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GIFT CATALOG IN THE WORLD

HOLIDAY 2018 || HEIFER.ORG

worldark

® THE MAGAZINE OF HEIFER INTERNATIONAL

HEIFER INDIA

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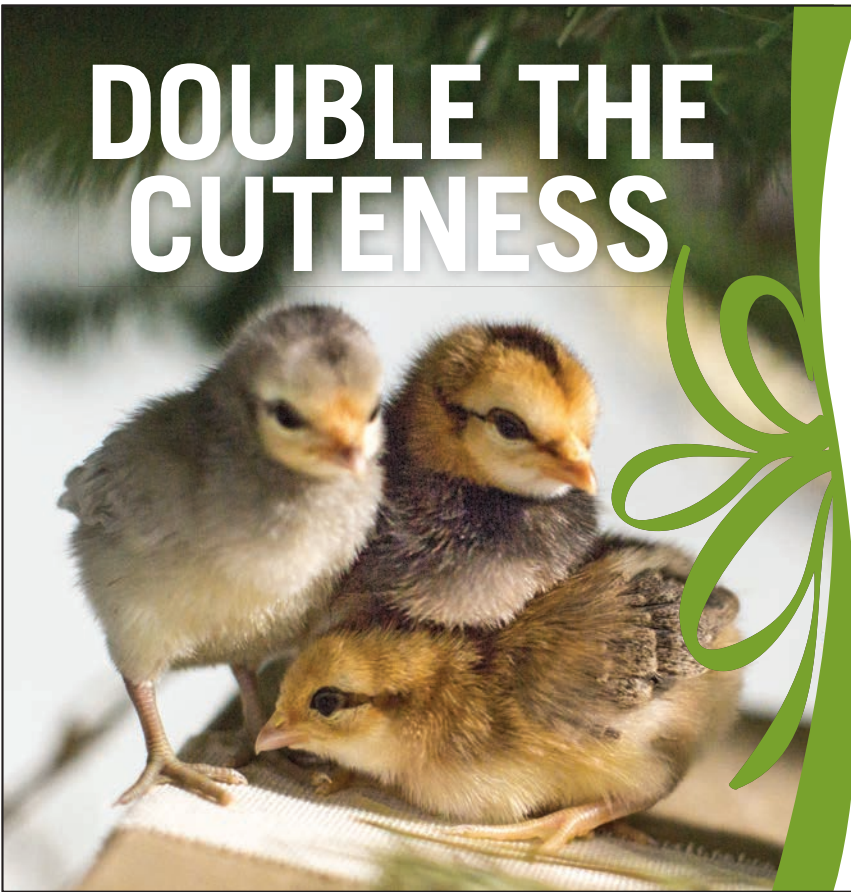
PLUS

WOOLENS 101

The lowdown on
wool from sheep,
goats and ... dogs?


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INTERNATIONAL

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Dear Determined Humanitarians,

This year was tumultuous and divisive for so many people, in the United States and around the world. And now here we are, heading into the holiday season when to-do lists grow and calendars inevitably fill up. I think we would do well to take our lead from country music legend Willie Nelson, who is featured in this issue. Nelson is famous for a work ethic that has him on the road most months of the year, even as he's well into his ninth decade. With the constant travel and demands on his time, how does Nelson stay healthy and grounded? He does it by building and nurturing strong connections with people and the Earth.

Growing up in Abbott, Texas, Nelson earned spending money by pulling corn and baling hay on neighbors' farms. His lifelong affinity for both music and family farming bloomed on these jobs, where he worked the rows alongside African-Americans and Mexican-Americans who shared songs to help the workdays go by. Bonds of friendship and respect solidified as they tended the soil and harvested crops together. "I learned a lot about other people just by picking cotton with them," he remembers.

Years later, with a successful career in hand, Nelson decided it was time for him to pass on the gift. He championed the cause of small-scale sustainable agriculture by founding Farm Aid, an organization that's helped family farmers in the United States since 1985. "We know that the small family farmer takes better care of the land," he says. "We want to have something to leave our children and our grandchildren."

"I learned a lot about other people just by picking cotton with them." — Willie Nelson

Through Farm Aid and his own business ventures, Nelson connects farmers with resources to make their land both economically and environmentally sustainable. It's a mission we at Heifer International applaud and share as we promote agroecological methods that integrate livestock and crops in ways that fortify the soil, rather than deplete it.

In this season of holidays, you can choose gifts that honor recipients and support the important work of sustainable farming, too. A gift from you through Heifer

International reaches far beyond the family lucky enough to have new livestock or a loan to launch a small business.

Folding you into this global network

of caring and support is our goal every time we share stories of the beautiful, determined families you've touched with your Heifer International gift. These families may be far across oceans in countries you've never visited. No matter. Your decision to share what you can with a fellow human being unfurls into a network of families joining minds, muscle and heart to lift entire communities out of hunger and poverty.

Small-scale farmers around the world are reaching out to us for the animals, seeds and support they need to climb free of hunger and poverty. I hope you will continue to join hands with them by Passing on the Gift this holiday season.

Yours for a better world,



Pierre U. Ferrari
@HeiferCEO



Goats are among my favorite gifts to give. These amusing animals provide more than entertainment. They clear overgrown shrubs, provide nutritious milk and most importantly, they can launch struggling families on a steady path to a reliable livelihood. Take care of your own holiday shopping and order your goats on Page 28.

SHOP FOR GOOD!

HOLIDAY SHOPPING ON AMAZON?
DON'T FORGET TO SHOP AT
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With Heifer International
selected as your designated charity,
a percentage of everything you buy
is donated to Heifer at no additional
cost to you. Check gifts off your
list while helping farming families
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Feed the Hungry. **FEED YOUR FAITH.**

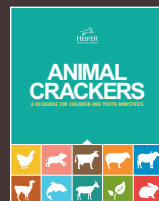
Heifer International is a nonprofit dedicated to helping the least of these around the world lift themselves out of hunger and poverty. Our faith programs allow your congregation to join us on our journey toward a poverty-free future. Visit **www.heifer.org/faith** today for free resources.



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COVER

Puja Kumari, 24, is a farmer and a scholar. In addition to running a farm and raising a family, she graduated college last year – a rare accomplishment even for men in Bihar, India. Photo by Olivier Asselin

Top:
Eduardo Rodriguez Cruz collects young agave plants in a field in Santa Ana del Rio, Oaxaca. Photo by Russell Powell

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On the Row Again

Music superstar Willie Nelson grew up in Texas farm country and never forgot the lessons he learned there. Ever since, he's used his popularity to fight for small-scale farmers. Recently, he sat down with *World Ark* to talk about the importance of family farming and how music brings people together.



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Girls on Fire

The women who live in the basin of the Kosi River in Bihar, India, have long been limited by the strictures of traditional gender roles and the caste system. Now, with the support of Heifer, groups of Bihar women are becoming leaders in their families and communities.



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The Spirit of Oaxaca

In southern Mexico, small-town families long ago mastered the craft of making mezcal, a drink traditional to the area. But for many communities, making mezcal has been a hard way to earn a living. Heifer and international spirit company Pernod Ricard are working with the community of Santa Ana del Rio to ensure mezcal producers get the most out of their hard labor.





EDITOR'S NOTE: This letter took a bit to find us; it refers to the Summer 2018 issue.

A HEIFER LIMERICK

It's taken me a while to get through this issue, but it is marvelous! I especially like the article and column by and/or about the kids in America who are helping people through the most unexpected ways! And the toilets in Tanzania! And the coffee guy! Just fascinating!

It makes me want to do something other than just give money, but I'm 87 so my options are kinda limited! I recently visited your

Little Rock HQ, including the [Urban Farm], all of which was thoroughly enjoyable. Here is a special though silly little thank you limerick for all of you — including the kids and the numerous volunteers (AND the employees!) who make Heifer work:

*It's one thing to donate,
but you
Give in many more
ways than that, too...
Your time and your heart,
Your inventions and art
I can't count all the
things that you do!*

*Bringing water — and
toilets! — and smiles
To folks who would
hike long, hot miles.
And fourth graders' fishes
Help grant girls' school wishes
Overcoming a life of denials.*

*Then of course there's
the Heifer tradition:
Crops and animals
raised for nutrition
But so open to new things
To more ways to do things
Go, Heifer! Is what I'm a-wishin'!!*

BINDY BITTERMAN
Chicago, Illinois

In our Fall 2018 issue, we asked readers to answer this question:
"In Honduras and other countries, Heifer International is supporting entrepreneurs and their families. What kinds of small businesses would you like to see Heifer support?"

Vegetable production, pig production and village chicken production.

KAMBONGE GEORGE
via Facebook

The re-envisioning of the American Indian reservations!!!! Support and creativity, and love, to support them to reinvent themselves in health and glorious independence in these wondrous new times we are in. Such a grace will change history.

ERIN (@MOUNTAINFAIRY7)
via Instagram



For more World Ark content, follow us on Twitter **@world_ark**. You can also follow our writers: **@austingbailey**, **@jason_m_woods**, **@mollycmitch**, and **@The_Ivie_League**.

Q&A HOLIDAY

What do you think of the title of our magazine, *World Ark*? If you could change it, what would you change it to?

WE WANT TO HEAR FROM YOU!

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



worldark



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A Family Tradition

**WHY DO YOU
#GIVEHEIFER
DURING THE
HOLIDAYS?**

**Use our hashtag
and share!**



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CHILD MALNUTRITION

Child malnutrition is the single biggest contributor to deaths in children under the age of 5 because malnourished children are more susceptible to infections and less able to recover from illness.

WORLDWIDE
SPONTED
151 million
SPONTED
151 million



PRESIDENT AND CEO
Pierre Ferrari

PUBLISHER
Annie Bergman Giattina

worldark

1 WORLD AVENUE
LITTLE ROCK, AR 72202, USA
EMAIL: [WORLDARK@LIST.
HEIFER.ORG](mailto:WORLDARK@LIST.HEIFER.ORG)

MANAGING EDITOR
Austin Bailey

SENIOR EDITOR
Jason Woods

WRITER
Molly Mitchell

DESIGNERS
Pooi Yin Chong
John Houser

CONTRIBUTORS
Peggy Reiff Miller

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World Ark is the educational, informational and outreach publication of Heifer International. Its purpose is to further Heifer's goals to end poverty and hunger while caring for the Earth and to raise awareness of the issues involved in this work throughout the world. Heifer International is qualified as a charitable organization under Section 501(c)(3) of the Internal Revenue Code. Contributions to Heifer International are tax-deductible to the extent permitted by law.

Since 1944, Heifer has helped 32 million families, directly and indirectly, 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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Woolens

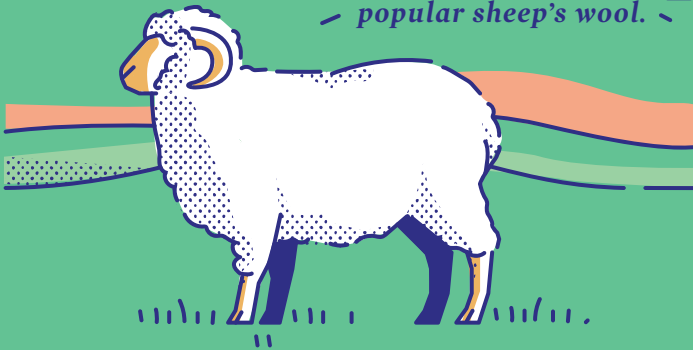
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Sheep

are the primary source of wool used in clothing.

There are **hundreds of breeds of sheep**, and not all of them produce wool. Sheep breeds that aren't shorn and are instead cultivated for meat or milk are confusingly called *hair sheep*. Because ... we *don't* use their hair?

Merino is the most popular sheep's wool.



Merino wool comes from merino sheep, which originated in Spain but are now bred mainly in New Zealand and Australia.

Among **merino's selling points**:



Naturally **hydrophilic** fibers wick moisture away from the skin, and the fabric dries quickly



With fibers finer than many other types of wool, merino is **smooth, soft** and not too itchy



Lanolin in sheep's wool has **antimicrobial** properties that kill the bacteria that cause body odor



Goats

are far more glamorous than they're given credit for.



Cashmere comes from the fine undercoat of the **Kashmir goat**, which is native to the Himalayas but is now bred the world over.



Pashmina, a specific type of cashmere produced in the Kashmir Valley, is commonly used for scarves and wraps.



