



Spread a little Magic Muck this Christmas

The quirky gift that changes lives in Africa.

It's unlikely that manure is on the top of your wish list this Christmas, but for farmers in rural Africa, it would make the perfect present. 'Magic Muck' is helping thousands of families in Africa grow their way out of poverty for good, and it's on sale now in Send a Cow's new Christmas catalogue.

Thousands of African families rely on their land to grow food, so training in how to make 'Magic Muck' can really be the difference between life and death. This unique gift teaches families how to use manure, urine, plant waste and soil to totally transform tired land. And the benefits are astounding, with families experiencing greatly improved harvests, three meals on the table and improved livelihoods and futures- not bad for just over a fiver!

Ngono Biyele, a Send a Cow farmer in Uganda, said: "The most beneficial training I ever received was in manure collection and compost preparation. I was able to increase my crop yields four fold and also have enough crops to sell. My vegetables are so tasty, and you can really see how much healthier and happier my family are".

In addition to knowing you have bought a worthwhile and long lasting gift, we'll also send you a quirky, fun cowpat sticker with each 'Magic Muck' present –bound to be a hit with adults and kids alike!

If you fancy something a bit different, the catalogue has a huge range of gifts, guaranteed to suit all your family and friends. From goats to trees, and stoves to bees, this year's catalogue has a great new range of training gifts. So, for the cost of a posh box of chocs, you could choose the gift of 'Happy Homes', helping to create family harmony and a loving environment for children to live in.

Or instead of some socks, you could buy 'Food for Thought', to train parents to cook nutritious meals for their children. Maybe your whole family could club together for 'Fruitful Futures' which takes an unproductive piece of land and transforms it into a fruit filled orchard?



Notes for Editors:

1. For further information, or for a copy of the catalogue, please call:

Lorraine Finnigan: 01225 871946 or 01225 874222

Our online catalogue will be launched on October 12th

2. Send a Cow helps African families grow enough food to feed their families, sell produce and develop small scale businesses that last. We do this by providing training livestock and seeds and ongoing support; and by helping families make the most of the land they already have.

3. Other Gifts in the catalogue include:

- Perfect Plots £10 – Training on how to build a vegetable garden.
- Beat the Bugs £15 - Training in animal wellbeing and basic veterinary care.
- A Cracking Team £30- 10 chickens with training.
- A Well Rooted Solution £75- Tree planting to overcome climate change and prevent soil erosion.
- Local Food Champions £125- Training to use local food for three healthy meals a day.
- Drinking in the Goodness £125- A goat to a family living with HIV.
- Wet when it's Dry £200- Training and materials for a water storage pit.
- A Brilliant Dad £500- Pure bred breeding bull and training.

4. This year, each gift bought comes with one of six fun animal window stickers to remind your family member or friend of your gift.

