



Breaking news

WINE APPRECIATION TRAINING COURSE FOR HOSPITALITY AND RETAIL SECTOR

The Armenian wine industry had a significant fall during and after the collapse of Soviet Union. With production practices being largely targeted toward quantity rather than quality, the abundance of low quality wines had a major effect on wine



consumer's taste preferences. In spite of the considerable boost in the industry during the last five years, consistency in quality is still to be tackled.

One of the very serious impediments for quality

improvement is the lack of education, knowledge on wine appreciation among the wine producers, local consumers, wine marketers, restaurateurs, etc.

To bridge the gap, the Center for Agribusiness and Rural Development (CARD) foundation jointly with the EBRD Business Advisory Services Programme for Armenia (BAS) with funding from USAID/Armenia, U.S. Agency for International Development, organized a Wine Appreciation Training which was held November 5-7 at Marriott Armenia hotel.

The course was conducted by Frederic Julia, a famous French wine maker and expert from Bordeaux. The course also included a brief history of Armenian wines, Armenian wine varieties and species presented by local experts Mr. Garush Samvelyan - Wine technologist, Professor at Armenian Agrarian Academy - and Mr. Avag Harutyunyan - Head of Armenian Wine Makers' Union / Professor at Armenian Agrarian Academy.



The main topics covered throughout the three day training program included the following:

- Wine making regions in the world versus Armenia

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- Grape varieties: international versus Armenian
- Types of wine, Armenian wines
- Wine making technology
- How to choose wine
- Wine serving
- Wine tasting techniques, recognizing aromas and defects, etc.

Thirty five participants representing hospitality and retail sector attended the training course and consultation sessions for training on wine appreciation and related topics. In addition to undertaking the role of sommeliers in their companies, they will in turn convey the obtained skills and experience to the consumers and peer colleagues.



The French wine maker Frederic Julia also visited Armenian wineries in Ararat and Vayots Dzor Marz and provided one-on-one consultation on wine making technologies.

Upcoming Events

December 14: Wine and Cheese Tasting event, US Embassy in Armenia.

PLEASE CONTACT CARD FOR FULL DETAILS

THE 9th ANNUAL PEACE CORPS DEVELOPMENT FAIR

CARD hosted a table at the 9th Annual Peace Corps Development Fair held at the AUA Business Center on November 20th, 2007.

The focus of this event was to promote cooperation between Peace Corps Volunteers and development organizations. Also it was a good opportunity for the invited organizations to present their activities and share the development experience through brochures, posters, on-screen presentations as

well as learn common issues of interest.

The event was opened by Ms. Lee Lacy, US Peace Corps Country Director who welcomed everybody present and thanked for their participation. Then the floor was given to Joseph Pennington, US Deputy Chief of Mission and Denny Robertson, USAID Mission Director.

Following the opening ceremony the Volunteers went round the tables interacting with various organizations. CARD representatives were among the active participants at the event introducing the variety of CARD projects and different didactic materials (books, brochures, catalogs, maps etc.). Particularly the book "Wine in Traditional Armenian Culture" and Armenian Food Products Catalog attracted much interest not only among the Volunteers but also among other organizations, NGOs present at the Fair. Lots of CARD booklets and brochures were distributed and different contacts were made that day.



The Fair was very interesting and productive for not only interacting with Peace Corps Volunteers and representatives of multiple organizations and exchanging information on the activities of organizations functioning in Armenia, but also for serving as a good ground for new cooperation in the future.

CARD

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TRAINING ON ORGANIC MARKETING IN BULGARIA

From November 26 to December 01, 2007 Armen Harutyunyan, CARD Marketing Specialist participated in the training on organic marketing that was organized by Agrolink organization with the support of Avalon organization in Bulgaria. Representatives from five countries presented organic production and marketing situation in their countries. The Armenian delegation consisted of representatives of "Yeristyan and Son's" and "Star" supermarkets, Ecoglobe and CARD. Armen Harutyunyan made a presentation on CARD activities in Armenia and CARD vision on organic market development in Armenia. Besides the seminars organized in Sofia, the participants were given an opportunity to visit some organic producers and eco tourism sites. At the end of the comprehensive program the participants had a chance to taste some traditional Bulgarian food, which in some cases was organic, listen to the local music and enjoy watching Bulgarian dances.