Mohair, the glossy, flossy fiber is produced by **Angora goats**.

Yaks

are a source of milk, meat and hides in China and Tibet, but they're increasingly being utilized for their fiber.



Yaks' coarse outer hair is less desirable than the fine down that grows in before each winter to help protect the animals from the cold. That **soft down fiber** is shed every summer.



If you've never seen a yak in person, it's not surprising since most of them live on the **Tibetan Plateau**.



Dogs

Knitting with dog fur is a real thing.



Knitting With Dog Hair: Better A Sweater From A Dog You Know And Love Than From A Sheep You'll Never Meet

The **cult classic** offers step-by-step instructions for turning those forlorn hairballs in the corner into yarn that you can knit, crochet or weave into the garment of your choice.

The concept isn't new.

The Native American Coast Salish people of the Pacific Northwest once cultivated an **extra-wooly** distinct breed of dog.

- ◆ Fiber used for blankets and clothing
- ◆ Called Salish wool dogs or Comox dogs, they were gated in caves or cloistered on islands to keep the breed pure
- ◆ The dogs ate a diet made up almost exclusively of salmon



Keeping meat-eating wool dogs is **more expensive** than grazing sheep on grass, so the Coast Salish abandoned their furry wool dogs once Europeans introduced inexpensive machine-spun yarn.

Rabbits

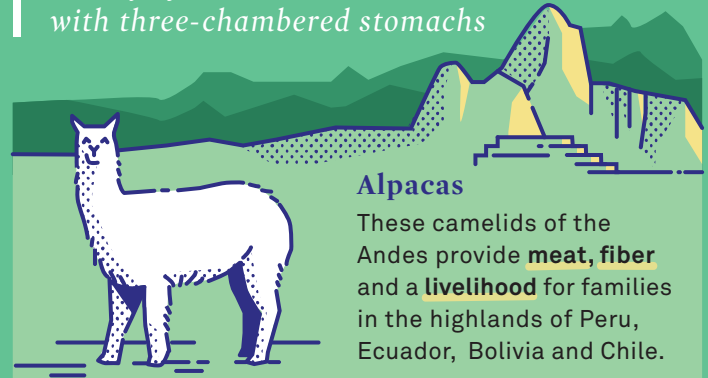
The spun fiber from Angora rabbits is called angora.



Angora goats and Angora rabbits both give fiber that's spun into yarn, but the fiber from Angora goats is called **mohair**.

Camelids

Family of two-toed mammals with three-chambered stomachs



Alpacas

These camelids of the Andes provide **meat, fiber** and a **livelihood** for families in the highlands of Peru, Ecuador, Bolivia and Chile.

Llamas

Llamas, the alpaca's taller cousin, can also produce **soft yarn** that's suitable for clothing.



Vicuñas

Wild camelids native to the South American Andes produce the most **expensive and rare** animal fiber.



The fiber was so prized during the **Incan Empire** that only royalty was allowed to wear it.



Spanish conquistadors called vicuña fiber "**the silk of the new world**" and killed the animals to harvest their fiber, rather than just shearing them.

Camels

The soft undercoat of a Bactrian camel can be spun into a luxury fiber that's **lightweight** but **warm**.



Infographic by FFunction



Blazing Devils, Carved Radishes and Other Latin American Holiday Traditions

There's plenty going on in the United States in November and December, with our Norman Rockwell-worthy turkeys at Thanksgiving, the Christmas tree towering over Rockefeller Plaza and menorahs blazing in windows. But colorful displays of holiday cheer don't stop at the border. Celebrations in Central and South America this time of year include festivals, food and traditions that you might want to fold into your own holiday routines.



Dia de Los Muertos (Day of the Dead), Mexico

Each year at the end of October and beginning of November, people in Mexico decorate and celebrate to honor the dead during Dia de Los Muertos. People don traditional clothing and paint their faces with the distinct skull designs of La Catrina, a satirical character who flaunts her indifference to death. They decorate grave sites with flowers and tell stories about dead friends and family.



NOTESFROMCAMELJOCOUNTRY

Todos Santos (All Saints' Day), Bolivia

Before the Spanish brought Catholicism to South America, the Andean people celebrated a brief return of the dead from the underworld each spring. Departed friends and relatives brought good tidings and good luck for plentiful rainfall and an abundant harvest. Once Catholicism took hold, this Day of the Dead celebration mingled with All

Saints' Day. Today this dual holiday is celebrated with a decidedly Bolivian flair. Bolivian families anticipate that their returning dead relatives will be hungry, so they set a place at the table for the deceased and prepare favorite foods and drink for a big meal on November 1. On November 2, Bolivians escort the spirits of their dead back

to cemeteries with a lively procession that includes artists, musicians and food stalls. Grave sites are spruced up with fresh flowers and a good cleaning. Families leave behind *masitas*, which are sweet breads made in special shapes. Some are shaped like ladders to represent the Catholic tradition of ascending to heaven.



La Quema del Diablo (The Burning of the Devil), Guatemala

Before the wholesome Christmas celebrations begin, Guatemalan Christians ward off evil spirits and negative energy with a symbolic cleansing. Every December 7, families in Guatemala sweep up trash and grime from their homes and heap it in the street for a big bonfire. At the top of the fires, they burn effigies of Satan.

Noche de Rabanos (Night of Radishes), Mexico

This century-old holiday is celebrated every December 23 in Oaxaca, Mexico. The tradition began when merchants tried to attract shoppers on their way to and from Christmas services with intricate vegetable displays. The merchants carved radishes into people, animals and other decorative shapes. The most imaginative and skillfully carved radishes would be snatched up to be used as centerpieces on holiday tables. In 1897, Oaxaca's mayor officially declared December 23 to be the Night of the Radishes. Each year, professional artists and amateur whittlers transform humble radishes into nativity scenes, alligators, churches and other creations.



Flores de Noche Buena (Flowers of the Holy Night), Mexico

You probably decorate with poinsettias for the holidays, but do you know why? According to legend, a poor brother and sister in Mexico left a bouquet of weedy branches for the Christ Child at their church altar. The other children laughed at the humble offering. Soon, though, red star-shaped flowers bloomed on the branches. Poinsettias got their name after the United States' ambassador to Mexico, Joel Roberts Poinsett, brought cuttings back home.



Christmas in Paraguay: Punch, Polka and Poppers

In South American countries where Christmas arrives at the hottest part of the year, holiday traditions look completely different than they do in the northern hemisphere. César Bordón moved to the United States 14 years ago, and he's still not used to cold weather and quiet celebrations on December 25. At home in Paraguay, Christmas comes with sunshine, music, fireworks and huge infusions of vitamin C.

Bordón grew up with two brothers and three sisters in a Catholic household in Itá, a town of about 300 people. He misses the lively Christmas Eve tradition that sends children from house to house to set off fireworks, listen to Paraguayan polka and drink *clericó*, a unique fruit punch.

The end of December is harvest time in Paraguay, and in the farming community where Bordón grew up, families used homegrown produce to make the season's signature drink. "Every year, every family in every house makes *clericó* with

ripe, fresh fruits," Bordón said. In Itá, young children gather at a soccer field across from Bordón's family home and then travel as a pack from house to house, setting off fireworks as they go. Decorations called *pesebres* greet the children at each house. These unique nativity scenes usually include fresh fruit, greenery and shiny ornaments. The scrum of children is so loud that people can hear them coming. Members of each household are waiting on the front porch with music playing and *clericó* chilled and ready to pour.

In Itá, the children roam from house to house drinking *clericó* until Christmas arrives at midnight, then everyone sits down to a feast of *carne asada*, rice and potato salad.

Bordón is building his own family holiday traditions in the United States with his wife and two young daughters, but he misses the festive flair of a Paraguayan Christmas. "I miss the heat and the loud music," Bordón said. "It's so quiet here."

Bordón will bring a taste of Paraguayan Christmas celebrations to the U.S. at his new restaurant Dos Rocas, which features Central and South American food and drinks. Dos Rocas means "two rocks." Bordón chose the name because he grew up in Itá, which means "rock" in the indigenous Guaraní language, and his new home is Little Rock, Arkansas.



PHOTOS BY NICK POPOWITCH



Clericó

Ingredients

3 bananas

3 oranges

3 cups of grapes

3 apples

1 pineapple, cut into chunks

1 quart orange juice

(Amounts are just suggestions, use what you have fresh and on-hand.)

Slice the fruits into pieces and layer in a large bowl or pitcher. Pour the juice over it, chill and serve. For a festive adult version, use one part red wine to one part juice.



asked & answered THE RED-HEADED STRANGER

On the Row Again: Talking Family Farming with Willie Nelson

Interview by Jason Woods, *World Ark* editor and photos by Joe Tobiason



Willie Nelson performs at McMenamins Edgefield in Troutdale, Oregon.



The six-decade career of music legend and American icon Willie Nelson is certainly not short of highlights. That makes it nearly impossible to pick a defining characteristic of his career — but it might just be how his music is beloved by people from all walks of life. “One good thing about music is it brings together everybody,” Nelson said. “No matter if you’re Baptist, Methodist, Christian, whoever you are, Republican, Democrat, Independent, they all like to come hear music.”

Part of Nelson’s appeal is how much he cares for the people around him. In 1985, Nelson co-founded Farm Aid to raise awareness about the struggles of family farmers and help keep them on the land. Both Nelson and Farm Aid are still going strong, supporting small-scale farmers throughout the United States. Everyone’s favorite country singer let us on board his tour bus to share some thoughts on farming, hustling poker and his bromance with Frank Sinatra.

WORLD ARK: You’ve been an advocate, famously, for small-scale farmers since at least 1985 with Farm Aid. Why is it so important to you personally to help farmers?

WILLIE NELSON: Well, I grew up in farm country, in Texas. And I knew all about how hard farming was. I did a lot of it myself, working for other people. Picking cotton, all that good stuff.

And then I started hearing from some of my friends around that there was a problem. In fact, I was in Illinois, I believe it was, with Big Jim Thompson, the governor up there. And we were talking about how farmers were having a bad time. I asked him how it was there, and he said, “Well, it’s bad here, too.” At this time, it wasn’t that bad in Texas, but in the Midwest and other places, it had really gotten bad. And 21 days later we had the first Farm Aid.

What message or advice do you have for small-scale farmers who are struggling, either in the U.S. or internationally?

Well, stay with it. Don’t give up, because there are a lot of us out here who are trying to keep you on the land. And, for maybe a selfish reason, we know that the small family farmer takes better care of the land, and we want to have something to leave for our children and our grandchildren. And the small family farmer is the best one to do that.



A lot of us in the United States are out of touch with the people who raise our food, with the farmers.

Well, I think more and more people are realizing that, when they have breakfast in the morning — why should everything that they're eating come from 1,500 miles away on some truck somewhere when they could have their local farmer grow it for them and have organic food every day? So, you know, the farmers aren't dumb. They figured that out, that there's a way to do it.

Part of the foundation of Heifer International's work is Passing on the Gift. What's a gift someone has passed on to you that's made a difference in your life?

Oh. How much time you got? Everything I have, I owe to other people, for one reason or another. Everything.

Does music have a role in activism?

Yeah. Music is a good way to put out what you think and you believe and if other people believe it and think it, then you can spread the word. "Living in the Promiseland" [about welcoming immigrants to the United States] is a song we that we did many,



many years ago, and it becomes more and more important every day.

Immigration is an issue you've spoken about recently. What should we do to take care of the families who are caught up in that struggle?

Well, unfortunately for the ones who were ripped out of their parents' arms and spread around all over, nobody knows where they are ... That is one of the damndest sins I've run into in my lifetime, with all those people down on the border going through all that, and our government saying that's OK.

Where does your drive for helping people come from?

Oh, I don't know. I've

been helping a lot of people all my life. You know, there's the old saying in the Scripture, "It is more blessed to give than to receive," and I know that for a fact.

I've heard you like to eat bacon and eggs for dinner most nights. Is that true?
That's true.

Do you keep backyard chickens when you're at home?

We're never home long enough to, but I would if I could. I love fresh eggs. They're hard to get.

But you have done some farming, you mentioned earlier.

Yeah, I worked in all the farms around Abbott, Texas, where I grew up. I

"You know, there's the old saying in the Scripture, 'It's better to give than to receive,' and I know that for a fact."

picked cotton, pulled corn, baled hay, worked in a corn sheller. I did all that stuff. I worked out in the fields with, we had African-Americans over there, we had Mexican-Americans over there. They were all, at one time or another, singing. It was like a big opera in the cotton field. And I learned a whole lot about other people just by picking cotton with them.



