

# TAILS OF NEW VRINDABAN

2020



ISKCON  
NEW VRINDABAN

1969

**51 years**  
of cow protection

2020

INTERNATIONAL SOCIETY FOR KRISHNA CONSCIOUSNESS  
FOUNDER-ACHARYA HIS DIVINE GRACE A.C. BHAKTIVEDANTA SWAMI PRABHUPADA



“May cows stay in front of me; may cows stay behind me; may cows stay on both sides of me. May I always reside in the midst of cows.”

*Hari Bhakti-vilas 16.252*

## FOREWORD

This is no ordinary booklet. It opens a world that is normally inaccessible, revealing the inner lives of the cows and oxen of New Vrindaban's herd. Told in their unique imaginary voices, their stories award you the rare opportunity to intimately connect and develop a personal relationship with them. Why is this important? Just as Lord Krishna protected His cows and had a special relationship with each of His cows, Srila Prabhupada, Krishna's pure devotee, wanted to make people aware of the plight of the cows in modern times, showing that they are sentient beings, souls connected to Krishna, and that protecting them would ensure a more peaceful and harmonious world. This book speaks through these wonderful animals, inviting you to become a part of this valuable cow protection project.

ISKCON New Vrindaban's cow sanctuary is the first to have existed in the western world. Established in 1969, as a result of Srila Prabhupada's desire and vision, it is now the home of 67 cows and oxen. After 50 years of cow protection in New Vrindaban, we continue to welcome new cows and calves into our care.

We exemplify the tenets of spiritual vision and values by providing Krishna's herd with a comfortable life, fulfilling their needs until the end of their natural lives. In return, the milking cows provide us with their nourishing milk, our oxen help till the land, having been trained to respond to voice command, and our retired herd are given the opportunity to age in peace and dignity.

We hope that this book will not only give you a glimpse into New Vrindaban's cow protection ideals and vision, but also inspire you to visit the herd, be a part of their world, and contribute towards their well-being. Your help and support will ensure that they continue to live in peace and harmony, knowing that they will always be well taken care of. This will surely please Lord Krishna and His pure devotee Srila Prabhupada.

Thank you for supporting our cow protection service.

FOLLOW US



NVCOWS

*Milking cows near Prabhupada's Palace of Gold*



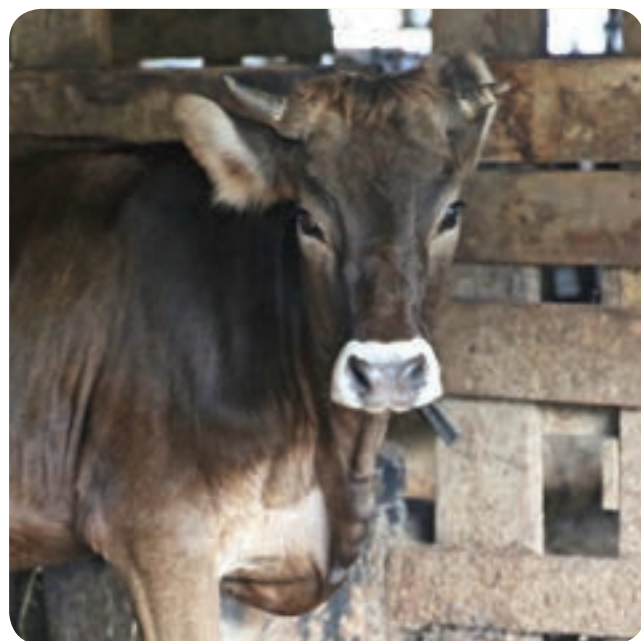
## NEW MEMBERS OF THE FAMILY

## GOPI-KATYAYANI



I'm the oldest of the calves and, I have to say, **ONE OF THE SMARTEST**. I was born very healthy, and within no time I learned how to walk and drink from my mother Malati. But you won't believe what my mom went through after giving birth to me. She got very sick; she is one of the oldest cows, so she suffered from calcium depletion. She had fever and was so weak that she could not stand up or go out for many days. A cow cannot be lying down for a long time – it's not good for our organs – so she had to be hoisted up with straps. Everyone was very worried. But eventually she got better – I'm so grateful for that! I was named Gopi-Katyayani because I was born at the end of Katyayani vrata, the time when young girls follow vows to get a good husband and when the gopis prayed to have Krishna as their husband. Now I am expecting a calf, which will come in five months. I am so excited to become a mother.

## GAURANGI



What a summer I've had! I just spent my first summer in Bahulaban, frolicking in the fields and having fun with the big cows. I'm overjoyed because I just heard that I will soon be joining the bigger cows permanently. I can't wait! After all, I'm already 18 months and I feel I've outgrown the other calves a long time ago. Not that I don't like being with them; it's just that they are still babies and I can't help bossing them sometimes. Anyway, it's time that I join the herd because, believe it or not, I'm ready to have my own calf soon.

But I will miss my mom, Shriya. And my grandmom Malati will be so proud of me when she knows that I am ready to be a grown-up. I was always **AN OVER-ACHIEVER**. Even when I was a little calf I quickly learned to drink and walk, and since then I have been very healthy and full of energy. I was born around Gaura Purnima in February 2018, a most special time of the year, and named after a cow that had recently died.

## JAYASRI



My mom is Subhadra, and I am one of the gentlest calves you could meet; I mean **I AM SO WELL BEHAVED** that people just love me. I am never mean to the other cows, and I wait my turn during feeding. I like to show respect because I believe that's how you get respect. I am also very beautiful, which gives me the confidence I need. I love when my cowherd calls out my name because it reminds everyone of the Supreme Sri (Srimati Radharani) who is dear to Krishna.

Like Gaurangi, I am spending most of my time in Bahulaban where I am enjoying my days and learning more from the older cows. Even though I am not being bred as yet, I hope to be a mom someday.

## PUSHPAVATI



I was born a year after Gaurangi in February 2019, but no one would say because I am the biggest in size. I can't help it when I boss the little ones and push them out during feeding time. It's just my way of getting recognition. But I am **A PEACEFUL CALF**, and I have been weaned so I am not so dependent on my mom either. I heard that I was named after a devotee's mother who had passed away and after the holy river Pushpavati in India.



## SATYABHAMA



It's really intriguing how I was born. On April 20 this year my mom Cintamani gave birth to me on one of the hills of New Vrindaban. No one was expecting it, so when the cowherds did not see my mom come down for her feed, they went looking for her. Then they found her on the hill with the best surprise they could ever have – me! My mum gave birth all by herself; she is really strong. I hope to be that strong one day. Maybe I will because everyone says I am similar to her in many ways. We are both white and feminine. And everyone says I am very sweet. I am also quite harmless and courteous – I respect the other cows and my caregivers, so I am always **POLITE AND WELL-MANNERED**. During feeding I don't push anyone away; I am tolerant and patient and wait my turn.

## PRAHLADA



If you saw me when I was a little calf, you wouldn't have believed that was me. I was so slow in everything – I had problems with drinking from my mom Parijata, so for two weeks I had to be bottle-fed twice a day. I also had problems with my front legs. I couldn't walk properly, and my caregivers were worried about me. But finally, I overcame everything. I learned how to drink, and my front legs were no longer a problem. Now I run around, **STRONG AND HEALTHY**. It seems like no one can keep up with me!

I'm already being weaned, and even though I am only four months old, I am being trained as an ox. I am being trained with a yoke along with my two best friends, Dhruva and Narada. I can't wait to learn more.

## DHRUVA



My mom is Sita, and I am so happy that I'm finally being weaned. I'm glad that I have friends of the same age to play with. Can you believe I was born on the same day as Narada? Together with Prahlada, we have some fun times together. I am **A NATURAL LEADER**; I feel that was what I was born to do. No wonder I am being trained as an ox. I love going out with Prahlada and Narada to Nandagram on our training sessions. It's my favorite part of the day. Although I may appear strong, I am very sweet and loveable like most calves.

## NARADA



I am **THE SMALLEST CALF** in size, and although I am honored to be named after Narada Muni, the travelling spiritual spaceman and great devotee of the Lord, I don't like it when some people call me "Narada Mini." I know it's funny, and maybe I like to make others laugh, so I don't take it seriously. I also know that my size is not an indication of who I am. I am still strong and healthy, and I believe that I can do as much as my friends Prahlada and Dhruva. I am known to be mild-tempered, which means I like to interact with humans and my friends. In fact, I'm quite the opposite of my mom Vamsika, who is sometimes aggressive to humans. When she gave birth to me, she didn't even make a sound, so no one was expecting me to be born. She gave birth to me outside the barn, and when she and I were found, everyone was pleasantly surprised.





