

A man in a patterned batik shirt and a red-and-white checkered headscarf carries a large bundle of sticks on his head. He is standing in a grassy field with palm trees in the background under a clear sky.

# 40

**YEARS**

**OF POWERING  
ENTREPRENEURS**

**iDE**

2022 Annual Report



# RISK IS WORTH REWARD

*for small scale entrepreneurs*

Being an entrepreneur isn't just about running a business. Implicit is the notion of risk. When an entrepreneur goes to work, they take a leap of faith. The possibility of failure is constant. But they keep on because they believe the risk is worth the reward.

Take entrepreneur Laila Sultana, who is taking part in an iDE effort in Bangladesh, linking smallholder producers to market opportunities. When pandemic restrictions prevented the mother of four from selling livestock to her clients face-to-face, she turned to social media to advertise. To her pleasant surprise, all her bulls soon were sold at a healthy profit, and she now

*“If anyone in Bangladesh becomes a Laila following my story, then my happiness will touch the sky.”*

– Laila Sultana

wants her community to share in her success.

“If anyone in Bangladesh becomes a Laila, following my story, then my happiness will touch the sky,” she says.

To succeed like Laila, in a low income country, you can never stop trying. To survive, Laila and others like her must face down challenges. Choices are few and even the smallest opportunity can be life changing. While the lure of wealth drives entrepreneurs in the industrialized world, the impulse for a better life in low income countries is equally motivating. Access to basic healthcare, a secondary education or maybe just a flushing toilet in their home, are what occupy the dreams and aspirations of those seeking to take control of their lives in the developing world.

At iDE, we believe that powering entrepreneurs is key to ending poverty. People do better when they prosper on their own terms. We like to think of ourselves as a beacon, helping to guide them. And when they succeed, they benefit and inspire their peers as well as their communities. It's about change not charity.





## Letter from the CEO

### Dear Partners,

Paul Polak, our late, no-nonsense founder, once famously said “if you can’t sell 100 million of (your products), don’t bother.” He was saying, if you thought big when it came to ending poverty, you had to act even bigger. And I’m pleased to say, 2022 was a very big year for iDE.

In 2022 we turned 40, marking an important milestone in our trajectory. From humble beginnings in the 80s, when Paul and Gerry Dyck worked with refugees in Somalia to redesign donkey carts, to our current operations, which employ almost 1,400 staff across 14 countries, we’ve come a long way.

Of course, growing operations is about increasing impact. So I’m delighted to report we’ve now achieved our goal of reaching 40 million people – equivalent to the population of California – over the lifetime of our organization, powering them to overcome challenges and fight poverty.

Last year, we also achieved carbon neutral status, aiming to become part of the solution to climate change. Having

purchased carbon credits to offset our emissions, made using air conditioners and vehicles, for example, we’ve now turned to actually cutting our emissions, joining international efforts to contain global temperatures.

In Cambodia, we achieved a major milestone: One in five people (409,000 households) now has a latrine installed by iDE-supported entrepreneurs with the nation making more progress to reduce open defecation than any other country between 2015-20.

In Ghana, 15,000 latrines have now been installed as part of our sanitation efforts, where we go door-to-door selling affordable, aspirational products to low-income households, reducing open defecation.

Meanwhile, Mozambique last year became our biggest country operation, powering small scale agricultural entrepreneurs and farmers, boosting livelihoods and building resilience to severe weather events and other shocks among vulnerable communities.

In Ethiopia, Ghana, and Zambia, we launched a major initiative to create opportunities for thousands of women, who are key to wellbeing among rural households, improving access to finance, information, and technology.

And despite global forces working against us, such as inflation, climate change, and security challenges, our bang for buck, or social return on investment, last year increased, as every dollar we invested across the globe, on average, generated \$12 in annual income for people living in low income communities.

I’m sure Paul would be very proud of these achievements, as I am. For our next chapter, we’re digging deep and challenging ourselves with a new audacious goal, focusing on both depth of impact and scale of impact. We’re dreaming big and in 2024 will make a major announcement about what the goal will be.

***Lizz (Ellis) Welch,***  
**iDE CEO**

## Our 2022 Global Results

# CAN ENTREPRENEURS CHANGE THE WORLD?

**THEY ALREADY HAVE.**



### Scale

**2,065,521**  
new individuals

.....

The number of new individuals impacted through our programs in 2022.



### Impact

**\$257**

.....

The average annual net household increase in income or livelihood savings in 2022 (in US dollars in terms of purchasing power parity).



