

WORLD ARK

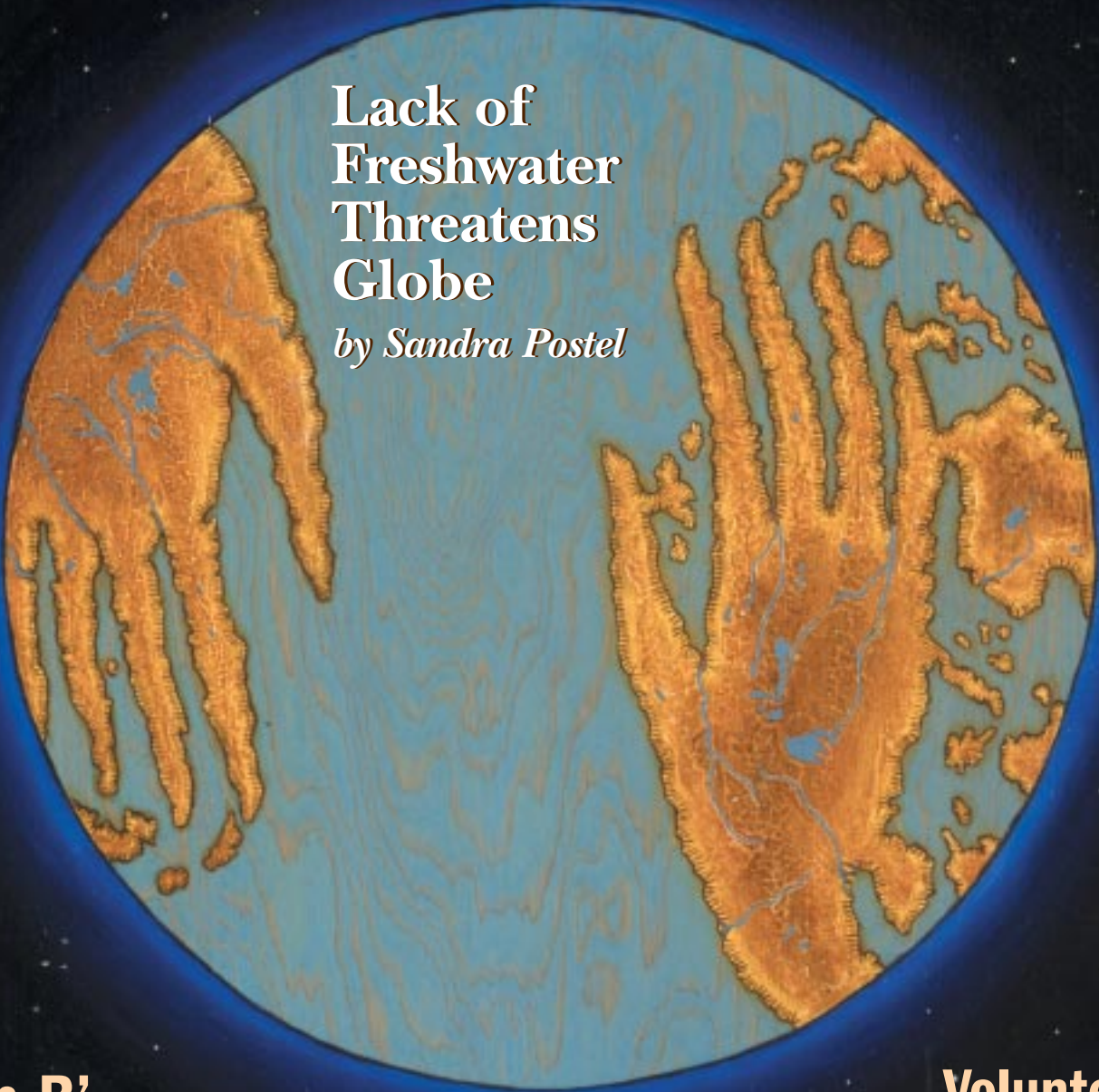
Ending Hunger · Saving the Earth

Fall 2003

Troubled Waters

Lack of
Freshwater
Threatens
Globe

by Sandra Postel



'Plan B'
by Lester Brown

**Volunteers
of the Year**



FROM THE PRESIDENT

Dear Friends,

In my childhood, Betty Smith's "A Tree Grows in Brooklyn" was one of my favorite novels.

The book is a portrait of Francie Nolan, her family and their life on the tough streets of Williamsburg, a section of Brooklyn. Funny, sad, sentimental, realistic, harsh and tender, the story of Francie's childhood is full of fascinating people and human drama.

Although the streets of Brooklyn were a long way from the Midwest and South I knew as a child, I was thrilled by the beauty and fullness of these urban lives, and I was deeply touched by the characters' tenacious hold on life. Little came easy, but they never gave up.

A recent trip to visit Heifer International projects in Brooklyn brought back fond memories of the book and its characters. The skyscrapers of nearby Manhattan testify to humanity's greatness, wealth and promise. But it would be a mistake to ignore the more modest monuments across the river in South Brooklyn—lush green gardens, lovingly watered and tended by a new generation of urban farmers.

With Heifer's help, youths, aged 14 to 19, are reclaiming vacant land in the underserved community of Red Hook to build organic gardens. The plants these young men and women carefully nurture are an important source of fresh produce in this community of 11,000, which has limited public transportation and only one grocery store.

Not only do the gardens provide healthy food, they also offer a means of building social capital and human capacity while preserving the environment.

The urban gardens help broaden horizons as young men and women learn about the natural world, economics and the dynamics of leadership. They also create safe gathering places and opportunities for participants to become leaders in their communities.

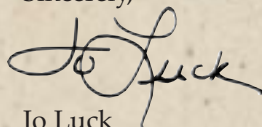
Meeting these young people reminded me of others who work with Heifer in other cities as part of the "greening" of American urban centers.

At Heifer we reflect frequently on the Southeast Asian concept of *nam jai*—the generosity of spirit and soul that nurtures any community-building activity.

The teens I met in Brooklyn are a world away from Southeast Asia. But they show through their work that they understand that the "living waters of the heart" are just as important as the liquid that brings life to their crops. No tree and no garden can thrive without it. No community can survive without it.

A tree grows not only in Brooklyn, but also in Philadelphia, Birmingham, Little Rock, Chicago, Milwaukee and everywhere people nurture hope for the future and pride in their communities.

Sincerely,



Jo Luck
President and CEO



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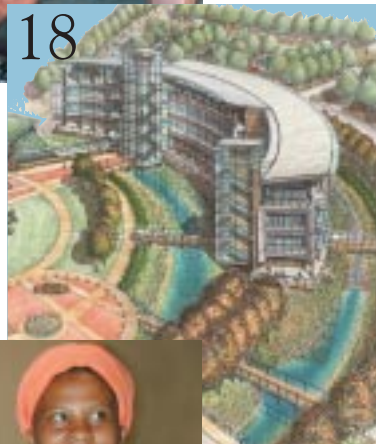
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Cover:
“Divisione delle terre e delle acque” (“Separation of Land from Water”) by **Stefano Morassutti Vitale**.
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Heifer International publishes World Ark quarterly for donors and friends. Heifer has helped more than 4.5 million impoverished families worldwide become more self-reliant through the gift of livestock and training in their care. A nonprofit

organization rooted in the Christian tradition, Heifer works for the dignity and well-being of all people. Heifer is a member of InterAction. Federal employees may designate gifts to the Combined Federal Campaign by writing in #0315. Heifer International

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LETTERS

Dear Editor,

Enjoyed your article in the Summer 2003 *World Ark* titled "Spirit and Nature." I'd like to use it in a class at the University of San Francisco next year and would like to be able to download it for the course. I would use it as an exemplary story of interfaith cooperation about important matters. Thanks!

Paul Chaffee

*Interfaith Center at the Presidio
San Francisco
e-mail*

Dear Editor,

I believe all religions agree that in some way mankind was given a mandate by God to care for His creation—people, animals, plants, land—as you also believe by the references [in the story "Spirit and Nature"] to the Pope, Orthodox Patriarch, Jews, Protestants, Muslims, Hindus, etc.

But I also believe very few, if any, Christians would concur that the Bible tells us to overuse the ecology and thereby damage or destroy God's creation, as the author of "Spirit and Nature" tries to make one believe when quoting Lynn White's essay, which "argues that biblical references to humanity's mandate to subdue the earth formed the basis for Western industrial exploitation of natural resources and resulting environmental damage."

The author appears to be trying to justify "find(ing) a new religion" based on a distortion of what the Bible really says over and over about God giving man responsibility for stewardship of his creation.

*John Gishpert
Denver*

Dear Editor,

I wish to extend my compliments to

the *World Ark* editorial staff and HI writer Michael Haddigan for the beautiful article "Spirit and Nature." I've long referred to Lynn White's article in teaching and writing, and found Mr. Haddigan's interpretation of issues voiced by White and others to be particularly meaningful in this time of increasing consumerism, environmental degradation and personal excess.

Regarding Genesis, people may believe that God commanded them to be "fruitful and multiply" and "to subdue and have dominion," but more and more of them realize that God also placed man in the Garden of Eden to "tend and keep it." Mr. Haddigan helps point us in the right direction.

*Frances S. Vandervoort
Chicago
e-mail*

Dear Editor,

Jan West Schrock's article (*World Ark*, Spring 2003) titled "Darlin', do you really need them?" quotes her father as saying, "If a person has more than three pairs of shoes in their closet, someone is doing without."

I agree with Ms. Schrock's statement that our culture tends to be more concerned with accumulating things than with enjoying our families and more important pursuits, but I'm not sure I agree with her economic philosophy.

We live in the wealthiest nation on earth; so much so, there exists a surplus of wealth to fund projects such as Heifer and other not-for-profit organizations. The very reason for this is that Americans purchase goods and services that they do not need.

If Americans limited their spending only to goods and services that were absolute necessities, our economy would come to a screeching halt. Our nation's wealth is the envy of the world because of the vast industries that employ

millions of people who provide goods and services that are life enhancing, rather than merely life sustaining.

By the way, as I was considering placing an order from the *World Ark* Gift Shop, I asked myself, "Do I really need a Heifer golf shirt?"

*Michael Ballard
Little Rock, Ark.
e-mail*

P.S. I ordered the shirt. I didn't need it. I wanted it!

Dear Editor,

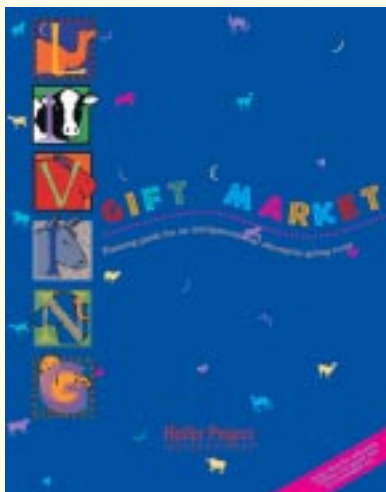
I am a 15-year-old student. I am taking a Family/Health class in my Upward Bound program. I am learning about the problems women have around the world. I have heard about your organization because in my class we saw some videos from the "Oprah" show about how guys treat women and how women are killed every day around the world. I feel really sad because I never thought humans would treat women like they do. I am happy there is an organization that is helping families that need help. I want to say thank you to Heifer because you guys have saved a lot of lives. You have given smiles to lots of families.

*Kelvin Gomez
San Diego
e-mail*

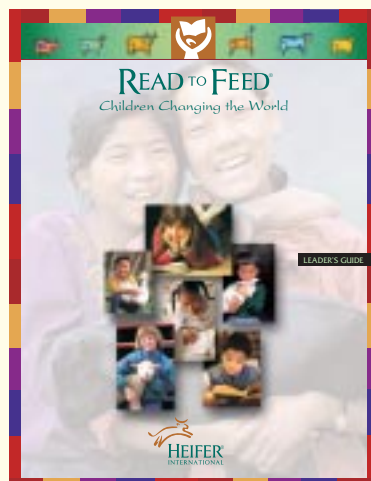
World Ark welcomes comment from readers. Heifer International reserves the right to edit letters to the editor for clarity, grammatical errors, spelling and space. Letter writers should include a telephone number or e-mail address so that we can confirm the identity of the writer. Write to: World Ark Editor, 1015 S. Louisiana St., Little Rock, AR 72202. E-mail: worldark@heifer.org.

Fight Hunger and Poverty with Heifer International's Free Resources

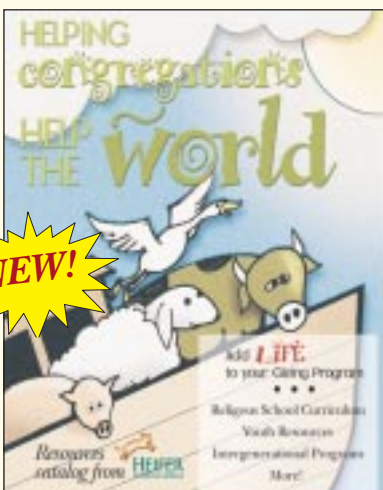
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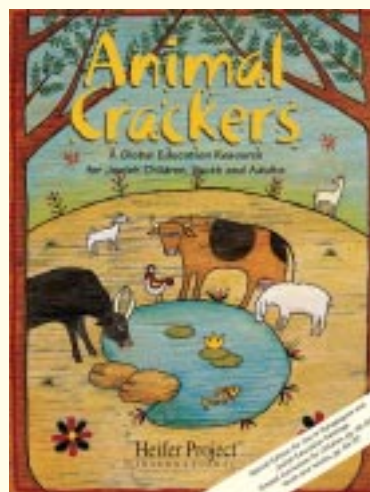
Living Gift Market Guide
 Step-by-step guide to a successful alternative gift market
 #RLX000



To learn more about Heifer's Read to Feed® program, visit www.readtofeed.org

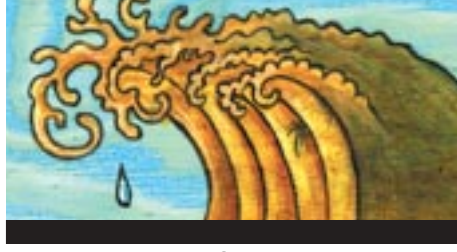


Congregation Resource Catalog
 Describes Heifer International resources available to congregations and other groups
 #RP5000



Animal Crackers
 Faith-based global education for children, youth and adults
 #RAX009 for Jewish Congregations
 #RAX000-J

Call (800) 422-0474 or visit www.heifer.org



Illustrations by Stefano Morassutti Vitale

Troubled Waters

Rising demand for freshwater confronts limited supply.

By Sandra Postel
Director of the Global Water
Policy Project, Amherst, Mass.

We see it everywhere. It's the rain and the rivers and the lakes. In rich nations, we turn the tap and out it pours. Some of us spend thousands of dollars installing automatic systems in our lawns so that it will keep the grass green all summer long.

It's in everything we eat and it's used to make almost everything we buy. Yet we think about it hardly more than the air we breathe.

