birth to twins, let alone triplets.

Man Bahadur Nepali, a Heifer community facilitator who grew up in the village, asked the women about their

goats. Many of the women have breeding bucks from the same mothers. None of the women have ever given their goats vaccinations or had access to veterinary care.

Saru sells eight or nine goats a year to traders who come to the village to buy them. They don't have a tradition or culture of weighing the goats, she said. They take whatever the trader offers with no process to ensure fairness. Saru estimates she makes about \$314 a year selling goats.

"Our labor counts for little," she said.

After learning more about how new practices can improve goat breeding, nutrition and eventually profits, Saru said she and the women in her group are open to changing the way they raise goats. She looks forward to Heifer bringing in new breeding bucks to the village and introducing the option to work in cooperation with women in other villages.

"I started out raising goats thinking it would make money," Saru said. "It's been some help, but now I know that we can do better."



AMRITA SARU'S INCOME POTENTIAL:

Current: \$314 a year

Goal: More than current



Amrita Saru sits with her husband, Kaman Singh Saru, and daughter Susmita, age 3, outside their home. Kaman works in India much of the year. They also have a 10-year-old son, Deependra.

“WE LEARNED THAT EATING THE SAME GRASS OVER AND OVER WASN’T THE BEST FOR THE GOATS, THAT WE NEED TO DIVERSIFY FOR THE BEST RESULTS.”

—JAGAT LIMBU

POINT
B

GROWING THE SEEDS OF PROGRESS

DAMARE VILLAGE, NEPAL—From her garden, Jagat Limbu can see the top of the mountain where Amrita Saru lives.

Limbu watered a few delicate *kimbu*—or mulberry—saplings along a row by hand. She will plant them in berms in the rainy season for fodder for her goats. It was just a few years ago that she and her fellow group members were just getting started, their families living in temporary shelters in what was once an illegal settlement.

In 2010, after a year of training, Limbu received her first goats through a Heifer project to the Chetana Women’s Group. This week was a good one to show how far she has come.

“The day before yesterday I had 25 goats,” Limbu said. “I sold 18 of them yesterday for 80,000 rupees (about \$890) profit.”

She reinvests most of her income from goats into her poultry and vegetable operations. She learned the improved technique for fodder and forage management, how to prepare seed beds, how much water to use and what plants to grow, from the Heifer training.

“We used to not plant fodder at all,” Limbu said. “There’s grass all over the forest. But we learned that improved fodder provides nutrition, including vitamins and minerals. We learned that eating the same grass over and over wasn’t the best for the goats, that we need to diversify for the best results.”

She and her fellow group members are working toward selling their goats collectively and directly to buyers, cutting out the traders. They have just registered their Safalta Social Entrepreneurs Women’s Cooperative Limited. The cooperative has 200 members from 10 groups involved in older Heifer projects.

Bhim Bastola, project coordinator for local partner Sundar Nepal, said, “We’re planning to build a collection center here for this cluster. People will all bring in goats and sell them here. There will be a smaller collection center up in the hills.



Jagat Limbu (above) works on her nursery for goat fodder in Damare village. Sita Gautam (at left) is the treasurer-secretary of the Chetana Women’s Group in Damare village. Her daughter Durga, age 7, helps herd the goats.

2012 — 2016
5 year project

A KID CAN CHANGE NEPAL

Budget
\$23.8 M

Local investment
from government, private sector
& local partners
\$4.7 M

Smallholders in Livestock Value Chain program

Goals (in 5 years)

 **3,840**
HEIFER SELF-HELP GROUPS

 **185**
COOPERATIVES ACROSS THE COUNTRY

 **138,000**
FAMILIES ASSISTED

 **\$2,100**
INCOME TARGET PER FAMILY
200,000 Nepalese rupees /year

70
PROJECT SITES

Import substitution

 **30%**
GOAT MEAT

 **10%**
MILK

 **50%**
GOAT PRODUCTIVITY INCREASE

How We'll Get There

FOCUS ON TECHNOLOGY

Improved animal management through better



HOUSING



NUTRITION



VETERINARY CARE



BREEDING

OUTCOME



Productivity per animal



Cost of raising goats

ENTERPRISE DEVELOPMENT

Create a formal market structure of small-scale Heifer farmers through

185

COOPERATIVES



10-20 SELF-HELP GROUPS

OUTCOME



Share of profit for farmers



Investment from financial institutions

MARKETING MANAGEMENT & CONSUMER AWARENESS

Create a values-based business plan



FOCUS ON & DEMONSTRATE QUALITY

in collaboration with

PUBLIC SECTOR



PRIVATE SECTOR

to develop market infrastructure with Heifer farmers at the heart of it

OUTCOME



Harmony with market forces for sustainability



Sita Gautam poses with daughter Durga, age 7, and son Kamal, age 10, and one of the family's goats.