*Some of the new calves grazing near the cow barn*

FOLLOW US



NVCOWS

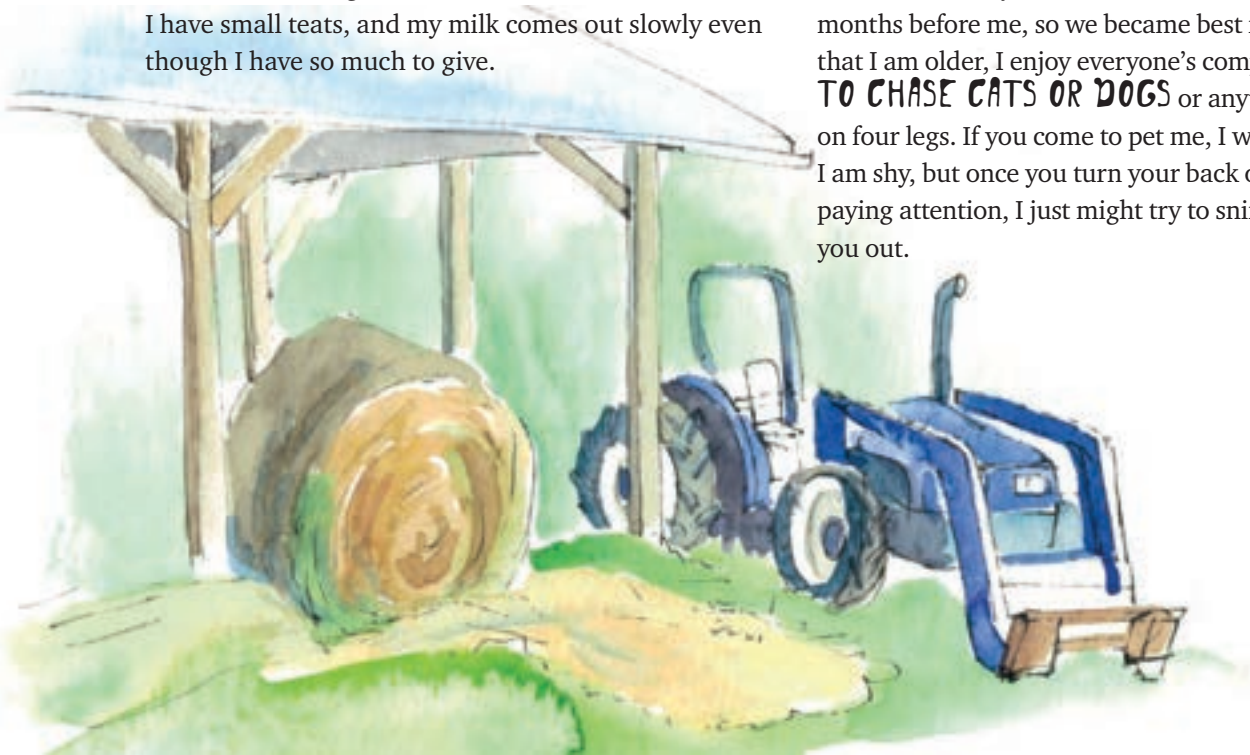


## THE NEW VRINDABAN HERD

ANJALI



I am a very beautiful cow, and I am not easily fooled as **I AM VERY SMART** as well. I have been told that I have a poker face since it seems as though I never smile. I guess they are right because for me, life is a very serious matter. I do not have time to cuddle or hug, and although I am not very good in showing affection, I like to admire people from afar. I have no problem coming into the milking barn to get my grain and be milked, but please do not ask me for anything more. I take a long time to be milked. That's because I have small teats, and my milk comes out slowly even though I have so much to give.



ARJUNA



For a long time, I was considered my old herd's baby. You see, my mom and I came from a cow protection farm in Canada. When we arrived in New Vrindaban, I was no longer the youngest member of the herd, which was fine.

I was actually a surprise baby since my caregivers did not know that my mom was pregnant; she can tell you all about it if you like. Just look for Meera, that's my mom. When I was small, I used to hang out a lot with Rama and Shanta; they are twins and were born just a few months before me, so we became best friends. Now that I am older, I enjoy everyone's company. **I LOVE TO CHASE CATS OR DOGS** or anything that runs on four legs. If you come to pet me, I won't let you, as I am shy, but once you turn your back on me and are not paying attention, I just might try to sniff you and check you out.

ASHA



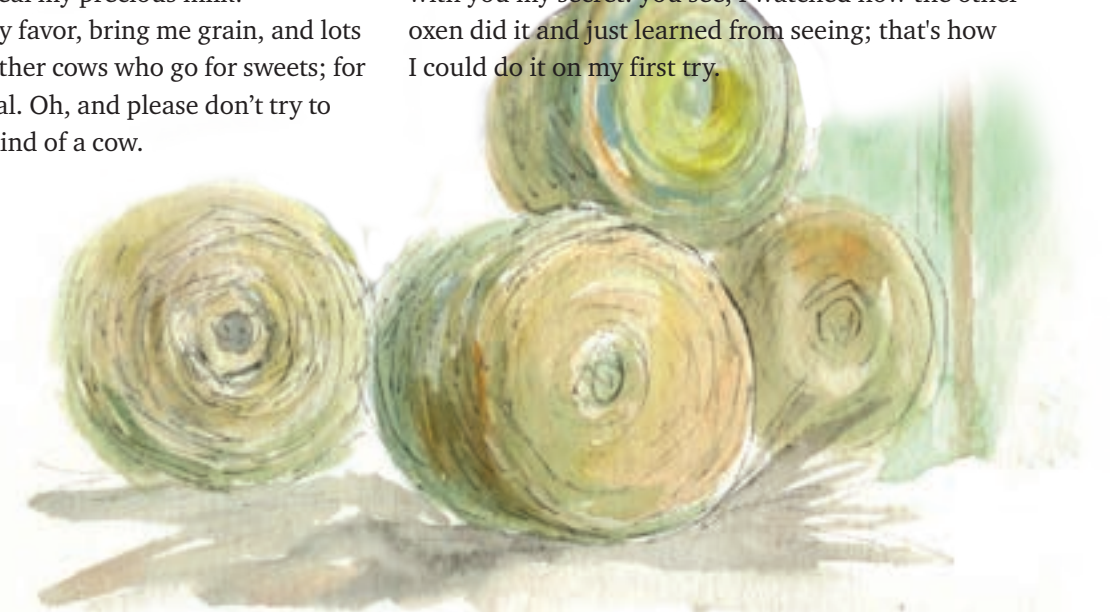
Everyone knows me by the way I look since it is kind of hard to not notice my bulging eyes, but hey, that is what makes me so special. I am one of those cows that you can really count on because when I say I will do something, I do it all the way. For example, I will give milk for a long period after my calf is born. Plus, I have been giving milk for many years now, and I have no plans to retire; that's how steady I am in my service to Sri Sri Radha Vrindaban Chandra. **AS FOR MY MILK, IT IS SPECIAL.** I do not give it away freely except to my own calf and the cowherd who milks me. Some calves from the herd tried to come drink my milk... Well! I showed them. There was no way that I would allow them to steal my precious milk!

If you want to gain my favor, bring me grain, and lots of it. I am not like the other cows who go for sweets; for me, grain is the real deal. Oh, and please don't try to hug me, I am not that kind of a cow.

BALARAMA



Everyone tells me how much **I AM LIKE MY GRANDMA**, Tulsi – not in looks, but in my demeanor. I see how kind she is to everyone, and she has such a sweet way of interacting with her caregivers. I am like that too. I don't like to disappoint anyone; I would really just like everybody to be happy with me. I had so much fun when the cowherds took me out for training sessions to teach me how to respond to voice commands. I was so excited about our training sessions that I would wait for the cowherds every morning to come and get me. When they introduced me to the car tire exercise (where I needed to walk in between car tires), I did it perfectly well on my first try. I will share with you my secret: you see, I watched how the other oxen did it and just learned from seeing; that's how I could do it on my first try.





## CINTAMANI



I am from a farm in Ohio, and wow, was I **HAPPY TO COME TO NEW VRINDABAN** where there are beautiful fields to graze and plenty of loving care. Even though I am quite shy, I was happy to make new friends among the cows and humans. Everyone is friendly and kind here, and they are not shy to let me know how much they care. Everyone admires me because I am milky white. I love sweets, so if you want to be my friend make sure to bring some on your next visit.

## DHARMA



I feel like people just don't get me! I know that I am big in size, but it is not my fault. I am a breeding bull and therefore I have a very large and strong structure. I think I can be defined as the bull version of the gentle giant because gentle is just what I am. I mean no harm to anyone, and what I really need is a lot of affection. I wait every morning for my cowherd to come into my pen as I know that I will get brushed all over my body, and I just love that!

Over the past few years I have fathered quite a few cows and oxen for the New Vrindaban herd. I have to admit that **I AM QUITE THE LADIES' GUY**, as one time, Remuna, one of the cows here managed to escape and get into my pen. I have no idea how she did it – I am innocent, that much I know. Well, Sachi was the result, so I have at least one surprise child, but all the rest were well planned for.

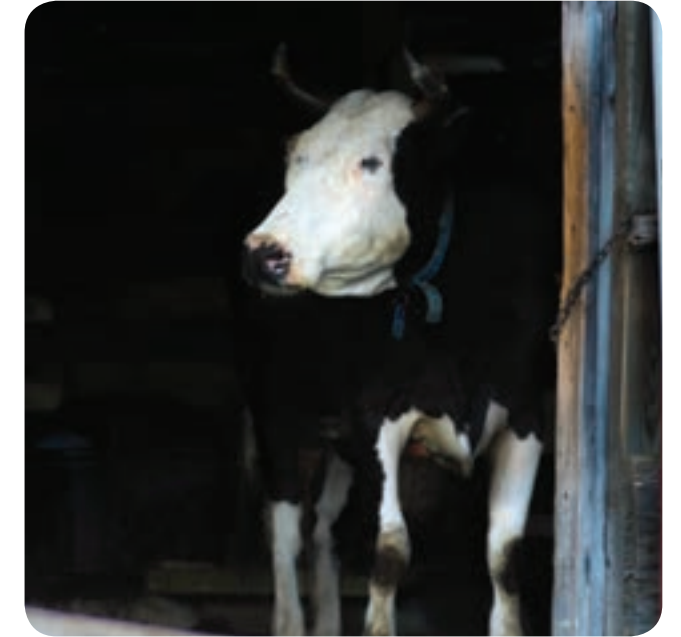
## GANDHARVIKA



**I AM NO ORDINARY COW.** I will not let anyone push me around, and just because I am a cow does not mean that I will let the bulls and oxen in our herd walk all over me. I am capable of beating a bull in a match, and I am not just bragging; it is actually true. A few times, I even managed to pin down Dharma (New Vrindaban's massive breeding bull). I can, therefore, make a really good companion for a bull, but that is not all that is exceptional about me. I have been told a few times that I am really beautiful, and I kind of already knew that myself.

