

2013
Annual Report



Milk for Orphans Project


HEIFER[®]
INTERNATIONAL
ROMANIA



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Heifer Mission Statement

Heifer International's Mission Statement is to work with communities to end hunger and poverty and care for the earth.



letter from chairman of the heifer romania board

The last fiscal year has been an exciting and challenging time for Heifer Romania. New opportunities were explored and fruitful partnerships commenced. We have seen the further development of our relationship with Danone Ecosysteme through the introduction of the “Chance for All” project.

This initiative will help poor farmer families by addressing the entire dairy value chain from production to market. Furthermore we have seen the beginning of airlifts and land-lifts of quality dairy heifers from our partner in Ireland, Bóthar. This has strengthened the impact of the “Milk for Orphans” project and “Genetic Improvement of Cattle in Transylvania” project.

Heifer Romania in partnership with other NGOs submitted two projects with focus on the mountain areas. However, the worldwide economic recession has presented us all, with the kind of challenges that were hard to imagine some years ago. We are currently on a quest to obtain funding for our initiatives and keep our commitment towards all poor communities around the world.

Since assuming the Chairmanship of Heifer Romania, I have been greatly heartened by the dedication, enthusiasm and professionalism of the small elite team headed by Dr. Ovidiu Spinu. Being invited to be the first Chairman of Heifer Romania is indeed a great honor for me. Being surrounded by such dedicated professionals on the staff and on the Board gives me great confidence as we go forward in our mission to help more people work their own way out of the poverty trap and build a future for themselves and their families.

It has been both a challenging and rewarding year. We have worked hard to accomplish goals and objectives and most of all to lift people out of poverty helping them find a way to reach self sustainability.

Peter Ireton



letter from country director



I speak on behalf of all the rural communities assisted in FY13. I would like to thank all those involved in our projects for making a difference in the lives of the poor and disadvantaged. Our joint efforts have brought smiles and hope for a better future to more than 20,000 people in this fiscal year.

Overall since the beginning of our organization we managed to help almost 120.000 beneficiaries through our well designed projects. Supported by this progress, we are a step closer to our goal to end world hunger and poverty and to improve the life of many people. However there is still much work to be done as Romania's poor people are concentrated in the rural areas and represent 9, 8% of the total population.

Our organization still had to struggle with some effects from the worldwide economic crisis, but this didn't stop us to achieve our commitments. Instead, it forced us to find new strategies, to start new partnerships and to rethink ways how to approach specific poverty related issues.

Guided by this new wave, we managed to reinvent ourselves and we focused more on becoming easily accessible giving our website a new face. Interested parties, potential donors or just curious people now have an easier access to our hard work, for future donors.

We also highlighted our directions to the communities by strengthening communications with them. In this way we were able to be closer to them and to answer their needs in a more suitable approach. We implemented specific projects, personalized to the needs of the community and the regions were situated. With this approach we brought modern technology in poor rural areas and worked closely with beneficiaries to reach quality and quantity standards in order to have a chance of integrating them into the modern economy.

Every time we looked upon the effects of the past projects from FY13 and the joy that we brought into people's houses, we couldn't do that without thinking, with gratitude, to the help we got from our donors. We owe to you, all these blessed feelings

**Thank you for
your continued
support and
interest in
Heifer Romania**

of happiness and fulfillment. Your help can be felt in every smile of every man, woman and child that benefited from one of our projects.

The results from our joint efforts led to a more visible side of Heifer Romania on a national level. This advantage took us to the point where we have three major submitted projects and we hope they will have bigger impact then the past ones.

Considering all the work we put it and all the changes we made, we are still aware that there is more to be done. There are still areas where poverty seems to be ingrained and it's our job to offer hope and to make a difference.

We welcome you to join our quest towards providing people with the tools necessary to step out of poverty!

If you would like more information about our programs in Romania, please feel free to contact us at hpi.ro@heifer.ro. We are always open to share our news with you!

Sincerely,

Ovidiu Spinu Country Director



heifer international statement

Heifer International is a global nonprofit organization.

The mission of Heifer International is to work with communities to end hunger and poverty and care for the Earth.

Since 1944, Heifer has helped more than 18.5 million families in more than 125 countries move toward greater self-reliance through gifts of livestock, plants and training in environmentally-sound agriculture.

The impact of each initial gift is multiplied as recipients agree to Pass on the Gift of their animal's first-born female offspring, along with training, or their equivalent, to another family in need.



history of heifer romania

Heifer International established its first contact in Romania in 1991 and approved the first project, “Angora Goat Production on Family Farms in Romania”, in 1992. Five years later, in 1997, Heifer Romania office opened. Since then, Heifer International has operated an authorized office in Romania and has spread its activity all over Romania and the neighboring countries of Moldova (since 2002) and Bulgaria (since 2007). Heifer Romania Country Program operates through the legally registered Romanian foundation “Fundatia Heifer Project pentru Romania”.