### SROI

**12.5 : 1**

.....

Our social return on investment is the ratio of income (or savings) generated by households on average across our portfolio per dollar deployed by iDE (calculated on a 3-year rolling average).



## GHANA



**Adam Adamu**

Ghana's first female latrine business owner inspires a nation.

**P. 8-9**

## CAMBODIA



**Nov Saroeun**

Collecting plastic bottles by boat is good business.

**P. 12-13**

## BANGLADESH



**Monowara Begum**

Armed with her sewing machine, she keeps girls in school.

**P. 10-11**

## NICARAGUA



**Erlin Romero**

Erlin and his fellow farmers have a passion for success.

**P. 18-19**

## NEPAL

## ETHIOPIA

## ZAMBIA



**Catherine Sangwa**

Her sunflower business propagates microloans to women.

**P. 16-17**

## MOZAMBIQUE



**Emila Abibo**

Her seeds spring through inspection.

**P. 14-15**

## VIETNAM

## HONDURAS

# POWERING ENTREPRENEURS TO END POVERTY FOR 40 YEARS.



In 1982, Paul and Gerry Dyck worked with refugees in Somalia to modify their donkey carts, using displaced blacksmiths and abandoned car parts, making them more efficient. The carts were then sold by the blacksmiths to other refugees on credit, with payments made by hauling goods with the carts. Five hundred carts were sold, producing more than \$1 million in net income for cart owners over three years.

In Bangladesh, Paul introduced foot-powered pumps to farmers, who couldn't afford diesel-powered pumps, to irrigate their fields. Since 1985, more than 1.5 million treadle pumps have been sold.

By 1992, iDE had impacted almost **3,000,000** people.

In 1990's, we opened country offices in Vietnam (1991), Nepal (1992), Cambodia (1994), and Zambia (1997). We also developed innovations such as multiple-use water systems, designed to meet both domestic and agricultural needs, and the Farm Business Advisor approach, small-scale entrepreneurs who supply, train, and buy from subsistence farmers.

In 1995, we began working in the water, sanitation, and hygiene sector when iDE Vietnam launched a project to market and install hand pumps in rural households that drew water from the ground for both kitchen gardens and household needs.

By 2002, iDE had impacted a total of **13,000,000** people.

On October 1, 2022, iDE turned 40. The milestone marked 40 years since our founder Paul Polak launched the organization, designing innovative, market-based solutions to tackle challenges faced by low income communities across the globe. Today, we run income-boosting programs in thousands of communities in Africa, Asia, and Central America. With almost 1,400 staff based in 14 countries, our work stands out because we believe in powering small-scale entrepreneurs rather than simply handing out aid. We believe people do better when they prosper on their own terms.



### 3<sup>rd</sup> Decade **2002-2012**



### 4<sup>th</sup> Decade **2012-2022**



In 2007, Paul Polak stepped down as CEO.

In 2009, we were connected with IDEO, a design consulting firm, to create a guide to provide human-centered design tools to other NGOs and social enterprises. In 2010 we opened our own design lab in Cambodia, the first of its kind in Asia.

We expanded into Ethiopia (2007), Ghana (2009), Mozambique (2010), and Burkina Faso (2011). We also launched programs in Central America, including Nicaragua and Honduras (both in 2010).

By 2012, iDE  
had impacted nearly  
**20,000,000** people.

In 2015, driven by the urgency of global challenges and the confidence that we could contribute to solutions at scale, we committed to our “20 Million More: Impact at Scale” strategy — pushing ourselves to double our lifetime scale of impact in a fraction of the time the first 20 million was reached. (We reached the goal of 40 million in 2023.)

In late 2019, Paul Polak passed away. He has continued to inspire each and every iDE staff member since.

In 2020, COVID-19 temporarily disrupted operations. However, with deep local presence, iDE was able to continue to deliver impact despite the pandemic.

In 2021, the Innovation Fund was launched, honoring the memory of Paul Polak. The fund helps nurture iDE's proud culture of innovation, providing grants to test, implement, and scale locally-led solutions.

By 2022, iDE had  
impacted just under  
**40,000,000** people.



# GOODBYE, STEREOTYPES.

Ghana



If **Adam Adamu** had her way, more women in rural Ghana would become entrepreneurs like her.