It's water. It's the basis of life. It comprises more than 70 percent of the human body.

And it, like so much of the planet, is taken for granted and endangered.

How can this be when Earth's surface is covered with it? The oceans are vast, but salty. Less than 3 percent of Earth's water is fresh, and two-thirds of that is locked up in glaciers and ice caps. Only a tiny share—less than one-hundredth of 1 percent of the planet's water—is both fresh and renewed each year by the sun-powered hydrologic cycle. That finite supply hasn't increased over the millennia, but our

demands on it have. In many places, water use now exceeds the sustainable supply, causing rivers to run dry and underground water tables to drop. And unchecked pollution makes the available supply less usable.

The United Nations has designated 2003 as the International Year of Freshwater in an attempt to focus attention on what is clearly one of society's biggest challenges: how to meet human needs for water without destroying the ecosystems that support life itself.

Water is not a commodity like copper or oil. It's a fundamental life support. Rivers, lakes, wetlands and other freshwater ecosystems are not just sources of water; they are habitats for a wide variety of plant and animal species.

These ecosystems provide essential services for human societies—

moderating floods and droughts, purifying water and sustaining fisheries.

Freshwater has no substitutes for most of its uses. It's essential for growing crops, for manufacturing and for drinking, cooking and other household functions.

The world's water problems have surged during the last 10 years, and awareness of them has grown, but the problems are far outpacing the implementation of solutions.

The world is entering an unprecedented period of risks to food security, the environment, the world economy and social and political stability as water grows scarcer in all parts of the planet. The wild card of global climate change exacerbates these dangers.

Some concerns:

1. Population growth is fastest in some of the world's driest regions: sub-Saharan Africa, North Africa, the Middle East and areas of western Asia and South Asia.
2. Per capita water demands are rising, particularly in

Water is not a commodity like copper or oil. It's a fundamental life support.

developing countries where greater income results in greater consumption of household water itself and of material goods that require water for production.

3. As supplies tighten, farmers in particular will feel the squeeze as water shifts out of agriculture to satisfy growing urban and industrial demands.

4. Many poor farmers lack access to irrigation water, which is needed to raise their land productivity and incomes. The vast majority of the world's poorest and hungriest people live in rural areas of South Asia and sub-Saharan Africa, where they eke out a living on farms of less than 5 acres.

5. More than 1 billion people lack even the most rudimentary delivery systems for clean water. The technologies exist to provide these services, but the financial and other commitments to do so have lagged.

This deficiency continues to be the leading cause of disease and death in the developing world. Lack of access to safe drinking water alone results in the deaths of about 3 million people a year, most of them children. More



people have died from diarrhea in the last 10 years than have been lost to armed conflict since World War II, some experts estimate.

6. Freshwater is being used up. The Aral Sea once was the world's fourth largest lake. But increased irrigation for the production of cotton and other crops in the Central Asian deserts resulted in such extensive withdrawals from the two rivers flowing into the Aral Sea that by 1990 those inflows had fallen to about 13 percent of natural flow levels. The river deltas and the lake can no longer sustain their ecological functions.

The Aral Sea has lost two-thirds of its volume, about 60,000 fishing-related jobs are gone, and people

parts of the year.

7. Competition for freshwater increasingly is leading to social instability. In the last few years, farmers in China and Pakistan, lacking enough water to irrigate their crops, have engaged in violent protests.

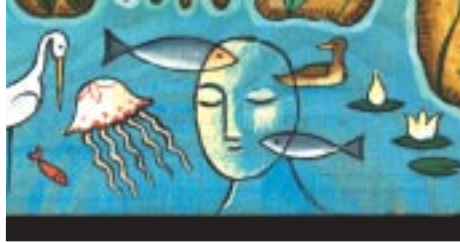
Encompassing all these difficulties is the necessity of protecting Earth's overloaded ecosystem. People have viewed water supplies as resources solely for a narrow range of human purposes, not as part of a living system, a system that serves to protect all life.

It's a mindset that sees water as a simple commodity, one ruled by the laws of supply and demand. In this equation, estimates of water use by

living in these salty and toxic surroundings suffer from a variety of illnesses.

Water tables are falling from the overpumping of groundwater in parts of China, India, Iran, Mexico, the Middle East, North Africa and the United States.

Many major rivers—including the Colorado, the Ganges, the Indus, the Murray, the Rio Grande and the Yellow—now run dry during



people are compared with the amount of water available. Or society sees water as something to be divided among agricultural, industrial and household uses.

This mindset has dominated freshwater management and distribution for the last 200 years. Unfortunately, it's a grossly incomplete view of the role of freshwater in sustaining life, including human life.

Examined holistically, water is a life support or, in economics parlance, natural capital. A healthy freshwater ecosystem provides goods and services essential to life. Some examples:

- More than 99 percent of irrigation, industrial and household water supplies worldwide comes from natural freshwater systems.
- Fish, waterfowl, mussels and clams, among other species, are important food sources for people and wildlife.
- Wetlands filter and break down pollutants, protecting water quality.
- Healthy watersheds and floodplains absorb rainwater and river flows, reducing flood damage.
- Healthy watersheds, floodplains and wetlands provide homes and breeding sites for fish, birds and other wildlife.
- Healthy river-floodplain systems constantly renew the fertility of surrounding soils.
- Rivers carry nutrient-rich sediment to deltas and estuaries, helping maintain their productivity.
- Freshwater flows maintain the salt levels of deltas and coastal marine environments, a key to their biological richness and productivity.

• Natural rivers and waterscapes are sources of inspiration and deep cultural and spiritual values; their beauty enhances the quality of human life.

- Swimming, fishing, hunting, boating, wildlife viewing and water-side hiking and picnicking give pleasure to millions of people.
- A great variety of species perform the work of nature on which life depends, and conserving genetic diversity preserves options for the future.

These services, however, traditionally haven't been valued monetarily. Decisions about building dams or draining wetlands haven't taken into account the damage these activities do to the ecosystem as a whole, so the ecosystems have been declining in a cascading fashion around the world.

The harm takes many forms: poorer water quality, increased flood damage, the disruption of food webs, the decline of fisheries and the loss of jobs and livelihoods, among them.

From the Colorado River delta in northern Mexico to the rich Ganges River delta in Bangladesh, for example, fisheries and the livelihoods that depend on them are declining. The reason? The depletion of waterflows by upstream dams and diversions.

Worldwide, at least 20 percent of the 10,000 freshwater fish species are now endangered, threatened with extinction or are already extinct.

In North America, where at least 123 species of freshwater fish, mollusks, crayfish and amphibians have been extinguished since 1900, projected rates of near-term

extinctions of freshwater animal species rival those for species in tropical rain forests.

Much of this damage and loss is because of the extensive fragmentation of rivers by dams, dikes and other diversions, which has destroyed a great deal of the important work that healthy river systems do.

The draining and filling of wetlands for agricultural and urban expansion have also taken a heavy toll. Worldwide, wetlands, which provide goods and services estimated to be worth as much as \$20,000 per hectare (2.5 acres) in some areas, now cover only half the area they did a century ago.

Just because our economic formulas don't count these losses doesn't mean they aren't real; it simply means that society is unaware of how much human and social welfare is declining because of our approach to using and managing water.

What to do?

The situation is not hopeless. Solutions do exist to the problems posed by the depletion of freshwater supplies.

1. It is important that people grow to understand and value the work that rivers, floodplains, wetlands and other ecosystems do. Freshwater ecosystem services are worth hundreds of billions of dollars yearly. They particularly benefit the poor, who often depend directly on nature's services for their livelihoods. Some places are taking steps to preserve these services.

Australia, South Africa and parts of the United States are establishing flow requirements for rivers. These policies build on a growing scientific consensus that restoring a river's natural pattern of flow variability—its natural highs and lows during the year and across years—is a key to restoring river health overall as well as the habitat that myriad species depend on for survival.



2. Achieving universal access to safe drinking water and sanitation would save millions of lives yearly and prevent debilitating illness. Such action would have huge economic benefits, as well, by reducing the high costs resulting from that loss of life and the loss of productivity due to poor health.

The World Health Organization estimated in 2000 that an additional 816 million people acquired access to safe drinking water between 1990 and 2000. But the number of people unserved remains about the same—1.1 billion—because the population grew by nearly as many people as gained access. The number of

people lacking adequate sanitation rose slightly between 1990 and 2000, to 2.4 billion—about 40 percent of the world's population.

The United Nations Millennium Development Goals include targets of reducing by half the proportion of people lacking access to safe drinking

water by 2015. The 2002 World Summit on Sustainable Development held in Johannesburg added to this goal a commitment to halve the number of people lacking sanitation by 2015.

Achieving such goals, though, will take a dedication of political leadership and funding that has been rare to

date. South Africa, an exception, is on track to achieve universal access to safe drinking water by the end of this decade.

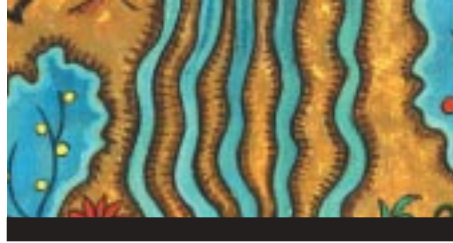
Public sector support for supplying safe water and sanitation must be increased, especially in rural areas, which are home to more than 80

percent of people who lack safe drinking water.

Governments and communities should take primary responsibility for providing water services. Privatizing water services only works if strong regulations are in place to protect the poor and the supply itself.

Leakage from existing urban systems often

Only fundamental change will solve the world's growing water problems. These changes require leadership from many quarters.



exceeds 30 percent, so making existing systems efficient is critical to cutting water waste.

3. Provide access to irrigation water to reduce rural poverty.

Access to a minimum amount of water for the production of crops is essential to helping millions escape poverty. About 2.8 billion people live on less than \$2 a day, and 800 million of these face chronic hunger.

Providing poor farmers with the means to irrigate their farms is one of the best ways to help them move out of poverty.

Most modern irrigation technologies, such as diesel pumps, are too expensive for poor farmers. Increasing the availability and use of affordable, small-plot irrigation could greatly increase land productivity, incomes and household food security of the world's poorest farm families. These affordable technologies include human-powered pumps to give access to shallow groundwater, drip irrigation packages designed specifically for farmers on small plots, and inexpensive micro-sprinklers.

4. Double water productivity. Projected rates of population and economic growth during the next few decades, along with the deterioration of many freshwater ecosystems, mean people will have to do more with less water.

Humans now use more than half of the accessible renewable freshwater runoff. Even if per capita use remained constant, that figure could rise to 70 percent by 2025. And this would lead to even greater damage to the world's ecosystem

Lack of safe drinking water results in the deaths of about 3 million people a year, most of them children.

services, aquatic species, fisheries and other natural and economic values.

Close to a doubling of water productivity worldwide—more in some regions, less in others—will be necessary to meet the food and water needs of the global population while protecting ecological integrity.

Increasing the efficiency of irrigation would help. Drip irrigation has been shown to double or triple crop yield per unit of water, but it accounts for only about 1 percent of global irrigated area. Greater recycling of water is another way to increase water productivity.

5. Achieve good governance over water.

Adopting the public trust as the guiding principle for water management puts a premium on equity and sharing—among people, between people and nature, and among countries that share rivers and other bodies of water.

Implementing the measures above would take enormous political and

social will. It would revolutionize water use and management.

Refusing or neglecting to take steps to protect the world's supply of freshwater, however, poses far greater risk than trying to reform water policies.

Only fundamental change will solve the world's growing water problems. These changes require that scientists, engineers, conservationists, policy-makers and citizens work together. They require leadership from many quarters.

And they require action now, because it may turn out that time to reverse the threatening trends under way is even more limited than water itself. 🌿



Sandra Postel is director of the Global Water Policy Project based in Amherst, Mass.

Postel is a senior fellow of the Worldwatch Institute and one of the leading authorities

on freshwater

issues. In November 2002, Scientific American magazine named her one of the "Scientific American 50," a new award to recognize achievements in science and technology. Postel was named a Pew Fellow in Conservation and the Environment in 1995.

Her latest book, "Rivers for Life," which she co-wrote with Brian Richter, was recently published by Island Press.

The following is an excerpt from “Rivers for Life: Managing Water for People and Nature” by Sandra Postel and Brian Richter. The authors argue that humanity has done great damage to the environment by altering the world’s rivers to suit exclusively human purposes. Ironically, many of these changes have simultaneously weakened the rivers’ inherent capacity to perform tasks that benefit humanity naturally.

Where Have All the Rivers

GONE?

Many rivers around the world, large and small, are drying up before they reach their natural destinations. In addition to the Colorado River, five of the largest rivers in Asia—the Ganges, the Indus, the Yellow and the Amu Dar’ya and Syr Dar’ya—no longer reach the sea for large portions of the year. Channelized rivers, such as the Rhine in Europe and a large stretch of the Missouri in the U.S. Midwest, no longer meander but rather flow artificially straight and deep to allow for the shipping and barging of goods. Levees have disconnected the mighty Mississippi River from 90 percent of its floodplain. ...

Societies have reaped substantial economic rewards from these modifications to rivers—from the generation of hydroelectric power to the expansion of irrigated agriculture to the growth of trade along shipping routes. However, serious losses have mounted on the ecological side of the register. In their natural state, healthy rivers perform myriad functions—such as purifying water, moderating floods and droughts, and maintaining habitat for fisheries, birds, and wildlife. They connect the continental interiors with the coasts, bringing sediment to deltas, delivering nutrients to coastal fisheries, and maintaining salinity balances that sustain productive estuaries. From source to sea and from channel to floodplain, river ecosystems gather, store, and move snowmelt and rainwater in synchrony with nature’s cycles. The diversity and abundance of life in running waters reflect millions of years of evolution and adaptation to these natural rhythms.

From a strictly human perspective, healthy rivers perform numerous “ecosystem services”—the processes carried out by natural ecosystems that benefit human

societies and economies. Rivers, wetlands, and other freshwater ecosystems constitute part of the natural infrastructure that keeps our economies humming. Like workers in a factory, wetland plants and animals are an organized and productive team—absorbing pollutants, decomposing wastes, and churning out fresh, clean water. ... Even if we knew how to replicate all the valuable functions that rivers perform, it would cost an enormous sum to replace them. The services provided by wetlands alone can be worth on the order of \$20,000 per hectare per year.

In little more than a century—a geologic twinkling of an eye—human societies have so altered rivers that they are no longer adequately performing many of their evolutionary roles or delivering many of the ecological services that human economies have come to depend upon. A significant portion of freshwater species worldwide—including at least 20 percent of freshwater fish species—are at risk of extinction or are already extinct. Because floodwaters are no longer getting cleansed by floodplain wetlands, more pollution is reaching inland and coastal seas, causing damage such as the low-oxygen “dead zone” in the Gulf of Mexico and the deterioration of Europe’s Black Sea. In short, in many parts of the world, the harnessing of rivers for economic gain is now causing more harm than good. 🌿

From “Rivers for Life” by Sandra Postel and Brian Richter. Copyright © 2003 Sandra Postel and Brian Richter. Reprinted by permission of Island Press, Washington, D.C., and Covelo, Calif.