Presently Heifer Romania has 63 projects, mainly characterized by diversity:

DIFFERENT TYPES OF PROJECTS, ACCORDING TO LOCAL NEEDS:

livestock projects; micro enterprise projects; youth projects; gender projects; micro credit projects; agro tourism projects; agro ecology projects; training projects; artificial insemination (AI) projects; reforestation projects

BENEFICIARIES OF DIFFERENT ETHNIC BACKGROUNDS:

Romanians, Hungarians, Roma people, Turks, Moldavians, Russians, Ukrainians, Bulgarians

A LARGE VARIETY OF LIVESTOCK:

- dairy cows: Romanian Spotted, Holstein, Brown Swiss
- beef cattle: Aberdeen Angus, Belgian Blue
- goats: Carpathian, Saanen, Angora, French Alpine
- sheep: Turcana, Merino, Tigaia and Hampshire
- horses: Furioso North Star
- pigs: Large White, Landrace, Meishan and PIC
- poultry: broilers and laying eggs
- rabbits: New Zealand breed
- fish: trout fish and carp
- honey bees
- water buffaloes



heifer romania team



statement of purpose

Using Heifer International experience and Cornerstones, Heifer Romania focuses on assisting communities in need and disadvantaged groups to improve their living standards, income and nutrition.

In partnership with other organizations, Heifer Romania promotes self-reliance and sustainable community development through:

- Developing sustainable farming systems, addressing the whole chain from production to marketing
- Assisting disadvantaged communities like the Roma people or youth at risk and people belonging to different cultural, ethnic and religious groups
- Strengthening democracy and human rights in rural areas
- Promoting family participation and gender equity
- Improving the environment and promoting agro-ecology
- Expanding activities in Romania and developing projects in Moldova and Bulgaria

priority issues

1. Organizational development
2. Building sustainable livelihoods
3. Grow and diversify support and revenue
4. Influencing practices, systems and policies (youth at risk, women, elderly, Roma people)
5. Increase scale in program impact
6. Participate in strengthening the core global operating systems.



program progress

towards strategic objectives

Among Heifer Romania's most important objectives for the past fiscal year was increasing the number of beneficiaries maintaining efficiency and effectiveness and establishing long term partnerships with corporate organizations and other institutional donors.

As a result, artificial insemination (AI), reforestation, beekeeping, water buffaloes, pigs, heifers and sheep projects are active and developing successfully. Constantly connected to its objectives Heifer Romania increased the number of families and youth at risk assisted in FY2013 and continued to search for new sources of funding in order to maintain constant development.

The development of projects

Milk for orphans project

Heifer Romania and Bothar Ireland have strengthened their partnership through the „**Milk for Orphans**” project. Heifers provided by Irish farmers are securing income for poor farmers in Rasca and improving nutrition of orphans in child care institutions from Western Romania.

Two special cargo planes transported the first pure breed cows, from Ireland to Romania, to be integrated in this food securing program. This airlift landed in Romania and represented a premiere for Romania.

20 heifers reached „Caminul Felix” orphanage in Oradea and following the passing on the gift cornerstone, each of the children that receive a cow will have to pass on the first female to another orphan. The animals come from Shelton Abbey Prison in Ireland, being raised by prisoners living under an „open-prison” concept, having freedom of movement and being allowed to raise animals.



Currently 100 farmer families from Rasca are happy to own good quality cows and are getting ready to pass-on the first generation of genetically improved offspring.

As the airlifts had such a great media impact, journalists were eager to do several follow up on this project to continue the cycle of this impactful project. Eight TV stations and numerous

journalists from radio, written press or just independent news hunters came periodically to witness and to promote the progress of the project.

As part of the project, in addition, beside the collaboration with orphanages, weekly, on every Tuesday Heifer Romania offer milk to the Roma children from the Pata Rat, a dump where 3,000 Roma families live. Weekly 350 Roma children are fed with fresh milk. These Roma inhabitants live in precarious conditions near the town dump. They are mostly unemployed and make a living by doing small jobs and recycling waste. The children often cling to garbage trucks as they enter the site so they might have first pickings from the truck's load. Roma families frequently settle down wherever they can, building shelters often too tiny for large families. They require more ready access to housing facilities, health care, education and employment.