**“We should learn to be independent.”**  
— **Adam Adamu**

Not only is she a role model to other women, she is helping to expand the use of safely managed sanitation services. Adam got her start as a businesswoman working with an iDE sanitation program, focused on reducing open defecation. The program encourages greater participation of women within value chains through the recruitment, engagement, and training of diverse private sector sales and production teams. But being part of a devout religious community has meant Adam has had to work hard to be accepted as the “boss” with some customers not trusting she could do the job. “God willing I can stand alone and do whatever I want,” she says. Publicity surrounding Adam’s story has inspired at least four other Ghanaian women to go into the latrine production and installation business.

## **Our Approach: Sanitation Product Sales**

As part of our sanitation marketing efforts in Ghana, we go door-to-door selling affordable, aspirational products to low-income households, reducing open defecation, slowing the spread of disease, and restoring dignity. Our successful sanitation work in Cambodia, Bangladesh, Nepal, and Ethiopia uses similar approaches designed to the local contexts.





# STITCHING FOR CHANGE

**Bangladesh**





As a single mother, **Monowara Begum** had to muster all her courage to start a tailoring business in Bangladesh. Because of her physical disability, which hindered her mobility, her family worried she'd have trouble managing by herself. But with two young children to raise, she refused to let her disability slow her down. So she took out a loan, rented a shop, and bought a sewing machine. After meeting with iDE, which runs a local hygiene improvement program focused on gender-inclusive workforce development, she also decided to produce reusable menstrual hygiene products, given disposable items weren't easily accessible in her low income community. iDE also provided her with business training, boosting her skills on bookkeeping and marketing. To promote her business, Monowara now holds community meetings, raising awareness about the importance of menstrual hygiene. "When I was getting divorced, I faced poverty," says Monowara.

**“Now, I can take care of my family’s needs and send my children to school.”**  
– Monowara Begum

## **Our Approach:** **Menstrual Hygiene Management**

In Bangladesh, women and girls face social stigma associated with menstruation, often leading to social exclusion from schools and workplaces. Moreover, menstrual hygiene products are difficult to come by in low income countries, particularly in rural areas. Our efforts in Bangladesh, Ethiopia, and Cambodia seek to promote equitable access to menstrual health and hygiene through market system creation, restore freedom and dignity for women, enable them to thrive in their communities, and break down cultural and market barriers.



# WELCOME TO HER HOME OFFICE.

Cambodia



Navigating her traditional long boat through a floating Cambodian village, **Nov Saroeun**, pulls alongside each bobbing wooden house in this low income community. At the sound of her horn, family members emerge to sell her their empty plastic bottles, which Saroeun then resells to a recycler for a small profit. To earn a living, the 62-year-old trash collector works most of the day, paddling the Tonlé Sap, Southeast Asia's largest freshwater body, home to multiple fishing communities. While her margins are modest, Saroeun is happy in her job.

**“It is hard work.  
But I really like this business.”  
– Nov Saroeun**

To help clean up the lake, which is heavily polluted with garbage and fecal matter, iDE is part of a consortium working with marginalized communities, boosting livelihoods and promoting sanitation, while building value chains around the collection of plastic and other kinds of trash. Saroeun, for example, took part in a training incubator designed to teach waste collectors business skills such as bookkeeping, managing financial flow, and customer targeting to attract more buyers, as a way to sustain her business. “I learned a lot from the training. That’s why I gave up my time to be here,” she says.



## **Our Approach: Circular Economies**

iDE is harnessing the power of informal workforces to support circular economies, organizing, strengthening and dignifying their trade, providing greater livelihood opportunities while also cleaning up the environment. In Vietnam, iDE is working to monetize the collection of plastic which is collected by informal workers. And in Ghana, we’re looking at repurposing fecal sludge, which ordinarily goes to landfill, by feeding it to black fly larvae, which end up as sterilized animal feed.



## Mozambique

# EMILA IS SEEDING POTENTIAL.



As the climate changes and Mozambique suffers through severe weather events, **Emilia Abibo** is assisting local farmers to adapt to the new normal. Working as an iDE-trained “Farm Business Advisor” her job is to identify the needs of low income farmers, grow local demand and create links between farmers and buyers. Under an agricultural resilience program, she also teaches farmers how to use climate smart technology such as dry mulching and drip irrigation, helping them to withstand drought, flood, and pest infestation. At her own farm, Emilia specializes in producing and selling “certified seeds” which perform far better than regular seeds, producing sturdy, fast-growing crops, which require less water and produce higher yields. After Emilia grows the seeds, government inspectors take samples to a laboratory for testing. As part of the certification process, the seeds are fed through a machine to remove excess chaff before being packaged for sale at her store. “The local seeds take longer to grow. In the dry season, sometimes they don’t grow at all,” says Emilia.

