

Monthly Newsletter



Breaking news

CARD LAUNCHES AGROTOURISM PROJECT IN VAN 777 WINERY

On June 23rd, CARD in collaboration with Community Liaison Office of the US Embassy, organized the first paid wine tasting tour/ dinner in VAN 777 winery for US Embassy representatives. Anthony Godfrey, the Charge´ d’Affaires of the US Embassy in Armenia was among the participants of the tour.



The event involved a tour in the facility, acquaintance with the

history of the winery, old and new traditions of winemaking, demonstration of lavash making process, tasting of the wines. The day was concluded with a dinner.

Within CARD Agrotourism development endeavors, the tasting facility has been improved and expanded so that it can host guests throughout the year. As a result of the implementation of the project, the winery will be able to host 50-80 visitors per tour.



At this stage CARD is linking the winery with different tourism agencies for further development and expansion of the initiated Agrotourism activities. The interest toward Agrotourism activities is evolving with the yearly unprecedented growth of the number of tourists visiting Armenia. Currently, the tourism agencies are vigorously looking for new alternatives to sightseeing trips in Armenia.



VAN 777 Ltd is a small winery in Taperakan Village, Ararat marz. The history of the winery started with the purchase of abandoned land in 1995 which was the year of inception of the construction of the winery. And

it took some 12 years for the owner of the winery, Mihran Manaseryan to fulfill his dream and to construct a winery in

resemblance of the winery his grandparents owned in the old town of VAN.

Apart from making wine with new up to date equipment, he is also making wine the way his ancestors did hundreds



of years ago. He is using old clay barrels and gravity method throughout the production process. There is also water well and lavash making facility in the winery which makes the place even more attractive to the tourists.

The winery produces Liquor wines from Muscat grape variety and red wines with a brand name “Tushpa” from local grapes.

Currently Van 777 cooperates with 150 farmers of Taperakan and the neighboring villages.

Upcoming Events

July 6th & 7th: Apricot Conference organized by CARD and the Ministry of Agriculture, followed by Apricot Blessing Ceremony.

PLEASE CONTACT CARD FOR FULL DETAILS

CHARGE´ D’AFFAIRES a.i. Of THE UNITED STATES VISITS CARD

On the 24th of May 2007 Mr. Anthony Godfrey, the Charge´ d’Affaires a.i. of the United States, visited the CARD office. Although being well aware of all CARD’s activities Mr. Godfrey was interested to learn more about CARD new initiatives and accomplishments. Gagik Sardaryan, CARD Director, and all CARD staff members welcomed the honorable guest and arranged a small tour around. Thereafter the guest was led to the CARD office second floor lobby for CARD



website demonstration.

Mr. Godfrey was impressed by the huge work performed by CARD emphasizing its role in the development of the country. Mr. Godfrey also thanked everybody for cordial reception and kind wishes.

TRAINING ON ACCOUNTING FOR MANAGEMENT OF MILK MARKETING COOPERATIVES

To provide technical assistance to 14 CARD supported milk marketing cooperatives CARD Rural Development Department initiated provision of one day training for cooperatives’ management at CARD office on accurate and appropriate accounting and bookkeeping. To assess the specific needs of the cooperatives CARD hired Karen Kirakosyan to convene initial study of bookkeeping practices currently utilized by the cooperatives. The study had been carried out in



Elita and Vahan Milk Marketing Cooperatives.

Based on the study findings the topics and agenda of the training were developed. The training was organized at the CARD office on June 15, 2007. 9 people from the cooperatives participated in the training.

The training consisted of 2 parts: theoretical training and practical questions & answers sessions. During the first session Karen Kirakosyan introduced the key articles of tax laws (VAT and Profit tax) as well as specifics of taxation of agricultural production. The issues currently present at the cooperatives were introduced



that may create ground for VAT taxation.

Special emphasis was made to the registration of cash inflows of the cooperatives as grants or donations (membership fees) instead of showing them as an income.

After the theoretical session, the participants actively discussed the material learned and expressed their opinions about this or that issue.

As a result of the training the participants improved their knowledge in accounting and financial management which will help them to better manage their cooperatives and avoid taxation issues and ambiguities.

THE DUTCH TRAINERS HOLD SEMINAR AT CARD

On June 6, 7 and 13, 2007 Danny Appelboom and Carry Beekink, both of the Netherlands, conducted training on Business Development, Fundraising & Proposal Formulation at the CARD office. The training was organized by UMCOR Armenia and CARD (Center for Agribusiness and Rural Development). Among the participants were the CARD staff members as well as representatives from UMCOR, FAA, Business Support Center, ASAU Extension Department and ARID Goat Breeding Center. The purpose of this initiative was to strengthen the capacities of attendees in proposal writing addressing the specific needs of donors and the importance of using the right tools to do so.