Being in the spot light, Milk for Orphans project brought to life a partnership between Partnership Heifer Romania and Purdue University, Indiana - "A Culture-Centered Service-Learning Program in Agricultural Communication"

Purdue University undergraduate students in agricultural communication will participate in a two-week service-learning program with Heifer Romania in May 2014. Staying with beneficiaries in Rasca ("Milk for Orphans project") and Belin County ("Chance for All project"), students will be tasked with testing livestock milk quality, developing promotional materials (using diverse media supports) for the two projects, as well as conducting basic social science research in cultural understanding and engagement. Students in Agricultural Communication are often immersed in and actively using new forms of media and technology that may be of interest to the communication strategy of Heifer Romania.

Prior to the 2014 Maymester trip, students would be required to take a one-credit course during the spring semester. This course would introduce them to research methods (project



*Abigail Borron,
Assistant Professor,
Purdue University and
Angela Matis,
Heifer beneficiary*

monitoring and evaluation) intended to be used while working with Heifer Romania, including the culture-centered approach, photo-voice projects, and ethnographic methods. Throughout the semester, students will also be required to begin building a knowledge base as to the current mission and structure of Heifer International, as well as program and cultural differences that exist among its programs in the Americas, Central and Eastern Europe, Africa, Asia and South Pacific.

Abigail Borron, Assistant Professor, Agricultural Communication Department of Youth Development and Agricultural Education Purdue University, Indiana came to Romania for an exploratory visit in order to see the two proposed locations where the projects are implemented, and to link the opportunity to engage the students in volunteer work, observe the daily work within the villages, and informally interact and visit with some of the participating families. The intent was to explore and experience the culture of the communities serviced by Heifer Romania.

Together with Heifer Romania staff the primary goals and objectives of the program were set.

As an initial approach to putting together a study abroad program for Purdue Agricultural students, a two-week service-learning project will be broken into three components:

1. Testing milk quality - as needed by Heifer Romania in the Chance for All project.

2. Promotional / Informational Piece - Students would be informed by the Communication and PR representative of Heifer Romania before and at the beginning of the trip what the most pressing needs are in terms of communicating and sharing information to important constituents and potential donors within the country.

During the two weeks they are in Romania, they would be expected to complete a promotional piece that they would then turn in at the end direct supervisors. They would be expected to select their medium of choice (video, pictures) and then provide a brief write-up of all data, of which, can be used in varying capacity by PR department for communication and promotional purposes.

3. Photo-voice - Conducted in conjunction with #2, this would be a small research piece that they students would conduct simultaneously while staying and working with families/beneficiaries. The intent is to compile a set of data that can be analyzed for the purposes of writing an article detailing a segment of experiences of Heifer Romania beneficiaries in a given project. Agricultural communication students are aware of the need to understand their target audiences when creating messages or strategic communication plans.

However, coupling this awareness with communication-based research methods is a practice that is often not emphasized until the senior capstone course. Through this service learning opportunity, students would have the opportunity to couple their emerging expertise in professional communication with research methods learned in the required one-credit class that precedes the Maymester trip. Methods would include, but are not limited to, a culture-centered approach to interviewing Heifer Romania families and staff.



*Visiting Milk for Orphans project,
Râșca, România*

Considerations for use of data:

- a. How and if photo-voice can be used in the development of promotional pieces for the project and organization as a whole.
- b. Demonstrating the application of ethnographic and auto-ethnographic data collection across a small group of people (students) for the purposes of more comprehensively understanding the project beneficiaries.

The Genetic Improvement of Cattle in Transylvania project will assist 42,500 families, with Artificial Insemination (AI) straws of high quality that significantly improve genetics and performance of the beef and dairy offspring.

Heifer Romania and its partners Bothar Ireland and Semtest BVN provide project participants with Artificial Insemination (AI) straws of high quality that significantly improve genetics and performance of the beef and dairy offspring.

The targeted region is Transylvania which has a tradition in animal breeding, but still most of the local livestock are cross-bred and have low productivity. The artificial insemination project is being gradually improved the productivity and quality

The Genetic Improvement of Cattle in Transylvania project



of existing livestock, all this with a minimal investment and cost.

We, Heifer Romania staff often visit beneficiary families and especially keep a close relationship with Artificial insemination technicians around the Transylvanian region. They inform us about with the trends and demands of people regarding animal breeding. Since starting this project we observed a tremendous interest for meat breeds.