**“But certified seeds help people even during droughts.”**  
– Emilia Abibo

## **Our Approach:** **Climate Change Resilience**

Low income countries feel the brunt of changing climates. That’s why iDE powers Farm Business Advisors (FBAs) in Mozambique, Zambia, Ghana, Nepal, and Cambodia, to train others how to combat severe weather and rising temperatures. As well as teaching them to run their farms as businesses, FBAs encourage farmers to produce high yield, drought-resistant crops, use modern, efficient irrigation, and demonstrate how best to use fertilizer and pest control measures.



# HER BUSINESS IS BLOOMING.

**Zambia**





**Catherine Sangwa**, 29, was taking a risk when she decided to grow sunflowers. The mother of four, who had her first child when she was just 13, had always grown maize, the staple crop in Zambia, which she used to make porridge, adding sugar and a pinch of salt. But after taking part in an iDE-supported nutrition program targeting small-holder farmers, school children, and lactating mothers, she learned sunflower oil was a healthy choice to feed her children, and that oil production could turn a healthy profit. With 10 kilos of sunflower seed she harvested enough to make 130 liters of sunflower oil, some of which she saved for cooking, and the rest she sold.

**“We fed our chickens and pigs with the cake that came from making the oil.”**  
— **Catherine Sangwa**

Having attended iDE-supported cooking demonstrations, Catherine now adds nutritious ingredients to her cooking, including pumpkin, sweet potato, and crushed groundnuts, and insists on handwashing before eating, as poor hygiene is a contributing factor in malnutrition. From the \$150 she made selling her oil, she is helping other local women entrepreneurs get on their feet, loaning several of them money, to be repaid with interest.



## **Our Approach: Nutrition**

iDE has focused on nutrition in Bangladesh, Ethiopia, Honduras, and Zambia, leveraging our expertise in agriculture and sanitation, both closely linked to improved nutritional outcomes. We encourage the production of diverse and nutritious crops by farmers, support suppliers who sell products in rural and remote areas which promote nutrition, and educate mothers to make healthy choices for their children, especially in their first 1,000 days of life.

# A PASSION FOR SUCCESS.

Nicaragua





**Erlin Romero** was the driving force. The Nicaraguan farmer believed if he could get enough like-minded producers together, they could pool their capital to make a good living producing processed passion fruit for export. So he contacted seven other smallholders, and despite limited experience with the crop, they hatched a plan to cultivate a total of eight hectares. With the average income for a rural Nicaraguan being about \$200 a month, iDE-owned social enterprise, iDEal, utilized a grant to help them purchase start up agricultural supplies and set up the farm. To reduce costs further, an international organization provided electronic vouchers for a discount on an irrigation system, while a fruit exporter donated seedlings and provided training. Despite pest infestation and dry local wells, the farmers have now expanded production and launched another effort bringing in women producers and establishing a local nursery for passion fruit seedling production.

**“Our yields are almost as expected, and with money coming in, we’ll be able to invest more in supplies.”**  
– Erlin Romero

## **Our Approach: Agriculture**

Small scale farmers grow as much as 80 percent of the food consumed in low income countries. But they don’t usually produce enough to sell or trade and a failed crop can be devastating. iDE powers farmers in developing world nations by introducing them to modern agricultural know-how and linking them with supply chains, increasing productivity and boosting financial returns.





# CHANGING THE WORLD IS A TEAM SPORT.



## Paul Polak Innovation Fund





**“It was unbelievable.  
I honestly couldn’t believe it.  
It was like a dream,”**  
says Mohammed Baba Najeeb  
from the Ghana country office,  
after being awarded a grant  
from the Paul Polak Innovation  
Fund to road test a water  
harvesting project designed  
to power women.

**“Tears started to roll down.  
I thought about how this was  
the moment I had been waiting  
for, a moment of change.”**

Established in 2021, the fund helps nurture and grow iDE’s proud culture of innovation, providing funding to test, implement, and scale our locally-led solutions. Other ideas awarded grants in previous years included one to deal with snails that wreak havoc in Nepal’s crop fields; recording the journey of Honduran coffee beans on a blockchain; and improving food security and income generation in Cambodia by growing mushrooms.

Inspired by the legacy of iDE founder, Paul Polak, the fund aims to unlock new opportunities with the potential for scale and impact, with awardees within iDE’s workforce provided startup money and the space to test entrepreneurial thinking. “Coming up with powerful contextualized solutions to endemic problems is what we do best,” says iDE CEO Lizz Welch.