Your next album is a tribute to Frank Sinatra. What made you want to pay tribute to him?

(Editor's note: *My Way* was released on September 14).

Ever since I heard him, he's been my favorite singer. And I've met him a few times, and we became good friends. And I read somewhere that I was his favorite singer. So, you know, that made me feel pretty good.

Speaking of meeting Sinatra, you've played with nearly every musician I can think of. Is there anyone you haven't played with who you'd like to?

No. [Laughs]

You've hit them all?

Yeah, I've already played

with 'em. [Laughs]

In your interviews, you're always very positive. And you've also had an incredibly long career. Do you have any regrets along the way?

I don't worry about regrets. There's nothing I can do about what happened this morning, you know. Nothing I can do about what's going to happen tonight. I have no control over anything except right now. And that's all that really concerns me, is what's going on right now.

When was the first time you played in front of people?

The first time I performed for an audience was at one of those all-day singing, dinner on the

ground things down in Texas. I was like 6 years old, I think. I had been given a poem that my grandmother, who raised me, had taught me. And so I stood out there and said this poem. And I had on this sailor suit, a little red and white sailor suit, and I started picking my nose, and my nose started bleeding. And what my grandmother had taught me to say was, "What are you looking at me for? I ain't got nothing to say. If you don't like the looks of me, just look some other way."

That's pretty good.

It's a good one.

Sounds like a tough first gig, though.

Yeah. [Laughs]. Yeah.

When you put your name in on YouTube, about every other video is a famous person telling a story about losing a lot of money to you in poker.

Those are some of my favorite stories.

Can you share your secret for winning at poker?

Oh, I'm writing a book on poker —

Are you?

Yeah — so I'll put you in there in chapter 11. [Laughs]

What general advice would you share for our readers?

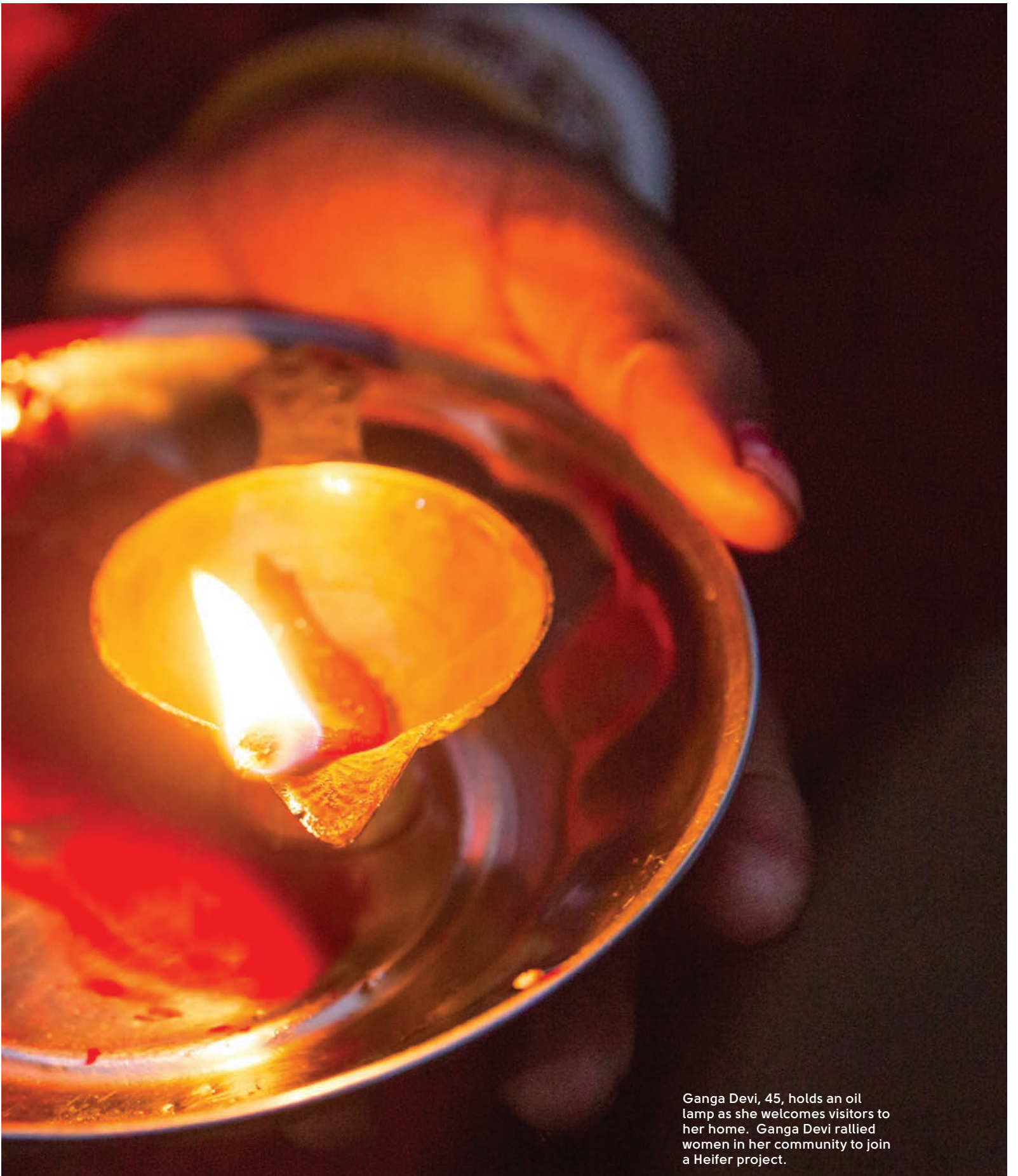
Don't worry. Worry will give you cancer and you'll die, and it's all over, you know. Having a positive attitude is the best way to keep going. ■



Girls on Fire

Devastating floods brought on by monsoon season make it almost impossible for communities of so-called untouchables to keep their heads above water in the flood zone of the Kosi River in Bihar, India. This annual disaster is known as “the curse of the Kosi.” But as more local women break the traditional limitations foisted on them for centuries, they are discovering that empowerment is the key to breaking the cycle of poverty exacerbated by the Kosi’s curse.

BY MOLLY MITCHELL, WORLD ARK WRITER
PHOTOS BY OLIVIER ASSELIN



Ganga Devi, 45, holds an oil lamp as she welcomes visitors to her home. Ganga Devi rallied women in her community to join a Heifer project.



Sandbags line the banks of the Kosi river and its tributaries in anticipation of monsoon season.

PHOTO BY MOLT MITCHELL

THE CURSE

Once upon a time, Bihar was one of the richest regions of India. The Kosi River and its tributaries, rich with sparkling silt, created verdant farmland. As a naturally meandering river, the Kosi had room to roam and spread its abundance over wide swaths of land. Monsoon season was manageable because the river's shape shifted to accommodate the overflowing water supply.

The blessings of the Kosi have taken a dark turn. Climate change and attempts to control the river by building ill-advised embankments have conspired to make the yearly monsoon intensify into devastating floods, a phenomenon now referred to by locals as "the curse of the Kosi." Unable to get their feet back under them during a constant barrage, communities in Bihar are now among the poorest in India. The Kosi River is known nowadays as "the sorrow of Bihar."

Many small-scale farmers live in the known flood zone of the

The blessings of the Kosi have taken a dark turn.

Kosi. A few generations past, these stomping grounds were safer than they are now. Their grandparents and great-grandparents settled there, though it was technically illegal to live in the government-owned land. While India as a whole is moving past the caste system, in rural areas the traditional divides are still strong. As untouchables, those who moved into the flood zone did

not have the money to buy land, and landowners were unwilling to rent land to members of the lowest caste.

Flooding of the Kosi is too severe to reasonably live on its banks, but these families have had few choices. The tide, however, may be turning. Women are rising up to break the limitations of class and traditional gender roles to seek better lives for themselves and future generations.



Wheat, rice and corn flourish in Sauntha, Bihar.



GARDEN AND GOAT

Sharada Devi, 48 years old and a mother of eight children, felt lost and alone in her home village of Tarwara in the state of Bihar. As a member of the lowest caste, she simply didn't have options in her life, so she worked as a laborer in another, richer farmer's field. Her husband, Gulma Sada, 53, had to leave her and her children to find work in the faraway town of Punjab. Sharada Devi was only earning 100 rupees a day, the equivalent of \$1.50. Even with what her husband was able to earn in the city, there was not enough. The whole family only ate once a day.

"I had no clue at that time exactly what I should do," Sharada Devi said. Two years ago, Heifer started

a project in her area offering goats and training. When Heifer partners came to Tarwara and explained the project, Sharada Devi realized she had a chance to change things. She joined and focused her energy on raising goats.

While she had a couple of goats before, the gift of good quality goats and the all-important training on the care of their goats changed everything. Sharada Devi increased the size of her herd and the quality of the animals, building momentum. Today she earns around 15,000 rupees a month, or \$224.46. This eclipsed what her husband was making in Punjab, so he was able to come home to his family and join in the new business. "He will stay," said Sharada Devi.



Sharada Devi, 48, and her daughters Nirmal Kumar, 8, and Manisha Kumar, 2, next to their family's goat pen.



Gulma Sada, 53, helps his wife, Sharada Devi, feed their goats with the fodder they grow themselves.



Sharada Devi shows a grid she uses to track her progress on all of the components of the Heifer project.

I learned how to protect myself and my family. — Sharada Devi

Now the family eats breakfast, lunch and dinner, and the quality of food they eat is better than ever. Sharada Devi received the seeds and training necessary to grow a kitchen garden for the family, and now they eat vegetables almost every day. They can even afford meat about once a week. Beforehand, their one meal a day consisted mostly of rice or an Indian style of flatbread called *chapatti*. Sharada Devi's favorite food now is fried okra spiced with turmeric, onion, garlic, green pepper, cardamom and a pinch of salt.

The family members aren't the only ones getting three square meals a day. "Whenever I eat, I go to give the goats food," Sharada Devi said. The training Sharada Devi received taught

her how to grow her own fodder, best practices on how much to feed and water her goats, how to take care of their health and hygiene, and how to house them in a clean shed. She learned everything that makes for happy, healthy goats, which will ultimately be all the more profitable for her.

Now that her husband is back for good and has taken Heifer's gender equity training, the goat business and their home life are both mutual endeavors. "When I am cooking, I ask him to feed and water the goats sometimes. If I have to buy something from the market, I ask him to go and buy it." Before, Sharada Devi shouldered the full workload of the home in addition to her farming labors.



Sharada Devi sends a to-go basket of fresh fruits and vegetables with visitors.

The new perspective is already being passed down to the next generation. Now, Sharada Devi said, "I am treating equally my daughters and sons. Before my focus was only on boys. [Now], if I buy a goat for my boy, I buy a goat for my daughter also. I send both my sons and daughters to school."

The annual floods still threaten Sharada Devi's newfound success. That's why her training included disaster preparedness. The flood waters come up to Sharada Devi's door almost every year. "[When it floods], I am not able to sleep at night," she said. She has learned how to make temporary rafts from banana trees and how to construct high bamboo shelters for the family and their animals. They learned how to save food ahead of time so they can still eat when the farmland is flooded and it is too dangerous to leave their home. Most important, Sharada Devi said, "I learned how to protect myself and my family."



Munni Devi, 40, (right) was hesitant to join the Heifer project, but her friend Priyanka Devi, 28, (left) convinced her to give it a try.

FRIENDSHIP IS MAGIC

Munni Devi and other women in her community weren't so sure about joining the Heifer project in her home village of Bhathaili when they first heard about it. The lynchpin of the project is bringing women together in self-help groups, or community groups that work together to save money, make loans to each other and otherwise help each other make a living. Munni Devi and the women in her village mostly worked in isolation, sometimes forming groups of three or four friends. They wondered if the large group of 17 Heifer was proposing would be able to get along. Munni Devi already had so little, and being part of the project meant each woman invested money into the group regularly. "What if the people start fighting amongst themselves, and my money will go to waste?" she thought.

Munni Devi's neighbor Priyanka Devi was enthusiastic about the idea, however, and she eventually sold it to Munni Devi and the other women in the group. After a few months, the

women formed a deep trust and their fears disappeared.

Now the bond between the women in the self-help group is one of the most meaningful parts of the project for Munni Devi. Before, she said, they only saw each other at special occasions. But the group gave them a reason to come together. They work together, and through this common purpose they bonded.