My looks are sometimes deceiving because people get the impression that I am approachable. But, I tell you, I am not! I mean, sometimes you will manage to get me on one of my approachable days, but then there are those days where I just feel like making trouble. So I am warning you in advance – I am a bit unpredictable, and you can never know in what mood you will find me on any given day.

## GANDHARI



Hello, my name is Gandhari and I am **ONE OF THE OLDEST** cows in the New Vrindaban's herd. I was born sometime around 1992. I can't really remember exactly when as I have never been good with numbers. Everyone around here knows that I have lots to say; I tend to moo a lot throughout the day, and I will be happy to share with you the latest news if you care to listen.

My personal story is a bit sad as I suffered from cancer in my eyes; yes, I was afflicted with cancer in both of them. My cowherds were so kind and tried to do all they could to take care of me. They even took me to a special large-animal hospital to have my eyes operated on. Well, the way things worked out is that I am blind in both of my eyes – you see, they both had to be removed. It is not the ideal situation, of course, but I am living a comparatively comfortable life due to the love and care of my caregivers.



## GANGA



It was back in 2006 when I first came to New Vrindaban. I remember those days quite fondly. I was part of the milking herd for some time until I retired, and now I am part of the retired herd of cows and oxen, spending my days grazing and relaxing. I have no complaints, that's for sure.

I am not like the other cows, and if you get to know me, you will know what I mean: I am happy to stare at you for hours if you let me as I study your features and your conduct and basically try to read your mind. **I AM VERY OBSERVANT** and notice everything.

One of the things I love the most is to take care of the small calves in the herd. Oh, and another thing I really love is grain. If you happen to have some, I might just knock you down to get it, but I don't do it out of malicious intentions – it is just that I like it so much I find it difficult to contain myself. If you want to know my best friend, that is Tulsi, and she also happens to be my half sister.

## GANGES



It has been some years now that I have been living on the New Vrindaban farm. I came with some of my friends from our previous home. Word has it that they were going to send us out to slaughter! How horrible! We were all so young at the time, and I couldn't really understand why they were trying to get rid of us; after all, it is usually the older cows that get taken away for slaughter, which isn't right either. No one should ever have to be sent to slaughter! We were so relieved when, instead, they brought us here.

In New Vrindaban I don't have too much interaction with my cowherds as they didn't breed me and so I was never milked. Because of this, **I REMAIN A BIT TIMID** and tend to go away if I am approached. I hope no one minds, as I really like it here and enjoy my peaceful life of grazing and relaxing; of course, it is really good to know that they will never allow me to be sent to slaughter.

## GOPAL



My mom, Punya Koti, brought me to New Vrindaban while I was still in her belly, and I was born right here on the farm. I am a huge Holstein ox, so if you come to our barn looking for me, I am hard to miss. To tell you the truth, I use my size to my advantage, not because I am trying to be mean but just because it is funny. They tell me that I am a bully, but that is just because they don't get me. **I LOVE PLAYING TRICKS** on the rest of the herd and so during the winter months, when everyone wants to eat hay out of the feeding isle, I extend my large body all along the isle so no one can eat but me... hahaha... Also, when I was smaller, before I became an ox, I played one of my biggest tricks and got not one, but two of the herd's cows pregnant.

## GOPINATHA

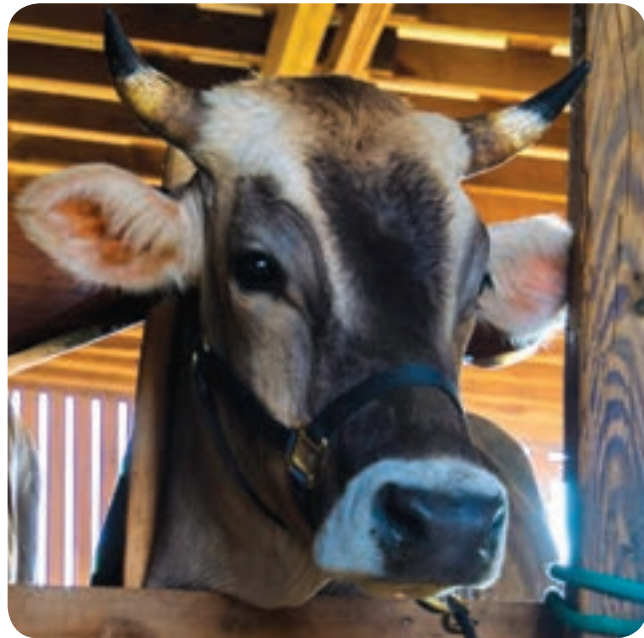


I am Remuna's son, and my mom is very important to me. We spend a lot of time together, and it is not a rare sight to see us resting in the barn side by side or out in the pasture grazing close by to each other. My mom is probably more anxious about me than needs be, but she can tell you all about it.

When I was younger, I was a bit more playful, and I guess you could say I have become more sober as I matured. **I AM QUIET** and kind of blend in. I try not to cause any problems, and I will never pick a fight with anyone. I am actually a bit afraid of those big guys we have here in the herd; if they start approaching me with a certain look in their eyes, I turn around right away and go in the other direction. I don't need trouble, and I am really not into causing any drama.



## HARI CHAND



I don't mean to brag, but I think it is safe to say that I am everyone's favorite. **I JUST KNOW HOW TO ATTRACT ATTENTION** and so I receive it from everyone around me. I mean, it is not rare to see me getting a full body massage from "head to toe" from one of my friends in the herd; they just lick me all over in affection, and I love getting that attention. But I am not ungrateful, and I do believe that one should reciprocate the love that one receives; therefore, I too like to sometimes lick some of my friends all over just as a way to say thanks. I also try to show my appreciation to my cowherds for taking such good care of me, and so I reciprocate their love as well.

## KRISHNA DAS



Before I came to New Vrindaban I belonged to a farm somewhere in Ohio. My previous owners were extremely kind and they took good care of me, so I am used to people and don't shy away from them. Actually, if you call out my name, I will come running to you to see what it is that you want. **I AM KIND OF FRIENDLY** like that.

When I first came to New Vrindaban, I was shocked to see all the cows that were here; actually it was a bit intimidating at first because I had never met another cow before in my life. I was not sure if I would manage to make any friends and, to tell you the truth, I wasn't even sure if I wanted to. I mean, I didn't know how to behave with other cows as I never had to interact with them before. Well, it didn't take me long, and now I have many friends in the herd. I discovered that it is fun to have other cow friends.

## ISHAN



I think it is safe to say that **I AM A TRICKSTER**. I like to scare people, and even better yet, I love to scare dogs. My favorite time of day is at night when it is dark on the farm and we are all out on the pasture, because that is the best time to do one of my small tricks. It doesn't happen often, but if one of my cowherds happens to be walking in the pasture after dark, I creep up from behind and give him or her a good scare. It works every time! As for dogs, any time of the day is good for that trick; I just love chasing them around and scaring them out of the pasture.

Besides that, I am not the kind of ox that is into hard work; I am just not a hard worker and I enjoy the good, comfy, and relaxing life. Spoiled some say, I just say logical!

## JAMUNA



I am part of the milking herd, and I have the feeling that I will be kept with the milking herd for a long time. You see, I give lots of milk; I really do, and I am happy to give it. One time, after I had my calf, I kept giving milk for four years straight. It doesn't happen often on our farm, so everyone was pretty surprised, but I was just happy to produce all that milk for my cowherd. I also don't fuss, protest, or show dissatisfaction when I am milked. I am so easy to be milked that if any guests come to milk a cow, I am one of the first cows that guests are sent to, just because I will patiently stand while they figure out how to milk me. I don't mind waiting; I have all the time in the world.

I was told that since **I HAVE SUCH A SWEET AND CALM NATURE**, my son Dharma would be the farm's breeding bull. And he does take after me a lot – I heard he has turned out to be very gentle indeed.



## JAYA RADHE



I am Jaya Radhe, and I am Usha's first calf. When I was just a baby, my cowherd took me and my mom to the Columbus temple for a program. There were so many people there! I was amazed to see that big crowd, but because my mom was there, I was not scared and it turned out to be a really nice day.

**I AM PRETTY SMALL IN SIZE.** I might even stay small for the rest of my life; I mean, I will grow, for sure, but I might just always be a little bit smaller than the rest of the cows in the herd. But hey, if that happens, that will become my distinguishing mark.

## KALINDI



I am one of the older cows in the herd. I arrived in New Vrindaban many years ago, and I have practically seen it all. As cows came and went, I am still here and I am not planning on going anywhere any time soon. I have always been **AN ENERGETIC COW** and have a special spunk to me, so I guess I am carrying that youthful spirit with me into my old age. Therefore, although I am old, I am still full of energy and I am super healthy.

