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SPRING 2014 || HEIFER.ORG



HEIFER INTERNATIONAL'S

70<sup>th</sup>

ANNIVERSARY





READ  
---TO---  
FEED®



# April is Read to Feed Month.

This spring, inspire your students to change the world with Heifer International's Read to Feed program, a reading incentive program designed to encourage global citizenship and raise funds to end hunger and poverty. Join classrooms nationwide in making a difference this April, and your students could earn **FREE** books!

To learn more about Read to Feed month activities and how to receive books for your classroom, visit [www.readtofeed.org/april](http://www.readtofeed.org/april)

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The family of Hermann Deppe welcomes their new heifer in 1950 in Germany.

# Dear Fellow Activists,

**I**t's hard to believe it was 70 years ago that Dan West's vision of giving farming families a dairy cow, instead of a cup of milk, became a reality. He saw the world as his opportunity to serve, and I am honored each day to continue his legacy of service along with you, our supporters.

The world's population 70 years ago was around 2 billion, and global hunger and poverty were on the cusp of being fully recognized. As Dan West ladled cups of milk to poor children during the Spanish Civil War, his thoughts were on ending the poverty of the families in front of him.

Now our planet is home to more than 7 billion people, and we have a greater understanding of the causes, effects and scale of global poverty. Heifer International's model has evolved over time, as well. Now, instead of sending livestock from the United States across the ocean, we locally source project animals. Where our projects once served as few as 30 families at a time, we now work with partners

and investors to serve thousands of families with each comprehensive program.

As the world's population continues to grow, we must remain agile in our mission. Nine billion people are expected to live on Earth in 2050. We will need more food—some estimate up to 70 percent more food than today. So how will we do it? In 2050, many of us will no longer be here. Today is the perfect day to teach the changemakers of tomorrow how to create a more just and sustainable world.

Between 1990 and 2010, 700 million people were lifted out of extreme poverty. There are still 1.2 billion people living below \$1.25 a day, and experts believe we can get that number close to zero by 2030. Heifer is among several tried and tested organizations working together toward that end. The gains we have made since 1990 show us the power we have over poverty, yet there is still much to be done.

Heifer International's history is rich with stories of people being moved to help end the suffering of others. The seagoing cowboys, as you will read in this issue, demonstrated true service and dedication. They crossed seas on ships, caring for livestock destined to improve the lives of struggling farmers in war-torn countries. We must look to their commitment and passion to motivate us to end extreme poverty.

I encourage you, throughout the year, to find ways to serve and to use your own power over poverty. Whether it's attending a Beyond Hunger: Community of Change event or helping your children's school get started with our Read to Feed® program, you can walk together with us toward an end to hunger and poverty.

Yours for a better world,

*Pierre U. Ferrari*  
Pierre U. Ferrari, President and CEO



# worldark

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## features



### Don of Disco Data

BY RAGAN SUTTERFIELD

Statistician Hans Rosling shows the state of the world in an understandable way that doesn't diminish its complexity.

### Fresh Water

BY AUSTIN BAILEY

In Ndakala village, Malawi, change starts slowly as a convenient new pump eases women and girls' burdens and ensures a safe, clean water source.



### Green Pastures Ahead

BY KATYA CENGEL

Heifer Armenia, with government and World Bank support, unites small-scale farmers to recharge the country's agricultural economy.



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## departments

### HORIZONS

President and CEO Pierre Ferrati on changing lives

### MIXED MEDIA

Living With the Trees of Life

### FOR THE RECORD

Making cheese in Romania

### BULLETINS

Honduras' coffee crisis; strawberries in Ukraine; Guatemala bees

### GOOD LIFE

Just leave it

### HEIFER SPIRIT

Heifer Armenia



Join Heifer International as we contribute in new ways to conversations about hunger and poverty.







# features



## COVER

Heifer International celebrates 70 years in 2014.

See above photo for alternate cover of 3-year-old Pop Lorena, who stands with a can of fresh milk on the porch of her family's home in Petrinidu, Romania. Photo by David Snyder.

## 12 The First Cowboy BY AUSTIN BAILEY

Seagoing cowboy Claire Stine's contributions to Heifer spanned an ocean and decades.



## 20 Joy in Giving Back BY KATYA CENGEL

Romanian farmers are proud to donate milk, yogurt and cheese from Heifer cows to help boost nutrition for orphans and the disabled.



## 30 Dare to Share BY JENNIFER WHEARY

Sharing can give you access to more opportunities and services, make you feel terrific and benefit the planet.







### TRUTH IN FICTION

Thank you for reviewing some wonderful books each issue. This issue's review speaks to me particularly. Paul Farmer is a hero of mine, and I'm glad to see he has a new book out. His story in *Mountains beyond Mountains* is so inspirational, as is his work around the world.

I was a nurse at the Kalaupapa Hansen's disease [leprosy] colony on Molokai, Hawaii, in the late '80s, so I am very pleased to see Alan Brennert's book *Molokai* reviewed. Although it is a novel, it is a quite accurate description of life there during that time period. So few people are aware of this disease and how it continues in the developing world due to lack of access to health care. The stigma continues due to the assumption that it's a highly contagious and inherited disease. As with other tropical diseases, because they are little known and understood, they remain with us although they are treatable and curable. Thank you for putting these books before us so that we may educate ourselves and others.

**CAROLINE BONNET**  
Sonoma County, Calif.

### 63 YEARS OF GRATITUDE

I had the privilege recently to meet with members of 11 families who received heifers sent to Germany in 1950. These people, along with many more, were forced at the end of World War II to flee their homes in Eastern Europe and return to Germany because they were of German heritage. The Reichswald forest was one area opened up to these new settlers. Many of them arrived



Peggy Reiff Miller (top) holds a photo of the heifer received by the family of Cornelius Queling (top, center) in 1950. The family of Hermann Deppe (above) welcomes their new heifer in 1950. Son Guenther (second from right), also met with Miller last year.

with little more than the clothes on their backs. They cleared their allotted land and began building their homes and communities. Forty-two heifers were delivered to this Reichswald settlement by the Heifer Project in June 1950. Today, three thriving towns have developed there.

Sixty-three years later, remembering these precious gifts still brings tears of gratitude to the recipients' eyes. They were children, teens, young marrieds and widows at the time. They said, "Please tell the people in America how thankful we are for their gift of heifers. Until then, everything was taken away from us. We thought, 'Who would give such

a large gift?' Our heifers pulled us up from the depths of despair and gave us hope for the future." I pass on to you their immense gratitude.

**PEGGY REIFF MILLER**  
Milford, Ind.

### YUM!

My husband and I tried the butternut squash and sweet sausage soup that was in the Holiday 2013 *World Ark*. It was absolutely delicious! Perfect for a chilly night, and it made eating vegetables much more palatable for me. This recipe was healthy and tasty, and I didn't have to drown the squash in butter and brown sugar. Thank you.

**SANDY HANSEN**  
Simi Valley, Calif.

### Q&A HOLIDAY

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

There are people in various parts of the world who have benefited from the assistance of Heifer International. No question about it. There are apparently people in areas in this country also receiving assistance. Why is assistance in this country being ignored in *World Ark*? The only article in the Holiday 2013 issue was about sheep and other animals at the Chicago airport.

I talked to someone several years ago about this. The point made was that when you are raising money, people usually want to see some of it going to support programs where they live. I am a relatively small donor, but if my support can go to someone who needs help in Appalachia then that's what I would prefer to do.

**EDWARD VINCENT**  
North Augusta, S.C.

## Q&A SPRING

Do you participate in the sharing economy (see Page 30 for a definition)? If so, why?

**Editor's note:** Our *Seeds of Change* project in Appalachia will be featured in the Summer 2014 issue; stay tuned.





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## Join the Conversation

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Pierre Ferrari

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Since 1944, Heifer has helped 20.7 million families, directly and indirectly, 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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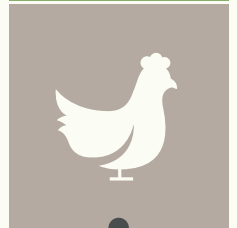


for the record **FACTS & FIGURES**

Heifer International's

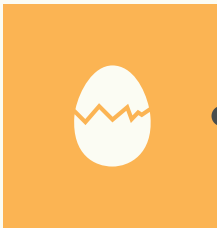
# 70<sup>TH</sup> ANNIVERSARY TIMELINE

Parcels of land were donated and purchased to become Heifer Ranch.

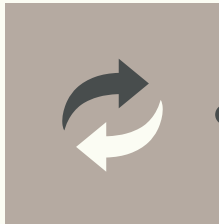
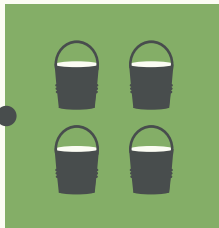


The Korean Ministry of Agriculture estimates that half the chickens in Korea are descended from Heifer hatching eggs supplied after the Korean War.

Heifer begins placement of more than 70,000 hatching eggs in Korea.



Under the guidance of Thurl Metzger, Heifer's first executive director, animal shipments change in focus from war-ravaged nations to underdeveloped areas of the world.



A cross-breeding program in India quadruples milk production from millions of cows.

Spanish Civil War relief worker Dan West develops his "not a cup but a cow" concept.



1938

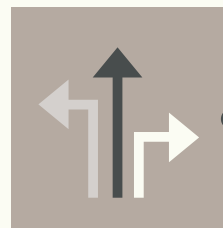
1950s

1970s

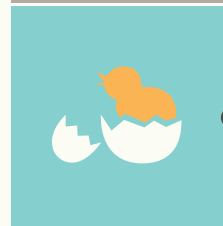
1940s

1960s

Heifer transitions from shipping animals internationally to purchasing and redistributing local livestock.



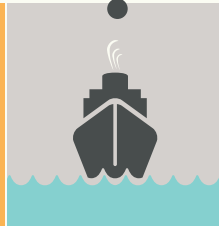
The shipment of the one-millionth chick is celebrated.



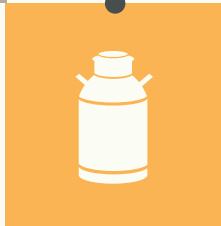
First alternative gift catalog idea was conceived and distributed to donors.



