

FARM LIFE

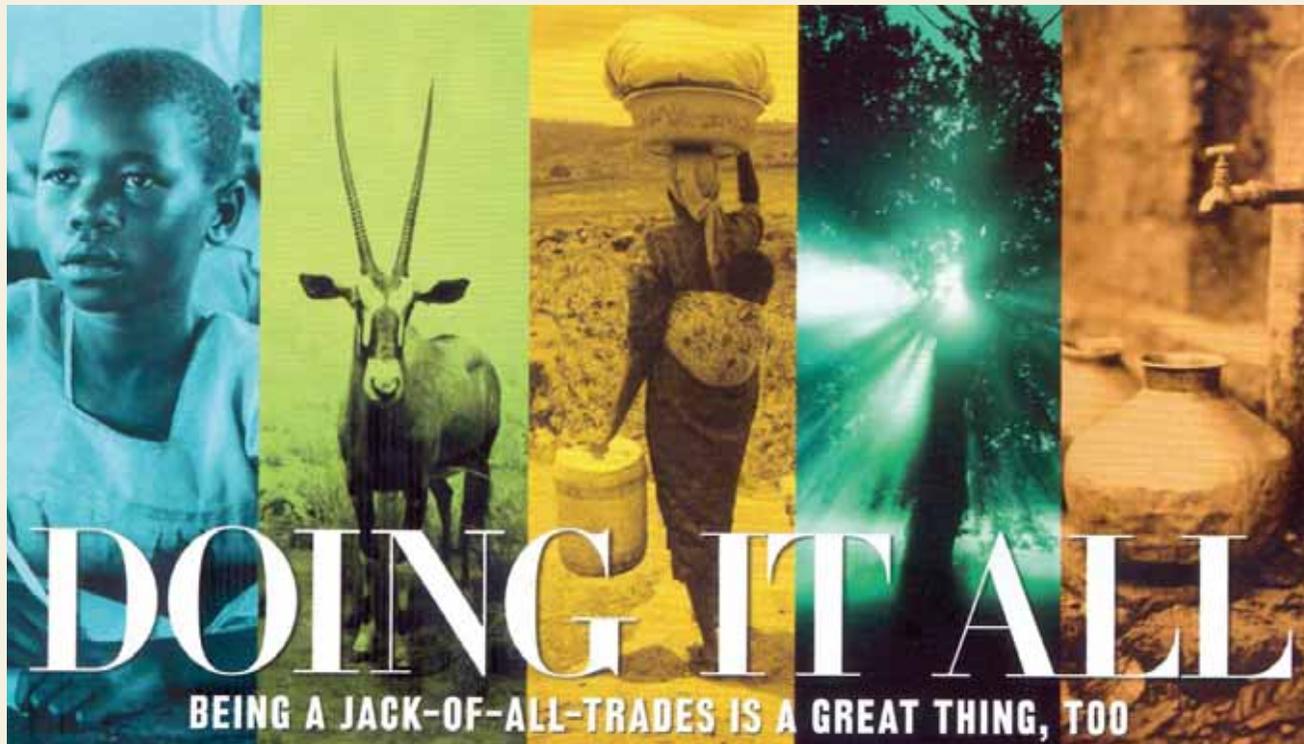
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The Ecology of Gibb's Farm receives 5th place in Condé Nast Traveler magazine, World Saver 2009 Award.



NEW YORK CITY - In the recent Condé Nast Traveler magazine, Gibb's Farm ranked 5th in the 'doing it all' category of the World Saver 2009 Award. "The Power of Travel, 26 World Savers who Move the Earth".

Judges looked at five types of initiatives: education, poverty alleviation, wildlife conservation, cultural and environmental preservation, and health. They chose winners and runners-up in each category, and recognized companies that had achievements

in all initiatives called 'doing it all'. The award honors the airlines, cruise lines, city hotels, resorts, hotel chains, and tour operators that are dedicated to saving their communities and our world.

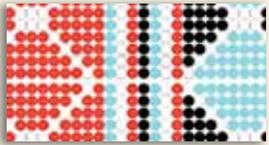
Gibb's Farm is honored to receive recognition for a 40 year old tradition of practicing responsible tourism. These many initiative, some long standing others recently enacted, are throughly documented in the refreshed website link.

The Ecology of Gibb's Farm website (accessed on the home page) celebrates a diverse and deep rooted accomplishments the 2009 award recognizes.



ECOLOGY OF GIBBS FARM

These represent a model of sustainable and responsible tourism and underpin the authenticity of the experience in six ways:



Cultural Preservation

The farm conducts Indigenous Knowledge Classes, offers Indigenous Medicine and Naturalists & Resident Scholars and conducts SANAA Artist-in-Residency.



Environmental Preservation

Topics include: water ecology, solar water heating, organic foods, refuse disposal, building materials & grounds, laundry and garden & forest estates.



Living-Museum

The Farm takes the form of a residential estate for the traveller to delve deep within the farmer's traditional habitat, with its citizenry engaged in traditional activity, artistry and wellness.



Wildlife Preservation

265 bird species have been sighted, and one of the largest private garden botanical collections is being documented.



Community Health

Integrated medical clinic is the primary health care provider for 500 people (staff and dependents).



Development

Community education assistance NGO and the Gibb's Farm Academy facilitate education; the farm as the significant community water source; micro loan and living wages and benefits for the employees.

Forest Kitchen Dinner in Namnyak Valley

KARATU - A very good example of the rich ecology at Gibb's Farm is the dinners held at the Namhyak Village on the western side of the estate. The weekly occasion brings together travelers and indigenous culture, everyone dining with resident artists, naturalists, morani Maasai and traditional healers in the farm's forest reserve.

We are encouraged by the overwhelming appreciation for this unique traveler experience - an authentic and intimate introduction to north Tanzania.