I like spending the days with my cow friends, just grazing and relaxing with them. I will probably still be here for a while, so if you come to visit, come looking for me; love to meet you.

## LAKSHMI



When I first arrived at New Vrindaban, I was timid, and not only that, I was extremely skinny. I didn't like my previous home and its marks were showing on my body and demeanor. My cowherds here in New Vrindaban were so worried about my weight that they were afraid I would not live very much longer, but after a while I took away their fears when I started gaining weight and now, years later, I am a healthy and happy cow.

I don't mind being approached anymore by humans, and I have lost my timid nature. One could say that I am a much friendlier cow nowadays. **I AM ALSO VERY MOTHERLY** as I worry for my calves and get extremely attached to them, more than the rest of the cows in our herd. I like giving milk. I guess you could call me generous, as I give the greatest amount of milk of all the cows in the milking herd.

## LALITA



When I was a newborn, I just could not figure out how to drink from my mom. My cowherds bottle-fed me my mom's milk. I have really long back legs and so it took me a while to figure out how to stand properly. But now I am grown up and I love running! I have so much energy that running seems like the only way to let it all out. **I AM SUPER FAST** too, and you will most likely find me running around our pasture. I like to check out everything, and I tend to walk around in the barn examining every object. When people come to the milking barn, I check them out too. I have no fear of humans, and I love being petted. I am expecting my first calf, and I can't wait to teach him or her all about New Vrindaban.



“ The administrators should see that there is law and order and that everyone is doing his duty. The next section is the productive class, the *vaisyas*, who engage in agriculture and cow protection. And finally there are the *sudras*, common laborers who help the other sections. This is Vedic civilization – people living simply, on agriculture and cow protection. If you have enough milk, grains, fruits, and vegetables, you can live very nicely...

...When Maharaja Parikshit saw a degraded man trying to kill a cow, he immediately drew his sword and said, “Who are you? Why are you trying to kill this cow?” He was a real king. Nowadays, unqualified men have taken the presidential post. And although they may pose themselves as very religious, they are simply rascals. Why? Because under their noses thousands of cows are being killed, while they collect a good salary. Any leader who is at all religious should resign his post in protest if cow slaughter goes on under his rule.”

*Srila Prabhupada, The Journey of Self-Discovery – Plato: Goodness and Government*

FOLLOW US



NVCOWS



*Bulls and cows in Bahulaban*



# FAMILY TREE OF MALATI



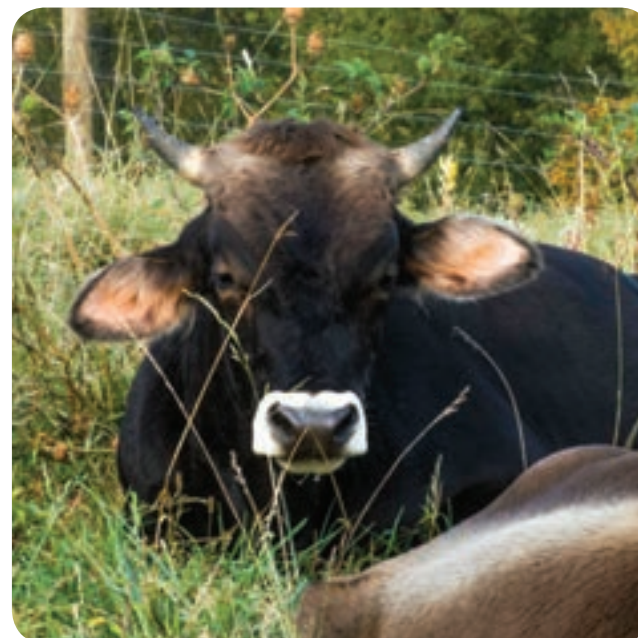
## MALATI



I am not the only Malati in New Vrindaban; the other Malati is not a cow but a human; they told me that she has been living and serving here for years and that I was named after her. As for who I am, **I AM THE MILKING HERD'S BOSS**. It comes to me naturally. It is not like I had to force it on the other cows, it is just that I know where all the best grass is and so everyone just follows my lead; they just know that I will take them to all the best locations. I do like to be in control though, so I like that position, not only with the rest of the herd but also with my cowherds. I don't appreciate it when they try to boss me around, and so they say I am wild and difficult to handle. I guess the fact that I sometimes kick while being milked contributes to this.



## MADHU



If you ever want to know who I am, you can recognize me by my beautiful dark coat and the silver line that runs at the top of my back. Other than that, I am a breeding bull, so people tend to shy away from me, but actually there is no need. **I AM NOT A BULLY AT ALL**. I know that bulls can be quite unpredictable, but you should know that I am generally very gentle in my behavior. I don't mind being approached by my human caregivers, and I am always happy to get petted by them.

As for the rest of the herd, I love making friends. It will not be a rare sight to see me licking other oxen on the farm or just rubbing my head against them. I don't get into fights, and I enjoy having good company, especially that of the ladies.

## MANGALA



The farm where I was born and first lived was not a happy place, to say the least. So when I was brought to my new home, a cow protection farm in Canada, I was still very afraid of humans, so much so that I would run away as fast as I could if anyone just walked in my direction. It took me a long time to trust my human caregivers, but after some time, I realized that there are some good humans out there that can be trusted. Therefore, when our entire herd moved to New Vrindaban it was easy for me to get used to our new home and to the people around here, and so I am not timid at all. I also **LOVE PLAYING** with the young calves, always have. I love chasing them around and teaching them how to headbutt. But if they get too feisty or get in my way, I have to shove them away to show them their behavior is not acceptable.



## MANJARI



The story of how I was born is pretty interesting. I was born at night out in the pasture to my mom, Tulsi. The cowherds were keeping an eye on my mom, but she managed to give birth to me before they managed to get her into the barn. They were a bit worried to keep me outside in the dark and cold night because there are a lot of coyotes around here, so they had to carry me down from the hill on which I was born and into the barn for safety. It was not an easy task, but they managed to do it, and here I am still today.

People say **I AM BEAUTIFUL**; perhaps it is my especially light color that makes me so. I try to be friendly and gentle with the cowherds, but I do have my wild side. If I do not get enough attention, for example, I might turn a bit wild on you, so make sure to always notice me and give me your affection.

## MANU



**I AM THE MASTER OF BREAKING THROUGH FENCES.** It is not because I am small in size, because I am not – it is just that I can figure out the best spots in the fence that just allow me to squeeze through. Actually, I am kind of special in that way. I like to walk near the fence line and check it with my horns to make sure that everything is in order and that the fence is nice and tight. My friends like to follow me and see what I am doing, especially Pundarika. We kind of created our own gang, so to say, and so Pundarika and I are a little bit of trouble makers and even more so when we hang out together.

I have also been told that I am extremely beautiful. I am super light in color, almost white, and my horns are just perfect so I am hard to ignore. Some even say that I resemble Lord Shiva's own bull, which is really a compliment.

## MEERA



My story is unique, and soon I will tell you why. **I AM PRETTY COURAGEOUS**, and so even though I was a bit afraid of humans when I first arrived on the farm, I would try to check everyone and everything out. I remember walking around the farm examining everything fearlessly, but when someone would try to approach me, I would shy away from them. It took me a while, but now I am not that afraid anymore, and my cowherd can approach me for a pet, or sometimes I will come to him for attention. I am still curious, so I will examine any new guest who comes for a visit, but only when they are not paying attention.

When I was six months old, the people on the farm on which I was born were going to send me away to slaughter. They wanted to get rid of me at such a young age because I was pregnant, which happened by mistake. You see, when a young cow like me gets pregnant, there is a high risk for complications during delivery, so they just didn't want to handle it. Luckily, I was rescued and brought to a cow protection farm in Canada. My new cowherds didn't know I was pregnant and were very surprised when I started to show. They were concerned for me and my baby's wellbeing, but delivery went smoothly and Arjuna was born. Now both Arjuna and I live happily in New Vrindaban with the rest of the Canadian herd.

## MURALI



Three cows and I were saved, as a group, from slaughter and brought to a cow protection farm in Canada. The Canadian farmer offered me to New Vrindaban as a gift with the sale of the other cows, and what a special gift I turned out to be. They told me that they were so happy I came because, as a calf, I was so much fun to be around; they really enjoyed seeing me hopping around and running everywhere. When I arrived, my friend Nitai Prana was already here and since he was also a calf, only a month older, we became true friends.

Yashoda was one of the cows I had come to the new farm with, and she was still giving milk at the time. So Nitai and I became her adopted children as she fed both of us with her precious milk. We had both been taken away from our own mothers and were so happy that we had Yashoda, and now we are just like a small family, all very attached to each other.

In addition, **I TRY TO BE FRIENDLY.** I like getting attention and I will be happy to get patted, but there are times I am just not in the mood and have some other agenda in mind. At those times I will most probably give you a small nudge if you happen to be in my way.



## NANDI



I am the herd's **ETERNAL CHILD**. I have a very innocent and sweet demeanor, and actually, if you look at me closely enough, you will see that even my features are childlike. I really crave to get attention, but my fear gets the better of me and so I do not allow any human to get too close to me. I am therefore not one of the approachable cows, and you will need to just appreciate me from afar. However, a few times when my cowherds saw me lying and resting on the ground and approached me cautiously, I did allow them to pet me.