"There are several types of beef breeds in Romania: some are imported and come frozen from Argentina, Brazil, New Zealand and others are produced in Romania, on a very small



scale. The differences are significant. The difference between fresh meat and frozen meat is obvious. Frozen meat loses its physico-chemical and organoleptic qualities that fresh beef has. Consumption in Romania amounted to 7 kg /human, according to reports from processors and slaughterhouses. Worldwide, the average of beef consumption is 12 kg / human. Therefore, in Romania is a real need to increase beef cattle production to meet the market demands. Romania used to provide 42% of the cattle and sheep meat to the Middle East before 1990s. Large farms from Transylvania do not exist anymore. The interest in beef breeding is at the moment slowly moving in private households" said Olimpiu Matis, Artificial Insemination technician, Rasca commune, Cluj County. Beef is considered a sort of "pharmaceutical product" used by countries with advanced technology for extraction of nutrients. Beef is appreciated for the high iron content, creatine and other enzymes able to substitute certain human enzymes and ensure harmonious growth and good health. It is known that most anabolic substances, that are not considered drugs for athletes, are being extracted from beef meat.

Our conclusion is that beef cattle can grow in Romania and we can see a great interest from both sides: on one hand the

farmers and on the other hand, the consumers who prefer to have in their plate, meat that comes from animals which are grazing on Romanian pastures.

Most experts believe that the ideal place for raising beef cattle is hilly and mountainous areas. For hilly areas, being difficult to collect the milk daily by different processors it would be better to focus on meat breed cows and the calves will be feed with milk.

The farmers must know which breed is more adapted to the regions: here intervenes Heifer Romania with trainings portfolio for breeders and Artificial Insemination Technicians.

"Small producers' long-term vision is that controlled reproduction is a must. The easiest way to start turning towards a beef farm is to create half-breeds of meat from cows that already exist in small farms. Then slowly invest in pure breed beef animals so as to gain advantage on the market and have the power to compete at price level" added Olimpiu Matis, Artificial insemination technician, Rasca commune, Cluj County.

Through this project, the living standards of poor farmers in two Transylvanian villages are improved by revitalizing water buffalo breeding. Heifer International provided 61 families in Aschileu and Mera villages with 61 water buffalo. Project participants in both communities will improve nutrition and income through the consumption and selling of water buffalo dairy products. The water buffalo is the appropriate livestock for poor families and it is also very popular among local farmers in Aschileu and Mera villages. The water buffalo is less demanding than other domesticated herbivores and consumes poor fodder such as wet pasture, straws, or dry corn steams. The breed is strong, and very resistant to diseases. Also its economic life is longer.

Heifer's work around the world is covered by World Ark magazine. Every two years a professional writer and photographer get to visit country offices worldwide discovering the impact of Heifer's work and how transformative it proves to be for the participants involved.

On February 2, 2013 Heifer Romania received the visit of Katya Cengel (writer) and Geoff Oliver Bugbee (photographer), two warm people that have a deep understanding of Heifer International's work around the globe and a wonderful team to work with. The schedule agenda, kept them busy four full days, interviewing families in Aschileu villages. The World Ark team interviewed families, spending around 3-4 hours per household.

The visit of Romanian projects provided them two perspectives. One is the Romanian mountain village with its Irish heifers and the second perspective is the state and private orphanages where milk and fresh dairy products from Rasca are part of everyday meals. The Irish heifers having well adapted to local conditions, has helped farmers increase their revenue and improve nutrition and now already preparing for a second gestation.

The week ended with a POG ceremony part of the first water buffalo project in CEE division. The first six water buffaloes were scheduled to be passed on in Aschileu.

Revitalization of water buffalo breeding in Aschileu and Mera villages

Katya together with Mariana Saleda Giloan in Aschileu village





With red flower garlands around their necks the animals waited patiently for the ceremony to end to be taken to their new home. Local authorities were very proud to host this event and 4 national TV stations.

The event had great media coverage; more than 25 newspapers from written press published our press release.

In his speech the mayor of Aschileu County, Ioan Porumb reminded the crowd about the opening of the project and their special guest at that time, Pietro Turilli - Vice President of Central and European Europe. During this ceremony, the media representatives interviewed Ovidiu Spinu, Heifer Romania Country Director and also families of old and new beneficiaries.

“We picked a mighty cold day for passing on the gift but the joy warms our hearts. We were very happy when Heifer Romania came to our village with this project. It meant food on the table for the young ones. Now we are contributing to the development of this initiative. I want to tell the family that received our buffalo to take good care of her and let her walk around every day, exercise is good for the animals” said Mrs. Sarbu mother of three children.

Certificates were handed out for those who passed on the gift. Local children delighted us with folkloric dancing and singing.