"Earlier, we were small groups of three or four. Now we are 17 women coming together. We have become a much stronger group," Munni Devi said, sitting on her bed with four other group members gathered closely beside her. It is easy to see the affection between them as they sit closely on the bed, another friend showing up and hopping in with the rest every few minutes, greeted by hugs and laughter. Munni Devi says this is an example of the difference the project has made. "Before joining the group, we were not used to sitting together. She was involved with her activities, she was involved with her activities. Everyone was working alone." Now, she says, if someone has work to do in their



Munni Devi and her daughter Preeti Kumari, 19, make a windchime together.

gardens or with their goats, the other group members come together to help each other. "Something that would take two hours before, we are able to manage it in one."

With the extra time, Munni Devi and the others in her group hope to turn one of their passions into productive work. They see that in the future, the lack of land will eventually bottleneck their agricultural growth. So they have ambitions to take a skill they all know — sewing — and

turn that into income, too. It also appeals to them because it is work they can do together. "Money is of course there," Munni Devi said. "But besides the money, in things like this, we get to work together. We get to spend time together."

In rural India, women rarely have power to decide their own futures. When the women in Bhathaili first started the project, their husbands hesitated. "But very soon they began to see the return because of

us," Munni Devi said. "Because the women are taking part, it is beneficial for their household. It is saving them. So, they have become agreeable, and they are also taking part."

Before this project, women said they could not speak up if they disagreed about a decision their husbands made. But now, if they are convinced that a decision is good, they convince their husbands. Priyanka Devi reports they now say to their husbands, "If I am logical, how can you say no?"

Munni Devi's sons did not get a chance to study, but it's a different story for her daughter, Preeti Kumar. Munni Devi proudly revealed that Preeti is literate in both written language and computer science. As part of the project, Heifer set up a literacy program to teach women in the self-help group who are not yet literate. Preeti Kumar is the appointed teacher in Bhathaili.

Before the project, Munni Devi and the women in her group were scared of change. Now, they have abandoned fear for confidence. "If we find something good and we think



Ram Sevak prepares samosas at his restaurant, Baba Hotel.

EAT CURRY, BE HAPPY

Indian food is famously divine. Few dining experiences are more flavorful and satisfying than eating a plateful of Indian curry. There are as many different types of curries as there are cooks, but one of our favorite plates was prepared by one Ram Sevak in his small, dark restaurant in Rasiyar, Bihar. The unassuming exterior had us a little apprehensive, looking much like any number of ramshackle, thatched structures along the dirt roads of rural Bihar. But the food prepared inside earned five stars in my book. Sevak served us a lunch of quintessential Indian fare: dal (a mild, lentil-based curry), saag paneer (a spinach-based curry with chunks of fresh cheese), papar (the thin, crunchy cousin of naan bread), fried spiced okra, rice, fresh tomato and cucumber salad, and flavor bombs in the form of pickled carrots and lemons. The dishes were just spicy enough to be interesting without overwhelming the senses, but I suspect Sevak took pity on this American and toned down the typical proportion of spices for my benefit.



Puja Kumari, 24, weeds her amaranth patch.

*This is the only way in which we
can pull them out of their misery.*
— Puja Devi



Puja Kumari's bed functioned as her desk, too, as she studied for her college courses.

we should do it, we just do it," said Munni Devi. "We cannot be stopped."

THE GRADUATE

Higher education is rare for men and nigh-on unheard of for women

in the village of Begumpur. The general attitude was that if anyone got to go to school, it would be boys. Educating girls is pointless since they will just get married and go live with their husbands. If you educate a son, the thinking goes, he will support you.

But growing up, Puja Devi liked studying. She had only made it to 10th grade when she married Chandresh Kumar Das, but Puja Devi agreed to marry on the condition that he would allow her to continue her studies. It was an unusual proposal for their culture, but Puja Devi and Das did it anyway. Against all odds, she graduated college in 2017.

There was a time when she very nearly gave up. They were so poor, she said, there was not enough money to study and take care their home and family. "We were all very weak," she said, due to lack of nutrition. When Heifer taught them how to raise goats and they started making money

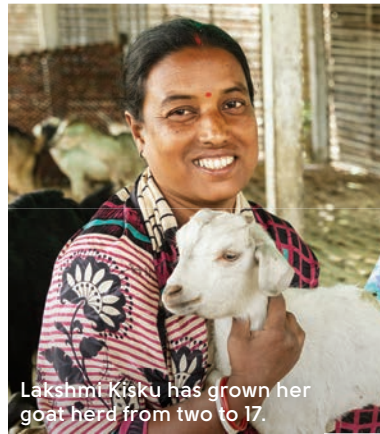
and eating well, she decided to restart her studies. She persisted until she graduated. "I'm very happy," she said. "I was thrilled to not only graduate but graduate with good marks. Now I want to study more."

Psychology was Puja Devi's favorite subject because "it explains why people do the things they do," she said. But Puja Devi aspires to earn a more advanced degree in education and become a certified teacher. That way, she can teach full-time in school rather than the after-school Hindi and English classes she currently teaches. Puja Devi's plan is to not let any child in the community go uneducated. She intends to go door to door and ask parents to send their children to school, boys and girls. If they say no, she said, she will convince them with her own story of how she got an education and how it changed her life. Puja believes that education can bring the community out of poverty. "This is the only way in which we can pull them out of their misery."

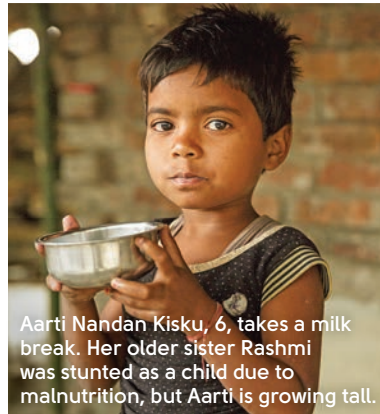




Lakshmi Kisku, 30, prepares a meal. Before the project, they often had to choose between food or medicine.



Lakshmi Kisku has grown her goat herd from two to 17.



Aarti Nandan Kisku, 6, takes a milk break. Her older sister Rashmi was stunted as a child due to malnutrition, but Aarti is growing tall.

THE KEY

Rashmi Nandan Kisku caused a stir in the remote village of Sauntha when she started pedaling around town on a bicycle. She was the first girl in town to ride a bike. Many in Sauntha disapproved and approached her mother, Lakshmi Kisku, to tell her so. But Lakshmi Kisku was resolute in her decision to give her daughter a bike. "I want her to ride a bicycle," she said. "I think they should also think like that. Why should we be behind anyone?"

Lakshmi Kisku is a 30-year-old mother of three girls and founding director of a Heifer-supported coalition of small-scale women farmers who formed a for-profit company. Lakshmi Kisku is a forward-thinker and go-getter in Sauntha. She was inspired to get Rashmi a bicycle when her work took her to Delhi. The trip to the progressive capitol opened her eyes



HOW TO DRAPE A SARI

Saris, traditional garments worn by women across South Asia, have the reputation of being as difficult to wear as they are beautiful. A sari (also spelled "saree") is a 6-to-9-yard length of unstitched, sheer fabric that is wrapped or draped around the body without the use of safety pins. Here's one method of draping a sari:

1. Line the end of the fabric up just below your navel and wrap it around your waist once, tucking the fabric into whatever you're wearing underneath all the way around.
2. Take the end of the sari fabric, flip it so you have one corner in each hand and pleat the edge accordion style.
3. Take the pleated fabric and wrap it loosely around your body again, then drape the end over your left shoulder. The end should hang to your knee.
4. Take the edge of the innermost layer of fabric hanging a few inches above your navel and pull it taught to the right all the way around your torso and tuck it underneath the first pleat you started with under the navel.
5. Now you have a circle of fabric leftover. Start at one end of the circle and pleat it all the way to the end. Tuck the pleated fabric into the spot under your navel where you started.

More than the houses and the roads, I saw people free. The sense of freedom even for girls. Girls on bikes!
— Lakshmi Kismi

to the possibilities for women and girls. “More than the houses and the roads,” she said, “I saw people free. The sense of freedom even for girls. Girls on bikes!”

Lakshmi Kisku came back from Delhi with a new vision for women in her community. “I want to bring change out here,” she said. “Even if it is a little harder to achieve here, I want to see the change.”

Lakshmi Kisku has come a long way since 2010, when she was 22 and a member of a newly-formed Heifer project. She joined hoping to save money through a self-help group with other women. At the time she and her husband didn’t have any savings, or even a bank account. Like most people in Bihar, she and her husband were day laborers in other farmers’ fields, and they didn’t have enough food or medicine. Lakshmi Kisku and her husband had to choose between food and medicine, and the whole family stayed sick most of the time. Rashmi was malnourished, and even today she is small for her age.

“I was always troubled,” Lakshmi Kisku said, remembering that time.

The gift of two goats and some business training turned it all around. She realized that owning goats provides a sense of security as well as a form of income — goats are so

easy to sell in her rural setting, they work like an ATM for her. Today she has 17 goats. Lakshmi and her fellow project members’ success led them to form the produce company. So far the company has sold rice, maize and goats.

Lakshmi Kisku has risen to a position of leadership she never imagined before. One of her trips to Delhi was to make a presentation about the company to a group of

potential investors and buyers. Heifer India helped set up this Shark Tank-esque meeting, and Lakshmi Kisku rose to the occasion. Speaking out is a new paradigm for Lakshmi. “I was very scared and shy earlier,” she remembered. “But then we started doing Pass on the Gift events. And these events were often attended by people from banks and other [important] people.” Lakshmi Kisku got her start speaking publicly at



Rashmi Nandan Kisku, 18, was the first girl to ever ride a bicycle in her village.



Lakshmi Kisku holds a certificate she received for her participation in an animal husbandry seminar while her daughter Rashmi Nandan Kisku holds awards she received for acting in plays

these community events, so that by the time she went to Delhi for the big presentation she was a pro.

Before the Heifer project, Lakshmi Kisku would not even come out of her house if someone from a high caste was walking by. When Rashmi finished first in her class, Lakshmi Kisku threw her daughter a party. A lot of people came, including members of the upper caste. In many parts of India, an upper caste woman would not let a lower caste person even enter their house or kitchen. But Lakshmi Kisku found herself cooking with an upper caste friend. "I feel very proud of what I have achieved," she said. "Now I have achieved the level where I am entering the house and sitting equally with upper caste people."

Lakshmi Kisku is most proud of the impression she has made on

her daughters. Rashmi told her one day, "You are not a simple person. You have been to the place where the prime minister goes and speaks. You went and spoke there. You are not ordinary. You are a special person."

Lakshmi Kisku's leadership skills were on display during the especially destructive floods in the fall of 2017. Lakshmi Kisku and the other directors pooled cash and raised money so they could donate relief kits to 600 families. "We did the flood relief because we realized our company should not do business only for profit," Lakshmi Kisku said. "If we can do some work for humanity, and we can raise funds, we will also engage in that activity. And we should. Because we are all at the same level. No one is going to come [from] outside. We are here." ■

THE GUEST IS GOD

Hospitality is of utmost importance in Indian culture. The traditional etiquette of hosting guests stems from an ancient Hindu scripture in the Sanskrit Taittiriya Upanishad. The proverb reads "*atithidevo bhava*," or "one must treat guests as though they are gods." The specific rituals of greeting and hosting guests vary throughout India, but there are a few that are consistently observed, especially in rural villages.



PHOTO BY GEOFF OLIVER BURGEE

FLOWER BLESSING

Flower offerings come in many forms, such as a flower garland placed around your neck or flowers thrown directly into your face from point-blank range.



PHOTO BY RUSSELL POWELL

TILAK

The *tilak* is the colourful dot worn most often, but not exclusively, on the forehead. The tilak comes in many variations and with many meanings. In Bihar, it is also called a "tikah." Married women wear an additional tikah in the part of their hair to signify that they are married. Hosts will make a paste out of a colorful base such as vermillion and give guests a tilak to signify their place as an honored guest. Sometimes a grain of rice might be added to the guest's tilak.