## CANADIAN NANDINI



**I LIKE TO KEEP TO MYSELF**, that is just who I am. Many times you will see the herd of cows, and at the very far end, you will find me. I always stay close to the herd but maintain my distance. When I first arrived at the farm I was actually very timid. You see, I do not like confrontations, and when the rest of the herd figured that out about me, they started to push me around. So I just maintained my distance, and it took me a long time to get the nerve to get closer to the rest of the cows. Now, I am better at it and I made some friends, but as I said, I still like to keep my distance.

I love being petted, and I will allow you to approach me and give me attention; you just have to be gentle and slow about it. As for the calves, it is a completely different story. They call me the "auntie" around here because whenever there is a new young calf, I stay by its side and protect it. I guess you could say that I like babysitting. One time, I even started producing milk on my own just so I could feed one of the calves.

## NANDINI



My mom, Kamadenu, was pregnant with me when we arrived at the New Vrindaban farm in 2007 or so. We were part of a large group of Holstein cows that New Vrindaban bought to be part of the milking herd. Unlike my mom, who served as a milking cow for some years, I never had a calf and so I was never milked. I just pass my days happily pasturing and relaxing, mainly with my friend Surabhi, as we tend to "hang out" together a lot.

If you want to come see me, out of courtesy, I should warn you that **I CAN BE PRETTY UNPREDICTABLE**. If you find me on one of my good days, I will be super loving and enjoy your affection. However, if it is one of my bad days, be careful! I mean I am not so bad really; usually I might just ignore you and walk straight by you, but if I am really having a bad day I might try to knock you down. Don't say I didn't warn you!

## NITAI PRANA



I remember the day my cowherds found me: it was the weekend, and I was just born a couple of days before they came to my farm. They came looking for a cow and they were told Vishnu Priya was about to be sent off to slaughter because she wasn't producing enough milk, so they decided to take her. But then, they also saw me. When they heard I was about to be sent off in a few days as well, they decided to buy me too. What a relief!

Since then I have been living a happy life on the farm. At first I was bottle-fed, but as soon as Yashoda joined the herd, just a month later, I decided to adopt her as my mom. I started drinking directly from her and refused to drink from the bottle.

As for what I am like, **I TRY TO BE NICE TO EVERYONE** and I am pretty obedient. If my cowherds need something of me, I like to oblige, but I do not like to be rushed. I take my time doing everything and if anyone has a problem with that, well, they can just wait. And please do not imply that I am lazy – I just like to take my time doing things.



## PARVATI



I love my cowherds. I actually love most of the people I get to meet; in that sense you could say that **I AM PRETTY EASY GOING** and an approachable cow. I don't mind giving people a hug if they want one, and I love to be petted or even brushed. It is really hard to get me upset, and it is almost unheard of that I will ever show signs of being disturbed. I guess that is why when guests come to the milking barn, wanting to learn how to milk, I am one of the first cows guests are sent to.

I know that most cows love sweets, but no cow in the whole world loves sweets more than me! If anyone offers me a sweet, I devour it in seconds, and when sweets are being offered to other herd members, somehow those sweets find their way to me as well.

## PRIYA DARSHAN



I am a very calm ox; I know it because anyone who comes in touch with me, who just hangs out around me for some time, picks up on this special vibe and they become calm themselves. I take my time, there is no need to rush, and everything I do is done calmly and slowly. Even when I walk, I walk behind everyone else because **I AM JUST SO SLOW**. I am a bit of a loner and sometimes you will find me grazing far away from everyone else, happily grazing along my own trail. When I was a baby it took me some time to learn how to drink directly from my mom, so they had to bottle-feed me for some days. It was okay; I enjoyed the attention from my human caregivers. I still do!

## PARIJATA



I came to New Vrindaban with Cintamani from a farm in Ohio. I love it here because I feel safe; I know I will never be harmed or sent for slaughter. Besides, where else could I get so much love! Everyone loves to pet me mainly because **I AM SO LOVEABLE**. What can I say; I love people and look forward to getting all the attention from visitors. I am also so big that the other cows sometimes get intimidated by me. What's more is that I have a very long tongue; yes, longer than an already long cow's tongue, which makes it easier to reach for twigs and grass and chase those nasty flies that bother me in the summer.

## PUNDARIKA



**I AM SPECIAL**, I know. I mean I have to admit that I do like to show off a bit and intimidate others so that they understand that I am the boss around here. You see, I behave like any stereotypical bull would behave, except that I am only bull in spirit, but no longer one physically speaking.

If I see anyone approaching the herd, I have to make them understand that they have to come through me first. I like to shake my head at them, to make scary noises, and stomp the floor. Only my cowherds know not to take me seriously as they know how much of a timid ox I actually am. I do like it when they bring me treats, but I like being petted; like I said, I love the attention. I would be careful though; I wouldn't try to get too close to me if I were you as only my cowherds know how to handle me.





## PUNYA KOTI



I love when groups of people come to visit the herd. There was a time when groups of college students would come for a visit, and while they would look around and listen to the cowherd's explanations about us and the farm, I would be there seeking attention. My trick was very simple – I would just place my nose on anyone's shoulder and wait until they pet me. When they got tired and decided to stop petting me, or when they simply did not show any interest in me, I would move on to the next person and do the same thing all over again. I got most of the visitors, if not all, to give me some loving strokes.

I came to this farm in around 2007 with a group of other Holsteins, some of which were pregnant. When I first came here, I was part of the milking herd, and I was told that I was just a pleasure to milk. Nowadays, **I AM PART OF THE RETIRED HERD** as I do not need to be milked any longer.

## RAKTA



I came to New Vrindaban a long time ago. After some years of providing my precious milk, I retired, and now I am spending my time grazing and relaxing.

I am one of the older cows around here and even though I am getting older in years, **I REMAIN YOUNG IN SPIRIT**. I have always tried my best to be kind to everyone; I try not to get into any fights with other herd members and to be pleasing and helpful to my cowherds. If they ever need me to go anywhere with them, I never make a fuss and happily follow their lead. I know that they always have my best interests in mind, so I am happy to do as they ask of me.

## RAMA



My sister and I are twins, which isn't a common thing among cows. Our mother, Vishnu Priya, always looks after us, even now that we are grown up, and I am still very attached to her. Therefore, I always make sure that she is not far away, and if she happens to be out of sight, I will go looking for her to make sure that everything is okay.

When I was born, I was very shy and didn't like it when humans approached me. I have changed a lot since then, and now, looking forward to being petted, **I AM HAPPY TO GREET MY COWHERDS** as they come to visit us in the field or barn. It is always nice to get a good rub.

## CANADIAN REMUNA



Hi, I am Remuna, Gopinatha's mom. I make sure to let you know who my son is because, to tell you the truth, I am really attached to him. Even though he is fully grown by now, if he is not around, I get worried. I will literally walk all over looking for him and mooing until I see him.

I am one of those cows that just loves the attention: call me over if you have any treats and I will come straight to you. If you are in the mood to pet or brush me, **I WILL ENJOY YOUR AFFECTION** without a doubt. I have no fear, and I approach everyone that comes to visit the herd in the barn or the field. I also make sure that the other cows know that I am not one of those cows that will let you push her around. I stand my ground, and I might even boss around those who are less confident than I am.



## REMUNA



Everyone complains that I take after my mom. My mom was a very wild cow, and she was always difficult to handle. So I am like my mom in that I am as wild and spirited as her. I really do not like to be touched, and I shy away from humans. Actually, when I was a bit younger, I had a small crush on one of the bulls on the farm, so when no one was looking, I managed to get through the barn fence and into his pen. That is how Sachi, my daughter, came into being.

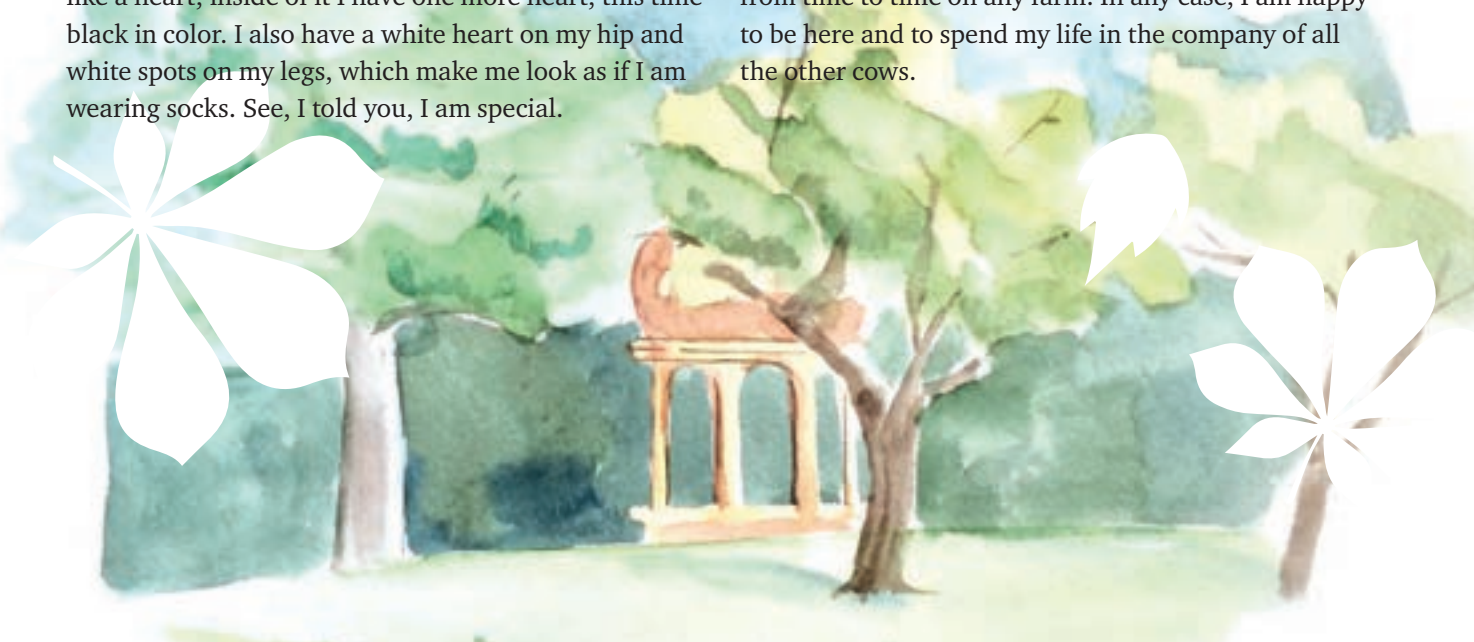
I have a unique and enchanting look. **I AM COLOR COORDINATED**, and I will explain how. On my head (which is mostly black) I have a white patch shaped like a heart; inside of it I have one more heart, this time black in color. I also have a white heart on my hip and white spots on my legs, which make me look as if I am wearing socks. See, I told you, I am special.