"Seagoing cowboys" begin escorting livestock overseas after WWII.

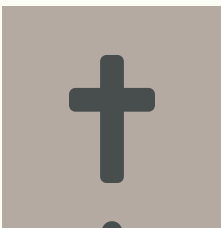


Heifer animals sail to refugee resettlement centers in West Germany and war-torn areas of Japan.



Heifer's first shipment of dairy animals curbs milk shortages in Puerto Rico.

"Heifers for Relief" is founded by the Church of the Brethren in Indiana.





Heifer is awarded InterAction's first Mildred Robbins Leet Award for the Advancement of Women.

Heifer's magazine *Sharing Life*, which started in the early 1970s, updates its name to *World Ark*.



Heifer names Pierre Ferrari Chief Executive Officer.



Heifer articulates its 12 Cornerstones for Just and Sustainable Development, or guiding principles.



Jo Luck, as Heifer President, named co-laureate of the World Food Prize.



President George H.W. Bush gives Heifer the Presidential End Hunger Award.



Heifer's projects have served more than 105.1 million people around the world.

Heifer names Jo Luck Chief Executive Officer.



Heifer makes commitment to scale up program impact.

Heifer receives Kiwanis International World Service Medal.



1990s

2010-present

1980s

2000s



Land for Heifer Farm is donated and purchased in Rutland, Mass. Learn more at [heifer.org/farm](http://heifer.org/farm).



Heifer's Headquarters opens in new location in downtown Little Rock, Ark., and the building receives Platinum LEED Certification, the highest rating in Leadership in Energy and Environmental Design.

A cross-breeding program in the Chinese city of Ya'an increases local goat milk production by up to 80 percent.



Emphasis on agroecological farming techniques in global projects begins.



Heifer's projects have served 50 million people around the world.



President Reagan's Commission on Volunteerism presents Heifer with the Volunteer Action Award.

Heifer International receives the world's largest humanitarian award from the Conrad N. Hilton Foundation.







## WTE?

**Coal and oil will certainly run out someday**, but our supply of garbage seems never-ending. That's why proponents of waste-to-energy (WTE) systems say food waste could be the next big thing. Currently, 800 industrial-scale WTE plants are in operation around the globe, absorbing food waste that would otherwise likely end up in a landfill. At these plants, anaerobic digesters use microorganisms to break down and convert organic waste into biogas, biodiesel or ethanol.



# Tracking Trash

**D**o you know where your trash goes? Researchers at MIT's SENSEable City Lab have a pretty good idea. The group is using technology to track what happens to our refuse once it's picked off the curb. Identifying the final destination of our trash will help us understand the far-flung effects of our disposable culture, while also helping waste management officials pursue pathways to 100 percent recyclability.

As part of the Trash Track project, 500 volunteers in Seattle attached tiny electronic tags to pieces of their trash. Researchers

then followed the tagged items through the waste management system, capturing the journey in a series of real time visualizations. Among the findings about Seattle's system: More than 75 percent of the tracked waste ended up in recycling facilities. While that sounds great, the study also found that some of the items traveled long distances. Electronics and hazardous waste, for example, ended up at a facility 932 miles away. A printer cartridge traveled 3,823 miles, meaning the carbon emissions generated likely negated the expected benefits of recycling.

*Contributed by Jennifer Wheary*

## Alive With Flavor

**In a world flooded with antibacterial** soap and pasteurized everything, it's hard to let your intestinal flora bloom. But a lively gut swimming with good bacteria supports digestive health and the immune system. Fermenting food at home is coming back into vogue, thanks in part to self-proclaimed "fermentation revivalist" Sandor Katz, whose book *The Art of Fermentation* earned a 2013 James Beard Foundation award. Katz describes fermentation as "the flavorful space between fresh and rotten." You'll likely find a number of your favorite foods in that space: Bread, kimchi, wine, chocolate, pickles and yogurt are all beholden to the mysterious powers of bacteria.





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## Put a Yak on Your Back

**Move over, cashmere goats.** A new ruminant is taking over the Paris catwalks. Yaks, the plus-sized bovines of the frigid Tibetan Plateau, have a surprisingly soft side. While they're covered in a coarse fiber that's often used to make ropes and tents, their bottom layer is a soft and silky down. Carded and spun, yak wool made from the down is warmer than merino wool and more durable than cashmere. Yak yarn is sold online and in local yarn shops, and yak fiber is gaining popularity with high-end clothing makers.

## Harvest: Beans

**At the tail end of winter** when fresh produce is hard to come by, look to the magical fruit for the nutritional blast you need to get you healthfully through to spring. One-half cup of cooked dried beans have 115 calories and eight grams of protein, plus lots of fiber, vitamins and minerals. Try this easy, economical soup recipe from Heifer staffer Dane Buxbaum.

### White Bean Soup

1 ½ pounds white beans, soaked overnight  
3 medium or two large smoked ham hocks  
6 peeled carrots, sliced into ½-inch coins  
1 large white onion, coarsely chopped  
4 stalks celery, coarsely chopped  
1 tablespoon Italian seasoning  
1 whole serrano pepper  
6-8 leaves fresh mustard greens  
8 cups water



In a large crockpot, cook ham hocks, water, half of the onion, two celery stalks, four carrots, Italian seasoning and serrano pepper on high heat for four hours. Remove hocks. Add the remaining vegetables and the beans, and turn the crockpot down to medium heat. Remove meat from the ham bones and add it back to the pot to cook for two hours. Add the mustard greens, turn the heat back up to high and cook for 30 more minutes.

## Down-to-Earth Solar

### Rooftops are the most popular spots

for harvesting solar energy, but they're not the only spots. At Virginia's George Washington University Science and Technology Campus, pedestrians might be surprised to find solar panels underfoot. A new 100-square-foot section of sidewalk and the adjoining trellis are made up of photovoltaic panels that convert sunlight to electricity. The electricity that's captured is enough to light up the sidewalk after dark.

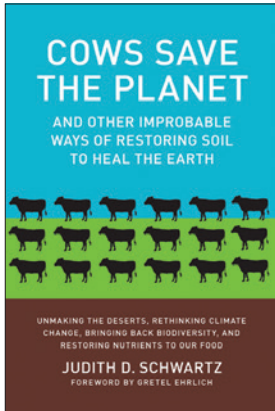


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# Repairing the Earth

Interview and photos by Erik Hoffner, *World Ark* contributor



Think for a moment about the pressing challenges the world faces: poverty, hunger, political instability, war and climate change. Loss of topsoil is seldom included in that list, even though it plays a lead role in all of them. Some experts estimate that this thin life-giving layer of the planet is in danger of disappearing within 60 years due to erosion and desertification, and with it, our ability to grow food. Statistics like this drove author Judith Schwartz to write *Cows Save the Planet, and Other Improbable Ways of Restoring Soil to Heal the Earth*.

**WORLD ARK: How did you settle on that name for the book?**

**JUDITH SCHWARTZ:** I couldn't come up with a title with the word soil in it that didn't sound like a yawn—or that would capture the attention of people who aren't already thinking about soil, like farmers or ecologists. Then I saw a comic book of my son's, called *Cows of Our Planet* by Gary Larson, and I thought, "Cows SAVE the Planet"—that's it! I liked that it alerted readers that they'd encounter some surprising, counterintuitive ideas that would counter common assumptions. And, of course, it's a nod to holistic management, which I discuss a lot in the book.

**It seems like you had a lot of fun writing it.**

Absolutely, it was like seeing one world open up after another. I met so many people with different approaches to improving soil, resulting in greater yields. And relatively quickly! Several people I talked to were able to build several inches of topsoil in a single season, through careful stewardship.

**That's good news, given how much topsoil we're losing globally.**

Yes, we're generally not aware that humanity is suffering from a serious loss of agricultural soils, and also grasslands, where soil is losing its life and desertifying. In many places, several tons of soil are lost in making a single ton of grain, and this has everything to do with how we manage our land and livestock. The good news is that this can be reversed relatively quickly. Nature has a desire to heal itself, while using lots of chemical inputs on agricultural land actually works against nature.

**How so?**

The [chemicals] destroy the resident microorganisms. An example is using fungicide on a crop, because that interferes with the good fungi in the soil, which play a huge role in the resilience of plants. The fungus and the plant work together to share nutrients, sugars and water, while storing soil carbon.

**What have you seen that works better?**

Techniques like permaculture and holistic management work with nature. Soil is the hub of so many ecological processes like energy, water, carbon and nutrient cycling. Restoring any of these processes can bring the others into balance, too. For example, by bringing more





carbon into the soil, more water can be held in it.

### **How can cows be part of the solution?**

Cows, or any livestock like sheep or goats or horses, have an impact on the land. That can be positive or negative, and it's a matter of how those animals are managed. Allan Savory, a former wildlife biologist and park ranger in southern Africa, developed holistic management. When big game parks were established there, he and his colleagues noticed that some of the land was in really bad shape, so they concluded that there were too many animals and that it needed a rest, so they removed the herds. But the condition of the land only deteriorated further, along with the bird life and plants, and this was really a paradox.

Then Savory studied how grazing animals—antelope, giraffe, zebra—behaved when there were predators around. They would bunch up a lot, and although those areas would look trampled, what he found was they were aerating the soil and pushing dead grasses into it where they could decompose and build new soil. At the same time, their hooves were pressing seeds into the ground, leading to germination of a larger diversity of grasses. Plus the presence of the predators ensured that the herds were never in one place for so long that they could overgraze the grasses.

### **So holistic management aims to mimic that?**

Exactly, livestock are managed in a way that mimics herds in the wild.



Judith Schwartz discusses how cows can contribute to soil health on a farm in Hoosic, N.Y., near her Vermont home. She often buys cheese and yogurt from the farm.

This involves very precise movement of the animals, and this can be done on any scale. I was talking to someone last night who has been doing this with two animals on a quarter acre. Out in Montana, one ranch I visited was managing 30,000 acres this way.