Alpacas to the Rescue

Ecuadorans, Heifer work to preserve delicate Andean zone and water supply.

*By Michael Haddigan
Heifer Staff Writer*

LATACUNGA, Ecuador—In the shadow of the snow-crested Chimborazo volcano, an unlikely hero—the alpaca—has stepped in to save a fragile high-altitude environmental zone, a vital water source for farms, villages, towns and cities below.

Heifer International is working with Ecuadoran indigenous communities in the Andes to preserve the zone from destruction by farming and sheep grazing.

With help from Heifer, communities are raising alpacas in the zone, known as the paramo.

“Our intention in having a project with Heifer is to recover what we have lost in water resources,” said Domerio Tipan.

He is president of a grassroots organization of rural Andean communities near Latacunga, about 60 miles south of Quito.

The paramo’s delicate, spongy groundcover is vital to the intricate ecology that supplies water to the ecosystems and human communities downhill.

These plants soak up snow melt and abundant rainwater, feeding underground springs that flow into streams and rivers. The farms, towns and cities at lower elevations rely on the paramo water as a primary source.



But farming and grazing in the paramo disrupt this natural system.

Farmer's plows and the sheep's hard cloven hoofs damage the groundcover. In addition, hungry sheep munch the low-growing plants down to the bare ground, destroying the system's ability to collect water and causing soil erosion.

Unlike sheep, alpacas have soft, padded feet.

The indigenous people have been forced into the high-altitude paramo because of population pressures, poverty and the sparse availability of land.

They would normally farm and raise livestock in middle and lower elevations that are more tolerant of human activity, said Fernando Larrea, Heifer's Ecuador director.

Communities taking part in the Heifer initiative, which jointly own the Heifer-supplied alpacas, sell valuable yarn and knit sweaters, ponchos and other items through small businesses they have set up.

This income helps relieve the poverty that pushes indigenous people into the paramo in the first place, Larrea said.

"The benefit of the alpaca is that it produces wool and its hooves do not destroy the paramo," Larrea said.

Manure from the alpacas is composted and used as fertilizer to improve topsoil in the middle-elevation farms.

"What we are trying to do is have a better life for our brothers and sisters. Our goal is to improve the community and household life conditions," said Tipan.

Heifer's Jim DeVries said water is becoming an increasingly important part of livestock and agroecology projects around the world.

"Water is becoming a more precious resource around the world," he said. "From the standpoint



of food security and health, water is a huge issue."

Heifer concentrates on providing livestock and environmental protection to resource-poor communities around the world.

But, as in Ecuador, preservation of water supplies and efficient irrigation methods are often important ingredients in Heifer's work, DeVries said.

Small-scale farmers frequently have a keen awareness of water resources, he said.

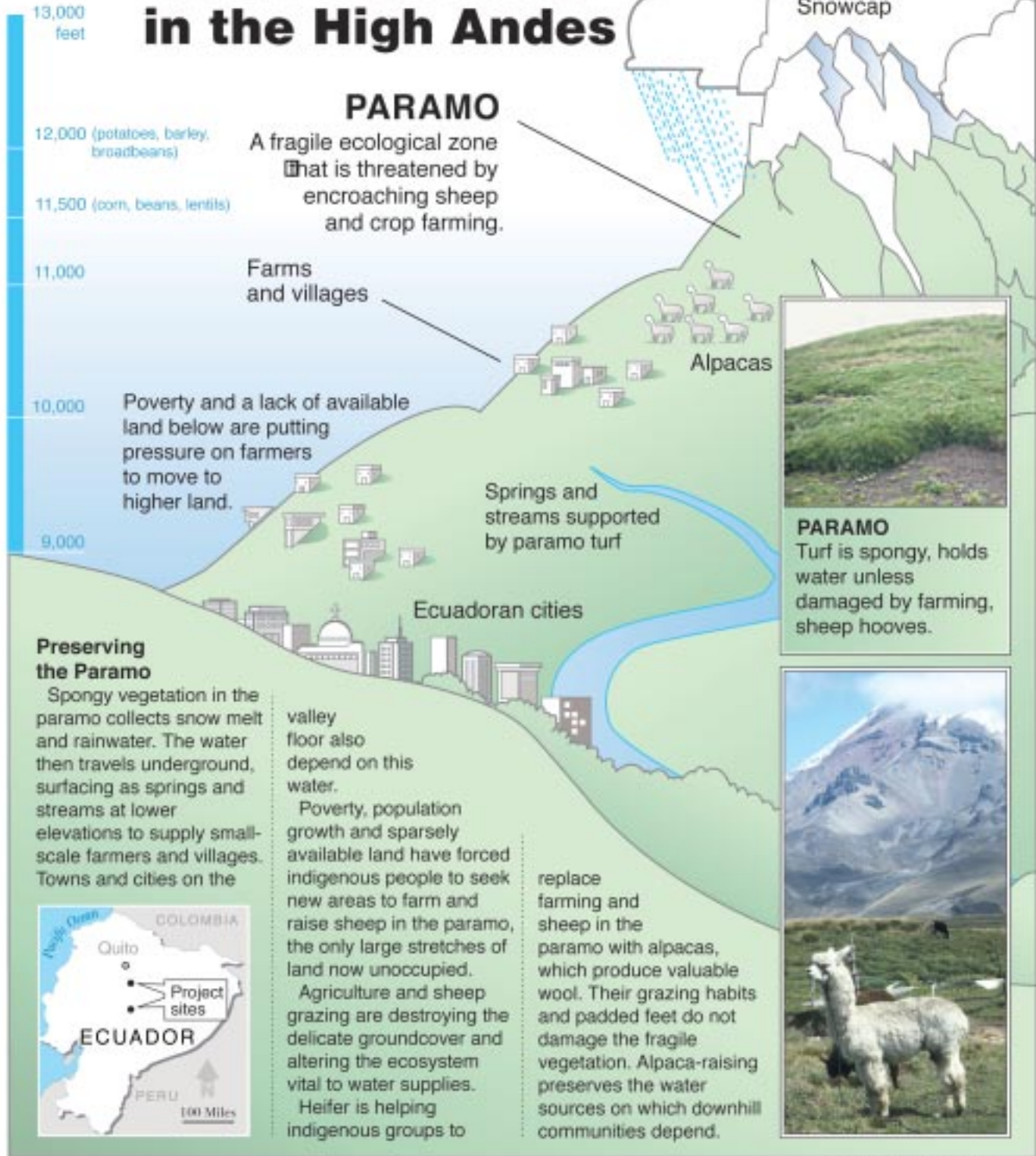
"There is a motivation you can build on. When you get people organized, they start to envision a better situation for themselves and their families, and they start to act on it," DeVries said.

Alpacas were once a common sight in the Ecuador Andes. But over time they vanished, and no one is sure exactly why.

"In the past alpacas lived in Ecuador. But the alpacas disappeared from Ecuador in the colonial times, in the 17th and 18th centuries," Larrea said. "There are different hypotheses about why they disappeared."

Some believe the alpacas died out from a disease brought in by the Spanish. Others say they

Water resources in the High Andes



disappeared because the Spanish prohibited the use of alpacas because they were associated with indigenous religions.

"Heifer is now helping to reintroduce them," Larrea said.

In turn, the graceful, placid alpacas are helping to save the paramo.

"The alpacas are also helping to beautify the countryside because they are so beautiful," joked Heifer Ecuador's Edwin Chancusig.

The alpaca's look-alike cousin is the llama. The llama also bears fiber but it is rarely used for clothing. The alpaca's fiber is more valuable, Larrea said. Llamas in the Ecuadoran Andes are used mainly as pack animals.

The shortage of land for indigenous people has its roots in the colonial system that allowed gentry to take over huge tracts of highly productive land for haciendas.

This forced indigenous people onto marginal lands higher up. Acres of greenhouses for the flower industry at lower elevations have added to the land shortage.

In recent years, Ecuador's indigenous groups have pushed for redistribution of the hacienda land—and for a more equitable distribution of the water from the paramo.

Economic conditions have forced indigenous families to seek work outside their villages so they can send money home.

Some work in the flower industry. Others toil in menial jobs in the big cities of Quito and Quayaquil. Still others head east to Ecuador's Amazon region to work in the oil fields.

Still others go as far as Spain and Italy to work.

"We are trying to create less dependence on these external sources of income," Larrea said.

The availability of water often determines whether a family can stay on its small parcel of land, Tipan said.

"You can't talk about the family economy without talking about water," he



said. "We are now concentrating on preserving the paramo and its natural resources, especially water, so that our families have something to eat and something to drink." 🐏



Ecuadoran farmers rely on the water resources of the paramo.

Water Watchers

Farmers become scientists as they learn to monitor the river system that feeds their district in the Philippines.

Story and photographs by Darcy Kiefel

As a young boy growing up in the Philippines, Serafin Billones understood the value of the Manupali River near his Lantapan, Bukidnon, home in Central Mindanao. He recognized that his survival depended on the ebb and flow of its waters.

In those days, the rushing waters of the river could be heard for miles. Today, the water barely covers the sand on the shore.

Now a grandfather of seven, Billones, along with his neighbors, began to notice over the past decade that their river no longer maintained a regular flow. Instead, it cycled through seasonal floods and droughts. Because of its irregular flow and stagnant waters, the river was becoming contaminated and producing waterborne diseases—further complicating health problems and malnutrition among village children.

Alarmed residents alerted government officials, but few responded. Departments on both the local and national levels lacked experience collecting meaningful water data to affect environmental policies or improve living conditions for the farming communities.

In 1994, a USAID-funded program developed a model in the Philippines for designing and implementing a community-based water-monitoring project. The program involved farmers in conducting watershed research to clarify links between land use and the environmental quality and overall sustainability of their

ecological and social systems.

Under the Sustainable Agriculture and Natural Resource Management Collaborative Research Support Program, a water resource management and education project was established with Heifer International and Auburn University. Heifer and Auburn developed a water-monitoring group through a series of workshops in the evaluation of water quality using portable test kits and analytical tools. Simultaneously, Heifer trained project partners and volunteers in agroforestry, contour farming, nutrient recycling and many other regenerative practices.

Lantapan farmers and other residents became involved in the program by gathering data related to water quantity and quality on several rivers and streams in the area. Out of their common and growing concern for what they collected, community members organized themselves into a professional group called Tigbantay Wahig, which means “watchers of water” in the Talaandig dialect.

Over the years, the members of the Tigbantay Wahig group have learned to gauge the quality of the water in the Manupali River and its tributaries by collecting data throughout the watershed in central Mindanao. Their activities are part of a concerted effort that includes the participation of partners rarely found working side by side, including academicians, practitioners, government officials and local farmers.

A dedicated member of Tigbantay

Wahig, Serafin Billones was one of the original 12 participants in the 1994 training. “This water-monitoring project has been a life-changing experience for me and I will do this for the rest of my life,” Billones says. “It has been so helpful and necessary for our community to understand what is happening to our water.”

The data from the study shows that there is indeed cause for concern.

“When we trace our first monitoring from 1994 there is such a significant difference and the volume of our water is lower,” Billones explains. “If this continues, our rivers will be gone and our people will have more hardships. I have already observed this taking place. Through our studies we are seeing the degradation of our water.”

But knowledge is the first step to effecting change, as Billones notes. “We must challenge our people with the facts we can now provide. Through our training, we have learned to



pass on our gift of knowledge. We have even provided our government with data to take action. We are a group of volunteer farmers who are doing our part for a positive change."

The studies in Lantapan have influenced the attitudes of community members.

Bella Alejan, one of the newest members of the group, says, "I joined the water-monitoring project because I could see the changes in our water and it scared me. I wanted to understand it on a deeper level. Since becoming a member I appreciate the importance of water and why we need to preserve it for

our children and future generations. I began to reflect on this and realize that water is life. Without rivers and without water, life would be impossible. There would be no food [and] no animals, and our hardships would increase. Today, I am always thinking of this."

Jim Orprecio, Heifer's Philippines director, says the project also has produced tangible results.

"I cannot say the water situation has improved or changed but I believe we have slowed [the degradation] down," Orprecio says. "By regularly collecting data we are witnessing environmental degradation which community

volunteers can now present along with solutions to other villages, schools and officials. Other organizations approve and provide funding. Heifer International chooses to teach. Instead of telling people they pollute the water, we explain how they can improve it. Our communities do not wish to destroy their waters—it is a matter of survival."

In August 2001, after seven years of collecting data, Auburn University, Heifer International and Tigbantay Wahig presented watershed degradation material to Narciso Rubio, mayor of Lantapan; interior and local



“Without rivers and without water, life would be impossible.”

government members, and representatives from the Department of Environment and Natural Resources and the Department of Social Welfare Development. Afterward, Mayor Rubio said he would mobilize all resources available to him to address the problem.

In addition, Ric Abejuela, president of Mount Kitanglad Agriventures, a banana plantation firm known as MKAVI, proposed an awareness-raising campaign targeting all upland

communities.

In September 2001, Heifer Philippines hosted the first-level training for staff and project partners of Heifer offices throughout South Asia. Heifer China also conducted a water quality/quantity workshop in Sichuan Province for about 20 Heifer project holder representatives and staff.

Heifer's Indonesia and Thailand programs, along with the Mekong River Initiative, are integrating agroecological approaches into their own projects through community-led

water monitoring activities. The projects will then collaborate with universities in their respective countries for initial data processing.

Ultimately, Auburn University's International Center for Aquaculture and Aquatic Environments will establish and maintain a Global Water Watch website using data collected by Heifer International project partners in China and Southeast Asia.

“This work has not only become a matter of self-interest but an issue for all people all over the world,” says Teria Vivas, a Tigbantay Wahig member. “We are working together to protect and preserve our waters. Before, there was garbage thrown everywhere and now we are controlling that and have been given authority to take action against those who do not listen. We ask for time to speak in front of people with awareness campaigns and today, they are listening. We hope to provide not only community members but children with a greater understanding of water and their environment.”

Serafin Billones has been doing just that. All seven of his grandchildren accompany him when the group collects its monthly water-monitoring data.

One of his grandchildren, 10-year-Jessie Billones, describes the knowledge he has gained from following his grandfather. “The work that my Lolo [grandfather] is doing is for everyone and us children. It is for our future so that the water we are drinking is safe.

“Lolo also taught us how to catch

Serafin Billones says the water-monitoring project “has been a life-changing experience for me.”



fish but said if we do not protect our waters the fish will soon be gone," Jessie adds. "And we want good water to swim and play in! I hope it will stay clean for the rest of our lives." 🐟

Darcy Kiefel is a Heifer International photojournalist living in Boulder, Colo.



Philippines Water Monitoring Program Key to Heifer's Agroecology Initiative

By Rey Gambe

Heifer International Philippines Communications Officer

The community-based water monitoring program in Lantapan, Bukidnon, in the Philippines is leading the way as Heifer International implements its Agroecology Initiative in the Asia and South Pacific region.

