

Monthly Newsletter



Breaking news

CARD HELPS THE RURAL YOUTH RESTORE NATIONAL TRADITIONS

"Traditional Cuisine" regional tasting shows were held from September 8 to October 14, 2007 within the framework of CARD Rural Development Department Rural Youth Program. 500 youth 12-16 years of age representing 106 Youth Clubs in



all 10 regions of the Republic of Armenia participated in the project. The purpose of the project was to enhance the interest of the youth towards national traditions through identification and collection of national food recipes as well as to motivate involvement of the rural youth in social and cultural activities.

The project was initiated in February 2007. CARD staff conducted seminars and meetings with the Youth Clubs for explaining the goals, objectives and implementation process and procedures of the project. All participant Youth Clubs demonstrated great enthusiasm in all stages of the project. They had walked through the villages, interviewed old villagers and collected a lot of information on old national traditions and national dishes. As a result over 500 recipes of national old Armenia food recipes were collected out of which 300 were selected for



presenting in the tasting shows.

Tasting shows were held in all 10 regions of Armenia. During these shows Youth Club members introduced traditional recipes characterizing their specific communities.

The presentations were embellished with music and dancing, theatrical performances, fascinating games and expositions, all

expressed in dialects and costumes typical to this or that area. Along with the demonstration of national habits and traditions the participants had their stalls decorated extraordinarily with clay pots and jars predominating.

Many guests from representing international community in Armenia, NGO sector, media, as well as specialists of national history and traditions were invited to the shows. The events were broadcast by National and regional ("Shant") TV stations, National Radio as well as



highlighted by ARKA News Agency. As a whole 100-150 people took part in the tasting shows in each region of the country.

The Evaluation Committees were formed from professional cooks as well as representatives from the village board, Agricultural Support Center, Extension department (Armenian State Agrarian University) etc. The evaluations were conducted according to different nominations, such as best stall decoration, best theatrical performance, most traditional appearance, best presentation of traditions etc. At the end of the contests the participants/nominees were given certificates and awards for specific nomination. All the organizational activities were coordinated by

Upcoming Events

November 14-17: The Seventh International Exhibition ARMPRODEXPO-2007 will take place at the Big Hall of Government of Republic of Armenia, 1 Melik Adamyany St, Yerevan.

PLEASE CONTACT CARD FOR FULL DETAILS

CARD staff and conducted by the Youth Club leaders and regional Agricultural Support Centers.



CARD encouraged private sector representatives to make their financial participation for covering the cost of testing shows in the regions. 22 agribusiness representatives (current and former CARD clients) contributed about 50% of needed funds as well as

supported in provision of space and other organizational procedures for the events.

CARD is planning to conduct "Traditional Cuisine" final show in Yerevan city in November, 2007 where the most distinguished youth clubs (1 from each region) will be invited to participate. In addition, a book with old ethnic traditions and recipes collected during the testing shows will be published.

This project not only helped the Youth Club members to strengthen ties with their culture and traditions, understand the peculiarities and differences of habits and traditions from region to region, but also served as excellent networking opportunity for the youth of 106 Youth Clubs throughout Armenia.

Breaking news

AWARDING CEREMONY FOR THE INTERNATIONAL PACKAGING CONTEST WINNERS

On October 05, 2007 upon request of "Armenpak" Association CARD participated in the organization of the awarding ceremony in Golden Tulip Hotel Yerevan, where certificates were handed to the winners of "Lively Orange"



International Packaging Related Students Contest held in Ukraine. Six students from ASAU Food Industry Equipment and Packaging Technology Department had presented their works at the above mentioned contest with the

support of "Armenpak" Association and two of them were awarded bronze medals and diplomas.

During the awarding ceremony at Golden Tulip Karen Harutyunyan, CARD Senior Marketing Specialist gave special awards to the students, two books named "Wine in Traditional Armenian Culture" published by CARD, as a support to their future endeavors in the marketing of Armenian products. He also recommended the students not only to focus on research and packaging of wines, but pay attention to the packaging of agricultural products as well.

CARD

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The ceremony was followed by a seminar related to the international trends in packaging and labeling. Among



the participants of the seminar were companies and specialists involved in packaging and labeling in Armenia as well as representatives from the RA Ministry of

Agriculture and development organizations.

As a result of discussions it was preliminarily agreed to organize another seminar with involvement of companies interested in new types of packaging, where the most advanced packaging materials will be presented.