### **Another solution you talk about in the book comes from Burkina Faso. Can you describe the building of zai pits?**

It's a traditional means of keeping water on the land. Where it has become dry, plant-less and lifeless, you dig pits in the ground that allow water to pool instead of stream off. And what this one man, Yacouba Sawadogo, started doing was combining this with the addition of a little bit of compost in each pit, which stimulated the life in the soil. By the way, there's a great film about him called *The Man Who Stopped the Desert*. His neighbors laughed at him, but the increased water and food for microorganisms in the soil created a ripe environment for plants.

### **So you can grow plants in these shallow pits?**

Yes, and once you have plants, that cools the soil underneath them, which

is also important because when soil temperature gets to a certain point, microorganisms die and you lose the life in the soil. When you have bare soil with a lot of sun beating down, the soil also dries out and it becomes a vicious cycle, the cycle that drives desertification. Plant cover cools the soil, and then you get bigger plants, and brush, and then you get little microclimates. In that particular case in Burkina Faso, eventually even trees grew, and that led to a transformed landscape.

### **What can World Ark readers do to help build soil?**

As individuals, we can do our best to see that through our engagement with agriculture in what we buy and consume, how we vote and what we support, we promote restorative agriculture. That also means home composting and avoiding putting pesticides, chemical fertilizers and herbicides on lawns and in gardens, as those are destructive to soil organisms, and therefore soil. ■

Go to [www.heifer.org/worldark](http://www.heifer.org/worldark) for a video interview with Judith Schwartz.





# The First

by Austin Bailey, *World Ark* senior editor





Claire Stine's  
contributions to  
Heifer spanned an  
ocean and decades.

# Cowboy

circa 1943



## Seagoing cowboys in Oregon set sail across the Pacific.



A global web of supporters, volunteers and staffers carry out Heifer International's work today, but 70 years ago it was all up to a few boatloads of cowhands. This volunteer crew helped out from start to finish, raising the animals, transporting them from the heartland to the shore and tending them on overseas crossings.

Claire Stine, a lifelong Heifer supporter who died last year, was the original Heifer cowboy. His father, O.W. Stine, was at the church meeting when Heifer founder Dan West first pitched his idea of "a cow, not a cup" to provide cows as an ongoing food source to people robbed of resources during the violence and instability of World War II. That idea, put into action 70 years ago, spawned the creation of the organization now known as Heifer International.

Claire Stine was part of it from the beginning. As a 16-year-old growing up on a 50-acre farm in Goshen, Ind., he was charged with caring for the first batch of gift cattle after his father volunteered him for the job. Stine's mother named the first trio of calves Faith, Hope and Charity.

Faith, a stubborn Guernsey that Stine fed and watered each morning before school, made a lifelong impression. "I remember my mother remarking that Faith had an ornery disposition and was not inclined to go where we wanted her to go," Stine said in a 2012 interview. Faith had the grit to become the first Heifer heifer, traveling by train and boat to spend the entirety of her milk- and calf-bearing years in Puerto Rico. Faith found a home with Milton Lind Lopez, his wife and their 12 children, to whom she gave nine calves.





The first Heifer  
cowboys fought  
hunger by taking  
cows to war-torn  
countries to feed  
starving children.





## A heifer donated by farmers in Pennsylvania is pictured here at Konstancin Orphanage near Warsaw, Poland.

Heifer founder Dan West's idea to send animals launched more than 7,000 young men and women on what were often their first overseas adventures. Most of these cowhands and the animals in their charge rode on ships dispatched by the United Nations Relief and Rehabilitation Administration (UNRRA) as part of a massive, multinational campaign to repair war-torn countries.

Stine earned the seagoing cowboy label after high school. "I recruited two of my friends, and we three volunteered to go on a cattle boat," he said. Stine's older sister, also a Heifer volunteer, made the arrangements. The trio of young men shipped out from Newport News, Va., on a boat loaded with cows and horses being donated as part of what was then known as The Heifer Project. The seagoing cowboys' job was to keep the horses watered, fed and as clean as possible. Memories of the crossing were a blur for Stine, who never quite found his sea legs. "My recollection of the boat is very limited, as too often I was either in my sack or leaning over the side feeding the fish," he said.

Once docked in Bremerhaven, Germany, though, Stine and his friends explored the town, taking in the tragic scenery the war left behind. "So our couple of days there was viewing the destruction of the town and visiting with a German family with one of our fellow cowboys who had met this family on a previous trip."

Stine's involvement with Heifer continued after his return to the states, as he maintained friendships with his fellow seagoing cowboys and correspondence with the German family he met in Bremerhaven. His relationship with Dan West also continued, and Stine looked to West as a mentor during a year of volunteer service with their church. "It was a most challenging time for me, and his comments and the sharing of his beliefs were very helpful in shaping my future," Stine recalled.

Stine married, moved to Georgia and raised a family, but his connection to







A cow brought over  
by seagoing cowboys  
arrives at its new home.





A card  
game helps  
to pass the  
time on  
the journey  
across the  
sea.



Heifer remained. His wife, Jane, was a beloved and dedicated volunteer, and the two accepted no gifts, only donations to Heifer, for their 50th wedding anniversary. They also traveled together on a Study Tour to visit Heifer projects in Poland. "I was very impressed," Stine said. "It's amazing to see what's happened (with Heifer)." Always humble, Stine refused to take any credit for raising those first Heifer animals and shepherding a boatload of cattle and horses overseas. "My involvement was so little," he said.

Closer to home, they visited schoolchildren to talk about Heifer's work. During one visit to an elementary school, Stine offered each child a dollar and said they could do whatever they wanted with the money. They pooled it, bought ingredients to make cookies, and sold the cookies to raise money for Heifer.

Heifer President and CEO Pierre Ferrari collaborated with Claire Stine in 2012 when the pair visited The Galloway School in Atlanta to talk with students about Heifer's work. "We were so grateful he came out that day to celebrate with us the passion that these children felt for helping poor and hungry families all over the world," Ferrari said. "I felt like I was sharing the experience with one of the pillars of our mission, and that I walked beside one of the great giants of our cause."

When Stine died last year, Ferrari reached out to the Stine family to thank them for the role Stine

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**We invite Stine's fellow cowboys and cowgirls to share your stories.  
Send us an email at [worldark@list.heifer.org](mailto:worldark@list.heifer.org) or write to:  
World Ark, 1 World Ave., Little Rock, AR 72202.**



## Young Claire Stine, pictured at the far right, unloads Faith in 1943.

played in creating the robust global organization Heifer International has become. "It was so clear that he understood something very profound about life, which is that much of the joy the world contains comes through service to others," Ferrari said. "Claire Stine and his fellow seagoing cowboys made the world a better place. We needed men like him then, and we need men and women like him today." ■

## HEIFERS FOR RELIEF

A Rehabilitation Program Sponsored  
By The Church of The Brethren



"Faith"  
... a Guernsey heifer, starts the first leg of her long trip to feed Belgium's hungry peoples. Donated by Virgil Mock of New Paris, Ind., she will be raised by Claire, son of O. W. Stine of Goshen, Ind., until ready to ship. From left to right are Virgil Mock, O. W. Stine and Claire Stine.

One Good Cow Will Save the  
Lives of Ten or More Babies



BEYOND  
HUNGER

COMMUNITIES OF CHANGE

## UPCOMING BEYOND HUNGER EVENTS 70TH ANNIVERSARY OF HEIFER INTERNATIONAL

This year marks 70 years of Heifer International's impact in more than 125 countries and through 20.7 million families served. Together, we're creating change to address global challenges of hunger and poverty by providing resources, empowering women and improving the environment every day. Come celebrate what we've accomplished together at one of Heifer International's Beyond Hunger events being held nationwide this year. Together, we can end extreme hunger and poverty once and for all.

**March 22**  
**Heifer Village**  
1 World Ave.  
Little Rock, Ark.  
10 a.m. – 3 p.m.

**April 10**  
**Clemente Soto Velez Cultural  
and Education Center**  
107 Suffolk St., New York, N.Y.  
6 p.m. – 8:30 p.m.

**April 12**  
**Carriage Barn Arts Center**  
New Canaan, Conn.  
5 p.m. – 7 p.m.

**April 24**  
**National Civil Rights Museum**  
Memphis, Tenn.  
6 p.m. – 8:30 p.m.

**May 3**  
**Wombats' Farm**  
2059 Curry Lane, Napa, Calif.  
1 p.m. – 4 p.m.

**May 17**  
**Heifer Farm**  
216 Wachusett St.  
Rutland, Mass.  
1 p.m. – 4 p.m.

**September 20**  
**Jubilee Farm**  
229 W. Snoqualmie River Road,  
Carnation, Wash.  
1 p.m. – 4 p.m.

**October 1**  
**National Museum of Mexican Art**  
1852 W. 19th St.  
Chicago, Ill.  
6 p.m. – 8:30 p.m.

**October 4**  
**Heifer Ranch**  
55 Heifer Road, Perryville, Ark.  
10 a.m. – 3 p.m.

For more details on these events and others planned near you, please go to [www.heifer.org/communities](http://www.heifer.org/communities)



# JOY

IN  
GIVING  
BACK

Farmers are proud to donate milk from Heifer cows to help boost nutrition for orphans.

By **Katya Cengel**,  
*World Ark contributor*

Photos by  
**Geoff Oliver Bugbee**







The Rocas family works together to collect hay for their Heifer cows in Marcesti village, Romania.



**Lenuta Rocas shows the hearing aid that allowed her to hear her children's voices for the first time.**



**MARCESTI, ROMANIA**—Lenuta Rocas was 25 when she heard her first words. They were those of her 6-year-old daughter, Natalia.

“Mommy, do you hear me?”

Rocas has been hearing impaired since infancy and only last year received a hearing aid. She still marvels at the beauty of sound, smiling at the jingle of an animal’s locating bell in Marcesti, a Transylvanian village about an hour-and-a-half drive outside the northwestern Romanian metropolis of Cluj-Napoca.

“I am happy to hear everything, even this little bell,” she said.

It was a chilly winter day and Natalia and her 2-year-

old brother, Darius, were wrapped in so many layers they looked as if they might tumble down the hill like snowballs. Their father, Adrian, not yet 30 and handsome, stood atop a haystack. In summer he earns about \$10 a day as a farmhand. Lenuta makes \$40 a month sewing tablecloths. It took them two years to save for her \$400 hearing aid.