In place since 1994, the Lantapan project is a joint effort by Heifer Philippines and the International Center for Aquaculture and Aquatic Environments at Auburn University. It is part of the USAID-funded Sustainable Agriculture and Natural Resource Management Collaborative Research Support Program (SANREM-CRSP) and serves as the model for Heifer International's Water Monitoring Project in Southeast Asia.

The project is being expanded to cover the three regional areas of Heifer Philippines as well as Heifer programs in Indonesia, Thailand, China, Cambodia and Vietnam. In addition, it will be implemented in the Mekong Region Program that also covers Myanmar and Laos.

In Lantapan, the model program is expected to help many farming communities by improving the quantity and quality of water available for food production and household use.

Heifer International believes that to achieve the full potential of sustainable development projects, local citizens must be active participants in their formation. Sustainable management of food, energy, water, materials and wastes can only occur if citizens help make the fundamental decisions and understand their consequences. Thus, a key element of the Philippines water-monitoring project has been involving the community in efforts to

conserve the watershed and the environment.

Since the Lantapan project started almost 10 years ago, volunteers have been collecting data from the four main tributaries of the Manupali River watershed. They have learned to determine water quality by testing its chemistry, gauging the impact of soil erosion on their waterways, and analyzing the safety of river water for drinking and bathing through biological and bacterial assessments.

The massive amount of information they have collected has formed the basis for development of laws and ordinances on watershed conservation and restoration in Lantapan.

In addition, the community-led project has attracted the interest of decision-makers in other parts of the Philippines. These leaders have expressed their desire that the project be implemented in their areas and, in part, with their resources. Already, the project has extended its reach to the provinces of Saranggani and Bohol.

Realizing the project is an important part of an agroecological approach to Heifer International's work, other Asia and South Pacific country programs also have expressed interest. After key staff from these country programs completed first-level training in Lantapan in 2001, groundwork for the region-wide implementation of the project is moving ahead.

More than an expansion of coverage, however, the overall goal of the project is to foster development of community-based environmental monitoring groups to collect credible water quantity and quality data that will further the implementation of Heifer's agroecological projects. Heifer's Agroecology Initiative encourages subsistence farmers to be good stewards of the environment.

Building for a Green Future

By Ray White
Heifer Communications Director

Heifer International's ideas about helping the hungry and impoverished of the world have caught on with a wide public, lifting Heifer from a \$8 million to a \$56 million organization in a decade of steady growth. But as it has expanded, Heifer's staff has outgrown its familiar two-story office in Little Rock and spilled out into rented space in several locations.

With a new site near the banks of the Arkansas River, Heifer has embarked upon an ambitious plan to develop a new Heifer International Center. The new building will enable Heifer to regroup its far-flung staff and save money while creating a focal point for hunger education in America.

It represents a unique opportunity in the history of Heifer to serve a business need, improve staff efficiency and provide education on hunger and sustainability to the public.

"One thing that Heifer understands is that if we are going to have a lasting impact on world hunger, everything we do must be 'sustainable'—that is, the means for production of food and income must renew the environment and not deplete it," said Jo Luck, president and CEO. "Sustainability is a concept integral to the culture of Heifer.

"In conceiving our new office building, then, we are striving to live up to the aspirations of Heifer's own mission." — **Jo Luck**

This applies not only to our work with people trying to lift themselves up to self-reliance around the world, but to our own work managing our worldwide operations as well.

"In conceiving our new office building, then, we are striving to live up to the aspirations of Heifer's own mission. We intend that both preparation of the site and construction of the building are to be models of sustainable design and development in Arkansas, something others will want to see and emulate. And we believe it will demonstrate

our commitment to using resources wisely and responsibly.

"Our founder, Dan West, who was himself a role model of thrift and good stewardship of the Earth, would expect nothing less. It is the very basis of Heifer's practice of 'Passing on the Gift,' and informs every aspect of our worldwide organization. Today nurturing the environment while combating hunger go hand-in-hand at Heifer. Our building will be a tangible embodiment of Heifer's meaningful stewardship of its mission and the Earth."



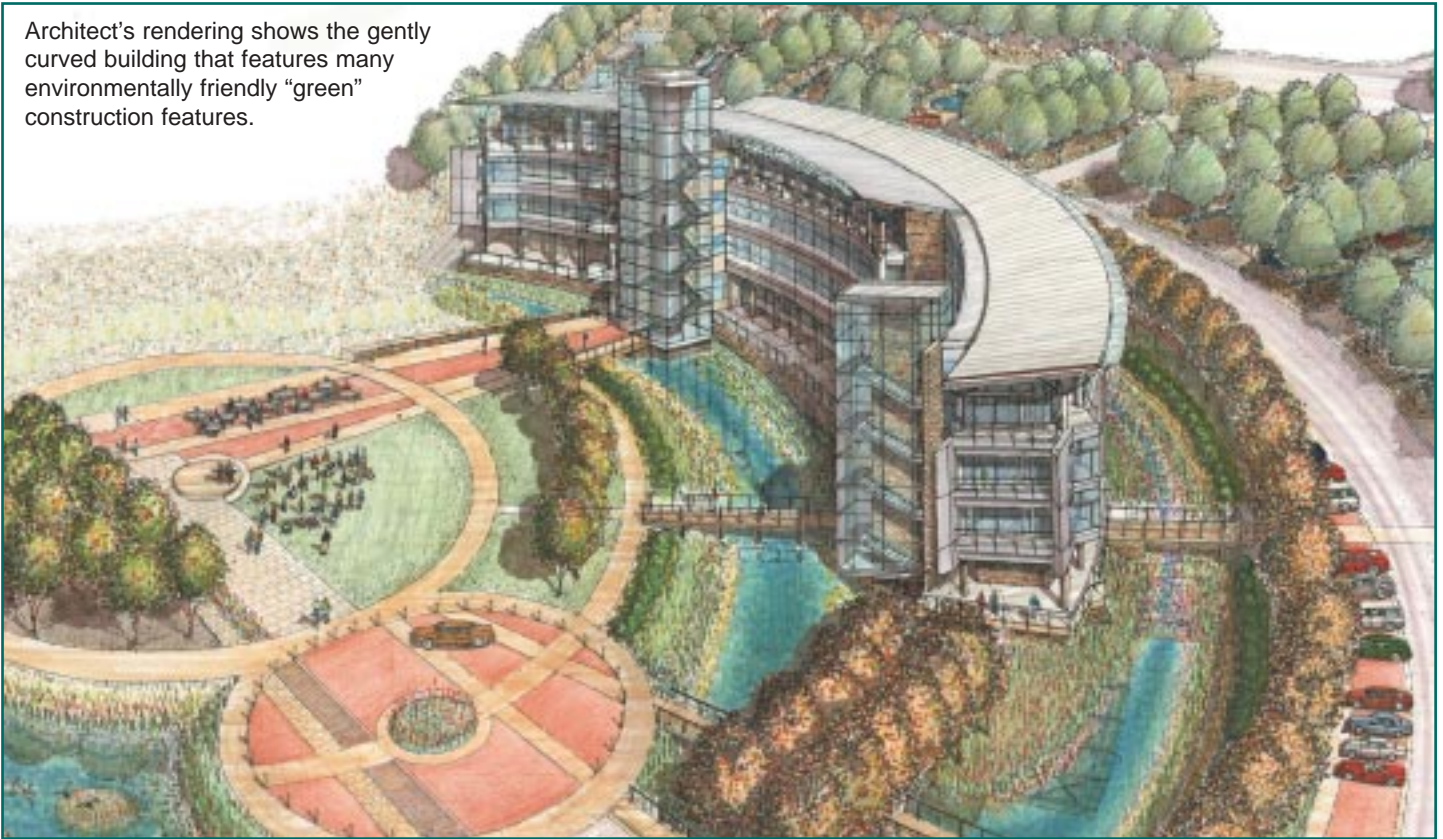
Illustrations by Reese Rowland

A combination of overhangs and reflectors will cast indirect light into the building for optimum natural light for office workers, while a rooftop water collection system will funnel water to a tower for use throughout the site.

Heifer will break ground Oct. 29 for a new building of environmentally sound design—a model structure with many features demonstrating sensible, responsible construction consistent with Heifer's values.

The architectural firm of Polk Stanley Yeary of Little Rock designed the building, and has created an airy, glass-walled structure with a water-collection tower as a central feature at the entrance. The design will be submitted for a prestigious Leadership in Energy and Environmental Design (LEED) certification

Architect's rendering shows the gently curved building that features many environmentally friendly "green" construction features.



rating from the U.S. Green Building Council in recognition of its "green" design and construction.

Site preparation has begun. Abandoned warehouses on the site have been recycled—crunched into gravel for use during construction, along with other salvageable and recycled materials. An environmentally dirty "brownfield" at the site—an old rail yard—will be cleaned before construction starts. And when the building is completed the structure's narrow 60-foot-wide footprint and glass skin will allow those inside to work in natural light, with "light shelf" overhangs minimizing heat in summer and maximizing it in the winter. As darkness falls, sensors will adjust interior lighting to maximize energy savings.

Recycled steel will be used extensively in construction, and use of recyclable bamboo flooring and recycled carpeting will help preserve old-growth forests whose wood is

commonly used as flooring. Beneath those floors will run energy-saving ductwork and modular electrical conduits and mechanical systems.

Together, "green" construction methods will reduce energy use to about half that of a conventional structure.

Adjoining the building will be a cutting-edge parking lot, for which Heifer recently received a design innovation grant from the federal Environmental Protection Agency, with a permeable surface to allow rainwater to be captured in a vegetation-filled water feature called a "bioswale." Water collected from the roof will be used throughout the site for applications not requiring potable water. In an average year, the architects say, all the water that falls on the property as rain will be used on-site, so that it won't burden the municipal drainage system.

Next door to the Heifer campus will be the Clinton Presidential Library and Park, currently under

construction, which is expected to host hundreds of thousands of visitors.

The Heifer Ranch in rural Perryville, Ark., will continue to offer overnight and weeklong immersion experiences for in-depth education of congregational, civic and school groups, as well as continuing as a site for overnight conferences.

The goal of the new center is to increase Heifer's impact on hunger while raising awareness of the solutions to hunger and poverty. It will be a model of sustainable development in a developed-world office setting, and will attract attention from builders and architects. Its green design has already been featured in the prestigious *Architectural Record* magazine. As more and more people understand the many successful ways to combat world hunger they will be inspired to join the effort to end world hunger and bring new hope, security and dignity to millions around the world. 🌱

Since Virgil Mock volunteered a heifer for Dan West's project, volunteers have been at the heart of Heifer's work to end hunger and poverty and save the earth. Today Heifer International has more than 6,500 committed volunteers. We'd like to recognize a few of them.

By Leslie Withers
National Volunteer
Coordinator

Heifer Volunteers



Lifetime Volunteer Award

Twenty-five years of unconditional love characterize **Jim and Evie Hutton's** work for Heifer. Active volunteers in California until Jim's retirement, they moved to the Seattle area and continued speaking for Heifer. People across Washington and California know about Heifer because of Jim and Evie. As lead volunteers in Seattle, they organize volunteers for events and recruit new volunteers. And they seek out opportunities for Heifer with universities, community groups and churches. Bill Beck, retired regional director, remembers, "I learned about 'pot liquor' from Evie. She saved the liquid from cooking vegetables and

then later made soup from the combined juices. It makes great soup and stew, as well as saving money. These frugal folks have shared so much with the hungry of the world, in time, talent and treasure. It has been an honor to know and work with them for Heifer and the hungry."

Congregational Volunteers of the Year

John Ferguson and **Kate Sheehan** connect congregations with Heifer in New England. Kate is Heifer's liaison to Roman Catholics, and John handles all other



denominations. A retired Presbyterian minister, John stays in touch with the region's Presbytery offices, always equipped with up-to-date resources and information.

Kate, a former Catholic Christian Educator, introduces Catholic parishes to Heifer, where she often arrives accompanied by animals. She's developed

educational activities that can be used in congregations and public schools. She inspires Gift Ark donations in many parishes she visits.

Workplace Volunteer of the Year

Sandra Karcher faithfully reports to work every Wednesday in Heifer's Donor Services department in Little Rock. Many jobs that never before seemed to get done are now kept current thanks to Sandra. She's written hundreds of honor cards and volunteers at Heifer booths and exhibits in the Little Rock area.



Make a *Difference*

Volunteer Family of the Year

Frank and Ellen Baber of Virginia and Pennsylvania have supported Heifer for 22 years. Since Frank's retirement they've spent months as fulltime volunteers at Heifer Ranch and Overlook Farm. They have chaired the Southeast Pennsylvania Volunteer Committee's fundraising and education banquets. And they've passed on their values to their six children and 13 grandchildren, several of whom are Heifer volunteers.



Young Volunteer of the Year

April Nabholz was a high school senior in Lancaster, Pa., when she put on two Indian food banquets to help people learn about and support Heifer. The banquets, followed by concerts, raised thousands of dollars. "People familiar with Heifer International talk about the 'gift that keeps on giving,'" April explained. "Years ago a woman purchased a Heifer International goat in my honor. Besides supplying a community with a goat and its future offspring, she gave me the gift of global awareness. She showed me that there was a world beyond the United States of America, and that the 'starving children in China' that I heard so much about at the dinner table were real people."

Special Achievement Award

Fran Stark led Community United Methodist Church in Julian, Calif., in raising five Gift Arks. But she hasn't stopped with her own church. The Julian Women's Club reports that Fran spent about 400 hours promoting Heifer in 2002. Once a year she and her husband invite all the area's Heifer volunteers to dinner. Several years back, Fran had an old mink coat, and the ladies at her church made a teddy bear out of it to raffle for Heifer's benefit. No gambling was allowed in the church, so they sat in front of Town Hall instead and raffled off the mink teddy bear.



Fran Stark



Tom Amos

In 2002, **Tom Amos** led his church, Glenview Community Church in Illinois, in raising \$73,000 in nine months. For almost two years prior to the campaign, he and the Heifer subcommittee of the Missions Committee involved the congregation in Heifer-related activities. They made presentations to the Missions Committee and other groups, toured Heifer projects in Chicago, and participated in the Chicago Quilt Auction. Tom asked the church's organizations to donate their year's proceeds to Heifer.



Civic Club Volunteer of the Year

Ozzie Goering met Faith the Cow in 1946, when he encountered the first shipment of Heifer cows that had been sent to Puerto Rico in 1944. He was teaching junior high as a volunteer with the Mennonite Central Committee and later met Heifer founder Dan West at Manchester College. Over the 10 years after he became district governor for Rotary in southwest Kansas and the Oklahoma panhandle in 1991, Rotary clubs and other community groups he organized raised more than \$236,000 for Heifer projects in Poland, Uganda, the Ukraine, Romania, the Dominican Republic and Vietnam. Ozzie led study tours to most of these places. "I will never

forget the lady, well into her eighties or beyond, at Kuzmivka as with tears in her eyes she presented me with two beautiful icons that she had embroidered. She kept repeating 'spacebo,' which is thank you in Russian."