Under the fund, staff with cutting edge ideas for new programs and interventions are invited to submit applications for funding. So far we’ve awarded 18 Fail Fast grants of up to \$15,000 and 13 Spark grants, which can reach as high as \$100,000. Next we will unlock Ignite grants, which enable staff to receive up to \$250,000, for scaling proven ideas.

# LET'S ROOT FOR BUSINESSES MAKING A POSITIVE IMPACT.

## **Partner with iDE and help power entrepreneurs to end poverty**

Customers and employees care about the effect businesses have on the world: in the products they sell, the services they deliver, the supply chains they use, and the causes they support. Corporate partnering with iDE is a demonstration of a true commitment tackling tough challenges like ending global poverty. In addition to those featured here, other companies that partner with iDE include Bayer and Audley Travel.



## **The Toro Company and iDE look at school gardens in Zambia**

The Toro Company, a Minneapolis-based manufacturer of lawn mowers, snowblowers, and irrigation supplies, has been partnering with iDE for nearly a decade. In 2022, iDE and Toro took part in a human centered design immersion in Zambia to understand how school gardens might help to build demand for drip irrigation.



# ECOVESSEL®

## Striving to do its part for a better world, EcoVessel donated to iDE

In November, iDE and EcoVessel joined forces to fight the effects of climate change on communities around the world, raising \$3,700 – or 10 percent of EcoVessel's sales that month – which was donated to iDE. The eco-conscious company makes insulated water bottles, mugs, tumblers and growlers, and is dedicated to finding sustainable solutions to dealing with plastic waste.



## Queen City uses blockchain to support Honduran coffee farmers

Denver roastery Queen City Collective Coffee and iDE use blockchain technology to support farmers threatened by climate change. The farmers are paid first when they sell coffee to a local social enterprise and again for every bag sold by Queen City.



**who  
gives a  
crap**

## Who Gives A Crap and iDE fight killer waterborne disease

Who Gives A Crap is an eco-friendly Australian toilet paper company that donates half its profits to organizations working to improve access to hygiene, clean water, and basic sanitation in developing countries. Under the partnership, iDE shared in an \$11 million (Australian dollars) donation made to eight nonprofits. The company last year produced special edition toilet paper featuring their nonprofit partners on the wrapping, including iDE, raising awareness about sanitation challenges across the world.

# THANK YOU TO OUR DONORS, PARTNERS, & BOARD OF DIRECTORS

## Catalysts of Growth (\$1,000,000+)

Australian Department of Foreign Affairs and Trade (DFAT)  
 Chevron  
 The Church of Jesus Christ of Latter-day Saints  
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 ECLT Foundation  
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 H&M Foundation  
 iDE Canada  
 Ministry of Foreign Affairs and Trade (New Zealand Aid Programme)  
 Norway Embassy  
 Norwegian Agency for Development Cooperation (NORAD)  
 Stone Family Foundation  
 Swedish Embassy  
 Swedish International Development Cooperation (SIDA)  
 Swiss Agency for Development and Cooperation (SDC)  
 UK Foreign, Commonwealth & Development Office (FCDO)  
 United Nations Children's Fund (UNICEF)  
 United States Agency for International Development (USAID)  
 Vale S.A.  
 World Food Programme (WFP)

## Partners in Prosperity (\$100,000-\$999,999)

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 Partnering for Green Growth and the Global Goals 2030  
 The Toro Company Foundation  
 Vitrol Foundation

## Agents of Change (\$25,000-\$99,999)

Benson Family Foundation  
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 The Bill and Melinda Gates Foundation  
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 Ministry for Foreign Affairs of Finland  
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 United Nations Development Programme (UNDP)  
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 The Battilega Family Foundation  
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 International Water Management Institute (IWMI)  
 Reemi Charitable Trust  
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 The Waterloo Foundation  
 Ana Ximenes and Steve Baroch

**Global Citizens**

(\$1,000-\$9,999)

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**100 Farmers Society  
(Legacy Program)**

Anonymous (3)  
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 Jim and Amy Hecht  
 Emily Karol  
 Richard and Marlene Mazur  
 Linda Porter-Cox



# 2022 FINANCIALS

## Income

Grants (Public & Private Foundations)	\$ 26,964,526	76%
Individual Donations	\$ 1,881,484	5%
Interest Income	\$ 30,756	0%
Field & Program Revenue	\$ 4,297,791	12%
Sales & Other Income	\$ 2,406,639	7%
<b>Total</b>	<b>\$ 35,581,196</b>	