They survive on what they grow—potatoes and vegetables. Protein came only after they received a cow from Heifer Romania in March 2012, and then another in early 2013. Now Darius’ bottle is always filled with milk.

But they don’t drink all their milk. And they don’t sell it either. They give a portion away, to orphans. The milk donation is a key component of the Heifer Milk for Orphans





Lenuta Rocas milks the family cow that keeps her 2-year-old son Darius' cup full of milk. She and her family are proud to share some of their milk with children in need through the Heifer Milk for Orphans project. Before the Heifer project, many orphans or youths living in institutions had very little access to protein or fresh dairy products.







Cristi, age 7, (at right) wears a cape he fashioned after reading the Harry Potter series. He lives in a private orphanage of 22 street children supported with milk and yogurt from Heifer Romania. He arrived at the orphanage at age 4 after his grandmother left him at a market.



project through which they received their cows. The program builds on an earlier project, Farmers Feed the Children, which required that Heifer cow recipients provide either milk or meat to child-care institutions such as hospitals and orphanages. It is one of several dual beneficiary programs, including a water buffalo revitalization project linking a Hungarian and Romanian village, that Heifer hopes will teach communities how to rely on each other instead of the government.

Romania may be a member of the European Union, but it remains separated from the West, especially in the rural areas that make up half the country, said Heifer Romania Country Director Ovidiu Spinu. Ruled by the dictator Nicolae

Ceausescu from 1965 to 1989, Romania was the only Eastern-bloc country to violently overthrow its government and execute its leader. The deplorable conditions in Romania's orphanages were a media focus following the collapse of the Soviet system. The majority of the country's Roma people, who account for about 10 percent of the population, live in extreme poverty. For more than 40 years Romania was linked to the East and is still grappling with the legacy of communism under which people expected the state to solve their problems.

"During Communist times the motivation (to improve our communities) was not existing," said Spinu. "We were always waiting for someone to tell us what to do."





ROMANIA

Heifer Romania: 2002-2011

## Farmers Feed the Children

PROJECT

SIZE

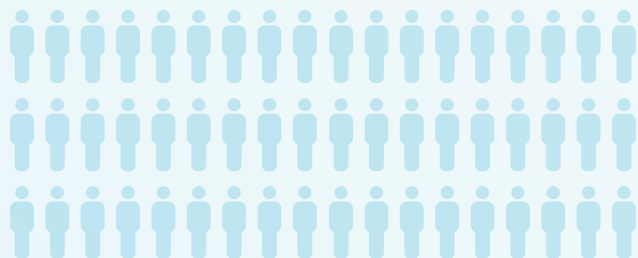
92,043<sub>MI<sup>2</sup></sub>

(SLIGHTLY SMALLER THAN OREGON)

POPULATION

21,333,000

LIFE EXPECTANCY: 75 YEARS



OFFICIAL LANGUAGE  
ROMANIAN



40,154

GALLONS OF DONATED COW MILK

60,000+

children assisted at five hospitals, two schools for children with disabilities and 11 orphanages in northwest Romania.

PARTNERS:



Rotary International • Bothar Ireland



Bothar  
HELPING PEOPLE TO  
HELP THEMSELVES





Anna, age 11, relishes the yogurt break the children get each day in the dining room of her orphanage in Cluj-Napoca, Romania.

The answer is there in the community, he said. Heifer is just helping people to find it.

The Romanian orphan problem is another legacy of communism and Ceausescu. In an effort to increase the birth rate, Ceausescu prohibited abortion in a country where other forms of birth control were largely unavailable. With few other options, those who could not afford to care for their children abandoned them. State orphanages were ill-equipped to handle the influx. Even after the fall of communism, both the abandonment of children and inadequate funding of orphanages remained issues. When Heifer Romania began the Farmers Feed the Children program in 2001, orphanages served tea instead of milk,

Spinu said. Dairy coming from Heifer's Milk for Orphans program, which expands on the earlier Farmers Feed the Children model, is still often the only protein the children receive.

At a government institution for 47 youth with mental disabilities in north Cluj-Napoca, the state provides the equivalent of \$3 a day per child. At 90 cents a carton, yogurt is not in the budget, said director Jucan Gianina. Before Heifer began providing the institution with dairy products in 2001, the children ate rice, potatoes and polenta. Now they have milk with breakfast and dinner and yogurt in the afternoon.

"In past we had some children being malnourished, and



## *“From the very beginning when we had the possibility to have milk (through Heifer), here is a miracle.”*

their improvement was visible after the protein from the milk,” Gianina said.

Like many of the young people in the institution, Elena Lavinia Motrocean is Romani. Although she is 25, she is curious like a small child. Quite a few of the youth at the center are officially adults, but their mental and physical disabilities make them dependent on care. With few alternatives, they remain in the orphanage where they have been since their youth. Motrocean was underweight when she arrived at the institution 10 years before. She is still slight, but not from lack of eating. In return for answering Gianina’s questions, Motrocean negotiated a favorite food at the facility, yogurt with cereal, and kicked her legs back and forth in anticipation.

At snack time in a small private orphanage in another part of Cluj-Napoca, youth as young as 5 and as old as 25 scrambled to the kitchen. After grabbing a yogurt and crackers from the main table, they settled themselves on the kitchen’s benches. Seven-year-old Cristi placed a dollop of yogurt on the tip of his nose and tried to reach it with his tongue. He was 4 years old when he was brought to the orphanage, a converted home that serves 22 street children.

The fate and whereabouts of his parents are unknown, said János Molnár, whose family runs the orphanage. Cristi’s grandmother left him in the market. Nicu’s father is alive, but uninterested in caring for his children, according to Molnár. Nicu is 11, and like Cristi, has been at the orphanage since he was 4 years old. A studious boy, he answered without hesitation when asked where the orphanage got its milk.

“A cow,” he said.

When asked again Nicu replied, “the milkman.”

Molnár knows it is more complicated, but still far simpler and more reliable than the convoluted bureaucratic process he used to have to go through to attempt to obtain

government help to get milk.

“From the very beginning when we had the possibility to have milk (through Heifer), here is a miracle,” he said.

That was in 2001 with Farmers Feed the Children, a program that has since ended, though many former participants continue to donate milk and dairy products. A decade later, orphanages were still struggling, so Heifer Romania and its partner organization, Bothar Ireland, (pronounced bo-har) developed Milk for Orphans. Bothar Ireland supplied the program with 136 purebred Friesian heifers via two different airlifts.

One hundred cows went to families in the impoverished Carpathian region of Transylvania, and 36 went to Felix Family Village for orphans. Each family who received a cow is required to donate about 80 gallons of milk a year. The families regularly take the milk to a local collecting point where it is measured and noted then taken to a dairy to be processed and turned into cheese, yogurt and other products that are then delivered to a dozen orphanages in Cluj-Napoca.

From the beginning, Spinu said, farmers “gave more than the contract and obligation because they wanted to assist the children more.” It is not an easy choice. The farmers are not wealthy, and the extra milk can provide needed income.

Lenuta Rocas lives in a one-room home that belongs to her brother. She has her own home but does not have the money to make it habitable. It will cost \$400 to wire the place for electricity. A stack of old tiles is piled in the “kitchen,” a room she dreams of painting pink. The “bedroom” has a dirt floor, an anvil and a large stack of wood. If Rocas didn’t donate milk, she could save for the repairs. But she doesn’t resent her obligation.

“I don’t mind if I can help,” she said. “At least I have my children with me, what would have happened if those (orphans) were my children?” ■





Pata Rat is the largest Roma community in the Cluj region of Romania. Residents live in shacks on the hills surrounding a landfill.

# Some Yogurt, But Not Enough

**PATA RAT, ROMANIA**—In the valley below a landfill, on the edge of the Transylvanian city of Cluj-Napoca, sits a small slab structure. Chickens peck at the muddy yard out front and dogs play amid old tires and an even older scooter. In the corner of Marian Tomita's yard are nine stacked trays filled with 20 yogurts each. Tomita lives just outside the settlement of Pata Rat, the largest Roma community in the Cluj region.

The settlement is home to around 700 Roma. They live in wood shacks on the trash-strewn hills that surround a landfill. For the last five years, Heifer Romania field assistant George Abrudan delivers milk and yogurt to the children every month. The dairy products are donated through what began as Heifer's Farmers Feed the Children project. The Heifer program provided cows to impoverished farmers who

then donated a portion of their milk to orphans and others in need, like this Roma community.

Usually Abrudan shows up in a truck loaded with yogurts and milk, but on this gray February morning he has only 180 yogurts. He hasn't visited since before Christmas, and Tomita greets him with a warm smile. Unemployment is high in the village, Tomita said.

"When they see we are Roma they say they don't have places for us," he said.

Illiteracy also makes it difficult for many members of the community to find employment, with the majority having completed only four years of grade school, Tomita said. He cares for a church built by a charitable organization out of the Netherlands and provides the children with a warm meal



every Thursday.

It is mid-morning, but still early in the community, and news of the yogurt spreads slowly. The children arrive in ones and twos and then threes and fours, the older ones holding the younger ones' hands. Tomita lines them up against the wall and hands them each a yogurt. They remain where they are, hoping he will hand them another. One little boy of about 10 years old zips several into the chest of his well-worn snowsuit; a girl maybe 9 years old wants to know when Abrudan will bring milk. She is thin like all the others and suffers from an upset stomach.

Cassandra doesn't ask for anything, just waits patiently with one little brother balanced on her hip and another at her side. She is 10 years old and does not attend school. At Christmas someone gave the family of 10 several oranges and bananas, but usually they survive on potato or noodle soup.

Yogurts cradled gingerly in their small hands, the children head back down the road toward a hill dotted with one-room wood and plastic shacks. Crows and dogs scavenge among plastic bottles. Garbage trucks barrel toward the landfill over the hill where the children's parents search for scrap metal to sell. In Tomita's yard only the cardboard cartons that carried the yogurts remain.

"One hundred yogurts are not enough," Tomita said. "You have to come with 500 or 600."