“These women will play a critical role in understanding the market. That knowledge will be transferred to farmers up on the hill [in Chulidanda].”

Sita Gautam, Chetana Women’s Group secretary-treasurer, said that before the training, people tied the goats outside and didn’t build sheds for them. They also didn’t know to clean under the animals and placed their fodder on the ground, so “all kinds of bacteria and sickness developed.”

In addition to the training in care and nutrition, they now can summon a Heifer-trained animal health worker to check on the goats if they are moving slowly or not eating well.

“That’s the practice now,” Gautam said. “We have seen a decrease in goat deaths.”

Gautam has 15 goats, seven of them nanny goats, and

has earned more than \$900 from selling the animals in the last two years.

She plans to grow her herd to 15 nanny goats and predicts she will soon make about \$2,090 a year. That increase in income will also allow her to send son Kamal, now age 10, and daughter Durga, age 7, to boarding school when they start fifth grade.

“It will require an extensive increase in fodder,” she said. Gautam is working ahead on that dream with an in-depth understanding of goat production and markets that those before her did not have, planting more fodder every year to grow her business.



SITA GAUTAM’S INCOME POTENTIAL:

Current: \$450 to \$500 a year

Goal: \$2,090 a year _____

"I'VE BEEN BLESSED WITH GOOD GOATS AND THE MAGIC TOUCH FOR RAISING THEM."

—DHAN KUMARI AIRI

POINT C

THE 'MAGIC TOUCH' OF SELF-RELIANCE

FATTEPUR, NEPAL—Dhan Kumari Airi is in her groove. She and the other 87 members of the New Creative Social Entrepreneurs Women's Cooperative Limited are hosting their third goat bazaar since the cooperative formed in 2008, selling directly to buyers.

These farmers are already having great success cross-breeding local Khari goats with a larger Indian breed. Heifer promotes the crossbreeds that have the resilience and adaptability of local breeds and the improved productivity of the exotic ones.

Airi's experience shows the model works. Her first two goats had two births a year, triplets every time. She raised 12 kids from those first two.

"Even with just two goats, you can get really impressive outcomes just by taking care with nutrition, breeding and management," Airi said. "We're not doing anything drastic, we're just making small improvements that add up."

Her goats continue to be so healthy and productive that the ones she raises are pre-booked for sale. She makes about \$1,047 a year.

"I've been blessed with good goats and the magic touch for raising them," Airi said. She credits use of a variety of improved fodder, mineral blocks and regular de-worming treatments with much of her success. She gives the goats water three times a day in the summer and twice a day in winter. She heats up the water on the stove for them in winter so it's not cold, which can make them sick.

The New Creative cooperative has sold 1,500 goats in three bazaars. "Before, the traders did not give us a per-kilo price or even weigh them, just gave them a set amount for each goat by eye, so we never knew if we were getting a fair price," Airi said.

Now farmers learn not to accept those deals and to request that the goats be weighed and the per-kilo price be stated up front.

On this day, they're selling 75 to a longtime Heifer partner, the Multiple Service Center (MSC). Prabhat Thakuri, MSC executive director, says that he wants to buy the goats to start new projects with quality animals.



Dhan Kumari Airi has a talent for raising goats. Most of her nanny goats have triplets every time they give birth. She's found that making even small improvements in care and feeding can add up to impressive results.



Dhan Kumari Airi loads one of her goats to be weighed on sale day. Opposite the goat stall is a platform that is stacked with rocks to determine the weight of the goat and therefore its cost to the buyer, in this case Prabhat Thakuri (center). Thakuri plans to place the goats with new project communities supported by the Multiple Service Center, a longtime Heifer partner.

“These goats are genetically superior and have high productivity,” Thakuri said. “They are the ideal placement animals for our new project communities. Also, we established and supported these [women’s] groups, and we want to benefit them economically by becoming a consumer and client for them.”