Residential Volunteer of the Year

Andy Olson began volunteering at Heifer Ranch in 1996. He continued to volunteer during breaks from Iowa State University in Ames, where he studied horticulture. His experience culminated with a three-year commitment to become the first garden Small Farm Initiative (SFI) volunteer. In that role, he has managed and improved the certified organic Community Supported Agriculture (CSA) project. This project connects people to the land and to Heifer by allowing them to buy a share of the garden's produce.



Lifetime Achievement

Rich and Susie Eyre, Illinois
J.P. Perkins, Massachusetts
Donald Myer, Indiana
Clifford Gibble, Pennsylvania

Special Achievement

Homer and LaRue Cornish, Virginia
Nancy Driggins, Minnesota
Diana Daughtridg, North Carolina

Congregational Volunteer

Barbara Vestal, Missouri
Norma Good, Pennsylvania
Ann and Alex Smythers, North Carolina

Workplace Volunteer

Pat Troy, Pennsylvania



Honorable Mention

Heifer is fortunate to have many more wonderful volunteers than we have space to tell you about. More information about the folks who donate their time to Heifer will appear early in 2004 on our website, www.heifer.org.

Volunteer Family

Drs. Janet and Steven Cathey and family, Arkansas
Paul and Barbara Wiley, New York
Steve and Elizabeth Stith and family, Missouri
Roger and Carol Stuart and family, Florida

Young Volunteer

Maddie Huzenis, Illinois
Amanda MacDougal, Florida

Civic Club Volunteers

Southeast Pennsylvania Volunteer Committee
Barbara Nichols, Massachusetts
Triangle Volunteer Committee, North Carolina

Heifer Announces PSA Campaign to End Hunger

By Scott Morris
World Ark Associate Editor

Heifer International has begun a new public service announcement campaign to raise awareness in the United States of world hunger.

"Heifer International's ideas about helping the hungry and impoverished of the world have caught on with a wide public, but for those who haven't heard of Heifer, we want to make our presence known," President and CEO Jo Luck told a news conference where the campaign was unveiled.

The campaign—which includes TV, print and outdoor advertising—will reach across the country with media outlets providing free air time and ad space.

The branding campaign is designed around a simple but striking question: "What if we ended world hunger?" The advertising uses Heifer project images, photos of animals, world-beat music and unique placement to catch people's attention in a busy marketing environment.

Little Rock-based FORZA Marketing Group volunteered its time and worked with Heifer's marketing team to design the public service campaign.

"Heifer is not simply an organization that wants your donation," said Tim Martin, FORZA principal and strategic planner. "They're offering you a chance to be a part of something much bigger, an end to world hunger. No other group does that."

Five still images and a TV commercial make up the campaign. Periodicals interested in publishing the still images can download them for free at www.heifer.org in the electronic media kit. Television stations and other outlets can get more information by sending an e-mail to info@heifer.org.





Federation of Women's Clubs Pitches In for Heifer



Jeri Lyn Cancel of Georgia, chair of GFWC's Outreach for Children Program, turns compost at Heifer Ranch in Perryville, Ark.

The Washington, D.C.-based General Federation of Women's Clubs has singled out Heifer International for its volunteering efforts. During its recent 112th annual international convention in Little Rock, 80 convention-goers spent a day volunteering at Heifer Ranch in Perryville, Ark.

The members weeded gardens, painted, pruned trees, shoveled compost, learned to test animals for parasites and made soap at the ranch's cottage industry workshop.

"They loved it," said Ann Jacobs, Heifer's Arkansas representative, who accompanied the group. "They definitely weren't afraid to get their hands dirty. They really enjoyed it."

The GFWC, a volunteer service organization, has thousands of clubs in the U.S. and 20 foreign countries. During the convention, Judy Lutz, international president of GFWC, presented a donation to Jo Luck, president and CEO of Heifer, in recognition of Heifer's work combating hunger around the world, and Jo Luck thanked the 800 convention-goers.

Heifer has offered to supply clubs around the country with educational materials about world hunger so members can help raise awareness of the problem.

Said Jo Luck: "Heifer was thrilled to be selected as a GFWC program resource at your convention in 2002, and we look forward to engaging as many of your members and clubs as possible in our work to end hunger in the world through gifts of food- and income-producing livestock and training to impoverished families."

Overlook Celebrates International Fair

About 2,000 people enjoyed a “world” of experiences at Overlook Farm’s International Fair in late June.

Located in the fern-carpeted woods of central Massachusetts, Overlook sponsored a variety of events June 28-29, including an animal parade to kick off both days, games and hands-on activities throughout the Global Village, hayride tours of the farm, lots of music, an animal petting area for young (or young-at-heart) visitors and a Passing on the Gift ceremony.

Attractions included a piñata in Guatemala, Tibetan prayer-flags in China and artistic paper-cutting at the future Eastern European site. Visitors made bricks to contribute to the Peruvian highlands home currently under construction and sampled

mashed peanuts in Uganda and “hole” beans at the Maine homesteader farm.

Additionally, the food concession offered a variety of dishes beyond typical “fair food,” including farm-raised lamb grinders, African peanut soup, organic yogurt and salads and wonderful desserts.

The Animal Parade, a new event, started each day to the beat of an African drum. Heifer animals marched through the center of the farm, allowing guests an up-close look while the emcees described the positive impact each animal could have on a farm family in need.

Fair-goers also connected to the issues of global hunger and poverty and the ways Heifer works to alleviate those problems. The Red Barn was

home to an information and resource center that offered literature, educational games about the world, and a video theatre. The barn was decorated with large presentation checks received by the Northeast Region over the past year, and also featured a quilt sale sponsored by the community of Walpole, Mass., to raise money for projects in Guatemala. Midway through both days, Wendy Peskin, Northeast regional director, took the stage to receive donations and recognize groups that had come to the event to make their presentations.

Sunday’s highlight was a Passing on the Gift ceremony where Mocha, a Jersey heifer, went to a new home as part of the Beginning Farmers Network Project in New Hampshire.

Next year’s International Fair is scheduled for June 26-27.

A Chain of Gifts Helps Heifer Help Those in Need

This is a story about giving that starts at the grave of a famous American writer of short stories.

O. Henry, the nineteenth century writer whose tales are famous for their surprise endings, is buried in Riverside Cemetery in Asheville, N.C. Though he died in 1910, O. Henry apparently still has fans because workers at the cemetery routinely find coins on his grave.

Two local men who several times a year leave change on the grave have made it their habit to bring the total to up to \$1.87 when it falls below that amount, according to the Asheville *Citizen-Times*.

They chose that total because it constitutes the entire savings of the young couple featured in O. Henry’s “The Gift of the Magi”: “One dollar and eighty-seven cents. That was all.” The story is about the selfless love of the husband and wife who each sacrifice their greatest treasure in order to buy a Christmas gift for the other.

David Olson, the cemetery manager, collects the money left on O. Henry’s grave and periodically gives it to his wife, who teaches a kindergarten through second grade class at Isaac Dickson Elementary School in Asheville.

Olson’s wife, Susan Shillcock, said her students voted to donate the money—along with whatever else they could raise over the course of a school year—to Heifer International. The students made their decision after reading “Beatrice’s Goat,” a book by Page McBrier and Lori Lohstoeter that relates the true story of a Ugandan girl who dreamed of an education

her family could not afford. After Heifer International gave her family a goat, which produced milk that she could sell, Beatrice was able to attend school.

“They were really moved by the story, by the whole idea that you could not go to school even if you wanted to,” Shillcock said of her students.

Her class put on puppet shows, asking parents and fellow students to donate at least a penny to their Heifer fund. To do that, the students had to explain how Heifer works.

Eight-year-old Sophia Tager, now a third-grader, said she told parents and fellow students that Heifer exists to help poor people.

“We learned that some people don’t have a lot of food and some people don’t have a lot of water, and we learned that animals can help people because they give eggs or milk or whatever,” Sophia said.

Shillcock said her 24 students raised \$100 for Heifer in 2002, and she plans to make another contribution this fall. She called the students’ eagerness to give to Heifer “very moving,” especially since about half the children at her school qualify for free lunches.

It’s the same selfless spirit celebrated by O. Henry’s famous story. And, clearly, it’s a spirit that Sophia understands.

Asked to name the most important lesson she had learned from the project, Sophia answered, “You should help other people.”

Women Gather to Give Lambs a Hand

Each spring, adventurous women flock to Heifer Ranch for a very special experience. They come from all corners of the country and are of all ages, professions and backgrounds.

Their common goal? To experience the unique renewal that comes from taking part in the births of 60 to 70 baby lambs at Heifer Ranch in Perryville, Ark.

This special week is called Ranch Hand Week and is part of a larger program called the Women's Lambing Experience.

Women need only bring their curiosity and sense of fun to Ranch Hand Week. Heifer provides the rest, kicking off the week with a crash course in pre-natal care, delivery and post-natal care of the lambs and ewes given by veterinarian Christine Williams, a longtime friend to Heifer and an internationally known sheep expert.

Said one participant, "Most of us knew very little about sheep before we came, but that didn't matter. We started calling Christine's classes 'Tell and Show.' She would give us detailed explanations about ewe behavior and, as if on cue, the ewes would do exactly what she had just described. It was fascinating."

Between frequent trips to the pastures for lamb birthing checks, women may pitch in with daily livestock and gardening chores at Heifer Ranch or hands-on activities such as goat milking and cheese making. Ranch Hand Week also includes extensive education about sustainable agriculture, environmental



Ranch Hand Week brings together women from all parts of the country to learn about sheep and the work of Heifer.

conservation, gender equity and Heifer's simple solution to hunger and poverty.

However, all agree that it is the actual birth of each precious lamb that helps tie all this information together. Each newborn that wobbles to its feet can transform the life of a resource-poor family somewhere around the world.

Chris Reed, a management consultant from Woodside, Calif., who attended Ranch Hand Week this past spring, said, "The combination between education and then real-world, hands-on experiences was outstanding. Coming from a high-powered, corporate work environment, I felt so good to be part of this very natural and important process. I originally attended Ranch Hand Week with a friend just 'to get away.' I knew nothing about Heifer. I returned home enthused and ready to share how simple gifts of animals and training can transform lives. The education I received was incredible."

Reed adds, "All of us who attended became close as we worked together to get 'our babies' delivered. Although we came from all parts of the country and walks of life, we



have stayed in touch. We shared something important."

Mary Hart of North Olmsted, Ohio, agrees. "I came away from the week with a new understanding about our global interdependence. As I worked with the other women with 'our animals,' I realized that we all have gifts to offer and to receive. It was a great metaphor for the work we need to do to take care of one another on this planet. We must widen our circles."

Jo Flesner of Sioux Falls, S.D., adds, "Women's Lambing Experience was a week of great self-renewal for me. Everyone there was on a different leg of her own life journey, but we all felt renewed after this experience and part of something bigger than ourselves."

If you, too, are interested in getting involved in something bigger than yourself, reserve a spot for Ranch Hand Week 2004 (March 22-26) at Heifer Ranch by calling Victoria Jackson at Heifer Ranch (501-889-5124, ext. 3626).

Free worship resources — to help end hunger

Each fall, thousands of churches around the country observe Bread for the World Sunday — as an opportunity for congregations to renew their commitment to ending hunger in God's world.

Bread for the World invites all people of faith to *reflect* on how God's overflowing love in Jesus Christ is a harvest of hope for all people.

Bulletin inserts ... special prayers for the day ... and preaching resources are available *free of charge* to help observe Bread for the World Sunday on October 26 — or another suitable Sunday in October or November.

To request **FREE** resources, phone

1-800-82-BREAD

(1-800-822-7323) or visit www.bread.org

Yes, please send me a sample of the free worship bulletin inserts and other information about Bread for the World Sunday.

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HEIFER®
INTERNATIONAL



A R O U N D

Global Team Considers Heifer's **f u t u r e**

Heifer International staffers from around the world gathered in Little Rock on May 4 for a weeklong meeting to discuss strategic directions for Heifer over the next seven years and to consider other issues that will shape the organization's future.

Heifer's course is now much clearer because of the Global Team Meeting, said Jim DeVries, head of International Programs.

"There has been a lot of work by a lot of people. And there has been a lot of progress," he said. "We have set our sail, so to speak, with this meeting."

CEO Jo Luck, board members, country program and regional directors and other headquarters staff took part in intensive discussions under the theme "To Serve One World Through One Mission."

Some 120 team members met in plenary sessions and in small groups to discuss Heifer's Strategic Plan and ways to integrate it with the International Programs and



Ilya Belkin, Heifer Russia country director; Robson Zimuto, Zimbabwe country director, and Tererai Trent, deputy director of planning and evaluation, take part in Heifer's 2003 Global Team Meeting in Little Rock.

Development strategic plans.

The meeting was also an opportunity for country directors and headquarters staff to talk face-to-face.

"It is important that we know who we are," Jo Luck told staffers. "We've got the whole world in this room."

Heifer International's Global Team Meeting in Little Rock ended May 9 on an upbeat note—and in Heifer style—as another 120 staffers from headquarters joined meeting participants in a packed conference room to hear a summary of the week's discussions.

Thailand director Pramote Eua-Amnuay sang and led the entire group in his country's traditional "Loi Krathong" dance as a reminder of Heifer's commitment to preserving the environment.

The group then met on the banks of the Arkansas River for a catfish dinner,

music and North American folk dancing.

The next morning, country directors and others toured the sites of the Clinton presidential library and Heifer International's new headquarters in Little Rock.

Jo Luck set the tone of the Global Team Meeting earlier in the week when she made note of the Southeast Asian concept of *nam jai* or "the living waters of the heart." *Nam jai*—compassion, understanding and a generosity of the spirit—is vital to all of Heifer's work, she said.

Jo Luck encouraged staffers to continue the work of founder Dan West and to remember the vital contributions of Heifer's pioneers.

"It is our job and our responsibility to carry on the vision and responsibility of Dan West and those who have come before us," she said.

Heifer to Reach Out to World's At-Risk Youth

By Ray White
Heifer Communications Director

How should Heifer work with youth, especially since the challenges they face today include not only hunger and poverty, but also child labor, sex trafficking, war, abuse, AIDS and many other ills that leave millions without hope for the future?

To answer this question, Heifer convened a weeklong workshop of global staff and partners to seek strategies for working with youth.

Participants at the June meeting in St. Petersburg, Russia, were confronted with some sobering statistics:

- The United Nations estimates that poverty takes the life of a child every three seconds.
- Action International estimates that there are 100 million street children in the world today, and that by 2020 there may be 800 million.
- There are 10.7 million AIDS orphans in Africa alone.

• The UN says 1 million children were sold into illegal sex trafficking this year.

