




**We gather to:**

Praise and honor God for providing an abundant food source to sustain our lives. Appreciate and celebrate the farmers in our midst who are good stewards of these resources. Educate and demonstrate the connection we have with agriculture in our daily lives.



**2023 RURAL LIFE DAY**



**DIOCESE of LA CROSSE**

**SEPTEMBER 13, 2023 | 10:00 AM MASS**  
HOSTED BY: KEN AND JOELLEN HEIMAN  
MARSHFIELD, WISCONSIN



Join us for the 42nd Annual La Crosse Diocesan

# Rural Life Day

SEPT. 13, 2023 | 10:00 AM MASS  
KEN AND JOELLEN HEIMAN  
11875 U.S. HIGHWAY 10 W  
MARSHFIELD, WI



- Presided by Bishop William Patrick Callahan
- Blessing of the Harvest, Animals, Crops and Workers
- **Offertory Collection will be donated to Project Milk**
- Mass followed by Lunch and an Awards Program to honor those who have made significant contributions to rural life.
- Lunch is provided.

## SHARING LOVE THROUGH PROJECT MILK

Project Milk was started in 1984 by the Rural Life committee. The connection was made by Fr. Joe Walijewski, founder of Casa Hogar Juan Pablo II in Lurin, Peru. While living on

the outskirts of Lima, Peru, Fr. Joe saw thousands of people suffering from malnutrition, and Project Milk was born!

### How the project works:

Milk is purchased from dairy farmers and processed into powdered milk. It is then shipped to Casa Hogar in Lurin, Peru, home to 64 orphans. This milk allows the children at Casa Hogar to enjoy milk 365 days a year, which is not commonplace in Peru. Casa Hogar also trades powdered milk with other local

orphanages for things that the children need such as pigs or vegetables, as well as donating milk to local soup kitchens and families in the community.

### How much do we need?

- Casa Hogar uses about 1 sack (50 pounds) of powdered milk each week. It costs about \$100 to send 1 sack of milk to Lurin, Peru.
- Casa Hogar also trades and donates the powdered milk locally
- Your donation goes straight to the purchase, preparation and shipment of the milk. Administrative costs are covered by the Diocesan Annual Appeal. It is only your continued support that makes these shipments possible.

We wish to thank everyone who has given so generously to Project Milk! Your contributions are not only an act of charity for the orphans of Casa Hogar in Peru, but also a strong show of solidarity for our dairy farmers!

Thanks to Project Milk, the children at Casa Hogar are able to have milk 365 days a year! Some of their favorite ways to enjoy it are: Arroz con leche (rice milk with cinnamon), Aji de gallina (shredded chicken with a cheesy sauce), or simply as a warm glass of milk on chilly days!



Project Milk provided (800) bags (44,000 lbs.) of powdered milk, received by Casa Hogar on March 23, 2022. If you would like to find out more about the Project Milk program or to donate to Project Milk, please go to [www.frjoesguild.org/donate](http://www.frjoesguild.org/donate).