## SACHI



I take on some qualities of my mom, Remuna, and some of my dad. I am just like my mom and even my grandmother in the sense that **I AM WILD**. I do not like humans approaching me, and I will go away if they try to get near. As for my dad, well, I have a strong build like him but also his gentle and kind nature. I like spending time in the pasture with my mom and the rest of the herd.

It is kind of a funny story how my mom had me. I wasn't a planned pregnancy, but I guess that my mom was so determined to have a calf that she snuck into my dad's pen. I guess those kinds of things happen from time to time on any farm. In any case, I am happy to be here and to spend my life in the company of all the other cows.



## SARASWATI



Unlike many of the cows in our herd, I was never a mother, but to tell you the truth, I always wanted to be one. So much so that I had, not one, but two false pregnancies, and when Remuna's daughter Sachi was born, I started producing milk just so I could try and help feeding her as well. **I LOVE MOTHERING** young calves, and you will find me around them a lot. I do not only love calves but I also love my cowherds. I like when they come to visit me, and I will stay by their side for just as long as they want my company. I really enjoy when they pet me, and I don't even mind to get a hug if they are inclined to give me one.



## SHANTA



I have a twin brother Rama, and we have such different natures that you wouldn't even think we are related. I guess Rama is more outgoing like our mom, Vishnu Priya, but me, **I AM PRETTY SHY**. I do not like to be approached by humans, and if you happen to get too close, I will swiftly run away from you, making you wonder what went wrong. But if you take the time to know me and gradually try to get close to me, I will build my trust in you so you can even pet me, but not for too long as I always remain a bit fearful.

I enjoy spending my days grazing with the rest of the herd, and I try to stay close to my brother or mother for comfort.



“ In the material world the human society gives all protection to the human being, but there is no law to protect the descendants of Surabhi, who can give all protection to men by supplying the miracle food, milk. But Maharaja Pariksit and the Pandavas were fully conscious of the importance of the cow and bull, and they were prepared to punish the cow-killer with all chastisement, including death. There has sometimes been agitation for the protection of the cow, but for want of pious executive heads and suitable laws, the cow and the bull are not given protection. The human society should recognize the importance of the cow and the bull and thus give all protection to these important animals, following in the footsteps of Maharaja Pariksit. For protecting the cows and brahminical culture, the Lord, who is very kind to the cow and the brahmanas (*go-brahmana-hitaya*), will be pleased with us and will bestow upon us real peace. ”

*Srila Prabhupada, Srimad-Bhagavatam 1.17.9 Purport*



FOLLOW US



NVCOWS



## SHANKARI



I do not want to let my physical limitations get the better of me, so I don't. I had a bit of a rough time when it came to health issues. When I had my calf, I lost him because he was breached; that was a very difficult time for me. Then, I broke one of my front legs – now I know for a fact that on any other farm I would have been put down due to my broken leg; that is what they do, which is really cruel if you ask me. Here in New Vrindaban it was never even an option; they did not spare a penny so I could get a special operation to have part of my leg replaced with a piece of metal. Now that I have my brand new leg, I use it with ease. To tell you the truth, **I AM ONE OF THE FASTEST COWS** in the herd, and I do not let anyone push me around; if anything, I dominate others.

I love grain and will run to you if you have a bucket of grain in your hands, so watch out, I might even knock you over. When I first came to the farm, they wanted to call me Shyama because of my dark coat, but for some reason they decided to go with Shankari, the wife of Shiva, which is fine by me.

## SITA



I was born right here on the farm, and my mom is Malati; even though I am her daughter we have very different natures. She is the boss around here and I, on the other hand, **REALLY LIKE TO KEEP TO MYSELF**. Many times, while the herd is grazing on one part of the pasture, I can be found on another spot, all by myself. I like it like that.

I have a dark coat and long horns so people admire me for the way I look, but they also admire me for being so easy going when it comes to milking. I really don't see any point in creating trouble for them, and I give them lots of milk, so they are pretty happy with me, which is great. I already had a few calves, and I will probably be providing my milk for some years to come.



## SHRIYA



**I LIKE TO TALK**, be noticed, and move around.

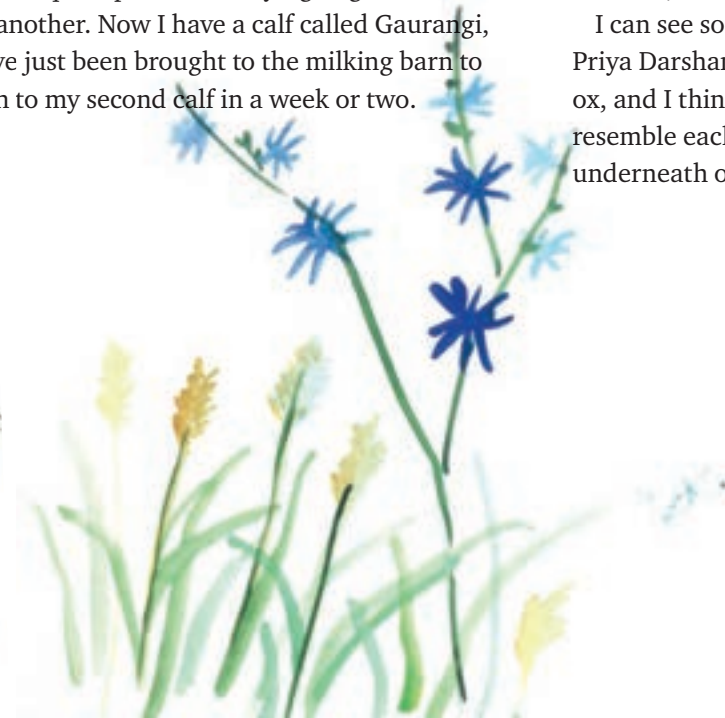
It is not rare to hear some mooing around the farm; many times I am the source of that talking. I like to let everyone know I am here and to have them pay attention. I love it when I am appreciated. After all I was told many times how beautiful I am, and I don't mind when the oxen in our herd also notice it. I have so much energy that many times I just don't know what to do with myself. Therefore, you will catch me running around the pasture, exploring every corner, or just walking at a quick pace while trying to get from one place to another. Now I have a calf called Gaurangi, and I have just been brought to the milking barn to give birth to my second calf in a week or two.

## SHIVA GURU



If you would ask me for one word to define myself, I would say "loner" is probably the best word. I really like to keep to myself. It is not that it is coming from a bad place of not getting along with the rest of the herd or experiencing some trauma; it really is not, it is simply that **I LIKE MY SPACE** and prefer not to get involved with all that is happening around me. I am not like that only with my friends in the herd, I am also like that with humans. I am one of the only oxen that does not like to be brushed. I really prefer to not be touched; like I said, I just prefer to keep to myself.

I can see some similarities with me and my brother, Priya Darshan, who is a super peaceful and relaxed ox, and I think I am also like that. Externally we also resemble each other, as we both have a pink line underneath our eyes, which helps identify us.





