

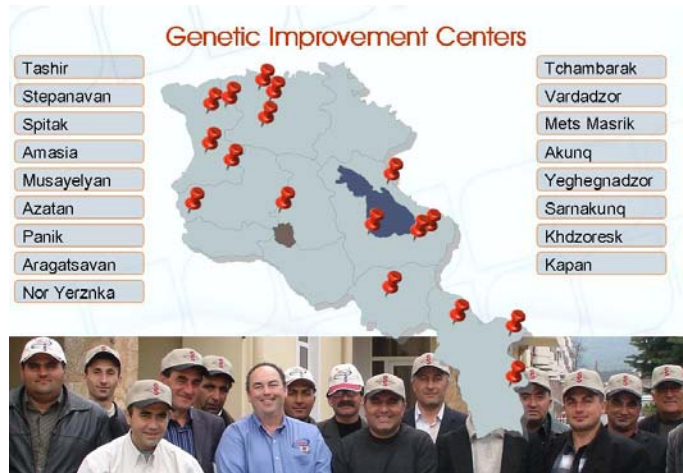


**Breaking news**

**CARD CONTINUES EXPANDING THE NUMBER OF SKILLED AI TECHNICIANS THROUGHOUT ARMENIA**

Since 2005 CARD has launched the “Dairy Herd Management” project, which is aimed at improving the genetic traits of dairy herds in Armenian farms. In the last two years CARD Foundation provided financial and technical assistance in the implementation of a wide range of activities related to improving the genetic traits of cattle herds throughout Armenia.

Thus, 15,050 doses of Holstein, Swiss Brown, Jersey dairy



breeds and Angus beef breed semen have been imported to the Republic of Armenia. 10,000 doses have been distributed so far.

Every year, within the scope of the aforementioned program CARD organizes seminars for cattle-breeders and veterinarians from different regions of Armenia, ASAU professors, students and specialists from the RA Ministry of Agriculture.

This time CARD took the initiative of organizing a train-the-trainer program specifically for 25 veterinarians invited from all the regions of Armenia.

The three-day training course started on April 1<sup>st</sup>, 2008 in Stepanavan town of Lori region. The seminar was delivered

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by Joel Mergler, representing Select Sires Company, U.S. The main topics covered during the course were as follows: the AI technique in cattle, anatomy and psychology of cattle, rules for managing body condition of cows, estrus cycle synchronization and semen handling. The training also included a practical part.

According to Felix Vardanyan, Rural Development Department Manager, the attendees will share the knowledge gained with other specialists in their communities, and in the next couple of years we can see real increase in milk and beef production at farm level, which will bring more income to farmers.



**CARD**

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## LAMB MEAT PRODUCTION AND MARKETING INITIATIVE

On April 10, 2008 the CARD Rural Development and Agribusiness and Marketing teams made a presentation on the Lamb Meat Production and Marketing proposal for fundraising purposes at the house of Charles Masraff, chairman of the Burns Committee.



*For the past 10 years here in Armenia people have gathered once a year (on or around 25<sup>th</sup> January) to celebrate Burns' night. This annual event is organized by the Burns committee in conjunction with the British Embassy.*

*In Armenia, Burns' night is not simply about having a good time. An important element of the evening is fundraising. Each year a substantial sum of money is raised through sales of tickets, raffle-tickets and the proceeds of the charity auction on the night of the event.*

*In 2007 \$25k was raised and from these funds a variety of causes have benefited. In addition, through joint collaboration with CARD; initial research was undertaken into ways of assisting poor families in rural areas to improve their economies and standards of living.*

This year along with other charities the committee, in conjunction with the British Embassy, intends to use the sum of approximately \$22k gathered to assist in the development of the CARD's Lamb Meat Production and Marketing initiative in Mets Masrik village of Gegharkunik region.

The project is aimed at increasing farmers' capacity in high quality lamb meat production and meat marketing opportunity, thus increasing farmers' income from sheep livestock farming and creating ground for sector development.

The project will include three stages: a) Assistance in establishing a Meat Production Marketing Cooperative; b) establishment of slaughtering and meat distribution system; c) follow-up technical assistance and trainings.

The presentation at Mr. Masraff's house was attended by representatives from the UK Embassy, AUA Turpanjyan Rural Development Project, MCA, HSBC Bank Armenia, ACDI/VOCA and others.

The participants were interested to know about CARD's background in agribusiness sector development and the major achievements in the dairy sector, as well as the main approach in establishing of the Meat Production Marketing Cooperative, animal slaughtering and meat distribution.

It is based on the consistent development of all the levels of meat production chain, starting from feed production and ending with high quality lamb marketing.



The great efforts made by the Burns Committee and the CARD team's hard work attracted additional funds for the successful start-up of the project.

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## Khachik Village: Establishing of a Fruit-Tree Nursery

On April 11, 2008 the Young Farmers' Club members welcomed CARD representatives in their home village of



Khachik to help start-up to a nursery for pears, cherries and other fruit-trees. This was truly a happy occasion for the young villagers.

After the demonstration of the planting procedures by Anna Karapetyan, CARD Youth and Gender Program Coordinator, one of the club members made his first try and then others followed his example. In a minute or two the entire group burst into helping each other and planting rootstocks.



The Young Farmer Club was established in 2007 by CARD. The aim of the Young Farmer Project is to increase employment opportunities for youth, ages 20-25, through organizing a Young Farmer Club in Khachik village of Vayots Dzor marz.

CARD developed the idea of involving club members in establishing a nursery garden to grow rootstocks of different fruit-trees. The maintenance of the nursery will keep the youth busy, whereas the rootstocks will become a source of income for them.

Thus, the project is of strategic significance for Khachik village, as it partially solves the problem of widespread unemployment in the village and consequently helps to prevent migration.

## VELVEETA CHEESE

Velveeta cheese has been a staple in American cupboards for years now and is much loved for its versatility and its ability to be used in many dishes as well as simply by itself.

Velveeta is the brand name of a processed cheese product first made in 1918 by Swiss immigrant Emil Frey of the Monroe Cheese Company in Monroe, New York. In 1923, The Velveeta Cheese Company was incorporated as a separate company, and was sold to Kraft Foods in 1927.

Velveeta features a soft, creamy texture and a distinctive taste that advertisers compare to cheddar cheese, and it is noted for its easy melting. Some consumers compare Velveeta's taste to American cheese, Cheez Whiz, and Easy Mac. The product is made, in part, of whey, a by-product of cheese-making. Velveeta is classified by the United States Food and Drug Administration as pasteurized process cheese product. For a time during the 1980s, Velveeta used the advertising jingle, "Colby, Swiss and Cheddar, blended all together" in its U.S. television commercials to explain its unique taste. Velveeta does need to be refrigerated after opening.



In 2002, the FDA warned Kraft that Velveeta was being sold with packaging that described it as a "pasteurized processed cheese food," which the FDA claimed was false ("cheese food" must contain at least 51% cheese). Velveeta is now sold as a "cheese product," using a term for items that contain less than 51% cheese.

In National Lampoon's parody "Doon" Velveeta is referred to as "The Cheese That Cannot Die." This is probably due to the long shelf-life of the product. On the next issue of Gourmet Corner we will talk about the French Brie Cheese.

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