Airi plans to buy more land and increase her production with 30 to 35 nanny goats for a yearly income of about \$5,235 a year. Her husband is working in

Malaysia as a laborer, but when he returns she plans to keep him by her side.

“I believe having his help in expanding our family goat farm will be enough income for the family to live well,” she said. ■



DHAN KUMARI AIRI’S INCOME POTENTIAL:

Current: \$1,047 a year

Goal: \$5,235 a year



GET YOUR GOAT FOR NEPAL

Turn to page 39 in this issue to send a hardy goat to help women’s groups working hard to become self-reliant.

Because They Are There, So Is Heifer

CHULIDANDA, NEPAL— We started out the day in Surkhet, Nepal, at 6 a.m., imagining the headlines that might result from the day's task. It was an uphill climb of nearly 5,000 feet, on steep and arguably treacherous footpaths Nepalis take daily, to one of the most remote soon-to-be Heifer goat projects in the forest in the western region of Nepal.

"We" included Puja Singh and Chandra Acharya of Heifer Nepal staff, photographer Geoff Oliver Bugbee, myself from *World Ark* and Bhim Bastola of partner Sundar Nepal, who led the way so we wouldn't get lost. He literally ran circles around us, loudly singing Nepali travel songs to get us moving after frequent rest stops.

"*World Ark* team meets tiger" was one headline option we entertained as we left the car behind, picked up walking sticks and headed into dense forest. Heifer Nepal staff in this region reported seeing wild tigers not that long ago. Yet as we began to climb what Puja lovingly dubbed "goat mountain," a different theme emerged.



Heifer staff members (from left) Puja Singh, Donna Stokes and Chandra Acharya hike "goat mountain."

In Nepal in mid-April, scores of expeditions arrive in Kathmandu to begin their Mount Everest summit attempts, many for no other reason than climber George Mallory's infamous one—"because it's there." But our group was climbing because "they were there," they being the women and men in need who live at the top and will soon begin training for Heifer's goat value-chain project.

The first lesson: In the land of Mount Everest, "goat mountain"

is really just a hill. Even so, it was nearly more than this Zumba-trained, middle-aged American office worker could physically handle.

Chandra, in flip-flops and nursing a bum ankle recently broken in a motorcycle accident, was tasked with leaving no man (or woman) behind and regularly put out a steadying hand to keep me from slipping in the steep sections. I'm proud to say I turned down her every offer to help me carry my small backpack.

In the three and a half hours it took us to climb up to talk with the villagers (not to mention the two hours back down at the end of the day), the women of Chulidanda would have made the whole round trip to fetch water and then knock out several other chores besides.

The view from the top is stunning, the perspective gained in the exercise humbling. Chulidanda women climb the "hill" twice a day, first starting at 4 a.m. using flashlights and the moon to see the rocky path, and then again every evening to haul water for their animals and families. ■

REVIEW

Farmer Talks

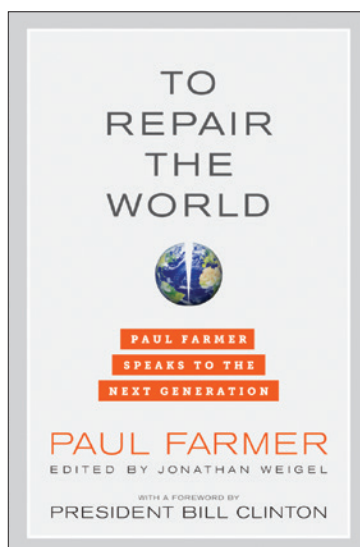
Reviewed by Austin Bailey, *World Ark* senior editor

You'll probably never be as hardcore as Paul Farmer. He knows that, and he's OK with it. But he still wants to talk to you, and I'm pretty sure he'll convince you to join his team.

Globetrotting physician to the poor and tireless champion of health care as a human right, Farmer makes a fine captain. Deceptively humble and slight of frame, he's proven his superhuman strength and endurance by developing and implementing innovative ways to deliver high-quality care to the poor on four continents.

In *To Repair the World: Paul Farmer Speaks to the Next Generation*, the good doctor shares a collection of speeches he's made over the past two decades at commencements, awards ceremonies and conferences. Yes, they're technically speeches, but you won't be nodding off or checking your watch as you page through. Conversational, smart, persuasive and goofy, these talks will keep your attention.