## SUBHADRA



## SUBHADRA SENIOR

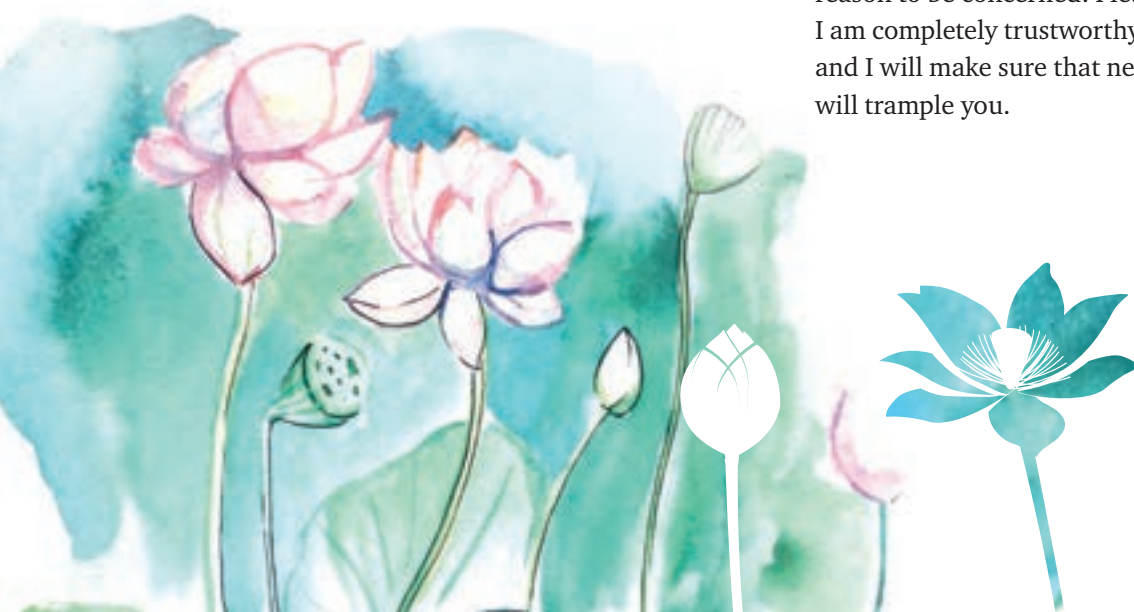


I am Surabhi's daughter, and you can immediately see that we have the same light-colored coat. I think it makes me look pretty. I have a bit of a **CHILDLIKE NATURE**, and I like to play around. I am also pretty friendly; I mean, I am not afraid of humans and have no problem approaching them and even letting them pet me, but only for a short while. I do not like to get too much attention from anyone, and so you won't get me to stay with you for more than a few minutes.

My cowherds say that I am pretty big for my age, but they reassure me that I might just slow down soon and so my age will manage to catch up with my size.

I have had a challenging life here on the New Vrindaban farm. Some years ago I had an operation, and my eye had to be removed due to cancer. Now I have only one functioning eye, but don't worry, I manage very well with only one eye. I still go out to pasture with the rest of the herd every day.

As for what kind of a cow I am, well, **I LOVE TO CUDDLE!** I think that would be the best way to describe me, the "cuddling cow." It is not like I just let people come and hug or pet me, I mean, that too, but when I say cuddle, I actually mean cuddle. I love lying down on the ground and having one of the cowherds come and lie down next to me. Really – there is no reason to be concerned. I let everyone understand that I am completely trustworthy. You can even doze off, and I will make sure that neither I nor any other cow will trample you.



## SURABHI



## SURABHI SENIOR



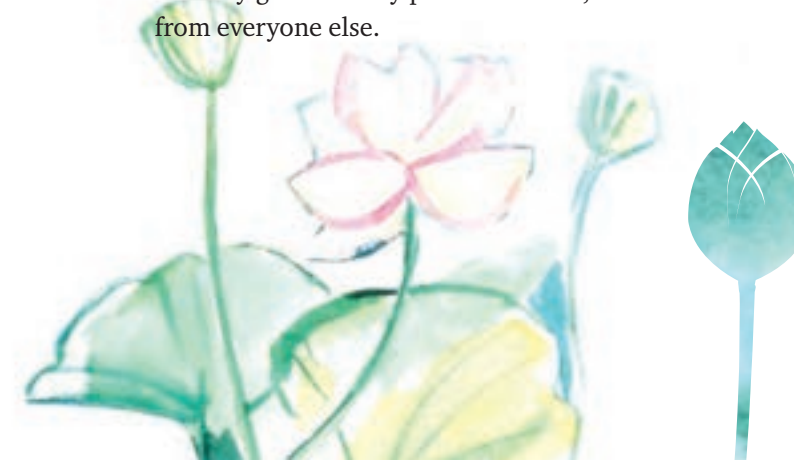
I am a difficult cow to understand as it seems that there are many contradictions in my character. I am very good looking and so I try to make sure that my appearance is always of the highest standard. Let me tell you what I mean: While all the other cows come into the milking barn all dirty and full of mud, I am spotlessly clean. Although **I AM VERY PRIM AND PROPER** when it comes to looks, I am also very mischievous when it comes to my nature. If you stay close by long enough, you will learn what I mean by that.

Another contradiction in me is that I am unpredictable when it comes to the amount of milk I provide every day. Some days I will happily give lots while other days I hold back.

You may not believe that I love eating the remnants left by the other cows. As soon as they move away from their bowls of grain, I am there, "taking care of it." So I not only get to eat my portion of food, but also a little from everyone else.

**I AM A VERY SOCIAL KIND OF COW.** I love being around my friends and really hate being separated from them. Therefore, if you are looking for me, you know you will always find me where all the other cows and oxen are. A few times, for some medical reason, my cowherd had to separate me on purpose from all the other cows/oxen, and the whole time I just waited by the gate until the rest of the herd returned to the barn. Only then did I feel any relief.

I have a bit of a wild nature as I really love my freedom, but when I was part of the milking herd I knew that business is business and free time is for having fun and being free. That's why, when I am free, I act like a wild cow, but when I used to go into the milking barn to be milked, I always calmed down and became quite obedient.





## TULSI



I came to New Vrindaban together with my half sister, Ganga, in 2006. Since then, I was part of the milking herd for a while and had two calves. Now that I am retired, I spend my days relaxing and grazing together with the rest of the retired herd.

**I AM VERY SOFT-HEARTED** and almost everything arouses a lot of emotions in me. It is, therefore, not a rare thing to see me shed tears. These are not fake tears, nor are they some kind of allergic reaction. I mean, even in the dead of winter you can find me crying. I assure you that there is nothing in sight that can agitate my eyes during the winter and cause them to shed tears and cry. But I am not ready to share the reason as to why I am so sentimental; maybe one day I will tell you and then you will understand me.

## USHA



If I am going to be honest about myself, I should probably say that **I AM THE FRIENDLIEST AND MOST OUTGOING COW** in the herd. I really love to get and give affection and so if you do not come to pet me, I will end up finding a way to rub myself against you. Not only that, but I really follow the lead of my cowherds. If they need me to go in a specific direction, it won't take much to get me moving to where I am asked to go. They even took me once to the Columbus Temple because I am so helpful and cooperative. They call me the "show cow" for this reason.

As for my eating habits, well, they are horrible! Instead of eating everything nicely, I make a huge mess when my caregivers give me my grain bowl.

## VAMSIKA



I was born just a few days before Christmas. I am told that when I was born, I was smaller than usual. My caregivers were a bit concerned for me at the time, but I showed them that there was no reason to worry as I grew so fast that I actually managed to catch up in size with everyone else.

When I was younger I was mellow and carefree but now **I HAVE A STRONG TEMPERAMENT**. So be careful not to come too close to me. I do like people, but sometimes I just want to be left alone.

I have my own calf now. His name is Narada, and he is so cute!

## VEDA



Before I came to live on the farm in New Vrindaban, I lived on another ISKCON farm in North Carolina. I tend to shy away from humans, and I do not allow them to get too close to me. When it comes to food, I am there! **I LOVE EATING**, and my large body is proof of that. When a fresh bale of hay is brought to all of the herd members, I am the first to be at the scene, and then I make sure to extend my body as far as I can, and I bully all those who are brave enough to try and come near the new bale. Once I am done, I have no problem with sharing.

By the way, be careful of my horns as they are especially sharp. I never mean to do anyone any harm with them; it's just that when I swing my head at times, I could hit you by mistake if you are too close to me.



## VISHNU PRIYA



I am not a cow that will shy away from any kind of situation. **I AM VERY OUTGOING**, and on my first day on the farm I was already checking everyone out, sniffing at them, and ready for the next adventure. I love to be petted, brushed, and just plain given attention. I also love to eat! And lots of it. They give me a grain bowl, but that is not enough! If I can manage to find a way to someone else's bowl, I will go there and happily devour all their food too.

I am also unique in that I gave birth to twins: a male and a female. Since this was not my first pregnancy, I was able to go through labor and birth in the most natural way possible, and before we knew it, Rama and Shanta made their appearance.

## VRINDABAN



I am New Vrindaban's **SURPRISE BABY**. No one knew that my mom was pregnant and that was because she wasn't supposed to get pregnant. Somehow or another, Gopal, although still very young and not yet fixed, managed to get my mom pregnant. I am told that when I was born, I was super super tiny and they thought that I might have been born prematurely.

When I was younger, I was much more loving and kind, and I used to spend a lot of my time with Manjari, who is about the same age as I am. However, one day I had a traumatic experience, and that made me decide to keep my distance from anyone and everyone.

## YAMUNA



I came to New Vrindaban with another four cows; we all came from the same farm. It was less scary to be transported to a new place together with cows I already knew. Even though we were all so young, I had heard people on the farm say we were about to be sent to slaughter; they also said they don't usually do this with such young cows as us. I am so grateful to have been saved and taken to New Vrindaban. No cow, young or old, should ever fear being sent to slaughter.

For some reason, I never had a calf, and so I never gave milk. This means I didn't have much interaction with our human caregivers and was left much on my own. Maybe that is part of the reason I am a bit timid and don't let people get close up to me. **I REALLY AM VERY SWEET** if you take the time to watch me, and I might like to get some human attention like I see my friends getting, but for some reason I just feel a bit too afraid to allow that. I do make friends easily with my herd mates, however, and I am happy with my friends and happy on the farm.