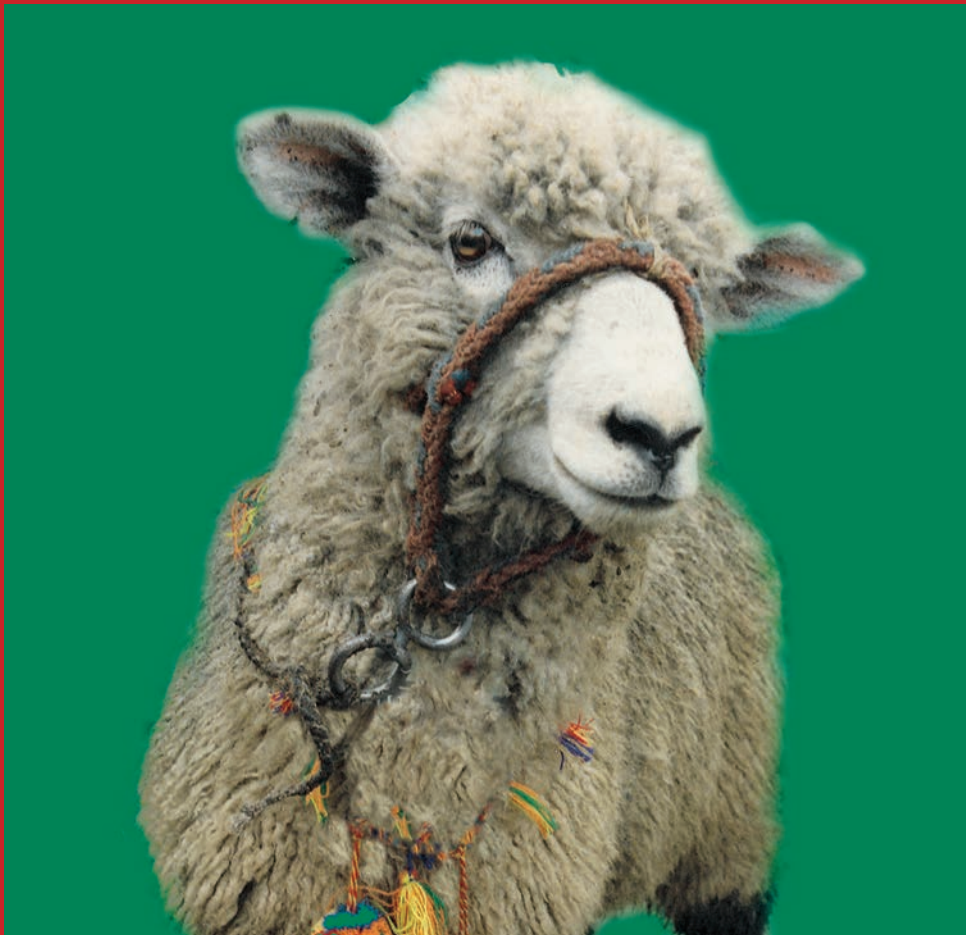
PHOTO BY OLIVER ASSELIN

SOMETHING TO EAT

Food is an all-important offering to any guest, starting with refreshments of chai tea and water, on to an invitation to stay for whatever the next meal is, complete with a package of something delicious for the road.

Special 2018
Christmas Edition

THE MOST IMPORTANT CHRISTMAS CATALOG IN THE WORLD




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INTERNATIONAL



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There's a reason why people the world over call this "The Most Important Christmas Catalog in the World": These gifts change lives.

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For each gift of \$10 or more, you may request an honor card for your family and/or friends.

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Go online at **Heifer.org/card** or call **855.5HUNGER (855.848.6437)** and Heifer International will send gift cards to your loved ones.



TO ORDER YOUR GIFT CALL 855.848.6437

HOLIDAYS WITH HEIFERS!

What could be a better gift for someone you love this holiday season?

Another present that gathers dust on a shelf? Or a heifer and training in its care that will bring health and hope to a family in need?

A good dairy cow can produce up to 4 gallons of milk a day — enough for a family to drink, share with neighbors and still have enough left over to sell. Protein-rich milk can transform malnourished children into healthy boys and girls. The sale of surplus milk provides income for school fees, medicine, clothing and home improvements.

And because a cow can produce a calf every year, every gift will be passed on to eventually help entire communities move from poverty to self-reliance. Now that's a gift worth giving!



GIFT OF A HEIFER \$500
SHARE OF A HEIFER \$50



Vo Thanh Gia Phu helps feed his family's dairy cows on their farm in Vietnam.

GOATS ARE A GLORIOUS GIFT



Now that Kudakwashe is raising goats, she will have the income to send her son Ngavongwe to school.

The gift of a goat is a lasting, meaningful way for you to help a little girl or boy on the other side of the world while sharing your caring spirit with those closest to your heart.

The gift of a dairy goat can provide a family several quarts of nutritious milk a day. Extra milk can be sold or used to make cheese or yogurt, and goat manure can fertilize gardens. And because goats often have two or three kids a year, Heifer families can lift themselves out of poverty by starting small dairies that earn money for food, health care and education.



GIFT OF A GOAT \$120
SHARE OF A GOAT \$10



MILK MENAGERIE
\$1,000
SHARE OF A MILK MENAGERIE
\$100

The gift of a Milk Menagerie represents a **heifer**, two **goats** and a **water buffalo** — four milk-producing animals that will produce gallons of wonderful, life-sustaining milk that can be sold or turned into cheese and yogurt. Plus, each animal's offspring will multiply your impact even further through Passing on the Gift®.



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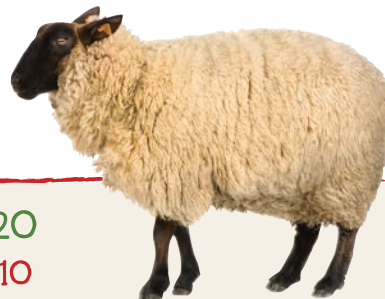
Amilcar Funes Lopez holds one of his sheep in Guatemala.

SHARE A SHEEP

Warm in winter, cool in summer, waterproof and durable—wool is a valuable product the world over. That is why your gift of a sheep and training in its care is such a thoughtful way to share the warmth of the season. And since sheep often give birth to twins or triplets, when you give a gift of a Heifer International sheep, your support will impact many more families over years to come.



GIFT OF A SHEEP: \$120
SHARE OF A SHEEP: \$10



DREAM BIG



KNITTER'S GIFT BASKET: \$480

SHARE OF KNITTER'S GIFT BASKET: \$48

Over the years, mom has knitted you warm wool sweaters, mittens and scarves. Now you'd like to give her something just as meaningful in return. This is just what you've been looking for!

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

Is there any gift more valuable than the gift of knowledge? Your gift will bring Heifer trainings to teach more people how to start and expand their farms, develop marketing plans to sell their goods and build their own small businesses. Look at the impact Heifer made in Bangladesh. When Heifer's programs came to her village, Mossamat Arzia Begum brought her neighbors to a meeting. They discovered better ways to nourish, house and care for chickens, goats and cows. Production quickly increased. Plus, couples attended together and learned to share work at home. Soon many girls in the village were attending school with the boys. Thanks to Heifer donors, farms are thriving and there is enough to eat and sell. Both men and women have more business opportunities, so many families' health and happiness have improved.

BUILD A DREAM: \$7,500

Your build-a-dream gift helps us give families in need...



Tools to help them better provide for themselves and become self-reliant



Resources to join markets and to sell goods for a steady source of income



Knowledge to improve their use of agriculture and raise livestock



Opportunities for women and men to work together as equals



TO ORDER YOUR GIFT CALL 855.848.6437

LOVE YOUR LLAMAS AND ALPACAS



A gift of an alpaca has become the foundation for Manuel Calapiña's future in Ecuador.

At home in rough, mountainous areas of Latin America, llamas and alpacas are a blessing to families with limited resources.

Llamas and alpacas provide invaluable sources of transportation, income and wool, which is prized for making blankets, ponchos, carpet and rope. Plus, their padded hooves and unique grazing methods mean they live harmoniously in their fragile Andean environment.



GIFT OF A LLAMA OR ALPACA: \$150
SHARE OF A LLAMA OR ALPACA: \$20



JOY TO THE WORLD GIFT BASKET: \$1,500



SHARE OF JOY TO THE WORLD GIFT BASKET: \$150

This bountiful gift provides families with two sheep, four goats, one heifer and two llamas. The animals provide much-needed food and milk, wool for blankets and clothing, and rich fertilizer for their crops.

The gift of Joy to the World gives hungry families nourishment and empowers them to become self-sufficient — all while promoting growth in their communities for generations to come.

MOO TIMES TWO

Now, you can double the impact of your generosity

by giving the gift of a mating pair of cattle! These industrious animals will immediately go to work for a needy family. A heifer and bull will improve the productivity of a struggling farm. Did you know a cow provides more than just milk? Manure is also quite valuable, used to fertilize crops and improve harvests.

This mating pair will provide valuable offspring, which can be raised or sold at market. Soon, this family will be able to Pass on the Gift, which will turn them into donors themselves. Thanks to your gift of a mating pair of cattle, another family will move from poverty to self-reliance.

MATING PAIR OF CATTLE: \$1,000



WWW.HEIFER.ORG/CATALOG

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PUT TREES UNDER THE TREE



Laurentino Sanchez Rivera inspects some of his new coffee plants in Honduras.

One of Heifer International's most important promises is to care for the Earth.

We believe we must help families raise their animals in harmony with nature. That's why in addition to livestock, we provide families with trees that keep land healthy and renew the soil for future generations. So may we suggest adding the gift of a tree from Heifer to your holiday gift giving this season?



TREE SEEDLINGS: \$60
SHARE OF TREE SEEDLINGS: \$10

CHEERY CHICKS

It's time to buy your child's favorite teacher a holiday present — but you suspect she doesn't need another Christmas ornament. How about the gift of chicks in her name to wish her happy holidays and thank her for giving your own little chick guidance all year? Your gift of a flock of chicks will help families from Honduras to Zambia enrich their diets with the protein in nourishing, life-sustaining eggs.

Heifer helps many hungry families with a starter flock of 10 to 50 chicks. And since a good hen can lay up to 200 eggs a year, there are plenty of eggs for families to eat, share or sell. Chickens require little space and can thrive on readily available food scraps, so families can make money without spending much. And chickens also help control insects and fertilize gardens.



Yolany Lucía Gutiérrez Rodríguez helps care for the family's chickens in Honduras. Their farm has given her family the income they need to send her to school.

HOPE BASKET: \$50



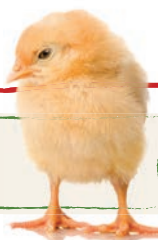
What could be better than giving a gift that brings hope to struggling farmers desperate to find their way out of poverty?

Your gift of a Heifer Hope Basket includes rabbits and a starter flock of chickens. This provides eggs and protein for nourishment and boosts income through sales of extra eggs and offspring.

These animals reproduce often, so families will soon be able to Pass on the Gift. This multiplies the impact you've made, and the hopes and dreams of even more families can become a reality.



FLOCK OF CHICKS: \$20



TO ORDER YOUR GIFT CALL 855.848.6437

SWEETEN THE SEASON WITH HONEYBEES

Surprise your friends, family and co-workers with the latest buzz. Your generous gift will help Heifer provide a family with bees, a box and hive, plus training in beekeeping.

This will help families from Uganda to Haiti earn income through the sale of honey and beeswax. Plus, when placed strategically, beehives can be as much as double some fruit and vegetable yields through natural pollination. In this way, a beehive can be a boost to a whole village.



GIFT OF HONEYBEES:
\$30



"We now produce food for ourselves: fresh, healthy and without chemicals," says Aidedé.

WARM UP WITH A WATER BUFFALO



"We received trainings and knowledge which has brought big changes for my family," says Shonavan.

GIFT OF A WATER BUFFALO: \$250
SHARE OF A WATER BUFFALO: \$25

Send greetings from your family to a family in need with the gift of a water buffalo this holiday season.

In poor communities, water buffalo from Heifer are providing draft power for planting rice and potatoes. They also provide milk for protein and manure for fertilizer and fuel. A farmer can plant four times more rice with a buffalo than by hand — generating added income to use for clothing, medicine, school and home improvements.



WWW.HEIFER.ORG/CATALOG



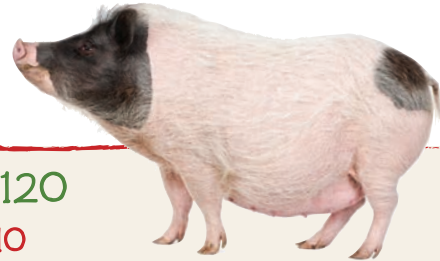
PIGS: THE PERFECT PRESENT



Seyha can go to school now that her family has income from raising pigs.