Later, he sits in his home, looking out the window where he can see two small boys headed toward his door. The children will keep coming, asking for yogurts that are not there, and won't be there until next month, when Abrudan returns. ■

—Katya Cengel



Antioniu, age 9, grasps yogurts from a Heifer delivery in Pata Rat.



Siblings Cassandra, 10; Samil, 1; and Daniel, 5; arrive in time for yogurt.







# Dare to Share



By Jennifer Wheary,  
World Ark contributor

Illustrations by  
Maxwell Holyoke-Hirsch

Sharing can give you access to more opportunities and services, make you feel terrific and benefit the planet.

Ask a group of second graders why it is important to share, and they will tell it to you straight: "Because if you share you get to play with more toys without having to buy them." "Because if you don't share, you'll be in trouble." "Because it means others will share with you." "Because it will make someone happy." "Because it will make you feel good."

While these typical second graders are far from armchair economists, they are on to something. It is called the sharing economy, and it is worth an estimated \$110 billion a year and rising.

The sharing economy, also known as collaborative consumption, stretches around the world. Many believe this trend can remake the global economy into something more sustainable and equitable. Clearly, something is happening that is changing how millions of us get what we want and need.

Rachel Botsman and Roo Rogers, authors of *What's Mine is Yours*, describe collaborative consumption as organized or informal systems of bartering, lending, borrowing, swapping, giving or renting.

Botsman and Rogers break the collaborative economy down into several components. One of them, product service systems, enables companies or collectives to lend goods like cars, bikes, tools or cameras to customers. Product service companies include for-profit entities like Zipcar and the nonprofit City CarShare. They also include bike share efforts operating in 500 cities around the world, peer-to-peer lending websites like NeighborGoods and

community-based organizations like the West Philly Tool Library.

Another facet of the sharing economy, redistribution markets, move pre-owned goods from where they are not needed to somewhere they can be used. These goods might be sold, swapped or given away. Examples include online classified website Craigslist, used clothing marketplace thredUp, and The Freecycle Network.

The broadest slice of the sharing economy encompasses what Botsman and Rogers call collaborative lifestyles. Here individuals with similar needs or interests share things like space, time or skills. Collaborative consumers work in shared office spaces, form bicycle repair collectives, organize language skill practice groups, share industrial kitchen spaces and let others garden in their yards in exchange for a fee or a portion of the harvest.

Collaborative consumers are also traveling in style by renting out rooms via companies like Roomarama and Airbnb or letting strangers crash on their couches for free via Couchsurfing.org or Tourboarding.com, a website that allows English speakers to find free accommodations in China in exchange for practicing English with their hosts.

In the financial realm, peers are offering each other interest-bearing loans through online financial communities like Lendingclub. They are also funding innovative startups, social organizations and intriguing projects through sites like Kickstarter, Smallknot or Indiegogo, sometimes for perks and sometimes just for personal satisfaction.





These projects might be large or small, local or global. Court Street Grocers, in Red Hook, Brooklyn, was one of many small businesses that asked for help from caring souls via Smallknot when hurricane Sandy flooded their catering kitchen in October 2012. The business raised \$25,000 to rebuild.

In April 2013, actor, writer and director Zach Braff launched a one-month Kickstarter campaign to raise \$2 million to fund his film, *Wish I Was Here*, a follow-up to the 2004 hit *Garden State*. The campaign collected \$1.3 million in the first 24 hours. By the end, 46,520 individuals pledged more than \$3.1 million.

Braff told fans on the project's Kickstarter page, "I was about to sign a typical financing deal in order to get the money to make *Wish I Was Here*. It would have involved making a lot of sacrifices I think would have ultimately hurt the film. I've been a backer for several projects on Kickstarter and thought the concept was fascinating and revolutionary for artists and innovators of all kinds. But I didn't imagine it could work on larger-scale projects. I was wrong."

### **This Bandwagon Can Hold More**

Opportunities to participate in the sharing economy are multiplying. In 2001, fewer than 10 cities worldwide had bike-sharing systems. As of April 2013, more than 500 cities in 49 countries were operating bike shares. Bike sharing is relatively recent to the U.S., but as of summer 2013 more than 26 cities offered it. And that number is expected to double within two years.

In its 2013 *Global Coworking Census*, Deskwanted.com found there were nearly 2,500 shared work spaces operating in 80 countries around the world. That was nearly double the 1,320 available in 2012, and more than 300 percent greater than the 2010 figure (600 coworking spaces). Since launching in 2008 with a handful of accommodations for hire, Airbnb has grown to more than 300,000 listings in 33,000 cities across 192 countries.

Sharing is becoming a larger part of the economy worldwide, mainly because it cuts costs. When you factor in car payments,

insurance, maintenance and other expenses, the average car costs \$9,000 a year to run. Companies like Zipcar make it possible for consumers to borrow a car only when they need it. Zipcar says its average customer saves nearly \$6,000 a year compared to traditional car owners. City CarShare, a nonprofit serving the San Francisco area, estimates that its members saved about \$100 million in 2012.

Consumers are applying similar money-saving logic to other expenses, too. In 2011, Neal Gorenflo, co-founder of Shareable.net and editor of the book *Share or Die*, challenged himself to track the money he was saving by sharing. Gorenflo sold his car and borrowed one only when needed. When he traveled, he avoided hotels and found alternative accommodations through companies like Airbnb. He worked out of a shared office space in San Francisco. He began investing in smaller loans via Lendingclub. And he and his wife began sharing a nanny with two other families. All of this sharing added up. Over the course of the year, Gorenflo and his family saved \$17,000.

### **Sharing is becoming a larger part of the economy worldwide, mainly because it cuts costs.**

For Gorenflo and others, what starts out as an experiment can easily become a regular practice. Why pay for a dedicated babysitter when you can split childcare costs with other families? Why pay for a hotel on vacation when you can house swap with someone or rent a room from a local more cheaply? Why keep buying new clothes for rapidly growing children when you can trade slightly worn duds in and select the next size up from families in a similar boat? Why not exchange your gardening skills for a cooking class?

The internet lets us share our wants, needs and resources more efficiently and more immediately. Simply put, anyone can now arrange to offer anything to (and receive anything from) anyone, anywhere, at any time.

The environmental benefits of sharing resources more efficiently are compelling.





Speech  
Lessons



Online  
Classified



Desk  
Sharing



Car  
Sharing



Bike  
Sharing



# Sharing goes global

While it may take different forms in different places, collaborative consumption is going global. In its 2013 census, Deskwanted.com found shared office spaces in 192 countries on six continents. Bike sharing is available in more than 500 cities worldwide. Europe, North America and South America likely have the largest sharing market share, but collaborative consumption is continuing to grow in other parts of the world.

China, for example, is home to many bike sharing schemes, as well as Tourboarding.com, a website that helps foreigners who speak in-demand languages (like English, French or Spanish) find free accommodations with Chinese hosts who want to practice their language skills. In the Middle East, companies and websites are helping people borrow cars and rent rooms.

Dubizzle, an online community and collection of

classifieds, operates in Algeria, Bahrain, Jordan, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia and Tunisia. The company is working with the Egyptian government to expand there. Dubizzle released a study in Spring 2013 showing that Egyptians currently have an estimated 2.2 billion unused items sitting in their homes that they could instead be selling or otherwise exchanging online.

Craigslist has launched its own Casablanca satellite, joining other online classifieds serving Morocco such as Soukaffaires.ma, Bikhir.ma and Marocannonces.com. Avito provides classified services to Morocco and Russia. Kenya is home to iHub, an open technology community focused on innovation. FindaLift is bringing car sharing services and software to organizations and cities across South Africa. India has its own crowdfunding platform called Wishberry as well as OliveTrips, an online car and bike pooling company.





City Carshare, for example, says that in 2012 its members drove a total of 25 million fewer miles than car owners, used 4.3 million fewer gallons of gasoline and emitted 85 million fewer pounds of CO<sub>2</sub> into the atmosphere. Freecycle estimates that its 9 million members are keeping 500 tons of usable items out of landfills each day.



### The Kids Said It Best

Beyond being kinder to the planet, there is also evidence that sharing is a way to be kinder to ourselves. Research shows that humans are cooperative, rather than competitive beings, and that we feel better and are happier when we share.

When Neal Gorenflo talks about his own decision to live more collaboratively, he explains that he was burned out, tired and isolated. Once he started sharing, he felt more energized. “When I realized I could get much of what I needed from my community, I felt freer and also more relaxed and confident because I had a community behind me.”

Gorenflo is not an isolated case. Golnaz Tabibnia and Matthew Lieberman, researchers at the University of California, Los Angeles, have studied the neurological impact of how we gain material rewards. In reviewing many research studies and conducting experiments of their own, Tabibnia and Lieberman have found that the social context in which we gain material goods matters a lot to our mental state.

**Research shows that humans are cooperative, rather than competitive beings, and that we feel better and are happier when we share.**

The research overwhelmingly suggests that those who gain material goods through collaboration and interaction with others feel more positive emotions. On the flip side, studies show that when individuals feel they have received something through unfair means, they experience negative emotions. In such studies, participants might be asked to divide money with other study subjects in

a particular way. Researchers consistently find that fair offers, such as receiving \$5 out of \$10, create positive emotions. Unfair offers, such as receiving \$8 out of \$10, create negative emotions, even when a participant benefits from the unfairness.

Research subjects report these negative or positive emotions in surveys, but scientists can also see the effects of sharing and collaboration using MRIs. Tabibnia and Lieberman find that when study subjects acquire rewards through collaboration, social interaction, and by what the participants perceive as “fair means,” MRIs show increased neuronal activity in regions of the brain associated with positive emotions and satisfaction.

There is also evidence that collaboration is more hardwired into our genes than competition. Charles Darwin’s concept of “survival of the fittest” was less about overwhelming strength and more about the benefits of cooperation and compassion. Darwin noted that animal communities raising offspring together were more likely to survive than those who were isolated and driven by aggression and combat. In his books about humans, Darwin wrote that the social instinct to care for one another runs much more strongly in us than any other.