## Expenses by Country

Bangladesh	\$ 4,795,544
Cambodia	\$ 4,626,444
Ethiopia	\$ 1,352,409
Ghana	\$ 1,487,616
Honduras	\$ 619,895
Mozambique	\$ 7,480,581
Nepal	\$ 1,243,025
United Kingdom	\$ 243,902
Vietnam	\$ 320,153
Zambia	\$ 2,220,841
Other* (multi-country projects)	\$ 1,088,605

## Expense of iDE's Social Enterprise

Hydrologic (Cambodia)	\$ 1,297,678
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## Expense Breakdown

Field Programs	\$ 26,776,693	80%
G&A	\$ 6,057,480	18%
Fundraising	\$ 531,418	2%
<b>Total</b>	<b>\$ 33,365,591</b>	

## Expense Detail

Personnel	\$ 18,324,760	55%
Subgrants	\$ 885,447	3%
Office Expenses	\$ 3,216,261	10%
Professional Services	\$ 2,164,394	6%
Travel	\$ 2,454,862	7%
Implementation Costs	\$ 5,639,423	17%
Business Administrative Expenses	\$ 431,076	1%
Depreciation Expense	\$ 249,368	1%
<b>Total</b>	<b>33,365,591</b>	

## Ending Net Assets

**\$ 7,077,404**

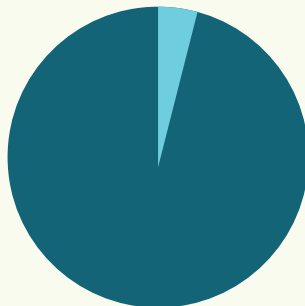
# 2022 iDE'S GLOBAL CENSUS DATA

iDE's employees make up a network of diverse individuals who are committed to the organization's values and mission. We believe in the principles of equity, diversity and decolonized development when it comes to hiring practices. We believe in transparently sharing our global employee census data and we use this data to help us improve our recruitment and retention efforts for a diverse and equitable workforce.

## Employees by Location

**4% Headquarters**  
**96% Field Offices**

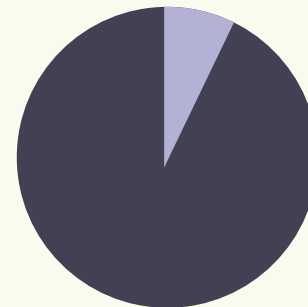
The overwhelming majority of our staff (96%) live and work in the countries and areas we support.



## Employees by Citizenship

**6% International**  
**94% National**

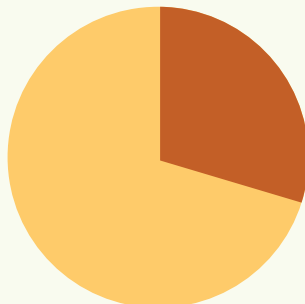
We hire locally. In fact, 94% of our staff are citizens of the same countries they are working in.



## Employees by Sex

**36% Female**  
**64% Male**

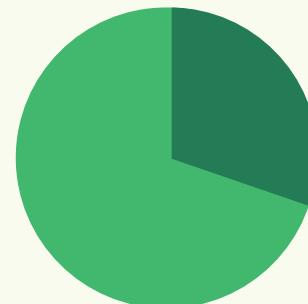
36% of our global staff are female, and we've committed to hiring more women in all aspects of our business.



## Senior Managers by Sex

**40% Female**  
**60% Male**

40% of our senior management positions are held by women, who serve as role models and mentors.





40 YEARS

Global Headquarters  
1031 33rd St #270, Denver, CO 80205  
[ideglobal.org](http://ideglobal.org)



There are many ways you can get involved to make a positive change in the world. Visit our website at [ideglobal.org/get-involved](http://ideglobal.org/get-involved) to learn how to join our monthly giving program, to start a corporate partnership with iDE, or to leave a legacy of impact for generations to come. Join us in our journey to end poverty by helping us to power entrepreneurs around the world.

iDE delivers market-based solutions that create sustainable, lasting change. We believe that entrepreneurs can be found everywhere, and that through design and innovation, they can have the opportunity to build a better world for themselves, their families, and their communities.

### Photo Credits

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**Cover Photo:** Chhouk Yal works in her own field in Svay Rieng province, Cambodia. Yal recently purchased a toilet for her family from a local iDE-trained entrepreneur. No longer do they have to relieve themselves in a nearby rice paddy.  
Photo by Simon Toffanello.