Rebricea is situated in the Eastern part of Romania close to the republic of Moldova and is located in the middle of the Moldavian plateau on the Rebricea River. The local life standard is affected by deficient infrastructure, lack of investment and one of the largest rates of unemployment in Romania. The project goal is to increase farmers' income and improve nutrition by promoting small scale swine breeding. Heifer will provide through the program 150 families with 150 Large White sow and 6 families with 6 White boars. Through the passing-on process the project will be extended in the neighboring communities, increasing the project's impact. More than 600 families will be part of the project increasing their incomes through the selling of piglets and pork products, and improving their nutrition.

Pigs Project for Rebricea village



Most of the people in Rebricea live in poverty. This is due to many external and internal problems that do not allow for adequate income. Most villagers are unemployed, and younger generations have left the community in search of work in the nearest cities of the region or abroad.

To combat these obstacles, Heifer Romania implemented the Pigs Project for Rebricea # 27-0738-11 in 2010.

Dorin Mihaita lives in Rebricea with his wife, three children and Dorin`s parents who are old and with health problems. The entire family lives in one house and the only stable income is from Dorin who works daily work at their neighbors. The family monthly income is about \$50. "The family hardly survives with the children allowance and seasonal work of my husband, who gets \$7 per day," Victoria, Dorin`s wife. "And this only happens during warm season when there is work in the agriculture fields."

The family has a small garden where they grow beans, cucumbers, tomatoes and other vegetables. Dorin often dream of running a small animal farm, but they would have to save for years before they could afford their first high quality breed animals.

"God helped us, and we received a pregnant swine from Heifer Romania," Victoria said. "It was really unexpected to see that somebody wanted to help our community for free and that our only obligation was to help others. We kept the first swine after passing the gift and start a small farm with their offspring. Compared to the breeds we used to have, Heifer` animals are of higher quality and productivity. They provide multiple offspring and grow quite fast."

"Now we do everything with more enthusiasm and together we make plans for our future" Dorin said. "We see our future in the proper perspective. Thanks to Heifer Romania we are on the right course; now we know that each day will be better than the previous and hopefully we will have this path in swine breeding." added Dorin

Sheep, Fruit Trees and Reforestation Project, Buzau County, Valea Salciei village



Targeted groups are formed by farmers' communities from Valea Salciei, Modreni and Valea Salciei-Catun. The project was extended in the neighboring communities through the passing-on process and the reforestation component of the project. The project first objective is to increase farmers' income and improve nutrition by promoting traditional farming activities such as sheep breeding and fruit trees. The traditional Red Face Tigaia sheep breeding will be revitalized as the local conditions allow this breed to thrive. There is a demand for sheep meat and sheep dairy products in the region. Women, youth and children were involved in fruit trees part of the project. They received: apple, pear, plum, cherry and European walnut trees. The fruits and nuts will be consumed fresh, but most of them will be preserved as dry, compote or jam. The second project's objective is to improve the environment through reforestation. Farmers are determined to plant thousands of fir trees on the highlands.

Heifer Romania provided 462 farmer families Red Face Tigaia sheep and rams. At the moment, through the POG the number of the animals raised to 1287 sheep. The farmer families received 11, 850 fruit tree saplings (apple, pear, plum, cherry and walnut) and fir tree saplings.

The project activities are supervised by Heifer Romania and the project holder (*The Mountain Farmers' Federation - FAMD*). The Federation and its staff members will follow the project activities and make sure that the objectives of the project will be carried out.

All beneficiaries are offered the same opportunities nationality, gender, religion, social status, etc. will not influence the selection criteria when choosing the participants in the project. Gender equity will be respected in the project, as girls and women are participating as much as boys and men within the training sessions.

Chance for All

The *Chance for All Project* will improve the well-being of 20,000 poor farmer families by addressing the entire dairy value chain from production to market. The project will be executed through collaboration with Heifer International, Danone Ecosysteme, Bothar Ireland and Danone Romania. This partnership was formed to lend a helping hand to poor Romanian farmers and help them increase their income and improve nutrition.

Chance for All Project started in three locations (Cocorastii Colt, Belin and Zimnicea) in the central and southern part of Romania. The three communities selected have good agricultural conditions for dairy cow breeding, a farming tradition and interest to revitalize this occupation. The target population is affected by unemployment, and the idea of becoming self-employed through a traditional income generating activity is giving them hope and vision.

For small-scale farmers to gain the critical mass necessary to improve the quality and quantity of production, this project will assist project participants in establishing three large groups of producers, comprised of more than 150 families each, and strengthening them to become self-sustainable. These groups will provide farmers with the ability to invest more into their farms and a joint milk collecting point, thereby making it possible to interest milk processors and better negotiate the price for milk.

