



Breaking news

CARD LAUNCHES THREE NEW MILK MARKETING COOPERATIVES IN TAVUSH MARZ

Another three milk collection units joined the “family” of over 35 collection units established with the assistance of CARD. In August, 2008 the opening ceremony of milk marketing cooperatives in Varagavan, Tovuz and Nerqin Karmraghbyur villages of Berd region of Tavush marz was held.



The cooperatives are targeted to start generating incomes for dairy farmers in the region, where milk marketing was formerly being implemented casually by individual farmers processing milk and selling in nearby cities. The limited market of the milk led to substantial decrease of livestock and bringing commercial dairy farming almost to none. Thanks to cooperation of UNDP, CARD and milk processor Ashtarak Kat the 6 villages of the region can collect, cool and market more than 700 tons of milk annually generating over \$250,000 incomes for more than 600 subsistence dairy farmers of the region. The milk collection units (MCU) are being managed by farmers’ owned milk marketing cooperatives, which ensure public control over MCU’s management. Along with public management the cooperatives provide farmers with higher bargaining power to collaborate with different milk processors for attaining better marketing (price, pricing policy, and other benefits) of the milk. The Milk marketing cooperatives also

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impact the social side of the village life, being engaged in Benevolent and CSR activities, such as supporting



community schools and kindergartens with supplying milk for children. CARD, remaining loyal to its approach of consistent dairy chain development, will continue assistance to the villages aimed at increasing dairy farming efficiency by introduction of advanced farming technologies, improved cattle genetics and high value feed crops.



“Armenian Traditional Cuisine” Show-Presentation at Armenia Marriott Hotel

On August 26, 2008 CARD held a presentation on “Traditional Cuisine” project implemented within the framework of CARD Youth Program. The event took place at Armenia Marriott Hotel with the participation of more than 100 guests, including representatives from different Embassies in Armenia, local and international organizations and NGOs as well as media people.

During the show the top 10 Youth Clubs from all regions of Armenia presented food and recipes typical to their specific



region. The presentation was embellished with national songs and dances. Also the book “Armenian Traditional Cuisine” was presented during the event. The book was published as a result of the “Traditional Cuisine” regional tasting shows held in all 10 regions of Armenia within the period of September to October, 2007 in the frames of CARD Youth Program.

The purpose of those regional tasting shows was to revive and maintain national cuisine and traditions as well as to ensure the occupancy of 106 rural youth clubs with members of 11-16 years of age. The events were accompanied by national songs and dances, different games and expositions.



Scholarship to Commemorate Felix

We would like to inform you all that we have opened an account to set a Scholarship, which will be donated to Felix’s foster child/ his nephew, Narek.

Narek is now a residency student in Yerevan Medical University, majoring in vascular surgery. In the meantime he is getting ready to apply to residency program in an American University. This year he graduated from the Medical University with Honors Diploma with a score of 9.8 points out of 10. To graduate residency and emphasize on his studies he needs support at least for a year to cover the minimum of his living cost. Felix’s unexpected passing away has left him without any support.

By donating we will commemorate Felix’ memory and will help a very bright young Armenian man, a future brilliant doctor on his path to realizing his and Felix’s dream.

CARD has opened an account for Narek Veranyan in HSBC Armenia Bank

Acc. No. 003-056546-046

SWIFT: MIDLAM22

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MASCARPONE CHEESE – THE CREAMIEST

Mascarpone cheese is a favorite of many with its rich creamy taste. Consisting of three layers of sumptuous dairies, the spreadable cheese is like three mouthwatering cream cheeses layered into one. Originating in Lombardi Italy, mascarpone is still a favorite there.



Unlike Gorgonzola and Mozzarella cheese, mascarpone is not named after the town where it was first processed. Instead, its name is traced to the Spanish phrase "mas que bueno" which literally means "better than good." Yes, it may be quite a bold claim, but it is a claim that has been proven.



Regardless of where its name came from, one thing is for certain: mascarpone cheese is one of the most highly desirable cheese types in any cheese aficionado’s wish list.

Mascarpone cheeses most popular use is in the Italian dessert tiramisu. This creamy delicacy fills in the layers between the cake induced tiramisu the exotic taste that has many coming back for more.

On the next issue of Gourmet Corner we will talk a little about String Cheese.