Jim DeVries, Heifer's head of International Programs, noted that even seemingly hopeless situations can be improved, however, and he told the story of a family he had met in Kenya during his Peace Corps years. The couple had three girls and a boy and lived in a densely populated area on a small piece of land. When DeVries met the family again 25 years later, he found that one child had become one of Kenya's first women lawyers, another worked for the American Embassy, and the son had become an officer in the Kenyan navy. "To see in one generation this family



Lalitha Iyer, a consultant from India, speaks on youth at risk in St. Petersburg.

working a small piece of land—what happened to their children gives me a lot of hope," DeVries said.

An emerging consensus that resulted from the meeting was that Heifer can best help youth by becoming more deliberate about including young people in its work—through training and the use of

strategies springing from within its community project partner organizations. Community projects could reach out directly to children in institutions to provide them training and livestock rather than Heifer partnering with the institutions themselves.

World Food Day to Focus Attention on Hunger

More than 150 countries will celebrate the twenty-second annual World Food Day on Oct. 16 to heighten public awareness of the plight of the world's hungry and malnourished peoples.

In the United States, 450 organizations, including Heifer International, will sponsor the event, which will be observed at the local level. Local coalitions can share ideas for combating hunger that involve schools, businesses, worship centers, government offices, service groups, and the media.

Nearly 800 million people worldwide are chronically undernourished, unable to obtain enough food to meet even minimum energy needs. About 200 million children under age five suffer from acute or chronic symptoms of malnutrition, increasing their vulnerability to preventable diseases and infections such as measles and pneumonia.

In the United States alone, 12 million children live in households where people skip meals or eat less in order to make ends meet, according to the anti-hunger group Bread for the World.

World Food Day also commemorates the founding of the Food and Agriculture Organization of the United Nations in 1945. The theme of this year's international celebration is "Collaboration or Calamity: Africa in Peril," which calls on nations in the developed world to work together to help the threatened continent.

For more information visit www.worldfooddayusa.org on the Internet.

Asia and South Pacific get new director

Mahendra Lohani has been appointed director of Asia and South Pacific Programs.

Heifer's country director for Nepal since 1997, he has also served in recent months as the interim A/SP director.

Jim DeVries, head of International Programs, announced the appointment at the Global Team Meeting in May.

"It is just wonderful to be part of this wonderful organization," Mahendra said on his appointment. "I will give my best."

He holds a master's degree in agronomy and a Ph.D. in Animal Science/Agricultural Economics from the University of the Philippines. He was a Hubert H. Humphrey Fellow at the University of California at Davis in 1990-91, completing a post-doctoral study on animal nutrition and development.

CERES CENTER, CALIFORNIA 2003

September-November Service Learning

Fight hunger through service with two- to three-day camps for youth and adults.

September 26-27 Youth for Heifer

An ecumenical event for junior and senior high youth to learn about alleviating hunger and poverty.

November 1 Fall Feast

Fall outing for the whole family. Learn more about Heifer while dining on fall foods.

2004

April 23-24

Heifer Hunger Happening

United Methodist Church-sponsored event for junior and senior high youth.

May 8

Pancake Breakfast

Year-Round

Global Village

Get a taste of the real world with this overnight experience.

Meeting Facility

Have your meeting or gathering "down on the farm" and learn about Heifer's mission.

HEIFER RANCH, ARKANSAS 2003

September-November

Global Explorers

Become a Global Citizen in this two-day residential program for middle school groups.

Adult Work Groups

Fight hunger through service with these opportunities for adult groups.

October 2-5

Heifer University at the Ranch

This unique experience helps you help Heifer

International in your community and region. Get the tools you need to promote Heifer.

October 5-10

Service Elderhostel

A wonderful service and learning opportunity exclusively for the 55-plus crowd.

October 18

2nd Annual Global Village Day

A free day-long celebration. Live entertainment, hayrides, hands-on crafts, educational tours and more.

October 19-24

Outdoor Watercolor Elderhostel

Beginner and intermediate painters aged 55 and over hone their craft among the beautiful fall foliage of the Ouachita Mountains.

2004

February-April

Alternative Spring Break

Become a part of the solution through these weeklong Service Learning programs for youth groups.

Adult Work Groups

Global Explorers

See Fall 2003 for description.

February 19-22

Heifer University at the Ranch

See October 2003 for description.

February 22-27

Cottage Industry Elderhostel

Explore how a small-scale business and its products would vary around the world and create your own samples of products.

March 18-21

Women's Lambing Weekend

Share in the lambing experience, learn more about Heifer and the challenges women face relating to hunger.

March 22-26

Women's Ranch Hand Week

Includes both the lambing experience and more hands-on activities and chores with Ranch staff.

April 15-18

Heifer University at the Ranch

See October 2003 for description.

April 18-23

Service Elderhostel

Work in the Global Village, organic gardens or with the livestock.

Year-Round

Global Village

Get a taste of the real world with this overnight experience.

Challenge Course

Learn the ropes about teamwork and community building.

Cottage Industry

Discover value-added products of plants and animals.

Conference and Retreat Facilities

Reflect on your place in the world in modern lodges and meeting facilities.

OVERLOOK FARM, MASSACHUSETTS 2003

October 4-5

Harvest Festival

Horse-drawn hayrides, pick-your-own pumpkins, food and more. Great family outing.

October 12-7

"Harvest Years" Service Learning

A program for ages 55 and older. Help with constructing baskets of farm produce, farm chores and hunger educational sessions.

November 14-16

Annual Volunteer Update and Training

An exciting weekend featuring a full day of information and speaker training for people interested in taking Heifer to their hometowns.

December 13-14

Living Nativity

A live nativity presented hourly, international gift shop, sleigh rides, hot cider and more.

2004

February 1-6

Peace and Justice Home School Camp

A residential camp for home-schooled youth, ages 12-18.

February 27-29

Winter Volunteer Update and Training

Features a full day of information and speaker training for people interested in introducing their hometowns to Heifer.

March 6, 13, 20 and 27

Pancakes at the Farm

Enjoy hearty pancakes and our own pork sausage and see our maple sugaring operation. Please call for reservations.

April 30-May 7

Women's Lambing Experiences

Two- or three-night programs to share in the lambing experience and learn more about Heifer and the challenges women face relating to hunger.

May 23-28

Participatory Development Home School Camp

A residential camp for home-schooled youth, ages 12-18.

Year-Round

Day Education Programs at Overlook Farm

Full- and half-day education programs for groups. May include a peasant meal in the Global Village, a hunger education session, farm work and a horse-drawn hayride.

Multi-Day Service Learning Program

Two- to five-day stays where groups enjoy farm work, hunger/sustainable agriculture education sessions and an overnight stay in the Global Village.

For more information contact:

Ceres Center, Ceres, California
Sandy Groll 877-841-7182
or cerescenter@heifer.org

Heifer Ranch, Perryville, Arkansas
Victoria Jackson 501-889-5124 or
victoria.jackson@heifer.org

Overlook Farm, Rutland, Massachusetts
508-886-2221 or
overlook.farm@heifer.org

All locations are open year-round for drop-in visitors or schedule a field trip for your group.

Travel with a Purpose

Do you know that a five-gallon container of water weighs 41.5 pounds? How many times have you seen women in developing countries carrying this load?

In most areas where Heifer works there are conflicts over shared water basins—in East and South Africa, Southeast Asia, Central America and Eastern Europe. On our Study Tours we see this struggle and the need.

As you travel with Heifer, we offer you new landscapes, but, more importantly, we are invited into the homes and lives of our country staff and project partners. Not only do we see the landscape of the country, we also “see” people with our hearts and minds. They are making a difference! Our challenge is to come home to educate and motivate our communities and ourselves to live in a more sustainable way.

The remainder of 2003 and 2004 will offer exciting new as well as familiar destinations. Although all times and details are not yet complete, we want to share with you our plans. Please check the website as trips are finalized. If you would like to receive information on specific trips and a tour leader is not listed, please send your request to studytours@heifer.org. If you do not have access to e-mail, send a note or call 501-907-2957. Many of our tour leaders are members of the Heifer staff and often travel on business, so a reply to your request could be delayed.

2003-2004 TOURS

ARMENIA October 5 – 19

Leader: Dr. Rex Enoch
rex.enoch@heifer.org
501-889-5124

VIETNAM December 2 – 15 (In country)

Leaders: Carole Hillard
gocarole@aol.com
Becke Corkern
studytours@heifer.org

PHILIPPINES January 24 – February 8

Leader: Dr. Rex Enoch
rex.enoch@heifer.org
501-889-5124

N. THAILAND/LAOS February

Leader: Michael Haddigan
michael.haddigan@heifer.org
501-907-2954

This Study Tour will involve a higher degree of difficulty than most. Participants should be adaptable and in good physical condition.

ROMANIA May 17 – 24

Leaders: Pat Stanley
pat.stanley@heifer.org
508-886-2221
Dale Perkins
dale.perkins@heifer.org

GHANA February

Leader: Elizabeth Elango
elizabeth.elango@heifer.org
501-907-4935

CAMEROON April

Leader: Alissa Bellot
alissa.bellot@heifer.org
404-373-5112

TANZANIA
Late May/June
Leader: Bill Beck
billebeck@hotmail.com
209-574-9786

ECUADOR
September or October
Focus on Women's Issues in the Andes

Dates to be advised in 2004 for
Bolivia, Peru, Honduras, China,
Uganda/Rwanda
studytours@heifer.org

Special Animal Management TRIPS:

These tours are suggested for veterinarians and other animal scientists who want to learn more about Heifer's program in Improved Animal Management. Companions are welcome.

HONDURAS January

Leader: Dr. Roger Ellis
rellis6@adelphia.net
518-642-9490

ROMANIA Mid-September

Leaders: Drs. Jim and Barbara Geistfield
emg@valstar.net
845-758-1783

Please check our website often for the most up-to-date information and a complete list of trips: www.heifer.org.

Approximate lengths of stay and costs for tours including international airfare, accommodations, meals and local transportation:

Latin America and Caribbean, 10-14 days, \$1,800 to \$3,500
Central and Eastern Europe, 10-14 days, \$2,800 to \$3,500
Africa, 17-24 days, \$4,000 to \$5,000
Asia and the South Pacific, 14-21 days, \$3,200 to \$4,500
North America (air transportation not included), 5-10 days, \$800 to \$1,500

Because of the uniqueness of our Study Tours, detailed day-by-day itineraries are not always available when tours are first announced. Our travel is determined by the projects we visit and is subject to change at any time.

If the contact is studytours@heifer.org, information will be sent when it is available. Once a Study Tour leader has been posted, we urge you to get in touch as soon as possible as Study Tours fill up fast.

WORLD ARK MARKET



NEW HOLIDAY CARDS

"PEACE DOVE"

Message inside: 'Joy and Peace to You This Holiday Season'. 20 cards in a package
#NC0623, \$10.00

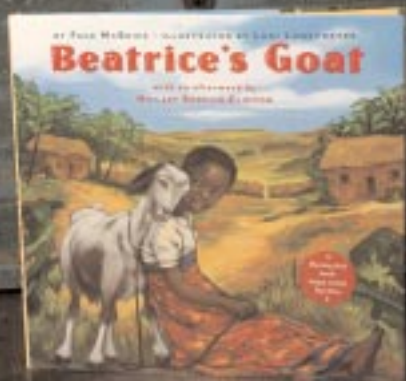
POLISH TRADITION CARD WITH A WAFER TO SHARE

Message inside: 'Share this Oplatek wafer with those you love. Breaking and sharing the Oplatek comes from a beautiful Polish custom where it is a symbol of peace, harmony, integrity, love, health and prosperity. As you share this wafer say aloud your best wishes... no matter how small the piece you pass on, the wishes from your heart will reach out to another. Break a piece and receive a wish that you have a joyous holiday and peaceful new year'.

10 cards in a package
#NC0603, \$10.00

"MANGER ON A HILL"

Message inside: 'Peace on Earth'.
 20 cards in a package
#NC0613, \$10.00



A



B



A BEATRICE'S GOAT BOOK by Page McBrier

Illustrated by Lori Lohstoeter, The New York Times Bestselling children's picture book (Simon & Schuster 2000). Read to your children the amazing story of how young Beatrice's life was changed when her family received a goat from Heifer International.

#NB0700H, Hardback, \$16.00 #NB0700S, Softback, \$10.00

B COW THAT SAVED THE EARTH

Show your support for the mission of Heifer International by wearing this attractive shirt featuring an African batik cow proclaiming "The Cow That Saved the Earth", along with the Heifer logo on the sleeve. Black, 100% cotton.

Adult sizes: S-XXL #NS4800, \$12.00

C BEATRICE'S GOAT TOTE BAG

Perfect for carrying groceries or items for work. *Beatrice's Goat* imprinted on canvas tote bag; designed to promote Heifer's Read to Feed® program in conjunction with Simon & Schuster. Illustration by Lori Lohstoeter. **#NO0401, \$7.50**



ARK T-SHIRT

This beautiful, vibrant shirt was designed by artist Stephanie Carter and its message signifies animals bringing happiness around the world. White, 100% cotton.

Adult: #NS4700;
Sizes: S-XXXL, \$12.00
Child: #NS4700;
Sizes: XS-L, \$10.00



HEIFER DENIM SHIRT

This classic denim button down shirt is perfect for any casual occasion. Heifer's embroidered logo can clearly be seen above the left breast pocket. Available in **long sleeve** or **short sleeve**.

Adult sizes: S-XXXL
Long sleeve: #NS4100, \$30.00
Short sleeve: #NS4200, \$28.00



HEIFER GOLF SHIRT

Perfect for that hard-to-shop-for man in your life. However, women also like the classic look of this golf shirt. Available in **white** or **natural colors**.

Adult sizes: S-XXXL
#NS4300, \$20.00



HEIFER MUG

A coffee mug with Heifer's logo on it makes a great gift for almost anyone, even yourself.

#NM0411, \$8.00



ARK SWEATSHIRT AND T-SHIRT

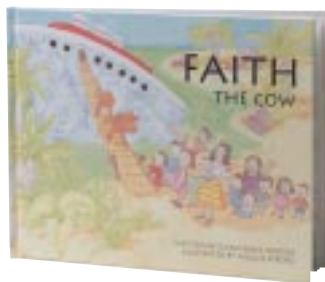
Warm up this winter with this colorful sweatshirt that was designed by artist Roxanna Villa. This beautiful shirt shows Heifer animals on parade. Available in a t-shirt or a sweatshirt. White, 100% cotton.

T-Shirt

Adult: #NS4400;
Sizes: S-XXXL, \$12.00
Child: #NS4400;
Sizes: XS-L, \$10.00

Sweatshirt

Adult: #NS4500;
Sizes: S-XXXL, \$20.00
Child: #NS4500;
Sizes: XS-L, \$15.00



FAITH THE COW

by Susan Bame Hoover

Illustrated by Maggie Sykora.

Read the story about how the idea for Heifer International came to life and how Faith the cow helped families in Puerto Rico.

#NB0705, Hardback, \$16.00



HEIFER 2004 WALL CALENDAR

Beautiful photographs taken around the world show Heifer's project partners in their communities. 12-month calendar available November 1.

