



Expanding Economic Ties with Turkey



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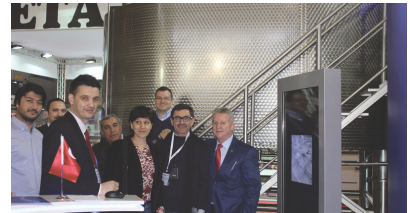


EURASIA PARTNERSHIP FOUNDATION

The Center for Agribusiness and Rural Development (CARD), together with Eurasia Partnership Foundation (EPF) and the Turkey based Fethiye Chamber of Commerce and Industry (FCCI), is implementing the project “Expanding Economic Ties with Turkey” (EETT). The two-year project started in September 2014 and is funded by the the United States Agency for International Development (USAID).

The project aims to promote mutually beneficial economic partnerships and market linkages between Armenia and Turkey based businesses and non-governmental organizations in the dried fruits, dairy processing and greenhouse sectors through exchange of technical expertise and increased business transactions.

The project celebrates the first 10 months of its implementation with series of successful activities.



DAIRY SECTOR

The agriculture sector in Turkey provides employment for 66 percent of the population, of which 35 percent live in rural areas. One-third of the agricultural activities relate to livestock farming, involving some 2.5 million enterprises and farms. Turkey is among the 15 largest milk producers in the world with a total annual milk production of 10 billion liters. Dairy cattle is main and/ or side employment source of millions living in rural. This is economically and socially very important sector and employment source and has had a significant development in the last 20 years.



A dairy tour to Turkey was organized with participation of 3 dairy processors and two experts from CARD Foundation.

The participants visited International Food Technology Trade Fair in Istanbul. The exhibition showcases the latest technology and

equipment for key sectors including Food Processing Technologies and Machinery, Food Additives, Food Packaging Technologies and Machinery, Bakery Technologies and Food Safety and Hygiene.

The tour participants visited dairy input and equipment suppliers in Turkey and established links for further cooperation. The participants had a tour in dairy processing facilities and had the chance to taste the products. Tasting was accompanied with inquiries and discussion on cheese production technologies.

The visit to the supermarkets was an important part of the tour. The participants could observe the full range of dairy products with different types of packaging, marketing solutions, etc.

■ Seminar by Kromel Dairy Machinery in Yerevan

With the launch of the project, there has been continued interest toward the new technologies offered by Turkish companies.



There are quite a few local dairy processors which are interested in upgrading their facilities and are looking for the best options.

To meet the demand and provide a better



■ A Seminar on Hydroponic Feed Systems in Armenia

As a result of meetings and discussions with local businesses it was identified that there is crucial need for high quality feed, needed for high quality milk production and hence for further development of cheese production.

To fill in the gap and commence a partnership, a Turkish company, Agritom LTD, was identified which is specialized in Hydroponic Growing Systems.

CARD organized the trip of the export manager, Ilkyem Ayden, to Armenia. The expert visited local businesses and held a seminar with participation of over 13 local businesses.

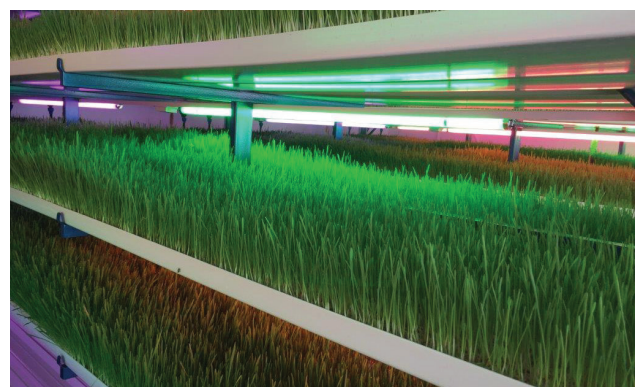


platform for discussion, CARD invited the Sales and Marketing Group manager of Kromel Dairy Machinery, Sevket Caliskan to Armenia.

Mr. Calsikan presented the full range of Kromel machinery and detailed on cooperation possibilities during the seminar. In total 17 processors participated. Mr. Caliskan visited local producers to get acquainted with their facilities and requirements and to develop tailor- made equipment offers.



Two local companies have requested the offer from the company for introduction of the new technology in their premises. The negotiations are currently underway.



Agritom hydroponic growing systems can grow fresh fodder throughout the seasons. It is completely natural and based on the principle of landless agriculture. The system has models to produce feed from 100 kg to 50 tons per day. The system is designed to consume minimum energy and has very high nutrition value. The system may increase milk yield by 10 to 20 % compared to conventional feeding method.

■ DRIED FRUIT SECTOR



Fruit production is one of Turkey's major agricultural sectors. Turkey is the largest dried fruit producer in the world with a 15% of the market share and 80% of dried apricots in the world market. Turkish dried fruits are produced with the highest internationally-accepted quality control, sanitation, packaging and marketing standards. In Armenia, fruit drying is a way to add value to fruit production, a commodity that has a very short harvesting period. There is a big demand for Armenian dried fruits domestically and abroad; however the quantity, quality, packaging and marketing technologies of the product require significant improvements.

As part of the project, CARD facilitates the establishment of links for further cooperation between the industry representatives from the two countries. In addition, Turkey based dried fruit production experts conduct training workshops for Armenian dried fruit producers.

Two Dried fruit tours were organized in June, for Armavir and Meghri farmers and processors jointly with Turkish partner Directiva Consulting, Mehmet Tekelioglu and EPF.



The participants of the tour visited the Fruit processing technologies producers and Fruit Drying Centers in Istanbul, Malatya and Izmir. The training program was designed to study advanced technologies of production, sorting and storage of dried fruits to support the modernization of production facilities at farm and processing level.

Negotiations are underway with a number of producers to import new fruit drying systems to Armenia.

Throughout the project, EPF has been carrying out the Conflict Sensitization Sessions for the tour participants, to reduce the likelihood of misunderstandings and stereotyping and give first-hand skills on how to communicate and cooperate across divisive issues.

Summary of the results

- ✓ *Links have been established with over 25 machinery and packaging producing companies in Turkey*
- ✓ *New high quality dairy processing equipment has been introduced in Armenia.*
- ✓ *Negotiations are underway for import of fruit drying equipment and dairy processing equipment*
- ✓ *Over 60 Armenian agribusinesses have been informed on opportunities for cooperation with Turkish agribusinesses*
- ✓ *Dairy Tour has been organized in Turkey with participation of 5 people from Armenia*
- ✓ *Two Dried Fruit Agrotours have been organized in Turkey with participation of 10 people from Armenia*

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