Though sharing may be a natural part of us, how we share is not the same for everyone. The sharing economy takes different forms depending on your community. [See sidebar on global sharing.] Culture, lifestyle and individual needs all influence who shares what, and how.

Car and bike sharing services, for example, have a greater role to play in densely populated areas than in rural or suburban settings, where carpooling might be more the norm. But sharing space, time, smarts, tools and other goods are universal and can happen anywhere.

As a group of wise second graders explained, sharing can help us get more while owning less. It can also keep us out of environmental trouble by cutting down our consumption. And it can make us feel happier and healthier. For millions around the world, those three motivations are making it worthwhile to give sharing a shot. ■



# How Collaborative is Your Consumption?



Take a quick quiz to find out. Some questions may have more than one answer. Score yourself and see where you stand in the sharing economy.

1

**Kickstarter is:**

- a) An app that lets you fire up your motorcycle from your smartphone.
- b) A bikesharing program.
- c) A website where individuals can sign up to collectively fund new ideas, films, business ventures or other projects.

2

**You are traveling to San Antonio for business and all the hotels are booked. What do you do?**

- a) Cancel your trip.
- b) Ask your Facebook friends if anyone has a friend with a sofa.
- c) See what's available on Airbnb.



3

***You have a small yard and love fresh vegetables but have no time to garden. What can you do?***

- a) Visit the grocery store often.
- b) Find or start a community support agriculture (CSA) group in your town.
- c) List your yard on a landsharing site such as SharedEarth or Sharing Backyards.



4

***You have been invited on a camping trip but own no outdoor gear. What do you do?***

- a) Go on a massive shopping spree.
- b) Ask around if any friends have items you can borrow.
- c) Go to your local outdoors store or a website like NeighborGoods to see if you can rent what you need.

5

***How many times have you bought a used item at a yard sale or online in the last year?***

- a) None
- b) 1-2
- c) 3 or more

6

***You have exercise equipment you never use. Would you consider selling or trading it?***

- a) No way. That folded up treadmill makes a great clothes hanger.
- b) Sure, for the right deal.
- c) Already writing up the ad for Craigslist.

7

***Redistribution is:***

- a) A popular clothing brand for tween girls.
- b) The practice of passing along or selling your unwanted items.
- c) One of the three types of sharing economy businesses.

8

***Freecycle might be useful if you are:***

- a) Looking for free places to stay while you bike across the country.
- b) Clearing out your attic.
- c) Trying to find used furniture for free.

9

***Congratulations on dieting successfully and losing those extra 15 pounds. Now what do you do with your old clothes?***

- a) Toss them.
- b) Keep them around in case you backslide.
- c) Trade them in for different duds via ThredUp.

10

***You want to be more collaborative in your consumption but are unsure how to begin, so you:***

- a) Give up on the idea and let other people have all the fun.
- b) Promise to share informally if the opportunity ever presents itself.
- c) Stop reading this article right now and brainstorm five ways to start sharing more.





# Scoring

**Give yourself 0 points for every time you chose answer A.**

**Give yourself 2 points for every time you chose answer B.**

**Give yourself 3 points for every time you chose answer C.**

**Give yourself 5 bonus points if you chose answer C for question number 10.**

(And send your list of ideas to us at [worlddark@list.heifer.org](mailto:worlddark@list.heifer.org))

## 0-9 points

Well, everyone needs to start somewhere. At least you have a lot of interesting learning ahead of you. Try rereading this article or visiting [Shareable.net](http://Shareable.net) for some inspiration.

## 10-19 points

You are definitely sharing aware. Keep it up and consider ways to expand your already great inclinations.

## 20 or more points

Congratulations! You are a true inspiration. Continue to be a shining example for your community.

# Where to Start

## [www.shareable.net](http://www.shareable.net)

Shareable is an upbeat, engaging and energetic online magazine that offers how-to advice and tells the inspirational stories of people and projects bringing a shareable world to life.

## [www.teamheifer.org](http://www.teamheifer.org)

Recruit your family, friends and co-workers to join your team, raise money and support Heifer's mission. Whether your goal is \$20 or \$20,000, Team Heifer is a great way to support ending world hunger and poverty.

## [www.collaborativeconsumption.com](http://www.collaborativeconsumption.com)

Collaborativeconsumption.com grew out of the book of the same name. The website offers news, original content, events, job listings and countless other resources to learn more about the sharing movement.

## [ouishare.net](http://ouishare.net)

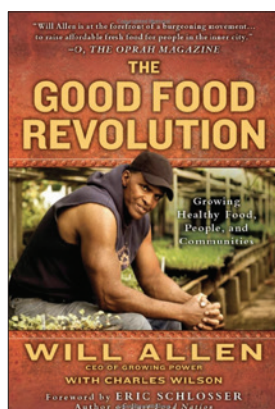
The website of OuiShare, a global nonprofit founded in 2012 as an open global community of entrepreneurs, designers, researchers, public officials and other people working to accelerate the shift toward a more collaborative economy.



# He Plants, He Shoots, He Sc

Will Allen's memoir tackles food, farming and race in America

Review by Ragan Sutterfield, *World Ark* contributor



*The Good Food Revolution*  
By Will Allen,  
with Charles Wilson  
Gotham Books

The Penguin Group  
Paperback, \$16  
272 pages

“One of the most important pieces of advice that I give anyone wanting to start a garden is a simple one: Get started,” said Will Allen, a hoops champion, urban farmer extraordinaire and founder and CEO of the organization Growing Power. Allen embodies the just-do-it attitude of a sports sensation, not waiting around until all of the grants come in and every element is in place.

*The Good Food Revolution* follows Allen's journey from the farm of his youth to his success as a professional basketball player and his eventual return to the land. It is also the story of the black experience of food and farming, from the sharecropping arrangements of the post-Civil War South to the migration of Southern blacks to the North during the Great Depression.

*The Good Food Revolution* begins with the flight of Allen's mother from sharecropping in South Carolina to what she hoped would be a better life in Maryland. “She was trying to escape our family's long history in agriculture,”

Allen writes. But she comes back to that history with her marriage to Allen's father, an illiterate man who “was good at reading things besides words”—hunting, fishing, building and farming.

The family moved to a Maryland farm owned by a widow, where Allen's father grew food and his mother worked as a domestic. Allen helped his father on the farm, “growing food, by necessity, before I was 10 years old.”

He grew tall and discovered basketball just before high school. He played through college, where he received threatening letters from the Ku Klux Klan because of his place on a recently integrated basketball team. He married a white woman against the will of her parents and others, and with her by his side he entered a life of professional basketball that eventually led him to the European league in Belgium. Allen began to grow food alongside Belgian farmer friends, rediscovering his love for the land.

When his basketball career ended, his family moved to Wisconsin, just outside of Milwaukee. Growing Power, Allen's urban farming organization, was born after he saw a foreclosure property that included several greenhouses in the middle of Milwaukee. He bought the property and used it to grow good food for the surrounding low-income community. He taught kids from the local YWCA to grow food, and he offered jobs to older youth. He developed an urban agriculture laboratory, and Growing Power as it is today began to emerge.

It was through Heifer International that Allen began using worms as a source of organic fertilizer. Those worms became a bedrock of his operation, enabling Allen to produce rich soil from which he could grow



## READ TO FEED

*“I think White Fur Flying is a great book to read for Read to Feed. The book is about a really sweet family who rescues dogs and finds them good homes.”*

MARY THOMAS TUCKER, AGE 8  
St. Mary's Episcopal School  
Memphis, Tenn.

APRIL IS READ TO FEED MONTH;  
[WWW.READTOFEED.ORG/APRIL](http://WWW.READTOFEED.ORG/APRIL).



# ores!

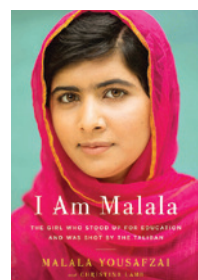
thousands of pounds of vegetables on a small plot of land. He received a 2008 MacArthur “Genius” Fellowship for his innovations in small-scale and urban farming.

The Growing Power farm in urban Milwaukee utilizes every inch of space, both horizontal and vertical, to grow fish, fruit and vegetables in integrated systems that are both cost effective and ecologically healthy. His innovations range from using the radiant heat of compost to warm greenhouses over the winter to filtering the nitrogen-rich water from the tilapia through the roots of plants to not only clean the water, but also to grow strawberries, tomatoes and watercress.

Going beyond his own work, Allen also uses his book to address the racial disparities of our food system. He cites a 2011 study showing “that black children and teens were exposed to 50 percent more fast-food advertising than their white peers” and that “more potato chips are consumed in Detroit per capita than in any other city of the country.”

As *Fast Food Nation* author Eric Schlosser says in the book’s forward, “[Allen] understood, long before most, that America’s food system is profoundly broken—and that a new one, locally based and committed to social justice, must replace it.”

In *The Good Food Revolution*, Allen shows us a model not only of the kind of agriculture we must have, but also the hard work this new food system will require. Allen invites us all to join in. “We are changing the food system block by block, hoop house by hoop house,” Allen writes. “Join us. Pick up a shovel, get your hands dirty, and let’s begin.” ■



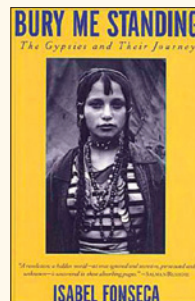
## NEW AND NOTEWORTHY

**I Am Malala: The Girl Who  
Stood Up for Education and  
Was Shot by the Taliban**

By Malala Yousafzai

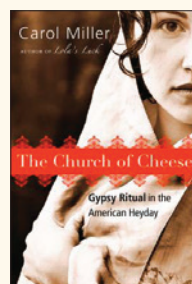
## THREE FAVORITES ON: THE ROMANI PEOPLE

An ethnic group that traces its origins to northern India, the Romani people are also known as Roma, or by the perjorative label of Gypsy. Isolated and often misunderstood, the Roma are frequently victims of discrimination.