An anthropologist and physician by training, Farmer is also a fantastic writer. Perhaps it's because he's had loads of practice, with an armful of books already in print. Plus, isn't it always the story that the quirkiest writer's history, the more colorful his prose? Farmer himself has a most unconventional background. One of six siblings, he spent a large chunk of his childhood living in a converted school bus with his entire family. During his years at Harvard Medical School, he was a notorious no-show, materializing in the



To Repair the World: Paul Farmer Speaks to the Next Generation

By Paul Farmer, edited by Jonathan Weigel

University of California Press, 2013
Hardcover, 294 pages; \$26.95

classroom only at exam time. The rest of the semester he was in Haiti, setting up a clinic that would become the flagship of the international NGO he helped found.

Now 25 years old, Partners in Health is the NGO Farmer co-founded that has grown to operate not only in Haiti, but also in Rwanda, Lesotho, Malawi, Russia, Peru, Mexico, the United States, Kazakhstan and the Dominican Republic. The organization and its founders share the same vision: to reject a system that delivers health care only to those who can pay for it, and to deliver top-of-the-line care to the poor.

Having met Farmer at the opening of Heifer Village at Heifer International's Little Rock headquarters in 2008, the earnest and intimate tone of the speeches

in this collection was familiar. He has a knack for making people feel like he's talking directly to them, and that knack comes through nearly as well in his written words as it does in person.

Armed with facts, wit and heart, Farmer coolly and sure-handedly decimates the naysayers who claim treating the sick and poor isn't cost-effective. During his 2001 commencement speech at Brown Medical School, Farmer politely but brazenly said it straight: "arguing that treatment is not cost-effective is largely a means of ending unwelcome conversations about the destitute sick."

He doesn't leave out the facts and statistics, but they're easily overpowered by the many poignant personal stories

he shares. Those stories extricate the destitute sick from a morass of gloomy numbers, showing them to be people we can relate to and care about. This is a hard thing to do, but Farmer does it with grace.

Take John, for instance, a patient in Rwanda whose AIDS and tuberculosis rendered him weak and emaciated. Farmer shares the story of his treatment and recovery, which left him far harder. "He and I joked that he changed from looking like Skeletor to looking like someone who needed Lipitor," Farmer said, making John instantly relatable to us despite distance and circumstances.

Farmer is also an ace at mixing high-minded references to medical minutiae and Greek philosophers with pop culture, ensuring his serious message doesn't come across as too heavy handed. It takes superb mental dexterity to cite both Nobel Prize-winning poet Seamus Heaney and the stoner comedy *Harold and Kumar Go to White Castle* in one speech, which Farmer did at Princeton's commencement in 2008. President Bill Clinton provides the foreword to this new book, adding some celebrity sparkle to Farmer's bench of champions for equity in health care.

To Repair the World is a good book for people already on the team and anyone else looking for a path to justice. ■

NEW AND NOTEWORTHY

The Eat-A-Bug Cookbook Revised: 40 Ways to Cook Crickets, Grasshoppers, Ants, Water Bugs, Spiders, Centipedes, and their Kin

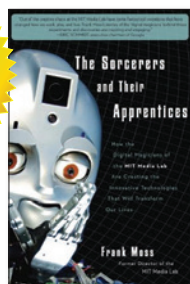
By David George Gordon

New recipes, plus advice on where to order bugs or harvest your own.

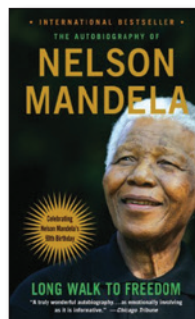


The Sorcerers and Their Apprentices: How the Digital Magicians of the MIT Media Lab Are Creating the Innovative Technologies That Will Transform Our Lives

By Frank Moss



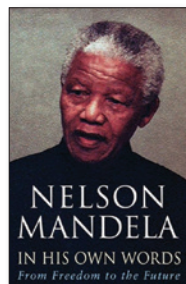
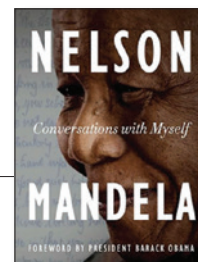
FIVE FAVORITES ON NELSON MANDELA



