



Breaking news

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2008 WORLD WIDE SIRES DISTRIBUTORS CONFERENCE

Every three years The World Wide Sires Organization (WWS) hosts an International Conference for its distributors. This year, the event was held in Rome, May 12-14, with more than 150 distributors and WWS staff in attendance.

As an official distributor of WWS since 2005, Armenia was represented by CARD Rural Development Department Manager, Felix Vardanyan, and CARD Dairy and Beef Specialist, Arman Ohanyan.



“All the speakers representing the WWS staff were for the one and the same motto, which is: To consider all distributors as a corporate family united for one objective – the genetic improvement in dairy cattle breeding.” Arman Ohanyan said.

CARD representatives had an opportunity to meet old friends and colleagues from Latvia, Georgia and Poland.

“It was a pleasure to see Tony Evangelo and Joel Mergler there too.” Felix Vardanyan said.

Although the next International Conference will be held in Turkey in 2011, WWS intends to organize mini conferences in the coming years.

WWS used the forum to report on the Company's achievements and introduce future activities.

“It was impressive to learn about the WWS history of almost 40 years, a long way from the very start until the present.” said Arman Ohanyan.

Distributors had a chance to learn about the newly developed World Wide Sires University (WWU), an online library of dairy related information targeted for WWS international distributors and customers. The site will provide relevant information to help dairy producers around the world make well-informed business decisions and increase profitability. More than 40 dairy experts have volunteered to serve as WWU Professors and be available to answer user's questions by email.



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TRAINING WORKSHOPS AT SETYM

From 19-30 May 2008, CARD Director, Gagik Sardaryan, and Deputy Director, Sevak Manukyan, participated in SETYM-organized seminars on leadership and project team management and operational project programming and control.

The seminars covered topics including: leadership and project team management, communication skills and implementing change, programming, staffing and scheduling, budgeting and cost control.

SETYM, a leading professional training and consulting company based in Canada, offers project management training solutions to public sector managers from around the world in addition to institutional support, technical assistance and other consulting services in the field of project management.



SETYM's seminars are based on the practical application of project management tools and techniques. The courses are designed to meet the needs of project managers in key positions (project coordinators and their team, directors and managers working in financial and administrative departments) working on projects financed by international organizations such as the World Bank, the Asian Development Bank, the Inter- American Development Bank, the African Development Bank, the Caribbean Development Bank, the European Union, the United Nations Development Program, the Canadian International Development Agency or the United States Agency for International Development.

“The training seminars, their curricula and presentation professionalism were at the very high level,” said Gagik Sardaryan. “The seminars were for the advanced level professional managers. The knowledge gained from these seminars was essential for practical application at CARD. Definitely, this knowledge will bring fresh and advanced ideas to improve CARD’s management in general and project implementation strategies in particular.”

Mr. Sardaryan and Mr. Manukyan will take knowledge and materials to develop training curricula for CARD staff and



provide on-going workshops to cover issues to be addressed by staff.

“Good leadership falls into good team and good team can overcome any problems and issues along the way of business development,” Mr. Sardaryan said.

“Overall, these training seminars undoubtedly enhanced our capabilities to improve team productivity and effectiveness by implementing modern team building principles, advanced principles of project design, implementation and control,” added Mr. Manukyan.



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“Transportation-Logistics-Yerevan 2008”

CARD, in conjunction with ArmenPack Association, organized the first conference on transportation and logistics in Yerevan, May 16-17, 2008.



The event was chaired by Suren Chibukhchyan, president of the ArmenPack Association, Leonid Mirotin, head of the Logistics Coordination Council of Russia and Suren Aghbalyan, pro-rector on scientific activity at the Yerevan State Engineering University.

More than 50 guests from France, Germany, Poland and Russia attended the event including representatives from the French University in Armenia, the Ministry of Transportation and Communications, Media Holding "Antares", *Logistics* journal (Russia), Armenian State Agrarian University, Yerevan State Engineering University, Farmers' Associations, ACDI/VOCA, professors of technical and economic sciences, CARD Agribusiness and Marketing Department representatives.

Local and foreign specialists from Russia, Germany and France presented on topics including: logistics management of regional links, optimization of shipments and distribution systems, storage and packaging, exchange of experience, the use of computer technologies in modern logistics, world trends

Upcoming Events

June 20: Project opening – Establishment of a Milk Marketing Cooperative and a Milk Collection Unit in Buzhakan village, Aragatsotn region.

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in logistics, improvement of transportation solutions, successful practices and present logistical issues in Armenia.

Following the conference a list of issues was submitted to the representative of the Ministry of Transportation and Communications for further consideration.

The conference will support Armenian specialists and companies involved in packaging and food processing in order to compete with the current packaging and transportation logistics innovations.

BRIE CHEESE – THE FRENCH REVOLUTION OF FLAVOR

You may be familiar with American tasty bread which can be found in both wheat and white varieties. The distinctive mark of the spread is that it is very soft with a cross or rind. The white of the bread is made partly from egg whites in the rind being made from egg yolks.



Now, picture the look of the American tasty bread as a cheese and you will have a clear image of brie cheese. This kind of cheese is made from cow's milk, and it originated from a province in France called Brie, hence the name for the cheese. Its body is colored white with pale tones. But the distinctive look of the cheese is provided by the rinds, much like the American tasty bread. The rinds are likewise darkly colored, but it is not made from a different material, rather, it is the result of the preparation process.

If there is one type of cheese that makes you think of France it's got to be brie cheese. Brie is one of France's most popular cheeses and consists of cow's milk and rennet gathered from the lining of the cow's stomach. These two ingredients are heated and cast into molds where they sit drying for a day.

After that, brie is usually aged for four weeks at least. It is a rather complicated process, so much so that in past centuries, brie cheese was called the King's Cheese because it was prepared for novelty and citizens belonging to the ruling class. All this changed during the French Revolution, of course, when the idea of classes was broken. But brie cheese remained to be a favorite of those who are well off, if not in France, from all over the world.

On the next issue of Gourmet Corner we will talk about how to enjoy cheese curds when they are no longer fresh.

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