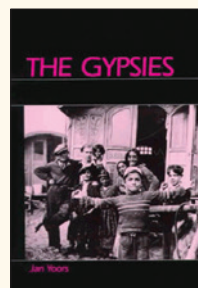
**Bury Me Standing:  
The Gypsies and  
Their Journey**

By Isabel Fonseca



**The Church of Cheese:  
Gypsy Ritual in the  
American Heyday**

By Carol Miller



**The Gypsies**

By Jan Yoors



# Building a Better Milk Can

EADD Farmers Test Innovation to Reduce Spillage, Spoilage

By Donna Stokes, *World Ark* managing editor | Photos by Russell Powell

Rogers Ssenkasi, age 10, stops for a moment on his journey delivering milk by bicycle in Kinyogoga village, Uganda. Two large yellow plastic jerry cans, scratched and dusty from use, are tied to the back of his bike. An image of Ssenkasi and his milk-laden bike appeared on the cover of the February 2013 issue of *World Ark*, and a couple of readers wrote in with concern about the quality of the milk arriving in such a way.

The openings in such cans are small, and dairy farmers go to great lengths to ensure they are meticulously cleaned inside between deliveries so their milk will meet quality standards at the chilling plant and not be turned away.

Yet you can imagine how difficult the cans would be to clean through those tiny openings, said Jane Maindi, East Africa Dairy Development (EADD) program manager, who traveled from Nairobi, Kenya, to Heifer headquarters in Little Rock, Ark., to show off an innovative milk can that farmers in Heifer's East Africa Dairy Development project are testing. The Bill & Melinda Gates Foundation funds the project, which is led by Heifer International.

Global Good, a collaboration between Intellectual Ventures and Bill Gates to invent technology that improves life in developing countries, developed the Milking and Transportation System for Kenya after Gates visited an EADD cooperative there in 2009, said David Keogh, program director.

During that visit, Gates saw that the biggest challenges for the smallholder dairy farmers trying to deliver milk from their cows twice a day were spillage and spoilage. He suggested Global Good develop a better way for farmers



Rogers Ssenkasi transports milk by bicycle in Kinyogoga village, Uganda.

to address the key problems that cut into their revenues.

"The dairy farmers are very happy with the new innovation," Maindi said. "They have told me that milk spillage has been reduced, that they are now able to easily detect mastitis in their cows, and they use less water and spend less time cleaning the cans."

To demonstrate the quality and durability of the new cans, made of food-grade, U.S. Food and Drug Administration compliant plastic, Maindi hurled one across the room and invited





any challenger to try to stomp a dent into it. Nothing doing. She showed how an accompanying funnel can be used to test the cows for disease before milking and demonstrated the easy cleaning involved with the wide-mouthed vessel that's smooth inside with no corners that could collect residue.

The attached locking lid on the ultraviolet-light protected plastic prevents spillage, even when tipped upside down. She also showed how indentations on the bottom of each can make them easy to stack.

Although the project originated in Kenya, Global Good has plans for the can in neighboring countries as well. They've signed royalty-free licensing agreements with two organizations that will manufacture and distribute the containers in eight African countries. Nairobi-based Ashut Engineers Limited will manufacture containers locally and sell them in Kenya, Uganda, Tanzania and Rwanda beginning in 2014. Separately, SNV-Ethiopia—an affiliate of the SNV Netherlands Development Organization—will coordinate local manufacturers and supply chains throughout Ethiopia, Somalia, South Sudan and Sudan.

In line with Global Good's focus on delivering social impact, profits will remain with the local partners, and the containers will be sold at price points that are accessible to smallholder farmers and other low-income stakeholders in the dairy value chain. The goal is to eventually find manufacturers in many countries to work toward global distribution, Keogh said.

Kenya does not allow the use of inexpensive plastic cans like Ssenkasi is using in Uganda, Maindi said. Still, she acknowledged that you see those yellow cans being used for that purpose on every path and roadway across East Africa. The reason?

The ubiquitous yellow can costs \$3. The Kenyan government-approved metal milk can costs \$30 and easily dents and spills. The new Global Good can costs roughly \$11, Maindi said.

"People are obviously looking for a new solution," Maindi said. "So far the results are promising." ■



Jane Maindi, East Africa Dairy Development program manager, demonstrates an innovative milk can developed by Global Good that Heifer farmers are testing in Kenya.



## MAIN GOALS OF INNOVATION

- Increase supply of safe milk to market
- Reduce spoilage and spillage at farm level
- Reduce rejection of milk because of poor quality
- Manage udder health of cows and aid early detection of disease



## EADD Phase II

Symon Mwangi removes caps from milk containers at the Tanykina Dairy Plant Ltd. in Kipkaren Salient village, Kenya.

The East Africa Dairy Development program entered its second five-year phase in January, building on the first phase, which saw the program grow to be one of the leading market-oriented development initiatives in eastern Africa.

The intention of EADD II is to strengthen the model implemented in its first four years to make the program scalable and replicable in other developing countries. It will expand the work into Tanzania while continuing work in Kenya and Uganda.

Along with the new jerry cans, the program is looking to use new approaches to fodder production and to explore alternative energy sources.

“What we’re trying to do here is change the

face of an industry,” said Elizabeth Bintliff, vice president for Africa Programs. “We will be paying attention to activity in the dairy chain at all levels, from production systems at the household level to the hubs to processors and policymakers, all the while working to ensure that the gains of the project are not just economic but social as well.”

Ultimately, Heifer is strengthening the infrastructure behind each glass of milk that will be available in East Africa. By improving the value chain that allows for profit on each level, another 1 million people will have access to food, jobs, income, education, and financial and medical services. ■

**Learn more at [www.heifer.org/EADD](http://www.heifer.org/EADD)**





# Beating the drum for Heifer

Interview by Puja Singh, *World Ark* contributor

As a volunteer and donor with 10 years of service to Heifer International, Ashley Stone is a vocal proponent of the organization's work to end hunger and poverty. Stone's deep experiences with Heifer fire her conviction to support the mission and pass on the gift.



PHOTO COURTESY OF ASHLEY STONE

Ashley Stone says she learned a great deal about Heifer's training and community development in her visit to Chitwan, Nepal, in March 2013.

**WORLD ARK:** How did you first learn about Heifer and what about it clicked for you?

**ASHLEY STONE:** I saw Beatrice's story on the "Oprah Winfrey Show" about 10 years ago. I was impressed with the simplicity of Heifer's model of battling hunger and poverty and how Beatrice's future, her family's trajectory and the possible future for her kids changed because of this simple idea of giving goats.

**When did you understand the full picture of Heifer's work? How did you act on this understanding?**

The understanding came out of a combination of events and interactions over the last several years. My first hands-on experience was seven years ago, at the Heifer Ranch at a women's lambing weekend with my mother. Then in October 2011, I participated in an event for donors and was offered the opportunity to meet country

directors, like Alejandro Lopez Musalem from Mexico. I also saw the education programming Heifer has devised for kids, which sparked a commitment to involving my children's school with Heifer.

The March 2013 trip to Heifer projects in Nepal ingrained in me the significance of the years of training and community development. I began to have a better understanding that the Cornerstones are what sets Heifer apart from the other



PHOTO COURTESY OF ASHLEY STONE

Women's self-help groups track their progress as part of their training in Heifer's 12 Cornerstones for Just and Sustainable Development.

NGOs that may have a more Band-Aid approach to assistance. Heifer's holistic and thorough approach to community development creates a strong foundation and framework from which the project partners can continue to develop and improve, eventually independent of Heifer.

### How would you define your involvement with Heifer?

I was an Area Volunteer Coordinator from 2008 to 2011. I hosted meetings for volunteers, staffed booths at community events and attended trainings on Heifer's model. I've since

focused on talking with other donors, helped at various fundraising events and assisted my children's school in a trip to Heifer Ranch.

### Why are you so passionate about Heifer?

I realized that I wanted to focus on my core values and find programs that aligned with those core values with the best, smartest and most efficient practices possible. With a social work background, I have always been interested in finding ways to help the most vulnerable people, which tend to be women and girls. In the U.S., we have a culture that supports females at a much deeper level than in most places around the world. Heifer addresses the needs of women and girls in dignified and sustainable ways by encouraging the entire community, men and women alike, to reevaluate each person's value to the community. This process tends to fuel more girls going to school and open up more opportunities for women to take on leadership roles.

At Heifer, I have seen a grassroots approach to addressing a variety of important social, economic, environmental and cultural issues. I believe the 12 Cornerstones and the associated trainings are at the root of Heifer's success. I feel that Heifer's approach assists communities in redefining themselves in an organic way. It takes time for communities to make real, long-lasting positive changes for themselves, and Heifer understands this. It does not rush change. For example, with the trainings and livestock, project partners will change the economy, which will change the education which will change the health and which will change the politics. These are the long-term, sustainable changes that are initiated by the people themselves and not by anyone

externally. In addition to just surviving, people love to feel competent and intelligent, they love to learn, develop and grow. Heifer offers the opportunity and framework to do so and this is how Heifer helps people to regain dignity and hope.

### What components of the Heifer approach do you appreciate the most?

First it was the animals. But after 10 years of learning and involvement, it is Heifer's ability to help the most vulnerable populations to restore their own hope and dignity. It's not the West coming in to say, "This is the way, the path for you." It's Heifer's ability to ask the right questions so the community members can come up with the answers that will change their future.

### You are a relentless advocate for Heifer. What makes you want to share Heifer with your family and your network in San Diego and around the world?

Heifer's value system completely aligns with my own. As global citizens, we are not separate. I can get to Nepal tomorrow. We are connected to each other and need to understand how we are related to each other's issues around the world. I feel like Heifer is the absolute best possible answer to community development, and I want people to know that Heifer is an incredible, transformative option for their time, energy and support. We will have bigger impact if you can get everybody on the same page. I believe that if the donor community learns about Heifer's incredible impact, then our collective effort to solving a range of problems has a better chance of success. At the end of the day, I support Heifer because Heifer focuses on assisting motivated communities to address their own needs, rather than the international donor community trying





PHOTO BY GEOFF OLIVER BUGBEE

Pass on the Gift ceremonies illustrate how Heifer's work helps restore the hope and dignity of vulnerable farmers by empowering them to become donors themselves.

to solve their problems for them.