If you are looking for a gift that will leave your friends, family or co-workers squealing with delight, look no further. Heifer pigs are like living savings accounts for struggling families. Each pig provides a valuable source of protein and income from the sale of offspring and natural fertilizer to nourish crops and soil.

Pigs need little land and can thrive on crop and garden scraps. And since an average sow can provide a family with up to 16 piglets a year, many more families will soon benefit as your gift is passed on.



GIFT OF A PIG: \$120

SHARE OF A PIG: \$10

HELP TRANSFORM THE WORLD!

You can give small-scale farmers the network of support they need to thrive and grow. In turn, they will pass on the gift to their neighbors. You will give an entire community the chance to rise up and thrive! Your donation gives farmers resources to get started and stay successful by:

- Teaching them to farm more efficiently
- Helping farmers find markets for a steady source of income
- Connecting them to other farmers for support

GIFT OF TRANSFORMATION: \$10,000

SHARE OF TRANSFORMATION: \$100



Chhuon Yoeun received technical training in Cambodia. With the help of her sons Vet Pheakdey and Vet Oudam, their tomatoes and cucumbers are thriving.



Ashley Yasiret Zeron Aguilera, Nicaragua

 **GIFT OF CLEAN WATER: \$300**

Millions of people around the world still lack access to clean drinking water. In some communities, water is scarce. In others, it is contaminated. Fortunately, Heifer has solutions to both problems. Heifer helps many families install treadle pumps, practice water conservation and use organic fertilizers to protect drinking water to improve their health.

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TO ORDER YOUR GIFT CALL 855.848.6437

8 GREAT STOCKING STUFFERS

Santa visits children all around the world and knows that many are in desperate need of more than just toys and games. These stocking stuffers provide less fortunate children with lifesaving nutrition and offer unique opportunities to teach your little ones about the true meaning of Christmas.

Goats help families in some of the world's poorest places.



*Vishnu Pariyar,
Nepal*



**SHARE OF
A GOAT
\$10**

Duck eggs help build a healthy diet for families all around the world.



*Vo Thanh Gia Phu,
Vietnam*



**FLOCK OF
DUCKS
\$20**

These fluffy chicks will soon grow to provide the daily gift of eggs.



*Banh De,
Vietnam*



**FLOCK OF
CHICKS
\$20**

Heifer shares are popular. They give a family milk for years to come.



*Doli Begum,
Bangladesh*



**SHARE OF
A HEIFER
\$50**

The gift of tree seedlings will soon grow into a source of income.



*Juan Bautista
Santiago, Mexico*



**TREE
SEEDLINGS
\$60**

When families sell goose eggs and offspring, they can pay for clothes and school.



*Thuy Dang,
Vietnam*



**FLOCK
OF GEESE
\$20**

Sweeten Christmas morning with a gift of bees that will provide delicious honey.



*Lionel Lemos,
Honduras*



**HONEY
BEES
\$30**

Rabbits multiply quickly, so a family can soon Pass on the Gift!



*Niyokwizerwa
Angelique, Rwanda*



**TRIO OF
RABBITS
\$60**

WWW.HEIFER.ORG/CATALOG

THIS GIFT WILL GO SWIMMINGLY



Tran Thi Bong and Nguyen Van Cuong, Vietnam

With well-stocked ponds of fingerlings and training in fish-farming techniques, families can quickly increase their nutrition and income. When Heifer fish farmers Pass on the Gift of fingerlings to others, the impact of your support is multiplied even further.

Celebrate the holidays with the gift of fish from Heifer and give new meaning to the old saying, "Teach a man to fish, and he will eat for a lifetime."



**THREE SCHOOLS
OF FISH: \$300**
SHARE OF FISH: \$30



CHANGING THE WORLD, TWO-BY-TWO GIFT ARK: \$5,000

**BIOGAS STOVES
FOR A VILLAGE:
\$1,000**

**GIFT OF A BIOGAS
STOVE: \$50**

For families in the places where Heifer works, cooking usually requires chopping firewood, which often leads to deforestation and soil depletion. A biogas stove, however, runs off methane gas captured from animal waste. It burns cleanly, reliably and efficiently. You can reduce deforestation when you purchase a biogas stove for one of our project participant families. Or you can help a whole village by purchasing 20!



An opportunity for you, or a great challenge for your company, civic group, club or congregation. Be an "Ark Angel." The Heifer Gift Ark offers hope worldwide to families who are poor and hungry.

Your generous gift goes right to work supporting Heifer's entire mission. Each family who receives livestock from your Gift Ark will Pass on the Gift of one or more of the animals' offspring to other families who are in need in their community. Every gift will multiply for years to come. What a wonderful way to bring joy to the world!



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TO ORDER YOUR GIFT CALL 855.848.6437

EMPOWERING GIFTS FOR WOMEN WORLDWIDE



Thi Cung learned new farming skills and was able to support her family when her husband lost his income.

Women around the world have limitless potential but limited opportunity. Thi Cung and her family live on a small plot of land in Vietnam. When her husband needed surgery, Thi didn't know how her family could survive without his income. She didn't think she could do it on her own. All might have been lost, but Heifer showed Thi she could take action. Heifer equipped her to be the leader of her family. Through gender equity training, Thi gained the confidence to work outside her home for the first time. Now, she runs her own grocery store that has put the whole family on better financial footing, so an unexpected sickness doesn't mean disaster.

Your gift of women's empowerment helps Heifer give marginalized women like Thi the resources they need to become decision-makers in their families, develop sustainable livelihoods and make a positive impact in their communities.

GIFT OF WOMEN'S EMPOWERMENT: \$25,000

SHARE OF WOMEN'S EMPOWERMENT: \$100

SEND A GIRL TO SCHOOL



SEND A GIRL TO SCHOOL: \$275



With your help, girls can reach their full potential. Your gift makes it possible for families to send their girls to school instead of keeping them home to work. The income their Heifer animals provide helps pay for school fees and supplies.

Through Heifer International, women and girls learn self-reliance. They have shown they can provide for their families, earn income and start their own successful businesses. Women support their families and each other, and earn a new level of respect. Change a woman's life, and she will transform her entire community.



Thanks to the gift of gender equity trainings in her community in Bangladesh, Jasmin Khatun now has the opportunity to go to school with other children.

Heifer International's mission is to end hunger and poverty while caring for the Earth. For more than 70 years, Heifer International has provided livestock and environmentally sound agricultural training to improve the lives of those who struggle daily for reliable sources of food and income. Heifer is currently working in more than 25 countries, including the United States, to help families and communities become self-reliant.

To help the greatest number of families move toward self-reliance, Heifer does not use its limited resources to track individual animals from donation to distribution to specific families. Instead, your gift supports the entire Heifer mission. We use your gift where it can do the most good by combining it with the gifts of others to help transform entire communities. Heifer's unique community development model has assisted more than 32 million families directly and indirectly since 1944. In fiscal year 2017, more than 2.1 million families were assisted within the four program areas in which Heifer operates.

WWW.HEIFER.ORG/CATALOG



The Spirit of Oaxaca



Rows of espadin agave plants are cultivated just outside the town of Santa Ana del Rio.

In the dusty hills of Oaxaca, Mexico, not much grows well besides the prickly agave plant. For generations, families in isolated towns like Santa Ana del Rio have transformed the plant into a local speciality: mezcal. But despite a mastery of the craft, it's been hard for *mezcaleros* to make ends meet. Heifer Mexico is partnering with wine and spirit company Pernod Ricard to provide families in Santa Ana with the connections and resources they need to be successful.

By **JASON WOODS**, *World Ark* editor
Photos by **RUSSELL POWELL**

Crescenciano Martinez Miguel plants agave seedlings along the hillside.



PHOTO BY JEFFREY M. HARRIS



Agave farmers brave the steep countryside to survey their plants.

In Mexico's state of Oaxaca, there's a saying that everyone knows: "Para todo mal, mezcal. Y para todo bien, tambien." For everything bad, mezcal. And for everything good, too. It's recited theatrically, with a wry smile and pregnant pauses before the last words of each sentence.

The saying encapsulates how far-reaching mezcal is in the region. It's Oaxaca's spirit of choice, and it's almost mandatory that when you enjoy it, you share it with a friend, family member or maybe just the person in closest proximity. But mezcal's not only for drinking; it's also used in folk remedies, ranging from breaking fevers to treating arthritis pain.

Mezcal is also the lone economic anchor for villages like Santa Ana del Rio, located in the arid foothills of Oaxaca's Sierra Juarez. In general, mezcal-producing communities struggle with high

levels of poverty and emigration because opportunities are limited and profiting from the sale of mezcal can be challenging. Heifer Mexico, in partnership with wine and spirit giant Pernod Ricard, is working

to change the situation in Santa Ana and soon in other villages.

"It's a hot, dry area," said Ciro Rodriguez Cruz, a lifelong resident of Santa Ana. "In times when there is an abundance of water, we can





A plot of agave plants overlooks Santa Ana del Rio.



Tobala, a wild agave plant



A glass of mezcal sits in front of an agave plant in the home of Ciro Rodriguez.

“ Before, we looked for someone to buy the mezcal. Now they look for us. ”
— Eliazar Rodriguez

harvest corn, beans. But when it doesn't rain much, it's lost."

One of the few things that grows exceptionally well in Santa Ana's climate is the agave plant. Mezcal, like its more famous relative tequila, is distilled from agave. Nearly all of the 100 or so families in Santa Ana depend on mezcal, and therefore on agave.

In the past, producing mezcal didn't guarantee a living wage in Santa Ana. "We would look for someone to buy the mezcal," said Eliazar Rodriguez Luis, son of Ciro Rodriguez. Mezcaleros in the community traveled, samples in hand, to coyotes — middlemen — who offered whatever prices they wanted. Not knowing the exact value

of the mezcal, the Rodriguezes and other producers usually agreed.

In 2017, Pernod Ricard scouted the area, looking for a community of mezcal producers to supplement their highly touted Del Maguey brand. Santa Ana del Rio seemed like a good fit, and after a town hall meeting, residents agreed to work with Pernod Ricard. But the bottom line wasn't the company's only motivation for working in the area.

"We saw a big opportunity with mezcal," said Diego Cantu Luengas, project manager for Pernod Ricard. "Because mezcal is made mainly in isolated rural villages, they live in very vulnerable conditions. These conditions are something we can do something about."

Pernod Ricard formed a partnership with Heifer Mexico to work with mezcal-producing families to not only improve incomes but also the nutrition of children and issues of gender disparity. The hope is to use the experience in Santa Ana as a launching point to replicate the project in other communities.

Although the pilot project is still new, results are positive. The Rodriguezes used to sell 400 liters of mezcal a year. In the last year, they have sold closer to 1,000. Prices have also doubled, partially because mezcal's popularity has skyrocketed in Mexico and the United States in recent years. But Santa Ana mezcaleros also now know how much their mezcal is worth and can negotiate prices more effectively. And Pernod Ricard has helped the farmers understand what types of mezcal sell the best.

"Before, we looked for someone to buy the mezcal," Eliazar Rodriguez said. "Now they look for us."

Generations of knowledge passed down from family to family leaves mezcaleros with the ability to navigate the drink's sensitivities with ease.



Ciro Rodriguez Cruz

A Spirited Tradition

Ciro Rodriguez, 62, spends the morning with two of his three sons, harvesting agave plants under the fierce Oaxacan sun. It's backbreaking work to uproot a plant that can weigh upwards of 200 pounds, and the agave's spiny teeth are unforgiving. But the Rodriguez trio are no novices. After taking a machete to the rigid leaves, they split the agave hearts, or *piñas*, and load them in the back of a pickup truck.

Via the one lonely road that crosses through Santa Ana, the Rodriguezes deposit the *piñas* in an earthen pit lined with large stones atop the smokiest of smoldering fires. This is the first step of the mezcal-making process at the open-air *palenque*, or distillery. The pit will be covered with a natural-fiber tarp and

dirt, then the heated stones will cook the *piña* pieces for about eight days.

After the pit is uncovered, a donkey is used to roll a *tauna*, a thick stone as tall as a toddler, over the cooked agave to aid the fermentation process. Then, after a week or two of fermentation, the mezcal is distilled twice before it's ready to drink.