ARMPRODEXPO-2007 Twelve CARD Clients Demonstrate the Results of Joint Efforts to Public

The Seventh International Food Exhibition “ArmProdExpo-2007” took place on November 14-16 in Yerevan, Armenia.

The opening ceremony was attended by the President Robert Kocharyan and the Minister of Agriculture David Lokyan.

The interest towards the exhibition, hence the appreciation for the local production, is on increase year by year. Fifty-six companies exhibited their products and over ten thousand visitors attended the exhibition.

CARD in collaboration with ACDI/VOCA supported the exhibition by providing financial and technical assistance both to organizers and to twelve small and medium size agribusinesses representing dairy, wine making, fruit and vegetable processing, and confectionary spheres.

The scope of assistance included consultancy in development of labels, packages, price lists, promotional brochures and posters, as well as arrangement of booths.

It is noteworthy to mention that the financial assistance of CARD for the processors to participate in Armprodexpo is undergoing gradual reduction year-by-year. This year in comparison to previous years the share of financial assistance to companies was significantly reduced. And CARD intends to withdraw gradually of food exhibitions and shift to providing more technical assistance and paid services. At this stage, the processors are already willing to cover the considerable part of expenses for the participation and view this as a good opportunity for the marketing of their products.

This year two out of twelve CARD supported companies participated in the expo first time and presented their products to the visitors’ judgement. Products exhibited by CARD supported companies attracted high interest among the exhibition visitors. There were a number of proposals to these companies on trade, partnership and cooperation.

CARD had its own booth at the event to present the activities it is involved in and to promote companies which were not present at the exhibition. The President of Armenia Mr. Kocharyan along with the Minister of Agriculture David Lokyan visited CARD booth and in his comments thanked USDA/CARD for the achievements in the development of private agriculture sector in Armenia. The Minister Lokyan mentioned that he views USDA/CARD as his right hand in his effort of development of Armenian Agriculture.

Sean Carmody, USDA Program Coordinator in Armenia and Georgia and Joseph Pennington, Chargé d’Affaires of the US



Embassy in Armenia visited the exhibition and praised USDA/CARD for its endeavors in Agriculture in Armenia.

During the closing ceremony, all the participants were given Diplomas of Honor for high quality of the presented products.

Alcoholic beverages, soft drinks and processed fruit and vegetables were presented in the special testing-competition and were awarded medals.

Among the awardees were several CARD clients as well. Also a Diploma of Honor was awarded to CARD for active participation and assistance in the organization of ArmProdExpo-2007 International Exhibition.



WINE’S HEALTH BENEFITS

For those who enjoy a glass of wine, it is welcome news that wine’s health benefits continue to be researched and appreciated. However, it is also important to remember that those benefits only exist when wine is consumed in moderation. As wine consumption exceeds a healthy limit, its positive health properties decline. Wine, especially red, is believed to provide health-promoting benefits. Red wine is rich in antioxidants, which protect the body from free radicals and, therefore, reduce our risk of developing certain cancers. The antioxidants in wine may also help slow the development of Alzheimer’s disease, reduce our risk of developing ulcers and decrease our risk for macular degeneration. Red wine is also known to reduce inflammation. This, in turn, reduces a person’s risk of getting heart disease and of having a stroke.



The science of wine storage

Here are four elements of wine storage to remember:

Dark: Wine needs to be stored in the dark, away from direct sunlight.

Humidity: Wines need to be stored in humid conditions, in order to keep the cork from drying out.

Temperature: Wine needs to be kept at a cool, stable temperature.

Ventilation: Wine needs to be kept in a well-ventilated, odor-free area. Odors could penetrate the cork and compromise the wine.

On the next issue of Gourmet Corner we will discover some tips for cheese making at home.

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