## YASHODA



They call me Mama because when I first arrived at the farm, I still had milk in my udders. My cowherds took full advantage of it and used my milk to bottle-feed Murali and Nitai Prana who were still very young calves and had arrived here without their mothers. They figured out how to drink milk directly from me quickly enough, though.

**I AM A NATURAL LEADER** of the herd, and everyone follows my lead. We all like to go grazing together as a group, and many times it is I who dictates in which direction we will go. I am very largely built and I am much larger than many of the other Holstein cows on the farm. However, looks can be deceiving because even though I am large and might look scary, I am actually really gentle and loving.







Anandavidya in the milking barn

## THE LIFE OF A COW AND BULL

When I am born, **I STAY WITH MY MOTHER** for ten days to two weeks in the milking barn where I learn how to drink from her and to walk. This is my favorite time as I can drink as much as I want and be close to my mum. My mother still gets milked twice a day because she has a lot of milk. Then after two weeks, **MY DRINKING HABITS GET REGULATED**. I am only allowed to drink from my mother twice a day for four to six months. Then **I AM WEANED** and become more independent. I still stay at the milking barn for the first year, then I move to the other herds in one of the valley barns. In winter I live in the big valley barn where it is cosy and warm and stocked with hay bales to keep me healthy in the cold months. In summer I go to Bahulaban where there are large pasturing fields to graze and enjoy the warm days. When I reach 18 to

20 months, I mix with the bulls for **BREEDING**. This is the time I am strong enough to carry a calf for nine months and give birth. When I get pregnant, I move back to the valley barn where my special needs are taken care of. And when I am ready to **DELIVER MY CALF**, I return to the milking barn where I was born. And the cycle starts again.

As a bull, after being weaned it is decided whether I will stay as a bull to breed and have a family, or if I will be castrated and sent to Nandagram to be trained as an ox. As a young ox, my training begins as early as four months old. I learn to be led on a lead rope, to respond to commands, to work on a yoke, to climb hills, to pull, and eventually to plow the fields.



## A DAY IN THE LIFE OF A COW AND COWHERD



As the sun appears on the New Vrindaban horizon, I anxiously wait for my cowherd to come. He arrives at 7am, and if I am lucky, a bit earlier. I look forward to getting stroked, petted, and brushed. **I LOVE THE ATTENTION!** Then he milks me and cleans the barn while he listens to the morning temple kirtan and class on the radio. I love to hear too. While he takes the milk to the kitchen and sometimes churns the cream into butter, I am pasturing in the fields, **RELAXING AND ENJOYING** the company of my cow friends. I spend most of my day out of the barn, especially in summer. We generally take good care of ourselves. During the day, my cowherd comes to the barn on his tractor filled with bales of hay, making sure we have sufficient food and water. **HE DOES ALL KINDS OF CHORES** to make our lives more comfortable.

Then when the sun begins to turn to shades of pink and purple in the distance, we know it is time to go home. We are quite **REGULATED ANIMALS**. We just know when to congregate closer to the barn in time for our treat. When I see my cowherd's car, I know it's time to be milked again. After the evening milking session, I chew some grass and hay for dinner. By now I am tired and it's time for bed. But we don't sleep like others – we just **TAKE SMALL NAPS** during the night and day. Then the next morning I hear my cowherd's car again, and I give a loud moo.







Caitanya Bhagavat working with the oxen

# ACKNOWLEDGMENT

Thank you to the cowherds over five decades\* (in alphabetical order):  
Adi Pati, Advaitacarya, Aja, Amburish, Amit Acara, Anandavidya, Balabhadra, Baladeva, Bimbadara, Brikasanga, Caidyasatru, Caitanya Bhagavat, Candramauli Swami, Chandravidya, Chayadevi Dasi, Cirantana, Daivata, Devakinandana, Dharmatma, Ekendra, Ganendra, Govardhan, Hari Bhakti Dasi, Jai Prabhupada, Kesi Damana, Kirtanananda, Krishna Balarama, Kuladri, Kunjari Dasi, Kutila Dasi, Laksmi Dasi, Lalita Gopi Dasi, Madhava Gosh, Manonath, Nanda Kumara, Nitaicandra, Nityodita, Nrsmda Caitanya, Paramananda, Param Brahma, Pitambara Dasi, Radhanath Swami, Raghunath, Ranaka, Rantideva, Rasala, Ray Kuderski, Samba, Sarvasaksi, Satyabhama Dasi, Sesa Naga, Sri Tulasi Manjari Dasi, Sudhanu, Taru, Uttamauja, Varsana Swami, Vibhari Dasi, Viduttama Dasi, Vijaya Dasi, Vrindavan Nath, Yadunandana, Yamaraja, & others...

\*Partial list

Our heartfelt gratitude goes to the present cowherds Anandavidya and Caitanya Bhagavat, whose care for the cows and knowledge about them granted us entrance into the intimate relationship of the cowherd boy Krishna and His herd.  
Lakshmanesvara, for conceptualizing the idea for the book.  
Sukhayanti, for giving the herd a voice and bringing their stories to life.  
Anuradha, for her creative mind and organizational skills.  
Nikunja Vilasini, for her extraordinary artistic talent in designing this book.



## Our Guiding Principles from the Bhagavad-gita (“Song of God”)



### Equal Vision (*Sama Darshana*)

As spiritual souls we are all equal in the eyes of God, irrespective of the external covering of the body. This soul-vision removes the cataracts of illusion, and we are able to see all equally, from man to plant to beast. Thus, we treat every living being with dignity. With this equal vision, there can be social cohesion and unity in diversity.



### Without Cruelty (*Natihimsa*)

Our happiness may be important but not at the cost of anyone else’s. Therefore, we cultivate compassion that leads to kindness for all living beings. We follow a vegetarian diet, live in harmony with God’s creation, and work for the spiritual welfare of all beings.



### Right Action (*Dharma*)

Dharma is the soul’s purpose, which is to be a loving servant of God and to act for the benefit of others. When we find our purpose, we are fulfilled and happy.



### Choice (*Ichha*)

Free will is a gift of God; He has given us the independence and power to choose our thoughts and actions. When we follow His instructions and choose to love Him, our free will is properly utilized.



### Humility (*Amanitva*)

Humility is not an easy pill to swallow and seldom sought after, but when we recognize that we have a lot more to learn and experience and we are servants of God, we become humble and have God’s greatness behind us. We then give respect to others without expecting any in return.



### Affection (*Prithi*)

Love is a verb. When we learn who God is and why it is impossible not to love Him, we will naturally serve and love all in His creation.



## Who Is Srila Prabhupada

His Divine Grace A.C. Bhaktivedanta Swami Prabhupada, affectionately called Srila Prabhupada, is the Founder-Acharya (spiritual master) of The International Society for Krishna Consciousness (ISKCON). He set out from India in 1965 at the age of 69, with only meager belongings and a few volumes of ancient Vedic texts, ready to transmit its timeless spiritual teachings to the West. Soon, from a small storefront temple in New York City, a movement blossomed all over the world. In twelve years, Srila Prabhupada circled the globe fourteen times, met with scholars and statesmen, and inspired men and women from all walks of life to take to Krishna Consciousness. Hundreds of temples and many schools, restaurants, and farm communities on all continents developed under his guidance. New Vrindaban is the first farming community that was born from Srila Prabhupada’s divine vision and inspiration. It embodies the sublime Vedic culture and heritage and Srila Prabhupada’s desire of propagating simple living with God in the center. Srila Prabhupada visited New Vrindaban four times, and many years after he departed from this world, New Vrindaban remains his home, and one can still feel his presence here.

## What Is ISKCON

The International Society for Krishna Consciousness (ISKCON) is a worldwide movement founded by His Divine Grace A.C. Bhaktivedanta Swami Prabhupada and dedicated to the philosophy and practice of Krishna Consciousness, which is also known as Bhakti-yoga. In this ancient monotheistic practice, dating back thousands of years, the Absolute Truth, the source of all life, is understood to be a person. He is one, but in different faiths He is known by different names. One of His many names is Krishna, meaning “all attractive.” The foundational tenets of Bhakti-yoga are that we are spiritual beings, infinitesimal parts of Krishna, who are meant to connect with Him in love and devotion. Chanting God’s names connects us with Him, as described in all scriptures of the world. This understanding and practice awaken our true self and allows us to develop our personal, loving relationship with God, Krishna.



“ The Lord is the protector of cows and the brahminical culture. A society devoid of cow protection and brahminical culture is not under the direct protection of the Lord, just as the prisoners in the jails are not under the protection of the king but under the protection of a severe agent of the king. Without cow protection and cultivation of the brahminical qualities in human society, at least for a section of the members of society, no human civilization can prosper at any length. ”

*Srila Prabhupada, Srimad-Bhagavatam 1.14.34 Purport*



NEW VRINDABAN

3759 McCrearys Ridge Road, Moundsville, WV 26041 | office: 304 830-4703 | mobile: 304 312-6539

[pilgrims@newvrindaban.com](mailto:pilgrims@newvrindaban.com) | [newvrindaban.com](http://newvrindaban.com)



[newvrindaban108](https://www.facebook.com/newvrindaban108)



[newvrindaban](https://www.instagram.com/newvrindaban)



[nvcows](https://twitter.com/nvcows)

*Srila Prabhupada on Aghasura road returning to Old Vrindaban in 1976,  
with his old friend Kaliya, the first ISKCON cow, leading the way*