Long Walk to Freedom: The Autobiography of Nelson Mandela

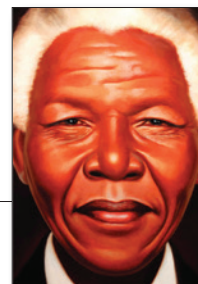
By Peter J. Hotez

Conversations with Myself
By Nelson Mandela



Nelson Mandela: In His Own Words
By Nelson Mandela

Nelson Mandela (a children's picture book)
By Kadir Nelson



Notes to the Future: Words of Wisdom
By Nelson Mandela and Desmond Tutu



Heifer's Nepal trip included board members and executive staff. Front row (from left) are Bob Bloom, Arlene Withers, Rene Rockwell, Ben Cohen and Norm Doll. Second row (from left) are Susan Grant, Johnson Nkuuhe, Pierre Ferrari, Francine Anthony and Jay Wittmeyer. Third row includes Efrain Diaz Arrivillaga, Cindy Jones-Nyland, Hilary Haddigan and Sandra Godden. Top row (from left) includes Charles Stewart, Mahendra Lohani, Leesa Ferguson, Ardyth Neill, Susan Sanders, Steve Denne and Franklin Ishida.

Nepal Visit Fills Heads, Hearts of Heifer Board Members

Story by Donna Stokes, *World Ark* managing editor

Photos and video by Geoff Oliver Bugbee

Heifer International is proud to have a board of directors who invest their expertise, resources, money and time with passion and commitment to further our mission to end hunger and poverty.

Earlier this year, 12 of the 19 directors took that dedication a giant step further—all the way to Nepal—to see for themselves the transformation Heifer provides small-farm families.

“Being in the field and actually connecting with the people takes our work from being just work of the mind or brain to work of the heart,” said longtime board member Charles Stewart. “It connects those two where we can actually see the impact and results of the work that is

being done by our wonderful staff throughout the world.”

The trip also brought new excitement and perspective to the regular meetings, said Don Hammond, board chair, who didn’t make the trip but shared in the excitement generated from those able to go.

“The board returned from the April meeting in Nepal with a renewed energy for our work and a deep appreciation of the Heifer development model,” Hammond said. First-hand observations in the field reinforced the board’s support of Heifer’s current path to scale up programs to reach even more people in need, he said.

Arlene Falk Withers, vice chair, said she learned just how vital Heifer’s training in the 12 Cornerstones of

One Year Later, Philippines Farmers Still Rebuilding

By Annie Bergman, *World Ark* senior writer

SAYON, Philippines—Nearly a year after Typhoon Bopha ripped through the southern Philippine island of Mindanao, Heifer farmers are still on the path to recovery, a recent report from local Heifer partner HEED Foundation said.

While about 90 percent of project participants rebuilt their homes, the other 10 percent still can't afford to buy the building materials they need. Those families prioritized paying for food and for their children's education above paying for home repairs, HEED's report said.

The area's rice harvests were also significantly lower in April and May after Bopha's floodwaters dumped silt on hundreds of acres of rice fields. Some areas saw a 58 percent decline in harvest, and farmers in neighboring villages are still unable to plant due to the siltation.

Heifer farmers are maintaining their backyard vegetable gardens, however, which provide meals and bring in extra income.

Heifer and HEED continue to help in the recovery process, conducting trainings in Community Managed Disaster Risk Reduction, which teach families how to prepare for and become resilient after future storms.

To help these farmers and others like them who may face unknown future disasters, please give to Heifer's Disaster Rehabilitation Fund by going to www.heifer.org/give/disaster-rehabilitation ■



Self-help group members helped each other rebuild homes after the typhoon.



Board members and Heifer staff (top) walk on paths through crops on their way to Shaktikhor village. Board member Jay Wittmeyer (left) jokes with Nepali children.

Just and Sustainable Development was to the small-scale farmers we serve.

"What was most impactful for me is to see that the work is more about Cornerstones training, which is the foundation for transforming people's self-confidence, than it is about the animals which are critical for financial impact," she said. "But it's really the Cornerstones training that everyone in the villages spoke about being most meaningful to them."

President and CEO Pierre Ferrari agreed the experience was invaluable for board members and executive staff on the trip.

"We saw in real time that our values-based model, combined with the quality production and training to connect to markets, is the way to scale impact and get far more people out of poverty," Ferrari said. "We were also amazed at the incredible work the Nepal staff is doing, innovating in meaningful ways to connect community development and market success." ■

Go to www.heifer.org/worldark for video interviews in Nepal with visiting board members.



