



Center for Agribusiness and Rural Development
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WINE AND CHEESE TASTING HELD IN U.S. EMBASSY



On December 3, 2010, the U.S. Embassy, USDA and Center for Agribusiness and Rural Development (CARD) held the 11th Annual Wine and Cheese Tasting in the U.S. Embassy in Yerevan.

Every year, retailers, restaurant owners, local vendors, wine and cheese producers, members of international community, media representatives and other guests have the opportunity to sample wines and cheeses produced by Armenian producers supported by CARD.

U.S. Ambassador to Armenia Marie L. Yovanovitch and Minister of Agriculture Gerasim Alaverdyan opened the event by welcoming the guests and the producers.



They expressed words of appreciation to USDA and CARD for their active involvement in the organization of the event and for their contribution to the development of agriculture in Armenia.

This year 10 cheese and 7 wine producers presented 15 varieties of local cheeses and 24 types of Armenian wines.

There were four new types of cheese: “Yerevanyan” by Kalinino Kat dairy plant, “Gouda with Fenugreek” and “Gouda with Italian Mix” by Cheezler cheese factory and “Gouda with Provence Herbs” by Ecolat dairy plant.

Four new wines were presented at the tasting as well. Among them “Areni Shikahoghi” by Getnatoun winery as well as “Voskehat Rose”, “Areni” and “Passion de Pineau” produced by “365 days” winery.

The guests had the pleasure to enjoy the tasting in the relaxing atmosphere created by the magnificent sounds of piano and classic live music.



Armenian chocolates of Arcolad production were served with dessert wines at the end of the event.



Emil Harutyunyan, the owner of Arcolad CJSC said, “Years ago the Wine & Cheese event at the U.S. Embassy opened new customers for Arcolad products. And due to this event the number of our customers is increasing every year.”

USDA TEAM SURVEYS ARMENIA'S SHEEP BREEDING SECTOR

Sheep breeding sector of Armenia's agriculture has big potential as the lamb market in the region is constantly growing.

With the intention to foster sheep sector growth in Armenia representatives of USDA FAS in cooperation with CARD support conducted a sheep sector survey in various marzes of the country on November 9-12, 2010.

The survey team from Washington D.C. headed by Mark Hawthorne, the Branch Chief of USDA FAS, Office of Capacity Building and Development, sheep breeding specialists Dr. Lyle G. McNeal and Prof. C. Kim Chapman from Department of Animal, Dairy and Veterinary Sciences, Cooperative Extension Service, College of Agriculture, Utah State University arrived in Armenia on November 9-12, 2010.

The team met with sheep breeding scientists from Agricultural University of Armenia and visited several regions of the country where they met with NGO representatives of the regions, agricultural cooperative members, and sheep breeding farmers. The survey team also had the opportunity to meet with representatives of Yezidi national minority, who are the key role players in sheep breeding sector of agriculture.

The sheep survey team was interested in current state of sheep breeding in Armenia and its development potential.

They evaluated current conditions related to sheep grazing, feeding, animal husbandry, and vet services, as well as tried to identify needs for assistance.

"The natural environment of Armenia is most suitable for the agro-ecological production of small ruminants (sheep and goats). Perhaps the most important resource, which must be nurtured and encouraged, are the individuals and families that raise the Republic's sheep and have the basic skills of animal



husbandry that must be incorporated and respected in any programs and policies rendered in the near future," runs the statement of the specialists.

The team also visited ARID goat breeding center in Vayots Dzor region of Armenia where they learnt about the Dairy Goat Breeding Development project which specializes in genetic improvement of goats. This project played a significant role in Dairy Goat Genetics Improvement and can serve a good example for initiating similar projects for Sheep Industry Development.

Both Utah specialists and local sheep breeders believe that the development program is a good initiative to promote this sector in Armenia and place it on a more profitable level for farmers.



PUM DAIRY EXPERTISE NOW AVAILABLE FOR ARMENIA'S SMALL FARMERS AND SME PROCESSORS

Dutch experts Jules Brummelhuis and Johan Koeslag specialized in dairy processing and stockbreeding were hosted by CARD in November 2010. They are volunteers from **Dutch Government organization PUM Netherlands Senior Experts**, which has over thirty years of experience in advising businesses in developing countries and emerging markets. Since its foundation in 1978, PUM has expanded to become Europe's largest 'temping agency' for the deployment of professional volunteers, applying the motto of 'entrepreneurs for entrepreneurs'.

PUM and CARD contribute to the development of Armenian agricultural sector through provision of targeted and efficient support to SMEs, small scale farmers and farmers' cooperatives and government initiatives; they improve the value added production in agriculture and food processing meeting the needs of both local and international markets, assist local producers

to improve the technology and technical auxiliaries.

Within the advising program, the experts visited local farms and dairy processors located in Tashir, Ararat, Aragatsotn and Vayots Dzor marzes of Armenia.

The main purpose of the visit was to implement a joint program between PUM and CARD for structural approach and efficient support of dairy chain as well as to develop a plan to provide technical assistance in dairy farms and milk processing levels.

Based on visit results and needs/priorities identification, CARD and PUM are in the process of development of a Memorandum of Understanding for further collaboration in developing profitable dairy, fruit and vegetable and meat chains.

Supported by



#74 Teryan Str., Yerevan 0009, Armenia
Tel. (374 10) 54-57-11, 54-57-12, 54-57-13, 52-52-34, 54-00-16; Fax: (374 10) 58-79-28;
E-mail: card@card.am; Website: www.card.am