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The topics of the training were of much importance to everybody present. The subjects discussed included elements which were crucial and fundamental for any organization seeking self-sustainability. During the training the participants could learn much about how to design a sustainable business plan, how to structure a proposal according to the needs of a donor, how to understand the overall elements of the funding process, how to examine different types of donors, their characteristics etc.



It was an interactive course where all the trainees actively participated in the discussions and shared their experience and knowledge.

At the end of the training the participants were given certificates of completion.

According to the feedback from the participants, they were provided with highly professional training on business planning, fundraising approaches and techniques and proposal development skills.

CARD

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New Milk Collection/Marketing Units in Tavush Region

On June 20, 2007 during a press conference organized at the UN House, the United Nations Development Programme, the Center for Agribusiness and Rural Development and



Ashtarak Kat Closed Joint Stock Company signed a Memorandum of Understanding to establish milk collection/marketing units and farmers cooperatives in Varagavan, Tovuz and Nerkin

Karmiraghbyur located in Tavush region.

Within the scope of this Memorandum the parties agreed to share the following responsibilities:

- The UNDP “Performance Budgeting at the Local Level” and “Global Compact Armenia” Projects will renovate the buildings for the milk marketing units provided by Varagan, Tovuz and Nerkin Karmiraghbyur and provide 2 milk collection trucks to organize transportation of milk.
- The Center for Agribusiness and Rural Development (CARD) will install milk collection and testing equipment. Also CARD will provide technical assistance to the local farmers on herd improvement, feeding and housing, as well as establishing Milk Marketing Cooperatives.
- Ashtarak Kat Closed Joint Stock Company will buy the collected milk from the Milk Collection and Marketing Units.

USDA/CARD introduced the concept of milk collection units in rural Armenia years ago to help farmers to produce bulk milk with quality standards for further marketing to processors. As a result of model project implemented by USDA/CARD many private, donor and public organizations adopted the concept.

For example last year through 22 milk collection units established by USDA/CARD more than 2500 farmers from around 75 communities marketed more than 5000 tons of milk and received about 1,5 million USD cash.

As a result of continuous negotiations with UNDP for possible cooperation in agricultural and rural development programs Sevak Manukyan, CARD Deputy Director, came up with a motivating proposal: establishment of milk collection units in 3 remote communities in Tavush region.

Due to Felix Vardanyan’s (CARD Rural Development Manager) good leadership the RD team, and particularly Areg Gedeonyan (CARD RD Projects Assistant) worked hard to design the project and present to UNDP.

The UNDP Resident Representative Ms. Consuelo Vidal opened the ceremony by welcoming the parties and everybody present. She highlighted the importance of establishing such milk Collection and Marketing Units which “will serve local communities of Tavush region, and more than 200 farmers will benefit from them”. Ms Vidal also emphasized “the fantastic work performed by CARD” and its role in the development of rural areas.



A. Godfrey, Charge d’Affaires of the U.S.

Embassy mentioned that he was privileged to participate in such an important event supported by USDA-FAS and implemented by CARD. He also added the US Mission was proud of supporting initiatives related to economic development and acknowledged the collaborative team of UNDP, CARD staff, private sector milk processor Ashtarak Kat and local farmers, all of which were going to contribute to the establishment of these milk collection and marketing units and introduction of new technologies to improve milk marketing and increase incomes in rural areas.

Gagik Sardaryan, CARD Director, thanked everybody who made this joint project possible. He also mentioned that this project as well as this partnership might open new doors for further collaboration.

Staff news

CARD Employees Are Acknowledged for their Excellent Performance

On June 15, 2007 during a staff meeting the CARD staff members congratulated Tigran Harutyunyan, former Logistics and Warehouse Coordinator and current Finance Specialist, Andrey Araksyants, Food Quality Assurance Specialist, and Artak Khachatryan, Rural Development Specialist, who were awarded certificates of appreciation by the CARD Director Gagik Sardaryan for their outstanding job and great contribution to CARD’s welfare. Their efforts had been also well noticed and acknowledged by Sean Carmody, USDA FAS Coordinator, as well as many visitors/specialists from the U.S. and other countries.

During the awarding ceremony Gagik Sardaryan mentioned: “The CARD staff members have always been recognized for their devotion and commitment to their work. Each employee is unique in his/her professional skills and individual characteristics, and the contribution of each of them is considerable and very much appreciated”.