The *Chance for All Project* has provided farmers with valuable and highly productive livestock and genetic material, with specialized trainings in livestock management, milk hygiene and efficient feeding. The farmers are continuously assisted in setting up and starting groups of producers. Through the project access to market will be provided and also the necessary equipment for rehabilitating milk collecting centers. Project participants have all necessary resources and know-how to obtain high quality milk and increase their income and herd size. The project is designed to provide necessary energy to overcome existing obstacles to the development of sustainable producers' groups who will then have a clear linkage to a high value customer and market.

During FY13 project beneficiaries in the three communities have received 100 Irish heifers; 5000 artificial insemination doses; 16 transportable milking parlors; 500 stainless steel cans and over 150 hygiene kits (funnel; filters and specialized washing detergents). All project participants attended. It has been a year of tremendous challenges for the beneficiaries. The imposed EU milk quality standard that will be imposed starting January 1, 2013 has put pressure on the farmers; the ones that will not comply will not be able to sell the milk legally. It is a crucial time for the Romanian farmers and the project comes to help as many of them as possible to improve the milk quality and quantity.

In April, the first transportable milking parlor was installed in Zimnicea and it helped the farmers increase production with 20% and the microbiology analysis have proved a better milk quality can be obtained by using the equipment and respecting hygiene regulations.

The farmers are building new shelters or improving the old ones. During the winter the milking parlor will be installed in/near the cow shelter to be protected from the cold and snow. Beneficiaries have understood the importance of evolving from subsistence farming to an income generating activity. They have severe lack of financial power, being unable to invest in their farm. This is where the project's role is indispensable, helping the farmers reach a development oriented level when it comes to their daily activity.

First transportable milking parlor installed in Zimnicea and its new owner, Marius Mierlea



The success story of Mr Mondoc - a big heart in a humble house

Ion Mondoc is a 60 years old man for whom life is all about hard work, acceptance, and providing for his children and nephews. He was interviewed last month, being one of the “Chance for All” project beneficiaries. Before signing up to receive an Irish heifer he did a lot of research about the breed and its benefits in a farmer’s household. “Ever since I received the confirmation I would receive the heifer, I asked the local vet about the breed specificities and even went with my youngest granddaughter to the library to seek information about the Holstein Frisian cows” said smiling Mr. Mondoc.

“I have a good life. God gave me 10 healthy children and they are all happily married, in their own homes and having their own children. I am the lucky grandfather of 28 grandchildren; I have worked hard all my life and always put bread on the table. We had lots of shortages but we managed to raise our children as long as work was available” said Ion.

During communism it was really hard to provide for such a large family, life was hard for everyone but we had one another. As soon as the boys were big enough to work they helped me very much” said Ion.

Mr. Mondoc worked as a tractor driver for 15 years and at the same time was responsible for providing for his large family. His children went to school and their home education first taught them kindness, honesty and fairness. “If you treat people with goodwill you receive the same in return” is what their father always said.

Currently Ion has three cows, a horse, a pig and some poultry. All he produces is for the grandchildren’s upbringing. He plans to increase the number of animals and sell milk at the local collecting center. His wife Maria is also 60, and loves animals very much. The Mondoc couple believes a well-kept household ensures food on the table and income as long as one is diligent and wise.



BENEFICIARIES IN FY 2013:

BENEFICIARIES	FISCAL YEAR 2013	
	Directly	Passing on the Gift
# of families and youth at risk	14,606	5,783
TOTAL	20,389	

BENEFICIARIES TO DATE:

BENEFICIARIES	TOTAL TO DATE	
	Directly	Passing on the Gift
# of families and youth at risk	46,516	72,152
TOTAL	118,668	



TRAINING SESSIONS ORGANIZED DURING FY 2013:

Accountability	Advocacy	Agricultural Products	Agro ecology	Cornerstones
3	0	8	3	7
Enterprise Development	Gender / Family Issues	Livestock Health	Organizational Strengthening	Project Management
5	2	28	15	17

Resources provided by Heifer Romania during FY 2013



Livestock:	OP	POG
Heifers	166	22
Goats	0	0
Sheep	264	387
Rabbits	0	0
Trout fish	0	0
Bee hives	215	25
Beef cattle	0	0
AI	11,866	5,837
Pigs	50	0
Buffaloes	9	0

Other resources:	OP	POG
Chicken meat	0	1,315 Kg
Beef	0	2,500 Kg
Milk	0	9,298 liters
Milking machines	4	0
Trees	8,350	0



During FY 2013 Heifer Romania worked on growing and diversifying support and revenue sources. Also the organization focused on promoting the mission and vision among national and international potential donors.