#NV2004, \$13.00



HOLIDAY CARDS ON SALE

For the three cards on special, we have limited quantities available; therefore, this offer is only good as long as supplies last. We can only accept orders that are called in to our Call Center. Call today: **1-800-422-0474**.

"CHILDREN WITH CHICKS"

Message inside: 'May all things bright and beautiful be yours this season'.

20 cards in a package
#NCC699, \$10.00 NOW \$5.00

"CHILD DRINKING"

Message inside: 'To your family and our world family, Peace, Joy and Love'.

20 cards in a package
#NCB600, \$10.00 NOW \$5.00

"THE WORLD'S CHILDREN"

Message inside: 'Peace on Earth Goodwill to All'. 20 cards in a package

#NCR601, \$10.00 NOW \$5.00



HEIFER CAPS

Sporting this ball cap will indicate your support of Heifer International. 100% cotton with a relaxed front and is easily adjustable. Available in **stone** or **khaki**.

One size fits all.
#NS4000, \$10.00

Quality
Pizza

Freschetta® pizza and Heifer International – Partners Against Hunger

Freschetta® pizza, a division of The Schwan Food Company, is proud to begin a partnership with Heifer International to help fight world hunger.

The relationship was kicked off at the *Freschetta® on the Rocks Festival* and concert August 8 and 9 headlined by nine-time Grammy award-winning artist Sheryl Crow. A portion of the proceeds of the *Freschetta® on the Rocks Festival* benefit Heifer International.

This party with a purpose is a continuation of The Schwan Food company's long history of giving to those in need.

"We felt it was important to partner with Heifer International to fight hunger at a global level," said Tom Bierbaum, national brand group manager of Freschetta® pizza. "A portion of the proceeds from the concert will supply needy families world-wide with sustainable food sources."

Prior to the concert, the festival included the Freschetta Village where event ticket holders were treated to a relaxing, sensory experience amidst the stunning landscape of Red Rocks. The award-winning Freschetta Culinary Council, a team of nationally renowned chefs who develop new recipes for the Freschetta brand, featured gourmet cooking demonstrations and samples. Guests relaxed to the sounds of Denver's favorite bands and had the opportunity to learn more about Heifer International.

For more information about Freschetta® please visit www.freschetta.com



The SCHWAN FOOD COMPANY™

'Plan B: Rescuing a Planet Under Stress and a Civilization in Trouble'

Lester R. Brown
W.W. Norton and Company,
Cloth, \$27.95, 222 pages

By Michael Haddigan
Heifer Staff Writer

Humanity crossed a threshold in 1980. For the first time, our activities outpaced the planet's ability to regenerate, writes Lester Brown, a leading thinker on environmental and economic issues.

Between 1950 and 2000, the world population ballooned from 2.5 billion to 6.1 billion. World demand for grain tripled. Water demand tripled. Fossil fuel use quadrupled.

Over the last 50 years, new technology has allowed humans to pump more water from aquifers than ever before, so much that natural systems cannot recharge the underground reservoirs.

Species extinction is now 1,000 times the natural rate, Brown says.

And the Earth is seeing the greatest mass extinction of species since the demise of the dinosaurs 65 million years ago, he says.

In "Plan B: Rescuing a Planet Under Stress and a Civilization in Trouble," Brown paints a grim portrait of a planet in trouble.

"As we consume the earth's natural capital, the earth's capacity to sustain us is decreasing," Brown says. "We are a species out of control, setting in motion processes we do not understand with consequences we cannot foresee."

The way we've been doing things for the last 50 years or so—Brown calls it Plan A—isn't working.

Plan B is Brown's proposal for saving the Earth and humanity. The plan includes:

- Stabilizing the world population at about 7.4 billion through investments in education, health care and family planning.
- Moving from a carbon-based to a hydrogen-based economy.
- Reducing dependence on automobiles.
- Crafting market systems that "tell the ecological truth," through higher taxes on environmentally destructive activities and credits for ecologically sound practices.
- Dramatically increasing efficiency of irrigation.
- Reducing consumption of livestock, particularly beef, in industrial nations.

Brown, a former federal Agriculture Department analyst, is founder of the influential environmental research organization Worldwatch Institute and, more recently, the Earth Policy Institute.

In 1984 he began publishing the widely read annual "State of the World" reports that assess the planet's environmental health.

To those who've read Brown's previous work, "Plan B" will have a familiar ring.

In "Eco-Economy: Building an Economy for the Earth," published in 2001, Brown suggested that many economists have operated under incorrect assumptions. The environment is not simply a part of the economy. The economy is a part of the environment, Brown says, and we need to structure the world economy to be compatible with environmental realities.

"Plan B," in many ways, is a restatement of this earlier work. But Brown's critics may think "Plan B" sounds more like Plan 9—the one from Outer Space.

Brown's call for tax shifting, new directions in energy policy and sweeping transformations of world systems may strike some as dreamy and radical. And any mention of family planning in relation to public policy always generates a reaction.

But the author argues that the realities of our deteriorating environment make such changes unavoidable.

He also cites with great effect successful international efforts in recent decades to tackle monumental threats to humanity.

In 1980, deaths from diarrheal disease were 4.6 million. A UNICEF campaign to treat the diseases with oral rehydration therapy reduced deaths to 1.5 million.

Iran's family planning efforts brought average family size down from seven in 1987 to three in 1994.

Anti-smoking campaigns have helped decrease cigarette smoking 44 percent in the United States and 14 percent worldwide.

Brown also notes that entire economies can be redirected and widespread social habits changed—if society is willing.

After the U.S. entered World War II, the American economy and way of life pivoted to support the war effort. In 1942, production and sale of cars and trucks for private use ended. Residential and highway construction halted. And driving for pleasure essentially came to a stop, he says.

The current need for massive international cooperation to stabilize population, climate, water tables and soils is a matter of survival, Brown writes, equal in scale and urgency to the U.S. buildup in World War II.

"One thing that now seems certain," he asserts, "is that it is time for a new approach—Plan B." 

*From “Plan B: Rescuing a Planet Under Stress and a Civilization in Trouble”
By Lester R. Brown*

Raising Water Productivity

Water scarcity, a consequence of the sevenfold growth in the world economy over the last half-century, will be a defining condition of life for many in this new century. The simultaneous emergence of fast-growing water shortages in so many countries requires a wholly new approach to water policy, a shift from expanding supply to managing demand. Managing water scarcity will affect what we eat, how we dispose of waste, and even where we live.

Historically, the common response to water scarcity was to expand supply: to build more dams or drill more wells. Now this potential is either limited or nonexistent in most countries. Where rivers are drained dry and water tables are falling, the only option is reducing the growth in demand by raising water productivity and stabilizing population. With most of the 3 billion people projected to be added by 2050 due to be born in countries where wells are already going dry, achieving an acceptable balance between people and water may depend more on slowing population growth than any other single action.

After World War II, as the world looked ahead to the end of the century, it saw a projected doubling of world population and frontiers of agricultural settlement that had largely disappeared. The response was to launch a major effort to raise land productivity, one that nearly tripled it between 1950 and 2000. Now it is time to see what we can do with water. ...

[W]e need a global full-court press, to borrow an expression from basketball, to

raise water productivity. This begins with improved irrigation practices and technologies, as described in this chapter. It also includes boosting crop yields on both irrigated and non-irrigated land. The former will raise the productivity of irrigation water and the latter will get more mileage out of existing rainfall. Shifting to more water-efficient crops also helps raise farm water productivity. The shift from rice to wheat, already under way in some countries, can continue wherever it is practical. With feedgrain, shifting from corn to sorghum may make sense in countries where there is not enough water for irrigation.

At the dietary level, shifting to more grain-efficient forms of animal protein can raise the efficiency of water use. This means moving from feedlot beef and pork to more poultry and herbivorous species of farmed fish, such as carp, tilapia, and catfish. For the world's affluent, moving down the food chain also saves water.

At the consumer level, switching to more water-efficient household appliances raises water productivity. For cities and industry, recycling of water becomes the key to achieving large gains in water productivity.

For more information, visit www.earthpolicy.org.

From “Plan B: Rescuing a Planet Under Stress and a Civilization in Trouble” by Lester R. Brown. © 2003 by the Earth Policy Institute. Published by W.W. Norton and Co., New York and London.

'The Empty Ocean: Plundering the World's Marine Life'

Richard Ellis
Island Press
Cloth, \$26, 367 pages with
illustrations

By Scott Morris
World Ark Associate Editor

Ever wonder where the orange roughy went? Not long ago it was a popular entrée in fashionable restaurants, but these days it's hard to find the tasty fish on menus. The orange roughy disappeared from our tables after commercial fishermen hunted it almost to extinction, Richard Ellis explains in his sobering new book, "The Empty Ocean."

Given time, the orange roughy might recover, but "The Empty Ocean" is replete with lists of marine species that humanity has already obliterated. The great auk, Steller's sea cow, the Labrador duck and Caribbean monk seal—all have vanished from the earth. Still extant but facing grave danger of extinction, Ellis writes, are the barndoor skate, thorn-back ray, Patagonian toothfish, Chinese river dolphin, Ganges River dolphin and the Gulf of California porpoises called "vaquitas."

Why should we care? As Ellis makes clear, "everything that lives in the ocean is intimately connected with everything else by a complex arrangement of feeding strategies. ..." Humanity, of course, constitutes the final link in that food chain; we ignore what takes place in the oceans at our peril.

The once plentiful North American cod fisheries, for example, had to be closed as a result of over-fishing. Among other things, that meant a loss of jobs.

Also imperiled are mighty whales,

delicate seahorses and the oily menhaden, the major source of fishmeal in the United States. Swordfish, sharks, white abalone—the lists of endangered sea creatures go on and on.

Who is to blame? We are, says Ellis. "We are stranded on shore, watching as the bountiful sea life disappears before our uncomprehending eyes," he writes. "For many species, what we do—or don't do—in the coming years will make the difference between existence and extinction."

Ellis' meticulously researched book, which boasts a 43-page bibliography, is not always easy reading. "The Empty Ocean" lacks a compelling narrative structure. It relies instead for its momentum on the steady accretion of examples of humanity's shortsighted and greed-driven assault on marine life.

Unfortunately, history is studded with such examples.

What Ellis calls the "thousand-year war against the whales" began in the Bay of Biscay where Basque fishermen soon depleted their native waters. They crossed the Atlantic to Newfoundland in pursuit of the "right whale"—so called because it had thick blubber, didn't swim too fast for their small boats and floated when killed—and along the way discovered rich cod fishing grounds. Craving oil and whalebone, hunters from Britain and Holland joined the campaign, heading north and "killing all the Greenland whales they could."

Ironically, the discovery of petroleum did not save the whales. Instead, it enabled whalers to modernize their equipment. Armed with diesel-powered boats and harpoon canons, they began to slaughter species—such as the blue

and fin whales—that were too fast to hunt from rowboats.

"Whales were killed by the hundreds of thousands in perhaps the most callous demonstration history offers of humankind's self-appointed dominion over animals," writes Ellis, a former member of the International Whaling Commission.

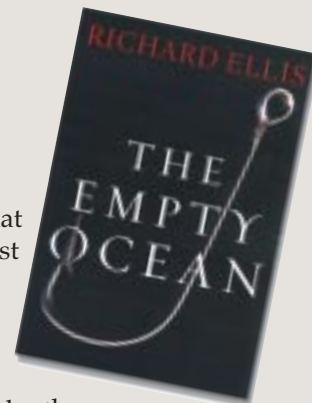
Despite the successes of the modern "Save the Whales" campaign, Ellis reports that "all the great whales were decimated to the point that they may never recover." Right whales, humpbacks and bowhead whales have been reduced to "shadow populations," he says, adding that "we may witness the death of the last blue whale in our lifetime."

A moratorium was imposed on commercial whaling in 1982, but Ellis warns that the Japanese and Norwegians are exploiting loopholes to continue the killing.

When hunted animals do escape extinction, the reasons often seem capricious, as in the case of seals spared because their fur went out of fashion.

Is there hope? Ellis believes there is, if readers will heed his warning. Fish preserves—areas where fishing is not permitted—are one part of a possible solution. Tighter restrictions on commercial fishing are another.

Such steps aren't likely unless people around the world exert pressure on their governments. Reading Ellis' book may make you want to enlist in a "Save Our Sea Life" campaign while there's still time. 🐋



'Get involved,' author urges

By Scott Morris

Richard Ellis is a man with urgent news.

"Through carelessness, ignorance, greed, or just plain stupidity, we have squandered our precious marine heritage—in some cases beyond salvation," he writes in the preface to his latest book, *"The Empty Ocean."* "... [M]illions of whales, dolphins, seals, sea lions, and sea otters have been killed in the name of fashion or commerce. ... Poisoning, over-fishing, and extinction are on the increase around the world."

Ellis, 65, hopes his readers will be so outraged by this news that they will take action.

"Contact your local conservation organizations," he said in a telephone interview from his home in New York. "Pay attention. Get involved."

Ellis, research associate at the American Museum of Natural History in New York, grew up in New York City and on Long Island, where he fell in love with the sea. After taking a bachelor's degree in American history and doing graduate work at the University of Pennsylvania, he designed the Hall of the Biology of Fishes for the American Museum, a project that required him to undertake an intensive study of ocean life "from whales to guppies."

Since then, he has forged a successful career as a writer and illustrator of books about the sea.

"It's a happy little confluence of interests," he said. "I was the kid in your class that could draw better than you. I used to say I drew whales because I couldn't do feet, but in fact I can do feet."

"*The Empty Ocean*" is gracefully illustrated with Ellis' detailed line drawings of whales, bluefin tuna,

deepwater corals and other sea creatures.

His paintings have been exhibited across the country. In 1978 he created a 35-foot-long whale mural for the Denver Museum of Natural History, and in 1986 he painted a 100-foot-long mural of *Moby Dick* for the New Bedford Whaling Museum in Massachusetts.

He has published more than 80 articles in magazines such as *National Geographic*, *Audubon* and *Science Digest*. His fifteen books include "*The Book of Sharks*," originally published in 1976 and now in its seventh printing, and "*Imagining Atlantis*," published in 1998.

A book on extinct sea creatures, titled "*Sea Dragons*," is forthcoming from the University of Kansas Press. Additional books are planned for 2004 and 2005.

"*The Empty Ocean*" was written, Ellis said, because he realized he was running out of subject matter, "both literally and figuratively."

"It's not a cheerful book," he said. "It's a book that I feel needed to be written. I'm sorry the news isn't good."

Humanity's fundamental mistake, Ellis said, has been its enduring conviction that the seas constituted an inexhaustible source of protein. That might have been true when fishermen depended on ocean winds to propel their boats and their own strong backs to haul in modest nets. In the last hundred years, however, dramatic technological advances—more powerful ships and bigger nets, among them—have transformed humans into the most devastating predators the world has



ever seen.

"It's industrialized fishing," he said when asked to name the root cause of the problem. "It's greed. It's love of money."

