



Breaking news

CARD INTRODUCES FOOD SAFETY AND TRADITIONAL CUISINE TO CHILDREN

CARD is under way with its novel plan to teach children food safety habits, while ensuring that traditional recipes are passed down to the younger generations. Called the 'Traditional Kitchen', seminars were held throughout the 10 marzes of Armenia to teach the 500 participating students proper hygiene and food safety habits. The children then fanned out to collect up to 700 traditional recipes to be evaluated in contests which will span the months from July to October, 2007.



The final winners of these contests will have the honor of being published by CARD in a cookbook for distribution throughout Armenia. CARD is now organizing evaluation committees comprised of professional cooks and other food experts, as well as the festivities which will surround each event. Accompanying the competitions will be traditional music, dancing and games to ensure that all participants come away feeling like winners. For time and dates please refer to the Upcoming Events section.

Breaking news

KANSAS SECRETARY OF STATE VISITS CARD HEADQUARTERS

On May 11th, 2007 the Kansas Secretary of State paid a visit to the CARD offices to learn more of its activities. Gagik Sardaryan, CARD Director, welcomed the delegation and organized a small tour, introducing the different USDA projects implemented via CARD. The visitors were impressed by the colossal work performed by CARD which covers



all activities associated to agribusiness and is aimed at poverty reduction in rural areas.

Breaking news

THE INTERNATIONAL WINE FORUM ON MARKET AND LAW

The International Wine Forum on Market and Law was held on the 27th and 28th of April, 2007 at Tekeyan Center in Yerevan. The Forum was aimed at strengthening dialogue and cooperation between wine industry players of the Trans-Caucasian Republics, as well as regional partners in the Ukraine, Moldova, the Russian Federation, France, Israel and other countries. It was organized by GTZ, ProSME, Union of Armenian Winemakers and CARD. Experts from these countries explained the specificities of their markets and how each was working to achieve success. Global market trends were discussed, as well as issues of importance to the industry within the framework of EU and WTO regulations.



Upcoming Events

June 23: VAN777 to host grand opening of its renovated facilities.

July 5th & 6th: Apricot Conference organized by CARD and the Ministry of Agriculture, followed by Apricot Blessing Ceremony.

July 15th: Traditional Kitchen contests to begin. First of a series of cook-offs to be held in t. Gavar, Gegharkunik region.

PLEASE CONTACT CARD FOR FULL DETAILS

Yernjak: Step by Step to Success

Yernjak LLC was established in June 2005 and began production of yogurt and sour-cream with milk it collected from 120 farmers from three nearby villages. With CARD's support and the high quality of its products, the firm now collects milk from 400 farmers spanning 7 villages. This case is an excellent example of the wide range of resources CARD can provide businesses to allow them to succeed.



Yernjak's products were a hit with the consumers very early on. Thanks to the high quality of its products and the traditional glass jars they were packaged in, consumers quickly came to associate the firm's products with the purity they would expect from the rural regions. As a result, the company quickly increased its market share and secured the loyalty of its consumers.

The CARD Rural Development team contacted the company in the end of 2005 to assess whether the new firm required any support to carry out its growth plans. Following a CARD study to identify the needs of the firm, Yernjak LLC was provided assistance on the renovation and expansion of its production facilities. Based on the success of its matsouns and sour-creams, retailers were asking Yernjak to provide cheeses as well. Therefore the expansion project outlined by CARD also included construction of an area for the production of cheese.



At that point, CARD's Agribusiness and Marketing team stepped in to determine if there was any way that it too could assist the young firm. The company was provided with a sample amount of 2000 modern twist-top glass jars and assistance on the development of a logo and labels. In addition, support was provided for the acquisition of a refrigerated truck to ease distribution of its products to the stores. This enabled Yernjak LLC to differentiate its products in the market and further increase market share, allowing it to enter the market of Abovyan town.



With the full support of CARD, Yernjak LLC participated in the Sixth International Food Exhibition ArmProdExpo, held in Yerevan, where the company's products were extremely well received by attendees.

CARD Consultant Hones Skills in the U.S.

CARD's dairy and beef project consultant, Arman Ohanyan, attended a special training seminar organized within the framework of the USDA Cochran Fellowship Program from April 15th to the 28th. The subject of the training was animal health and veterinary inspection in the US.

Dr. Bruce Lane, the training coordinator from the Extension Department of University of Missouri accompanied the class over the 10 days. During that time



Arman visited the National Animal Disease Center and the National Veterinary Service Laboratory in Des Moines and Ames, IA. A meeting was also arranged with a private veterinarian, Dr. Dan Goehl who is implementing an embryo

transplantation of Angus breed. Other site visits included a tour of the Veterinary Diagnostic Laboratory at the University Of Missouri School Of Veterinary Medicine, and to various dairy, beef, hog and goat farms.

WINE & CHEESE... A HEAVENLY MATCH

There are a number of rules of thumb that can be followed to ensure the best cheese and wine savoring experience. Cheeses will most often be served with white wines because they bring out the character of the cheese, however the type of wine and color will be dependent on the cheeses being sampled.

- 1) The whiter and fresher the cheese the younger and fruitier should be the wine.
- 2) More robust cheeses on the other hand will marry well with premium white wines or light red wines.
- 3) Stronger cheeses should be accompanied with full-bodied wines.
- 4) Blue cheeses on the other hand go well with sweet wines; however those with strong flowery tones will suppress the taste of the cheese.
- 5) Wines high in tannins will also muffle the nutty taste of the cheese.



On the next issue of Gourmet Corner, we will explore the issue of wine selection in more detail.

CARD

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