Events, project development and press releases were broadcasted on national televisions, radio stations, written press and new media. In order to strengthen the recognition of the Passing on The gift Heifer brand, and to make it easier to understand by Romanian public, we developed its equivalent in Romanian language.



Heifer Romania Program has followed the need for diversification, continuing to address:

- artificial insemination projects for improving the cattle genetics;
- agro ecology: reforestation projects;
- disadvantaged categories like the Roma people, youth at risk, others.
- important issues such as the marketing of farm products, an increasing problem in Romania as a new member of the European Union



Program progress towards strategic objectives

newly planned and submitted projects for FY 2014

Sustainable Agriculture Models in the Romanian Mountains Area

The main objective of this project is to develop sustainable agriculture models in the Romanian Mountain area through integrating traditional activities in the modern economic system in order to generate income, and preserve the cultural landscape with their high touristic value.

The project builds on the competences of small farmers and follows a value chain approach.

The specific Objectives and the underlying theories of change are the following:

Objective I: The production factors of the traditional production system are strengthened

Theory of change: for achieving the first objective, the intervention is focusing on the three main factors. The first one is to improve the animal nutrition by ensuring a sustainable and environmentally sound management of the pastures. The second is to improve the animal sheltering conditions which will lead to an increased milk production. The third one is to modernize the cheese making facilities of the sheepfold for ensuring a good quality product for the market.

Objective II: The Market opportunities of traditional products are improved

Theory of change: the concrete activities for achieving this objective are to provide technical assistance and product specifications for the sheepfold products, to perform a marketing study for these products, to develop a brand kit for mountain products, to organize local, regional and national events to promote traditional sheep products as well as to realize campaigns for local products consumption.



Objective III: The competences of producers are improved so that they can diversify and modernize their production

Theory of change: the main means to achieve the objective is through provision of vocational training for shepherds in order to develop their knowledge and skills and through organizing exchange visits in order to learn about more developed systems from Switzerland that could be adapted and used.

Objective IV: Promote and disseminate the model and best practices on a regional and national scale

Theory of change: The results are documented in an attractive manner, in Romanian language that allows local reproduction by other interested organizations. The dissemination is based on project partner's networks.



Integrated and Sustainable Development of Forests in Romania

The project's main objective is to contribute to an integrated and a sustainable management of forests in Romania through raising awareness and improving the timber and non-timber value chains.

The specific Objectives and the expected outcomes are:

Objective I: Raising awareness and training of local people (adults, youth and children) towards the importance of forest with regard to value chains, natural values and protection against natural hazards and ecosystem services

Objective II: Developing timber and non-timber value added chains

Objective III: Creation of models on the efficient use of local, renewable, energy resources

Objective IV: Promote and disseminate the model and best practices on a regional and national scale



Greening the Agro-Tourism Business in Romania



The Norwegian Financial Mechanism through its program operator Innovation Norway is developing the "Green Industry Innovation Program for Romania" and has opened a call for action. Their main focus is greening the Romanian industry through innovation.

Together with Bioforsk, as Norwegian partner and OVR Agro-Tur-Art Foundation as local partner, Heifer Romania proposed a project, based on improving the wastewater, organic-waste and manure management systems in rural areas and educating the rural population on the importance of responsibly managing waste. The granters will fully support the implementation of innovative ideas in wastewater, organic waste and manure management systems, contributing to the future replication of the models.

This project is benefic to whole Romania because the wastewaters, domestic waste and manure management systems, especially in rural areas, are characterized by insufficient protection of the water resources, a very low percentage of population connected to sewage and waste water treatment systems, malfunctioning of the existent treatment stations and overall incompliant waste management. Manure management systems are rare in Romania and implementing such systems will prevent groundwater contamination and can be efficiently used as fertilizer.

The project will have the following objectives:

Objective I: *A green wastewater management system will be created.* The proposed wastewater management systems using reed-bed filters will be unique to Romania being developed with support from Bioforsk (The Norwegian Institute for Agricultural and Environmental Research).

Objective II: *Greening waste management systems for 60 subsistence-farming households.*

Objective III: *Best practices guides for successful replication of greening the rural tourism industry.*

Green Processing of Wild Berries Social Enterprise

This project is based on the strong partnership of Heifer Romania and FAMD (Mountain Farmers Federation "Dorna") with Bioforsk Norwegian Institute for Agricultural and Environmental.

This project aims to create a non-wood product processing unit using sources of green energy and obtaining certified products. Non-wood products refer to all types of berries (blueberries; raspberries, blackberries, redcurrant, blackcurrant etc.), mushrooms and herbs. The project target area was identified as being "bio" by the authorities.