This process remains largely unchanged from hundreds of years ago, in contrast to tequila, which industrialized quickly as it became popular. "Everything from the mezcal comes naturally," *Ciro Rodriguez* said.

Each part of the process, starting with how the agave grew and what variety was harvested, changes the flavor of the mezcal, which gives the beverage a complex flavor. Luckily, generations of knowledge passed



Ciro Rodriguez uses a machete to cut the agave plant's spiny leaves.



Eliazar Rodriguez Luis and Helfer technicians Enrique Barroso Mejia and Gullebaldo Garcia Pacheco push an agave heart up a hill.



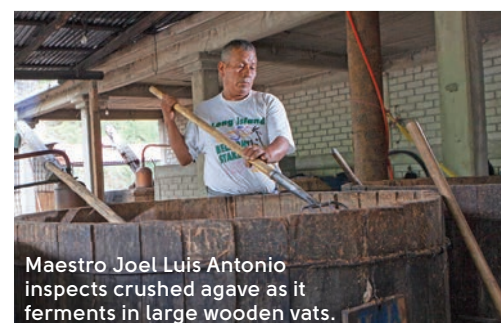
Eliazar Rodriguez loads agave hearts into the back of a pickup truck.



Toribio and Federico Molina stack rocks in a fire pit that will be used to cook the agave.



Leonardo Hernandez Rodriguez uses a donkey to pull the tauna, smashing the cooked agave.



Maestro Joel Luis Antonio inspects crushed agave as it ferments in large wooden vats.



A cup of mezcal sits on roasted agave.

down from family to family leaves mezcaleros with the ability to navigate the drink's sensitivities with ease.

All three of Ciro Rodriguez's sons know how to make a good mezcal because of their father, but only two of them practice the art. Before Heifer and Pernod Ricard came to Santa Ana, mezcal production simply wasn't lucrative enough to keep families

afloat. One of Ciro Rodriguez's sons left for the United States years ago and works in a restaurant in Colorado.

"Before, there was not a lot of work here," Ciro Rodriguez said. "Well, there was work. But the salary didn't provide. It wasn't enough."

It's a familiar refrain in Santa Ana, a community marked by high emigration rates. Heifer

Mexico is working to change that by ensuring families earn a living income and thus have the opportunity to stay together.

"He wants to come back. This year, he wants to come back. 'It's not like being with family,' he says. It's not the same. He's alone — well, he has friends, he has family members, but it's not the same."



Donkeys are often used in Oaxaca to carry agave hearts from field to palenque.

The Donkey Sanctuary

Donkeys are critical to the success of *mezcaleros* in Oaxaca. They carry harvested agave from field to *palenque*, and they pull the stone *tauna* to help ready the agave for distillation.

The strenuous work and harsh conditions can be hard on the animals. Heifer Mexico is partnering with The Donkey Sanctuary to ensure the animals have the best care and are properly vaccinated. The Donkey Sanctuary is a U.K.-based animal welfare organization that helps about 1.8 million donkeys and mules in 35 countries. The organizations are also working together to develop more comfortable and efficient harnesses for the donkeys to use with the *tauna*.

Tough Mothers

The life of a *mezcalero* is marked by long hours, strained muscles and agave-induced wounds. "It's hard," said Alexandro Gil Molina. "Not every person can do it." Sitting next to him, wife Yolanda Hernandez gives him the side eye. "Maybe," she said dubiously. It's a subtle sign that things are changing in Santa Ana.

Traditionally in rural Oaxaca, mezcal production is thought of as a man's job, an occupation too grueling for women. Through the project, women are changing that misconception.

"The mezcal-producing communities in Oaxaca and in general in Mexico have little participation among women," said Rosario Lopez, Heifer

Mexico project manager. During her visits to Santa Ana, Lopez takes every opportunity to join the men in splitting piñas with a machete or unearthing roasted agave with a shovel.

At the beginning of the project, many of the women in Santa Ana visited other regions of Oaxaca where women participate in the production of mezcal. They learned how to make agave syrup and marmalades from mezcal byproducts. The syrup in particular earns more per liter than some varieties of mezcal.

Heifer Mexico also gave women the seeds and tools to grow agave seedlings. "No women planted maguey [agave] before," said Hernandez. "Now? The majority of women maybe."



Irma Rodriguez displays a variety of mezcals mixed with fruit.



Yolanda Hernandez brushes the teeth of her daughter, Hanna Gil Hernandez.



Ciro Rodriguez pours mezcal into bottles while his daughter, Roa Rodriguez, looks on.



Alexandro Gil helps his son, Jameer Alexander Gil Hernandez, wash his hands.



Leydi Molina Cruz and her students show off their school garden.



Florinda Ruiz Lopez and Allison Molina Ramirez water their shared garden plot.



School materials produced by Heifer and Pernod Ricard help students learn to write in Zapotec.

Growing Seedlings

If you ask, 5-year-old Florinda Ruiz Lopez will tell you all about how to plant a seed and water it. "Then, when you've finished with the water, when you look at the plant, it grows really fast, but it's really little." And, as she talks faster and faster, she'll tell you about the grasshoppers and locusts that eat the leaves of the gourd plants. And how some of the garden pests turn into butterflies. And how together she and her mother plant lettuce, tomatoes, aromatics and other plants she doesn't know.

The rest of the classroom is just as excited to share their gardening expertise. When teacher Leydi Molina Cruz holds up liquid in a bottle and asks, "Does anyone know what this is?" all 12 children yell, "*Caldo de ceniza!*" After asking, "What does it do?" they scream in unison, "Fights pests!"

Allison Molina Ramirez volunteers to explain how the concoction is made: "A piece

of soap. And ash. Water. Then we stir it, put in all the ash, and you put it in a little bottle."

Santa Ana students partner up to tend their own vegetable plots next to the schoolhouse throughout the year. They spray the *caldo de ceniza*, or "ash soup," to keep the insects off their plants.

Heifer Mexico and Pernod Ricard provide seeds, boxes and tools for the school's garden. The goal is to familiarize young students with the foundation of a healthy diet.

"The objective of Heifer is to contribute good nutrition to the children," said Leydi Molina. "They come and assess them, raising awareness about good nutrition with parents and their children."

At the start of the project, 70 percent of children under five years old in Santa Ana were malnourished. Heifer Mexico team members now come regularly to measure height,

weight, hemoglobin levels and other health indicators.

"They're healthier because they're attended to," said Yolanda Hernandez, who has had two children involved in the monitoring. "If they're not well, they can get the medicine they need. Before, you didn't know if your kids were well, really. Now they give us a document that lets us know if they're well."

Pernod Ricard and Heifer Mexico also give teaching materials to the school to help incorporate fruits, vegetables, farm animals and food preparation into curriculum. Many of the lessons are in the indigenous Zapotec language or focus on its alphabet. More than 90 percent of Santa Ana residents speak Zapotec, but hardly anyone writes in the language anymore. With younger generations, the school is reviving the alphabet so it's not lost.



Agave snout weevils and their larvae damage the plant.



Yolanda Hernandez, Alexandro Gil and their daughter Hanna Gil Hernandez pose with their agave seedlings.



The women of Santa Ana del Río have started growing agave seedlings to plant in the field.

In years past, there weren't enough agave plants to sow every year, which is a big deal when it takes 5 to 7 years, minimum, to harvest. Farmers would buy plants from outside the community to fill the void, but in addition to costing money, the plants often came with unwanted pests. Homegrown agaves are more economical and healthier.

"This is the first step," Lopez said. The second step is to install a field school for a demonstration palenque so they can learn the

process of distillation and make mezcal themselves. It would be the first time in the community that women make the spirit.

The hard-working women of Santa Ana are juggling other ventures as well. Each received 100 laying hens from Heifer Mexico and Pernod Ricard at the start of the project. In late 2017, women in the community formed a group to better leverage their product.

"We saw we had too many eggs," said Rubi Luis Rodriguez, one of

Know Your Agave

Mezcal is made from fermented agave plants, similar to the process for tequila. But where tequila is only made from blue agave plants, mezcal can be produced from about 30 varieties of agave. The

most common is espadin, which means "sword" in Spanish because the plant is particularly pointy. Espadin is one of the few domesticated varieties, and it takes seven years to grow for harvest.

Wild agave varieties take longer to mature and are more work to harvest. Since they're rarer and the flavor is generally more coveted, the price reflects that. The largest variety of wild agave around Santa

Ana, tepeztate, needs 25 years of growth before it can be cut and fermented. The other common wild agave plants found in Santa Ana, tobala and jabali, take 12-15 and 18-20 years respectively to harvest.



Seeds are collected from agave pods.



Espadin agave plants.



A wild tepeztate agave plant.



Rubi Violeta Luis Rodriguez displays some of the clothing she has made.



Lucia Cruz and her husband, Felipe Molina, sell eggs out of a store in their home.

the group members. "It was a lot of eggs, and trying to sell them [ourselves] outside the community — it was too much. So Heifer helped look for a client, and an opportunity was born."

Now, every week the group sells their eggs to national restaurant chain Toks. Each of the chain's 224 restaurants needs 500 eggs daily, so there is a constant demand for the group's product.

Luis also co-founded a group of 24 women that sell handmade clothing. Heifer is supporting the group with a sewing machine and technical support. In the future, the group is hoping to

develop a strong brand to sell their garments well outside Santa Ana. "What we want is not just to sell to people who sell to foreigners," Luis said. "We know [our clothes] are well made and can't be copied."

Perhaps the next group of entrepreneurial Santa Ana women will be focused on mezcal production.

"I would like to learn more about the area of distillation, yes," said Hernandez. "Because there are a lot of steps to get to a good mezcal."

"It's not like they say, that because you're a man or a woman you can't do certain things. Everyone can do the same." ■



Some say they hear La Llorona emerging from the church in Santa Ana at night.

La Llorona, The Weeping Woman

In Mexico, generations of children hear their parents warn them not to wander alone, or they might run into La Llorona.

La Llorona, or The Weeping Woman, is a legend that dates back to at least the time of the conquistadors, but the story is still alive and well in Mexico. Although many versions of the story exist, most of them end with a beautiful, ghostly woman dressed in white, wailing as she roams rivers and streams searching for her lost children. Anyone who is unfortunate enough to see the tragic spirit risks meeting a watery grave.

On occasion La Llorona can be seen in Santa Ana del Rio, according to Herlinda Cruz, president of the local organization of women chicken farmers.

"Here, many people say that they hear her," Cruz said. "But not everyone hears her. She leaves from the church, they say, and she starts to cry all along the road, advancing. There are people who hear her, there are people who don't."

"Who knows who she is? But if someone is sick and about to die, someone might hear her as she passes by, and that week the person will die. As if she's coming to take them."

When in Oaxaca

Oaxaca is perhaps Mexico's most diverse state, with 16 ethnic groups that remain more distinct than in other states because of its challenging geography. Cultures and traditions come together in Oaxaca to form a vibrant and unique part of the world. Here are some things to look out for if you're ever in Oaxaca.

Although some say **alebrijes** are originally from Mexico City, it's Oaxaca that popularized the colorful wooden sculptures of creatures real or imagined. The whimsical creatures are featured in Disney/Pixar's 2017 film *Coco* and are sold all over Oaxaca.



Whether you're invited or not, you might end up attending a **wedding** when you visit Oaxaca. In Oaxaca City, weddings spill out of churches and into crowded thoroughfares with large bands and dancing *mojigangas*, or large papier-mache puppets. In rural parts of the state, wedding guests might make their way from wedding to reception by dancing with gifts brought for the bride and groom — including live turkeys or large and unwieldy pieces of furniture.

Oaxaca's most important celebration is the **Guelaguetza**. Every July, the event celebrates the indigenous cultures of the state. Held in Oaxaca City and its surroundings, the Guelaguetza showcases indigenous communities showing the music, costumes, dances and food of their culture.



Short day trips from Oaxaca City can lead you to a number of fantastical locales:



The **Tule Tree**, which is the widest tree in the world. It's 1,500 to 2,000 years old.



Hierve el Agua, a series of natural rock formations that also serve as a picturesque swimming hole.



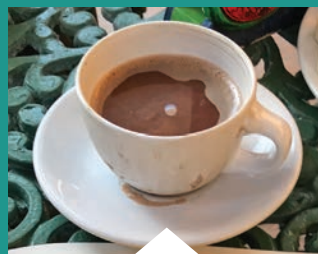
Monte Alban, a pre-Columbian archaeological site that was home to Zapotec and Mixtec cultures.

