



Center for Agribusiness and Rural Development MONTHLY NEWSLETTER

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CATTLE SHOW IN LORI MARZ

In mid fall, CARD organized a dairy show in Lori marz within the framework of Artificial Insemination project to present advanced genetics from different farms to the visitors. The dairy show was organized along with Harvest Festival in Lori marz – an annual event organized by the local municipality. Thousands of farmers were present at this festival.



The show was aimed to present cross-breed cattle produced by breeding the local cattle with imported Jersey, Holstein, Brown Swiss, Simmental and Angus breeds. It is indicative that the cross breeds have better body conditions, high weight gain opportunity, the milking yield of heifers is 30% more than of local breeds with the tendency to increase during future lactations. Amongst more than 8000 heads of F1 first lactation cows, 3700-4500kg productivity was recorded.

Besides, the animal show presentation booths, printed and video materials were spread regarding advanced farming technologies, equipment, Artificial Insemination, milking machines, cow comfort and hygiene supplies as well as solutions.

The show was expected to such follow-up as: a) exhibition of cross-breed and pure breed cattle brought from 8 farms, b) exhibition of pure-breed goats from ARID center, c) presenta-

tion of milking machine, d) presentation of dairy tools and supplies.

In the future the event may be organized on annual basis, which is a common practice in many countries. Such events are to promote the image of quality genetic improvement activities among farmers by increasing the farm-to-farm competition, meantime, creating good knowledge pool for them to interact, share their achievements and discuss common issues.

Almost no genetic improvement measures had been carried out in Armenia after the collapse of the Soviet system. High quality genetics were introduced to Armenian farmers only in 2005. Since then about 8000 crossbreeds had been produced. Regardless the successes registered at several advanced farms, the majority of Armenian farmers were skeptical about the Artificial Insemination. The reason for such behavior was mainly the lack of awareness and exchange of experience between the farmers.

Since 2005 CARD has been facilitating the process of genetic improvement of cattle breeds using high quality genetics imported from World Wide Sires (WWS), USA. Thanks to the consistent assistance, F1 and F2 cross breed generations with high genetic potential have been produced in various marzes of Armenia.



CARD - OFFICIAL DISTRIBUTER OF RIJK ZWAAN DUTCH SEED COMPANY IN ARMENIA

In August 2010, CARD Foundation became the official representative of Dutch seed company "Rijk Zwaan" in Armenia. Rijk Zwaan is one of the leading companies in the world specialized



in vegetable seeds operating in more than 45 countries.

On August 9, 2010, the first seminar regarding the growing technologies in greenhouses was

Farmers cooperating with MCC and the leaders of UMCOR farm associations took part in the seminar during which different types of tomato, cucumber, pepper and salad seeds were introduced and distributed to them.

The trial started from greenhouses. In the first stage, four types of cucumber seeds were trialed. Andrey Galaguriya, the agronomist of Rijk Zwaan supervised the whole procedure. He had visited Armenia twice during the first stage to carry out the trainings. The trainings were quite productive. A group of farmers together with local specialists collaborating with CARD visited greenhouses and discussed all the issues regarding the growing technologies of plants on the spot.

As a result of the trial, four types of cucumbers turned out to find their place on the Armenian market. The second stage is expected to implement the trial of various types of tomato seeds in greenhouses.

held in Congress Hotel.

ARMENIAN HORTICULTURAL COOPERATIVES PROVIDED WITH NEW AGRICULTURE EQUIPMENT

Farmers of 35 villages of Ararat, Armavir and Vayots Dzor marzes were provided with agriculture equipment, mainly 30 hay mowers/cultivators and 50 sprayers within Sustainable Cooperative Extension and Agricultural Development program (SCEAD) implemented by CARD in cooperation with UMCOR, in the village of Dashtavan (Ararat marz) on November 3, 2010.

Within the program CARD has imported different small machinery for demonstration use in cooperatives. Small scale, 5-7hp mobile motor-cultivator devices conduct mowing, cultivation and chemical application operations. The equipment will decrease the mowing and spraying costs and increase efficiency of production.

Within the scope of the SCEAD program 21 agricultural cooperatives received and continue to receive financial and technical assistance for the improvement of agricultural farming technologies and practices, as well as for the introduction of new seed varieties and planting techniques since 2009.

Many farmers, representatives of the RA Ministry of Agriculture, Public Council, and local municipalities attended the event. They think that this initiative is very perspective since it aims at organizing agricultural production and developing the technical service.

Today the motorization of this field is more than important. Owners of small plots, orchards and greenhouses face the problem of

utilizing machinery for cultivation, furrowing and harvesting hay, since the existing machinery in Armenia is outdated and not suitable for small scale farming. Because of this, hand work is still common in rural Armenia when cultivating small plots.

The implemented SCEAD program is believed to lay a solid foundation for long-term, sustainable farming practices, strengthen agriculture cooperatives, maximize agriculture output and increase farm income.



ARMPRODEXPO 2010

The Tenth International Exhibition Armprodexpo 2010 - the only specialized food and beverage exhibition in Armenia - took place in Yerevan on November 23-26, 2010.

RA President Serj Sargsyan and the Minister of Agriculture Gerasim Alaverdyan welcomed the participants and the guests of the expo at the opening ceremony.

The exhibition aimed to demonstrate development and progress of local food industry, to introduce the best types of grocery and agricultural products of Armenia, to penetrate into new markets and to establish direct relations between domestic producers and foreign trade companies, with a follow-up of signing business contracts.

This year sixty-six companies from Armenia, Germany, Austria, the Netherlands, Poland, Slovenia, Belarus, Ukraine and Georgia, exhibited their products. Over fifteen thousand visitors attended the exhibition. The number of international companies and visitors is growing year by year, which proves that the Expo plays a con-

stantly growing significant role in Armenian business environment.

The US Ambassador Marie L. Yovanovitch and the USDA FAS mission coordinator in Armenia Frederic N. Johnston were present at the opening ceremony and visited the booths of the companies participating in the expo with CARD/USDA support.

As a part of its strategy to promote Armenian products in local and international markets, CARD had supported the expo organizers and nine agribusinesses by providing financial and technical assistance.

Agribusiness Development Center, the organizer of the Expo received a grant to cover expenses for designing and printing promotional materials. In addition, CARD had financed the participation of nine agribusinesses on a cost sharing basis. USDA has been supporting the exhibition since its very inception. Besides, supporting the organization of the overall exhibition, USDA has been supporting agribusinesses to set up booths and participate in the event.

The following agribusinesses were supported by CARD to participate at the ArmProdExpo 2010: Bandivan Kat LLC, Cheez Town LLC, Mastarachedo LLC, Selim LLC, 365 Wines LLC, Getnatoun LLC, Maran LLC, Voskevaz Wine Cellar LLC, Bio-Universal LLC. The expo grants a good chance for companies to establish contacts with potential consumers, retailers, exporters, packaging, printing, advertising and other companies, as well as to identify and estimate market demand and consumer preference.

At the closure of the expo CARD was awarded a Diploma of Honor handed by the Minister of Agriculture for active participation and assistance in the organization of Armprodexpo 2010 International Exhibition.



Supported by



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