The second purpose of this project is to raise awareness of the federation's members about the importance of correct capitalization of non-wood products gathered from the forest floor and the added value of this activity. Currently, gathering and processing these natural resources does not represent a key point of interest for people in mountain areas, due to the lack of processing infrastructure.

Through the project, farmers' awareness will be raised on the importance of managing these resources in accordance with environmental principles, ensuring a sustainable management of the forest areas. Thus local mountain farmers' members of FAMD, will have the opportunity of obtaining certified products that can be sold under a unified brand, gaining added value diversification. This will lead to the dynamic control and prevention of chaotic exploitation of non-wood products.

The main objectives of the project are:

Objective I: Establishing a green non-wood processing unit and obtaining a certification of products

Objective II: Organizing different trainings on the advantages of capitalizing non-wood products and acknowledging the importance of applying a sustainable management respecting at the same time the principles for a healthy environment.

Objective III: Dissemination of project achievements



Partnership with Opportunity Microcredit Romania



Opportunity Microcredit Romania is a microcredit institution, and member of the Opportunity International Network, a global network of microfinance organizations. Their mission is to encourage entrepreneurship and support small and micro enterprises by providing them microcredit services. They support all different types of activities including production, services, trade and agriculture.

This partnership aims to:

Objective I: To contribute to the improvement of conditions of people residing in rural Romania, especially small farmers, by bringing together resources and strengths

Objective II: To clearly establish areas of responsibility in the research, development and implementation stage of a possible joint programmes to build the capacity of the target group in Romania.

Objective III: To create a synergy that will further the ambitions of this partnership through living the common values of each, namely respect, integrity, humility, sustainability, commitment and compassion.



Map locating areas of project operation

Heifer Romania projects in Romania, Moldova, Bulgaria



Key plans and highlights of the operational plan for the next year



Heifer Romania's main key plans for next year are the following:

- Heifer Romania is planning to apply for large institutional funded grants using projects based on agriculture and environment trainings.
- Another target set for next year is the initiation of projects funded through CSR - Corporate Social Responsibility programs.
- Heifer Romania will acquire skills in fundraising and strongly consider obtaining funding from multiple sources.
- During FY 2014 Heifer Romania will develop consistent projects that will impact thousands of families in large areas.
- Heifer Romania will increase the visibility of successful projects, good practices and positive impact on local communities using specific public relations and communication instruments.

Major institutional donors and partner organizations

- Bothar Ireland
- Rotary International
- Elevages sans frontières, France
- Heifer Nederland
- World Vision Romania
- Prison Fellowship Romania
- The Resource Center for Roma Communities, Cluj-Napoca
- Winrock International
- The University of Agricultural Sciences and Veterinary Medicine, Cluj-Napoca
- The National Agency for Consultancy in Agriculture, Cluj-Napoca
- Purdue University
- Danone Écosysteme
- SAB
- Euromontana
- SDC



Resource Center
for Roma Communities



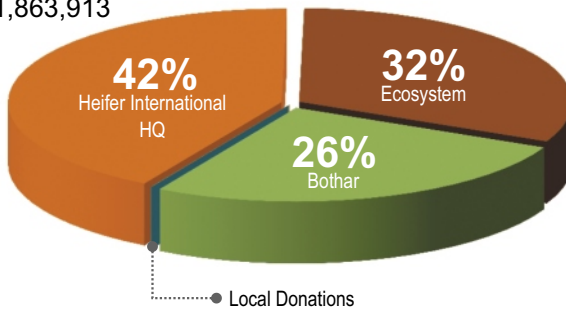
statement of activities for the year ended June 30, 2013

Incomes	EUR
Heifer International HQ	782,253
Bothar	491,190
Ecosystem	590,000
Other Income	470
Total Incomes	1,863,913

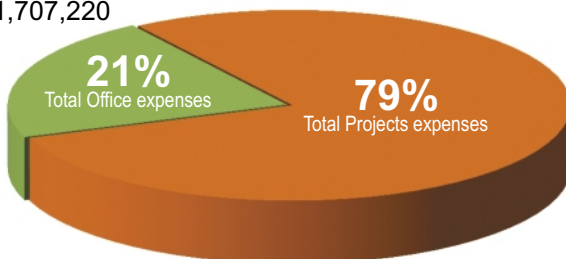
Expenses	EUR
Office & Management expenses	362,213
Projects Expenses	1,345,007
Total Expenditures	1,707,220

Net Movement in Funds	156,693
Net Assets at beginning of year	483,428
Currency transfer income	8,967
Net Assets at end of year	649,088

FY 2013 Incomes
EUR 1,863,913



FY 2013 Expenses
EUR 1,707,220



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