Add the fact that commercial fishing takes place on the high seas, far from the sight of most Americans, and there's little political pressure for change.

Ellis said that most people he met while on a speaking tour to promote his book expressed surprise the federal government hadn't taken steps to protect the world's fish. He responded by noting that government had a poor record of protecting the environment from industry.

"I have no idea what will happen," he said, "but I'm hopeful that people will wake up and see what's going on around them." 🐋

'Oryx and Crake'

Margaret Atwood
Nan A. Talese/Doubleday
Cloth, \$26, 376 pages

By Leslie Newell Peacock

The reader should be warned: the post-apocalyptic world depicted in Margaret Atwood's novel "Oryx and Crake" is a horrifyingly brutal place.

Corporations have supplanted governments and confined their employees to artificially lovely compounds that have become the only safe living places. Global warming has flooded the coastlines and fried the "pleeblands," the dangerous areas surrounding the compounds. The Internet offers animal snuff sites and condemned men hamming it up for the camera before their executions on deathrowlive.com.

Though no year is given, this dreadful future doesn't feel too far distant from today. Little boys like the protagonist Jimmy are still taken to the barbershop by their dads. Jimmy remembers fall, when leaves changed. His chain-smoking, biochemist wreck of a mother mourns the shriveling of her grandfather's orchard and the inundation of her seaside cottage.

"Oryx and Crake" is a dark and frequently funny tale of a world remarkably like ours. Although Atwood's dark visions are extremely disturbing, we know that even now little girls endure horrors in the armies of Africa and South America.

Unbidden e-mail and raw television fare, our consumption-driven society's rape of the world's resources, a governing system that concentrates wealth among the few and tolerates poverty among the many—these

obscurities are already fact.

So "Oryx and Crake" is, in fact, a logical extension of our trajectory, and in the novel that path ends in Armageddon. But the novel itself doesn't end there; Atwood's grim and exquisitely crafted allegory concludes in a beginning.

The novel opens on a lagoon. Snowman—as the adult Jimmy is known—wakes to find he may be the last man on earth. He enjoys that terrible privilege because he was safely airlocked away in a place called Paradise inside the RejoovenEse company's compound when a plague ravaged the globe.

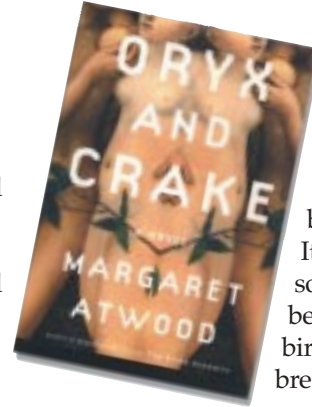
Yet he has company at the lagoon: the Crakers, green-eyed innocents who come in all colors, live on grass and leaves, and who don't know how they came to be.

Snowman's story unfolds during his harrowing journey back to Paradise for weapons and food.

Abandoned by his mother while still a boy, Jimmy is left with his shallow, upbeat father and his father's new wife. Jimmy tamps down his confusion and resumes a "normal" life. He watches pornography websites and plays a computer game that pits human achievements against human atrocities (the Mona Lisa equals Bergen-Belsen, but "there was room for haggling") with his friend Glenn.

Glenn is soon known as "Crake," the name of an extinct African bird he discovers on the game Extinctathon.

Off they go to college—Jimmy to Martha Graham, "named after some gory dance goddess of the twentieth century who'd cut quite a swath in her day;" Crake to the brainy Watson-Crick. It's there, Jimmy is disgusted to learn on a visit, that scientists have created a lump-like creature with



chicken skin from which a multitude of bulbs are growing. It is a chicken, of sorts—a headless, beakless, eyeless bird that grows only breasts. "Picture the sea-anemone body plan," Crake tells Jimmy. "That helps."

In the Martha Graham library, Jimmy finds all kinds of writing, from the inane to Shakespeare, and begins to soak up all manner of obsolete but beautiful words: wheelwright, saturnine, adamant. Succulent, quarto, frass.

But the ever-compromising Jimmy becomes not a writer, of course, but an unhappy ad man, turning out empty commercial phrases until Crake hires him for a secret project at RejoovenEse.

At the Paradise facility, Jimmy encounters the love of his life. She was a little girl brutalized on the Internet, the small-boned child whose adult eyes bored directly into Jimmy's barricaded soul.

Oryx, as she's been named by Crake, is teaching the bioengineered Crakers, the beautiful, multi-colored and color-blind people Crake has designed to be devoid of all of the nasty traits of humankind.

In the end, though, it is the all-too-human art of science that produces a world-ravaging plague, leaving behind only a few survivors and their fundamental human capacity to love one another. That enduring trait, Atwood suggests, is the place where new beginnings start. 🐔

Leslie Newell Peacock is a writer living in Little Rock, Ark.

A Will for Peace

By Janet K. Ginn
President

Ted and Adel Murray met while attending the same vacation Bible school in a small town in the rural Midwest. Both came from small family farms in neighboring townships within five miles of each other. Before long, they were attending the same school and were married soon after graduation. There was a war, and then there were children. (The names of the donors have been changed to protect their privacy.)

Farming is what they knew, so farming is what they did. They raised corn, soybeans and



Your generosity can put a smile on the faces of children like Rose in Kenya, whose futures are threatened by forces beyond their control.

two bright, wonderful daughters. Ted took great pride in having grown up on a farm and then raising his family on the same farm where he was reared. They made a decent living and wonderful life together.

Ted and Adel were able to give their daughters opportunities they hadn't had. They went to college. Soon their children had lives and families of their own—though theirs took them to careers in the big city, not back to the farm. Ted took great pride in providing for his family. In his community, a strong work ethic and providing for your family were the most important attributes a person could have.

Over a lifetime of growing and farming, the Murrays acquired a choice herd of cattle and highly coveted rich, rolling, green farmland. Their life together seemed to be picture-perfect for many years. It was only days after celebrating his 70th birthday that Ted learned that he had terminal cancer. He was devastated, not for



Gifts like the Murrays' help Heifer International continue its work around the world in places like Quebrada Honda, Honduras.

his own sake, but, for the first time in his life, he feared that he would no longer be able to take care of his family. He was restless with anxiety about what the future would hold for his wife and family. It dawned on him that out of all the planning he had put into living, there was one thing he had failed to do for his family—he hadn't planned on dying. He didn't have a will.

I met the Murrays while giving a seminar in their community. After the seminar, the Murrays introduced themselves and invited me to come to their home for dinner. Ted had long been a supporter of Heifer International. Being a dairy farmer (and raised on a farm during the Great Depression), he, of all people,

continued on next page...

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knew what one cow could do for a family.

I visited with the Murrays and found out what their concerns and values were. Ted wanted to see that his family was cared for first, and then to help Heifer to help others, as heifers had helped his family. After talking with him about his wishes and listening to his concerns, I was able to help Ted with his questions and provide him with

the tools that he needed to put his mind at ease. With the guidance of his attorney, Ted was able to put his estate in order.

A few weeks after visiting with the Murrays, I was visiting with donors half a continent away when I received a call from Adel telling me that Ted had passed away. I was deeply saddened by the news. In the short time I had known them, I felt very close to the Murrays, especially meeting them during this tragic time

in their lives. I offered my condolences and thanked Adel for taking the time to personally track me down. Adel said that it was important that she tell me what our visit had meant to her. She said that after our visit, Ted was the happiest she had seen him since the onset of his illness. He was happy because he was at peace. He knew that he had taken care of his family, and made provisions for families in parts of the world he would never know.

Five Reasons to Die Without a Will

There must be powerful reasons to avoid having a will because so many people die without one. In case you happen to be one of the seven out of 10 who will depart without a will, here are five reasons to support your position.

Powerful reasons? Hardly. Nonetheless, people unwittingly affirm these reasons year after year as they continue to put off the minor inconvenience of making a will.

Heifer Foundation urges you to take action now. Your family will appreciate it. The charities you support will appreciate it. And you will appreciate the peace of mind you get from fulfilling one of your most important stewardship responsibilities.

Like many people, you may be uneasy about going to an attorney. But an

Five Reasons to Die Without a Will

1. The court can do a better job deciding how to disburse your assets than you can.
2. The court can choose a better personal representative to handle your estate during probate than you can.
3. The court can choose a more caring guardian for your minor children than you can.
4. The government will use your estate tax dollars more efficiently than your favorite charity would use a charitable bequest.
5. Your grieving loved ones will be better off looking after your affairs without your will.

attorney who specializes in estate planning knows the right questions to ask and the best ways to help you accomplish your goals. These professionals are well trained and normally well worth the time and expense they require.

Heifer International Foundation offers an informative guide on making your will. Lori Jones, our planned giving director, can help you with this. She will provide you with helpful printed material on making a will and, if you like, supply information on ways you can include charitable giving in your plans.

While you will still need to meet with your professional advisor for expert counsel, an advance meeting or two with Lori will prove useful and could save costs by helping you make the best use of your attorney's time. Her services are available to you without any obligation whatsoever. You can contact Lori by calling (888) 422-1161.

Would you like to learn more about making a will? Simply fill out the response form and mail it to us, or give us a call. And while you're at it, please let us know whether you have included (or intend to include) Heifer International Foundation in your estate plans. This information helps us assist you better.

Making a will to determine how and where your assets are transferred sounds like a cold and foreboding act. It's no wonder so many people put off making their wills. Instead, you should think of it as an act of love, maybe the ultimate act of love. With a current will in place, you spare your family enormous headaches and heartaches. Most importantly, you make a final statement of your values that will stand beyond your lifetime.

For more information, and to download a free will sample, go to:
www.heiferfoundation.org/waystogive/memorials/will.cfm



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By Debra Landwehr Engle

ROOTED

When I met Antonia, she lived on a mountain in western Guatemala. Her village was accessible only by a dirt road in which stones stuck out like knives, slicing tires and throwing rocks up onto the windshield of our pickup truck. On either side of the road, palms and coffee trees created a wall of dark green, and every once in a while, a face peered out from a doorway tucked into the jungle, or a woman carried a brightly wrapped basket on her head, holding the hand of a little one by her side.

It is a long way to Antonia's if you are coming from our world, but in her world, her needs were close at hand. In her village, as she sat on the ground weaving, the fabric she created stretched out in front of her, connected to her by a belt she wore low around her waist. The school she attended was a few yards away from her thatched-roof house. Her family's chickens wandered around the yard. The church sat just beyond the village store.

The year was 1997, and Antonia was 15 years old. She had graduated from sixth grade, the furthest her village school could take her. But through an international organization, she had met a teacher in the city at the base of the mountain. And so, wearing her tribe's native dress, Antonia took the bumpy truck ride down the mountain during the week for more education, including use of the Internet.

Effectively, Antonia skipped centuries on every drive back and forth. When she visited the city, with only an hour of transition time to buffer her, she became part of a landscape that included computer screens and keyboards, connecting her to Mozart and Van Gogh and Einstein's Theory of Relativity. In the city, she slept in a bed, ate at a table, rode on buses painted red and green. Then, when she returned to her village, she slept in a hut made from trees and mud, ate with her family around a circle of stones and, in the company of neighbors, sat on the ground to weave the tribal dress of her ancestors.

I was fascinated by the contrast. And when I tried to boil it down to the fundamental difference, it was this: In the city, where Antonia became a citizen in the world of possibilities, she was separated from the earth. On the mountain, enveloped in the ancient customs of her community, she was directly sustained by it.

Someday when she takes the trip down the mountain, I wondered, will she be able to find her way back home?

In developing countries, children die of diarrhea and hookworm. Women walk miles each day to find a few sticks of wood to keep their families warm and fed. Men have few opportunities to earn decent wages. Yet it's an interesting thing to look at our developed world, where our feet rarely touch bare ground: When we have access to so much, we spend our lives far beyond survival mode. We are trying to find happiness, to stretch the bounds of creativity, to learn who we are. And when we finally accomplish those goals, often what we want most of all is to live on a mountain somewhere, close to the trees and the earth, and be part of a community.

When technology can quickly erase the past, it's easy to forget that our collective history is one of dirt roads, felled firewood, and hand-loomed clothing—the very things that both propel and sustain us in seeking out a better life. I remember watching Antonia weave, counting threads to create the design of yellow and blue. She sat under a gold banner that was hung over the door of her family's hut. Feliz Navidad ... "Merry Christmas," it said. Christmas had come and gone two months earlier, but in Antonia's world, where time stretches back generations, that's not far, either. Maybe we all have something important to learn from that. 🌿

Debra Landwehr Engle traveled to Guatemala as part of Rotary International's Group Study Exchange program. She is the author of "Grace from the Garden: Changing the World One Garden at a Time" (Rodale, 2003).

WORD

on the

web

Water, school and goats—what's the connection?

Heifer International, of course.

By sending goats to farm families living in the parched highlands of eastern Guatemala, Heifer is helping young girls spend less time gathering water and more time in school.

In this drought-stricken land, women and girls are responsible for the household while men and boys work in the fields. One of these duties—providing enough water for their families and animals—has required them to make up to 10 trips a day to the nearest faucet while balancing 20-pound jugs on their heads. With chores like these, it's no wonder most young girls would quit school by the sixth grade.

To help reduce the time these women and girls spend gathering water, Heifer has been sending goats to Guatemalan families for almost 20 years. In places where water is scarce, goats are useful because they drink much less water than the dairy cows the families traditionally used. And goats reproduce faster, need less food and adapt better to the rocky highlands of eastern Guatemala. So simply by substituting goats for cows, children can reduce the time they spend gathering water and increase the time they spend in school.

Find out how you and Heifer are changing lives in Guatemala by visiting our web site at

www.heifer.org/water

SURVEY SAYS SURVEY SAYS

We at *World Ark* would like to thank all the people who filled out the reader's survey in the summer issue of the magazine. The response was phenomenal.

We'd also like to thank all those (and that was most of you) who took the time to answer completely the questions calling for a written response. Thousands of people offered thoughtful, concrete suggestions for improving the magazine, to name writers whose work they'd like to see in *World Ark* and to comment on particular stories.

As readers might expect, the responses ran the gamut. Some people, for example, wrote that they were adamantly opposed to *World Ark* taking positions on issues affecting hunger and poverty. Others said, in effect, "Go for it."

In many ways the survey responses reflected *World Ark* and Heifer International's goals. All kinds of people, no matter their gender, political views or age, support our work to end hunger and preserve our beautiful planet. It is heartening to see such unity regarding Heifer's mission. It's also heartening—and fascinating—to see such diversity of opinion and interest among our readers.

We will publish the survey's results in a future edition of the magazine. Thank you for helping us understand our readers better so we can continue to improve *World Ark* and provide you with the information you want and need.

Differences of opinion will always exist about how best to achieve Heifer International's goals. What matters is that so many thoughtful, dedicated people share those goals. Again, our deepest thanks.

SURVEY SAYS SURVEY SAYS

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On the island of La Gonave, Haiti, Joseph Becken holds his Heifer chicken. ©Heifer International, Darcy Kiefel

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