Goats are Patrick Rothfuss' favorite of the animals Heifer International provides. He got to spend some time with goats during a visit to Heifer Ranch.

HOW TO GIVE AWAY A CASTLE

Fantasy author Patrick Rothfuss
shares the spoils of success

by Austin Bailey, *World Ark* senior editor

Photos by Russell Powell

"He's a frigging fantasy wizard—GE-NI-OUS!!!!" wrote one fan on Goodreads, a social media site. George R. R. Martin, author of *A Game of Thrones*, wrote in a review that "[Rothfuss' *The Wise Man's Fear*] was worth the wait. I gulped it down in a day, staying up almost to dawn reading, and I am already itching for the next one. He's bloody good, this Rothfuss guy."

But his goat-milking skills are less widely known.

He put those farming skills to use recently when he came to the Heifer Ranch in Perryville, Ark., with a handful of co-workers and fans to learn more about the organization to which he and his readers have donated nearly \$2 million. He maintains his dedication to Heifer even as he crafts *The Doors of Stone*, the much-awaited third and final installment of the *Kingkiller Chronicle*, and tends to his beloved 3-year-old son. Rothfuss also runs

Worldbuilders, the nonprofit he formed to help raise and distribute funds.

Rothfuss became a philanthropist shortly after he published his first book and, armed with a robust checking account for the first time ever, made the epic miscalculation of offering to match a month's worth of his fans' donations to Heifer. "Heifer helps people become self-reliant. As someone who has just recently become self-reliant, I know what a nice feeling that is," he pitched in a blog post.

Rothfuss was surprised, concerned, then ultimately delighted when his community of fans flooded him with \$55,000, forcing him to drain his bank account to meet his promise. It wasn't as devastating as you might guess.

"I'd been poor before, but I'd never been poor for a good reason," he said.



Above, the author shows his son how to milk a goat. At right, Rothfuss works with his team to build a fire during a program at Heifer Ranch that allows participants to experience the challenges people living in poverty must overcome every day.

Giving became a habit, and an expensive one. Raising money, finding sponsors, sending out signed manuscripts and other prizes to donors, opening an online store from which all proceeds would go to charity: All of this takes time and money. Rothfuss had to launch a nonprofit and hire a staff to get it all done.

“I could have built a castle with the money I put into Heifer and Worldbuilders, but you know, what am I going to do with a castle?” he said.

Um, yodel from the parapets? Threaten the neighbors

with catapults? Host lively medieval-style feasts? But never mind that, we’re happy to invest the money in Heifer families worldwide working hard to build their own dreams of success.

We’re also happy to have Rothfuss as a “geek glitterati” ambassador for Heifer’s work. For a writer who dwells in a fantasy world colored by dark threats and epic struggles, Rothfuss is a super upbeat guy. He said Heifer’s approach of helping small-scale farmers achieve their goals resonated with him because of its focus on what is possible,



Rothfuss hones his goat-milking skills.

rather than what is wrong.

A burly, bearded self-proclaimed feminist, the author said he's particularly dedicated to supporting the women Heifer works with around the world.

"Women do two-thirds of the world's work and make 10 percent of the world's wages," he said. "You don't need an advanced maths degree to figure out that that is a crap statistic."

He also likes Heifer's Cornerstone of Passing on the Gift, which obligates every person who receives an animal or other gift from Heifer to pass on a similar gift to others in need. It's a practice he describes in a way only a bestselling fantasy author could. Your gift, he said, "explodes endlessly into the future."

Rothfuss will certainly be setting off plenty more of these endless explosions. Worldbuilders is cranking away, with multiple fundraisers planned and lots of new projects, including the sale of a Heifer-themed 2014 calendar. ■

Find out more about Rothfuss' work with Heifer on his blog, patrickrothfuss.com, and at Worldbuilders.org.



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“ I’ve had the opportunity to learn and to grow and to leave behind shyness and fear. ”

—Silvia Cita Cuellar, president of the Indigenous Agroforestry Association of the Southern Amazon

Mother of four and grandmother of six, Cuellar has always worked hard. She no longer has to take shifts as a field worker or housekeeper, though, because she makes enough money from harvesting, processing and selling cacao. She took literacy classes offered to association members, and now she has the confidence to lead.

Photos by Dave Anderson | Interview by Austin Bailey

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