Oaxaca is well-known for its cuisine. Make sure to try these staples:

Chapulines, or toasted grasshoppers.



Mole, a complex sauce that has as many as thirty ingredients. Oaxaca boasts seven varieties.



Drinking **chocolate**, served hot or cold (but usually hot).



Tlayudas, sometimes called "Mexican pizzas," because they look similar. Tlayudas, though, are gigantic cooked tortillas topped with refried beans, vegetables and usually chorizo or other local cuts of meat.

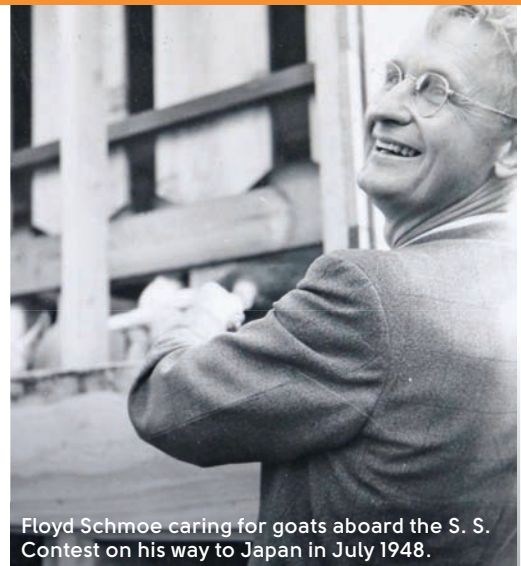
PHOTOS BY GETTY IMAGES AND JASON WOODS



Memory of Seagoing Cowboy Floyd Schmoe Lives on in Japan

By Peggy Reiff Miller, Heifer historian

Heifer International's very first volunteers were the Midwestern farmers who raised animals to donate, and the "seagoing cowboys" who delivered those animals from the United States to war-torn and poverty-ridden countries. The seagoing cowboys braved stomach-churning overseas voyages aboard ships packed with men, cows and horses. Historian and author Peggy Reiff Miller has been chronicling the lives and times of these early Heifer heroes since 2002. The following is a post from her blog, *The Seagoing Cowboys*.



PHOTOS COURTESY OF JUDY RUDOLPH
GRANDDAUGHTER OF FLOYD SCHMOE

Floyd Schmoe caring for goats aboard the S. S. Contest on his way to Japan in July 1948.

I'm always interested to see what seagoing cowboys went on to do in their lives after their livestock delivery journeys.

For many of the younger cowboys the experience was a formative one, especially from 1945 to 1947 when the United Nations Relief and Rehabilitation Administration provided transportation for 360 livestock shipments. After UNRRA disbanded, however, and the Heifer Project (as it was then known) was on its own, the cowboys often used

these trips as passage to Europe or elsewhere for further service work of some sort. One such cowboy was 52-year-old Floyd Schmoe.

Raised in a Quaker home on the Kansas prairies, Schmoe became a lifelong peace activist. As a young man, he studied forestry, but his studies were interrupted by World War I, during which he built prefab homes for war refugees in France through the American Friends Service Committee (AFSC). After returning home, he married Ruth

Pickering and resumed his forestry studies. He spent the next two decades focused on natural history education in Washington State, serving as the first park naturalist for Mount Rainier National Park and then the first director of the Puget Sound Academy of Science.

With the outbreak of World War II, Schmoe's passion for peace and justice led him in new directions. Concerned for the welfare of Japanese-Americans who were being forcibly interned, he tirelessly



Floyd Schmoe milking a goat on board the S. S. Contest, July 1948.

worked on their behalf through the American Friends Service Committee and his own efforts. After the war, appalled by the atomic bombings in Japan, Schmoe set out to start building homes in Hiroshima for bomb survivors. In the meantime, the Heifer Project had begun shipments of bulls, and then goats, to Japan. So Schmoe took the opportunity to travel to Japan on the S. S. Contest with 227 goats and three other seagoing cowboys in July 1948.

Floyd stayed on in Japan to set up a volunteer home-building camp the next year. Over the next four years, Schmoe's project "Houses for Hiroshima" built dwellings in Hiroshima and Nagasaki that served nearly 100 families.

Floyd Schmoe died in 2001 at the age of 105, leaving a long legacy of service for a just and peaceful world. Japan Public Television's NHK World recently honored Schmoe with a documentary about his work. ■



Visit heifer.org/peacehouses to watch an English language news clip about the documentary.



CHILD MALNUTRITION

Child malnutrition is the single biggest contributor to deaths in children under the age of 5 because malnourished children are more susceptible to infections and less able to recover from illness.

Malnutrition kills
3 million children
each year.



Boosting **nutrition** also boosts
health, productivity and
economic growth.

**While malnutrition
manifests in multiple ways,
the prevention and cure
is always the same.**



Breastfeeding
for the first
two years



Access to nutritious,
diverse and
safe foods





Heifer International works in 25 countries to make sure children and families have nutritious food. And through small-scale agriculture and entrepreneurship, Heifer project participants boost incomes so they can afford medical care, sanitation, education, housing and other necessities to keep them healthy.

Malnutrition manifests in three different ways.

Stunting

- A result of poor nutrition in utero and early childhood
- Also known as chronic malnutrition
- Puts children at greater risk of disease and illness
- Those affected may never reach their optimal adult height or cognitive ability

Wasted

- Refers to a child who is thin for his/her height but not necessarily short
- Wasted children have higher risk of dying from common diseases
- Can be a result of malnutrition or disease
- Also known as acute malnutrition

Overweight

- Refers to a child who is too heavy for his or her height
- While seemingly at the opposite end of the spectrum from stunting and wasting, obesity can be addressed by the same remedies
- Processed foods and lack of exercise are fueling an explosion in childhood obesity

Some children suffer from combinations of these forms of malnutrition, such as overweight and stunted or stunted and wasted.



Africa is the only continent on which the number of **stunted children** grew from 2000 to 2017.



Africa and Asia bear the greatest share of **all forms of malnutrition** including childhood obesity.



In 2017 almost half of all **overweight children** lived in **Asia** while 25% lived in **Africa**.

"Levels and Trends in Child Malnutrition," UNICEF/WHO/World Bank Group Joint Child Malnutrition Estimates, 2018



Good nutrition for mothers before and during pregnancy and during lactation



Access to basic healthcare, clean water, hygiene and sanitation services and opportunities for safe physical activity





READ TO FEED

Audrey Dilmanian, 13, is an 8th-grader at Great Neck North Middle School in Great Neck, New York. For the Read to Feed program, Audrey read *Unbroken*, the story of Louis Zamperini, who survived a plane crash in the Pacific Ocean during World War II. Read to Feed encourages students to read more books while they also learn about ending hunger and poverty. As a part of the program, students raise money for Heifer individually or as a group.



What is a book you enjoy reading? Why do you like it?

A book I enjoy reading is *Unbroken* by Laura Hillenbrand. I love this book because it allows me to experience and attempt to understand all the hardships the main character has dealt with. Since the book is written about a true story, it speaks to me so much more. It enables me to get lost in the man's life and feel as he feels. I can get connected to a life I would have never before imagined.

What did you like most about participating in Read to Feed?

Something I liked most about participating in Read to Feed was knowing I had an impact on someone's future. By simply picking up a book, I had the ability to alter the life of someone who would have never been given the same opportunities. The organization also changed my attitude of thinking

someone as small and unimpactful as myself could make a difference and help someone across the world. This inspired me.

What did you learn about how Heifer helps the families in their projects?

I learned that through Heifer and giving just one cow to a family in need, their life is forever changed, and they will be eternally grateful. There are so many things that a family could do with not just a cow but any animal or resource that Heifer donates to them. All of this amazing assistance is fueled by simply reading a book. Heifer is granting everyone a chance to make a difference and give people new experiences in life.

How does it feel to know that you helped change the world?

I feel empowered, strong and unstoppable knowing

that I helped change the world. I now know that my existence has a meaning to someone hundreds of miles away. I recognize my personal impact and what I can now do to further my mark left on the world. It is indescribable realizing I am part of this incredible mission.

What would you tell other kids about why they should support Heifer or get involved with Read to Feed?

I would tell kids to get involved and support Heifer and Read to Feed because nothing else can ever rival the feeling of knowing you are an essential factor toward ending hunger, bringing happiness and giving education to people in need. Through reading and getting lost in a book, you can help guide another person through life. You are the difference in bringing all these feelings to someone who never had them before.

LEARN MORE AT READTOFEED.ORG

EXPERIENCE. ENGAGE. EMPOWER.



HEIFER RANCH Perryville, AR

Get a firsthand look at our work in the United States at the Ranch, a sustainable farm that offers day, overnight and multi-night experiences for all ages. Whether you immerse yourself in Heifer's Global Village, spend a day working alongside our farmers or enjoy a farm-to-table meal in our dining hall, your experience is sure to educate and inspire.

HEIFER INTERNATIONAL CAMPUS Downtown Little Rock, AR

Come learn about the struggles poor people around the world face every day. Participate in tours and hands-on, interactive exhibits that provide fun and challenging educational experiences at Heifer Village. Then, mosey over to meet our animals at the Urban Farm, a 3-acre farm that includes a community garden and beehives.



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OR VISIT WWW.HEIFER.ORG/VISIT



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FARMERS' COOPERATIVE

FROM OUR FARMS TO YOUR TABLE

Celebrate the holidays with a pasture-raised turkey from Heifer USA farmers.

Order today and get \$20 off your Thanksgiving turkey with coupon code **HEIFERGOBBLE**.

Grass Roots is dedicated to changing the way meat is raised in the USA — working to make food that's nutritious, sustainable and fair.

[LEARN MORE AT GRASSROOTSCOOP.COM](http://GRASSROOTSCOOP.COM)

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PHOTOS BY RUSSELL POWELL

"No mezcal is the same. It's very complex. The maestro knows where to find maguey [agave] with different flavor qualities — which is sweeter, etc. It's important to have patience more than anything."

— Joel Luis Antonio

In Santa Ana del Rio, maestros are in charge of the distilleries and ultimately the mezcal. Joel Luis Antonio learned how to be a maestro from his father, uncles and brothers, who passed on their secrets to him. The techniques have been shared from generation to generation for 80 years in the Oaxacan community. One of the tricks Antonio learned is to gauge the alcohol content of the mezcal using a venencia, a large wooden straw. Antonio sucks the liquid out of cup, then lets it flow back. "When there are lots of bubbles and they don't burst, it's good to drink," he said. "Big bubbles that burst mean too much alcohol." Although making mezcal might seem like a complicated process, Antonio doesn't think that's the case. "It depends on your intelligence," he said, "but if you want to learn, it's easy."

A lifetime of generous returns ...

FOR THEM AND FOR YOU THROUGH A HEIFER FOUNDATION CHARITABLE GIFT ANNUITY



When you create a secure **Heifer Foundation Gift Annuity**, you'll support families around the world like Emmy and Prudence's, and at the same time, you'll receive a life of generous returns.

Just think...

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- You'll receive an income tax charitable deduction and potentially tax-free annuity payments.
- As you receive your return, you'll know families around the world are doing the same.

Please contact us today, and we can create a personalized illustration for you.

Heifer Gift Annuity Rates (Rates are based on a single life)						
Current age	65	70	75	80	85	90
Rate	5.1%	5.6%	6.2%	7.3%	8.3%	9.5%

Rates current as of August 2018. The rate you or your beneficiary receives is calculated based upon the applicable annuitant's age at the time of the gift.

**You'll receive a lifetime of generous returns
while helping families around the world.**

When Emmy and Prudence received a goat from Heifer International, they didn't just get milk that will help sustain them tomorrow; they received a way to provide their family with a better income long into the future.

It's all part of Heifer's work with communities to increase income, improve child nutrition, care for the Earth, and ultimately end world hunger and poverty.

These
rates are
great!



For information on annuities or other ways to support Heifer through the Foundation, please contact Debbie McCullough at 501-907-4922 or Debbie.McCullough@heiferfoundation.org.



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GIVE THE GIFT OF CHANGE



Make an impact this holiday season by giving the gift of change — change for families and communities around the world. These gifts will create opportunities for families that will continue to unfold for generations — as farmers will be able to feed their families, send their children to school and pay for essentials such as medicine and housing.

SEE THE CATALOG ON PAGE 27 OR VISIT
WWW.HEIFER.ORG/WORLDDARK/CATALOG