Breaking news



CARD SPONSORED PARTICIPATION OF ARMENIAN COMPANIES AT INTERFOOD GEORGIA 2007

The Georgian market apart from the territorial or geographical aspect is attractive for Armenian products due to its population diversity, economic relations and political situation. In view of that CARD and DAI/USAID supported the participation of 9 Armenian producers in Interfood Georgia International Exhibition

during the period of October 4-6. Dairy, cheese, sea food, chocolate and other producers participated in the project. CARD representatives at the exhibition were



Naira Mkrtychyan, CARD Agribusiness and Marketing Manager and Armen Harutyunyan, CARD Marketing Specialist. The exhibits were very well accepted by the distributors and supermarket managers as well as the public visiting the exposition. During the visit some contacts with the distributors and retailers were made for further negotiations to organize the export activities.

Also the group of Armenian exhibitors visited the leading supermarkets in Tbilisi to find out the available product range and make new contacts. The visits to the stores proved once more that the Georgian market obviously lacks dairy products and cheeses, jams and canned products, etc, which means there are lots of opportunities for Armenian food products in Georgia.

Artsrun & Sons: CARD Reaps the Fruits of its Efforts

Artsrun and Sons is a dairy production, which started in 1997 in Martouni village, Gegarkunik Marz. The village and the farm are situated in a remote, border area surrounded by scenic alpine pastures, 1 800 m. above sea level.



Artsrun and Sons started production from 15 kg of cheese in 1997. Initially they used the milk from their own cowherd. Then they started buying 600 L of milk from their village and a neighboring village. With the

support of USDA MAP (CARD's predecessor) and later CARD *Artsrun and Sons* has renovated the production unit, equipped the dairy and expanded the volumes of production. USDA MAP expert Poul Hansen from Ohio State University and ASAU professor Andrey Araksyants have put much effort to improve the quality of the dairy production. Following Poul Hansen's technical advice, they have started producing Edam cheese, which has captured immediate attention in the market.

Decisive for the cheese quality and marketing improvement were also the introduction of high quality ingredients imported from Denmark and acquisition of vacuum packaging equipment and materials as well as the installation of milk collection unit in their premises and all through USDA/CARD support.



It's already 2 years since "Artsrun & Sons" LLC has been cooperating with CARD's "Dairy Herd Management" project coordinated by the Rural Development Department.

In 2006 within the framework of the **Improved Heifer Raising through Open-Air Barns and Ration-based Feeding** project CARD co-financed the construction of an



open-air barn designed by David Slusser, Pennsylvania State University, and organized an artificial insemination (AI) breeding procedure and ration based feeding system for more efficient herd

reproduction and heifer raising. The project aimed at raising F1 generation under optimal conditions. The generation is crossbred from bovine semen (Holstein, Brown Swiss) imported from "WWS" LLC, USA.

Currently "Artsrun & Sons" LLC has about 40 pregnant heifers of 18-19 months old, with the body weight of 420-450 kilos.

The Company Head Artak Khachatryan said, "I am sure I will get over 4000 kilos of milk annually from the first lactation. We haven't had such a practical success in our heifer raising practice and I am sure we will have similar excellent results in the milk production".



FLAVORS FOUND IN WINE

The basic flavors that occur in food are also found in wine which is, after all, another type of food. They are sweet, tart (sour, acidic), bitter (puckery, astringent sensation) and salty (which isn't found in wine, but affects its flavor). In addition wine has alcohol which adds aromas and body, making the wine feel richer.

The sugar that is present in grapes is converted during fermentation to differing degrees.

A wine with very little sweetness is called "dry." Sweet white wines are Chenin Blanc,



many Rieslings and Spumante. Sweet red wines include Lambrusco and Port.

Alcohol gives wine a sense of body and weight, the higher the alcohol, the more full-bodied the wine.

Wines have specific flavors and aromas based on the climate in which the grapes are grown. There are three basic climate zones:

Cool: In general, cool climates will produce crisp wines that have a light body and a tart, fruity flavor.

Moderate: A moderate climate is likely to produce a wine with a medium intensity.

Warm: A warm climate will most likely produce a bold wine with a full body.

However, it is important to note that climates vary from year to year. Therefore, the year in which the wine was made will also impact its flavor and style. Microclimates within a given climate will also affect the quality and flavor of wine as will altitude and proximity to water.

On the next issue of *Gourmet Corner* we will explore some of wine's health benefits as well as the science of wine storage.

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