### **Do you think this is a long-term solution? Why?**

Yes. There are many examples from Nepal, like Sita Poudel, who was a Heifer recipient and now is an implementer of Heifer's projects in her community. Bhudharmia Chaudhary was a farm slave like generations before her, and now in a span of 13 years of working and growing with Heifer, her daughter is finishing nursing school. Heifer's model offers long-term solutions to complicated problems that are manifested in different ways in different countries.

At the core, Heifer's value of Passing on the Gift creates true healing across communities. The concept of sharing may come naturally to people, but extremely dire circumstances make this value hard to achieve. Since Heifer requires a pass on, farmers pay forward

instead of back. The psychological effect of moving from a recipient to a donor cannot be underestimated in this whole process of improving the quality of life for the individual and the community. I've seen several pass-ons now, and in my opinion, it is the magic ingredient to Heifer's long-term success.

### **Your son went to Heifer Ranch with most of his 5th-grade class. What do you think—and hope—he will take from the experience?**

One of the things that I would like to ingrain in my kids is that there are many people in the world who have it much harder than them, due to no fault of their own. And I want them to understand that it is their responsibility to not look the other way but to try to address the problems in whatever ways they can. From his visit to Heifer Ranch, I hope my son understands the value of community development

within his own communities at school, in San Diego and around the globe.

### **Why should I give to Heifer?**

I would ask you to define your own values, learn about Heifer's values and see if they align. I am sure you will find that most, if not all of Heifer's Cornerstones, are similar to the ones you are trying to instill in yourself and others around you. If you are looking to help make real impact in the world of communities helping themselves in sustainable ways, Heifer, in my opinion, is the best way to go about it. ■

**Thank you Ashley Stone! Your work to date raising more than \$600,000 for Heifer has helped change thousands of lives by empowering small-scale farmers around the world.**





Heifer Area Volunteer Coordinators (at left) gather at Heifer Ranch in Perryville, Ark., in 2010. Volunteers (in photos below) are at the heart of Heifer's work through events and fundraising campaigns every year.



# Connect your world with ours

**H**eifer volunteers are dedicated and caring individuals who support the organization in a variety of ways. Experiences range from giving educational presentations to working with schools, faith communities and other organizations to spending time at a learning center.

Another way to utilize your talents and skills is to help attract funding from new and diverse sources. Our major gifts team is opening opportunities to Heifer enthusiasts to help network and introduce Heifer International to new potential donors and influencers.

Heifer volunteers are changemakers, inviting others to learn more about the organiza-

tion, getting them involved and asking them to invest in ending hunger and poverty.

To sign up for volunteer opportunities, visit **[www.heifer.org/volunteer](http://www.heifer.org/volunteer)**.

For more information on major gifts, find the closest staff member to you at **[www.heifer.org/partners/majorgifts](http://www.heifer.org/partners/majorgifts)**. ■





# Honoring a Lifetime of Giving

Story by Patty Reed, *World Ark* contributor



Marjorie Seltzer lived a quiet and simple life. She gave generously to help Heifer farmers pull themselves out of poverty.



PHOTOS COURTESY OF HEIFER FOUNDATION

Sometimes we can know a person for years and never guess what lies below the surface. Case in point: Marjorie Seltzer, who lived quietly in a close-knit community in the Fan District of Richmond, Va., for nearly 30 years. Many in the community knew her simply as the reserved older woman who came out to her front porch to smoke the cigarettes she stubbornly refused to give up. For the handful of people who took the time to know her well, though, “Marny” was intelligent, feisty, intensely loyal, witty, fiercely independent, warm, giving and sometimes shy.

Marny was born in Vestal, N.Y., in 1932. Her mother taught English to immigrants at a school in New York, long before English as a Second Language programs existed. After graduating from Elmira College, Marny went to work for a major insurance company and was quickly

promoted to a position of authority—a rare accomplishment for any woman in the 1950s. She had a wide circle of friends and traveled to Europe and South America. When her beloved mother fell ill, Marny took an early retirement and moved with her to Richmond, giving up the rich life she had in New York without regret.

Marny cared for her mother, and later for her brother, who lived nearby. She quietly made contributions to support local arts and education programs and was a regular donor to Heifer International. Marny loved to think of “her” animals traveling all over the world as she once had, and she appreciated Heifer’s model of giving people a hand up, not a handout. She never asked for recognition or attention, and few people were aware of her generosity.

Marny died peacefully one day last May with her close friends by her side. As a final act of kindness, her will stipulated that the bulk of her estate be divided between Heifer International and a local charity.

Through Marny’s generosity, Heifer will receive approximately \$500,000 to help people pull themselves out of poverty. This astounding gift from a woman who chose to live her own life with simplicity and grace will transform the lives of thousands of families all over the world. Although she would have been uncomfortable receiving their expressions of gratitude, I know that every one of the thousands of men, women and children who will benefit would want to join me in telling Marjorie Seltzer how profoundly grateful we are to her and to finally publicly acknowledge her extraordinary contribution. ■

Contact Heifer Foundation at [info@heiferfoundation.org](mailto:info@heiferfoundation.org) or toll free 888.422.1161 for more information about planned estate gifts, or go to [www.heiferfoundation.org/wills](http://www.heiferfoundation.org/wills).



# SHOP @heifer



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N01002GOT Goat  
N01410LLA Llama  
N01003BEE Bee



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This 12 oz. ceramic mug has a gradient pattern and features a laser-etched logo on one side.

NMUGLSRRED \$8



## HEIFER WATER BOTTLE ►

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

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## ◀ STAINLESS STEEL TRAVEL MUG

Care for the Earth and save on cups with this 16 oz. stainless steel travel mug. Textured grip, thumb-slide lid, foam-insulated, double-wall construction.

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A heavy-duty, 100% cotton canvas bag. 14"x17"x13". Available in grape, charcoal, green and orange.

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Wear your support with this 2½ inch pin-back button.

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Show your support and spark conversation with this attractive, weather-resistant vinyl decal.

White, 5" x 3.5"

**ND0005 \$1**



#### ▲ HEIFER LAPEL PIN

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

**NPINL2010 \$5**



#### ◀ HEIFER SCOUT PATCH

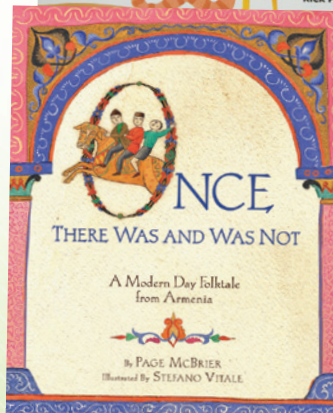
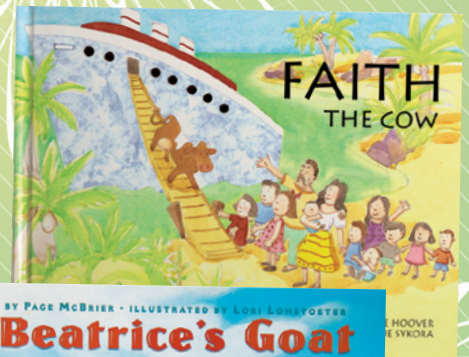
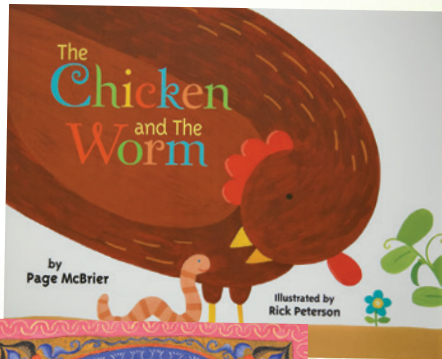
This patch is the perfect addition to any patch enthusiast's collection.

**NSCTPATCH \$3**

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Showcase your support with this grocery bag. Artwork by Betty LaDuke which features the people and places of her travels with Heifer.

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

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Chronicles the first shipment of Heifer cows to Puerto Rico. Ages 4-6.

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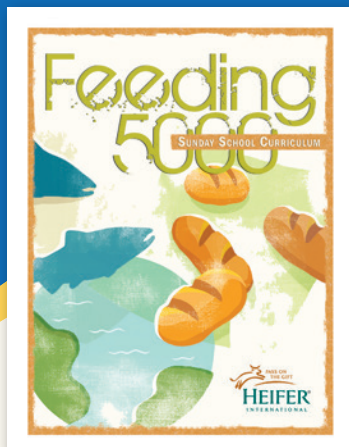




# Faith in Action

Inspire change and transform lives through Heifer International's faith-based programs.

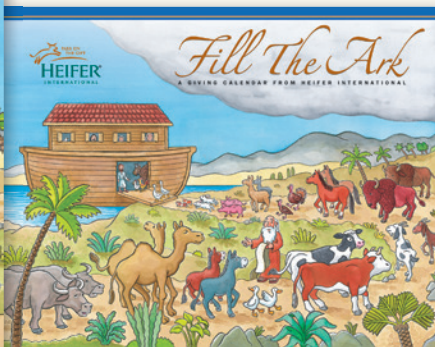
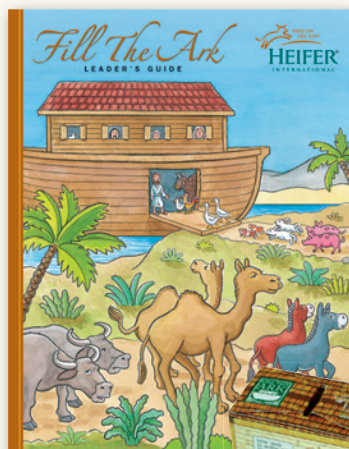
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*"I'm planning to donate more than 80 gallons because God helped me to raise my daughters and my children by myself. So I can save some milk for the orphans."*

—Leontina Giurgiu, Heifer International dairy farmer in Râșca Pleș, Romania



Leontina Giurgiu received a cow she named Ruji on March 8, 2012, International Women's Day. The milk she donates is turned into cheese, yogurt and other products that are delivered to a dozen orphanages in Cluj-Napoca. She gives the milk she doesn't donate to the orphans to her five children, her six grandchildren and her mother-in-law, even saving some for herself now and then. "Every morning my Ruji receives one kilo of carrots, every morning. The milk is so sweet."





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