

HEIFER INTERNATIONAL

Pierre Ferrari
President & CEO
@HeiferCEO





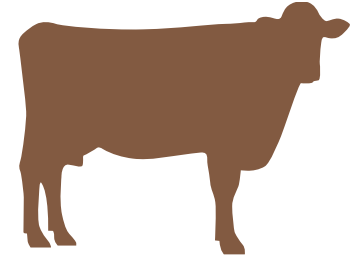
OUR APPROACH



**VALUES-LED
COMMUNITY
DEVELOPMENT**



**UNPARALLELED
EXPERTISE AND
CONNECTIONS
ON THE GROUND**



**SUSTAINABLE
AGRICULTURE
DEVELOPMENT**

LIVESTOCK: A POWERFUL TOOL



MILK



MEAT



MUSCLE



MANURE



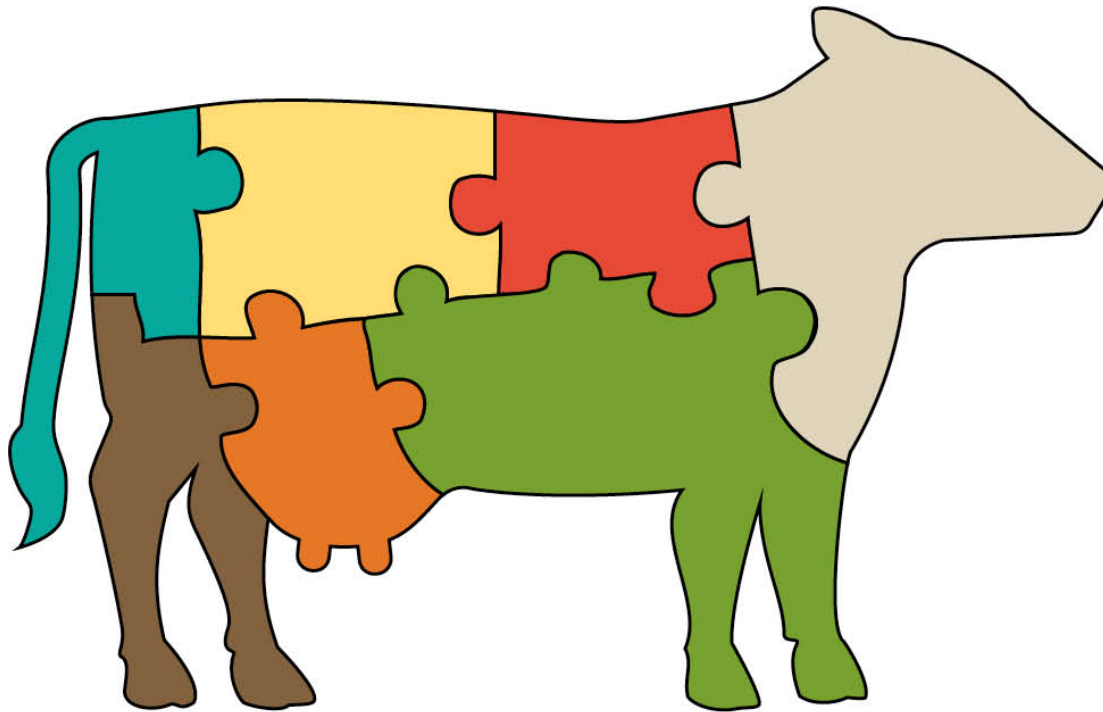
MONEY



MATERIAL



MOTIVATION





LIVING INCOME

We are establishing a defined living income for every country where we work, allowing us to target and measure what truly constitutes “out of poverty.”

CREATING LIVING INCOMES

A LIVING INCOME IS **ALL THE INCOME OF A HOUSEHOLD** EARNED/GENERATED OR TRANSFERRED, WHETHER CASH OR IN-KIND, SUFFICIENT TO ENABLE ALL MEMBERS OF THE HOUSEHOLD TO AFFORD **A DECENT STANDARD OF LIVING.**



Education



Health
Care

Nutritious
Food



Communication

Decent
Housing



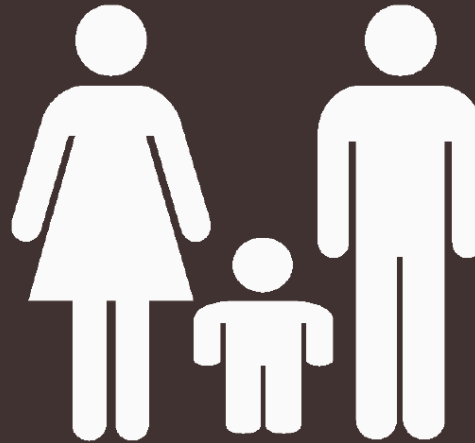
Information

Transportation



Culture &
Entertainment

Appropriate
Clothing







SOCIAL CAPITAL AND EFFICIENCY

- Animal health
- Animal nutrition
- Working capital
- Scale
- Market access

