



# Center for Agribusiness and Rural Development MONTHLY NEWSLETTER

December 2008  
Volume 2, Issue 12

## BREAKING NEWS

### Ninth annual Wine and Cheese tasting at US Embassy

On December 12, the Center for Agribusiness and Rural Development (CARD) and the U.S. Embassy held the Annual Wine and Cheese Tasting. Every year, the retailers, restaurant owners, local vendors and members of the international community have the opportunity to sample wines and cheeses produced by Armenian producers supported by CARD.



U.S. Ambassador Marie L Yovanovitch opened the event by welcoming the guests and expressing words of appreciation to CARD for its active involvement in the organization of the event and for its contribution to the development of agriculture in Armenia. Sean Carmody, USDA Program Coordinator in Armenia and Georgia introduced CARD as an organization assisting farmers and agribusinesses in the production and market-



ing of food and related products. This year, 9 cheese producers and 6 wine producers presented 20 varieties of local cheeses and 20 types of Armenian wines. New cheeses were presented for tasting, among them: Gouda, Telak, Sheep Feta Cheese and Tigrani. During the event the visitors had the chance to taste different types of Armenian wines and cheeses beautifully displayed on the tables and enjoy pleasurable sounds of piano and violoncello throughout the evening. The event concluded with the serving of sweet wine and Armenian chocolates and cheese cakes.

## RURAL DEVELOPMENT

### Partnering for development, CARD and Ashtarak Kat will cooperate towards dairy farming improvement

On December 12, 2008 CARD and dairy processor Ashtarak Kat officially signed the memorandum of understanding, by which



parties decided to launch joint project of fostering genetic improvement of cattle in 4 regions of Armenia. At the first stage the initiative will involve over 150 dairy

farmers supplying milk to "Ashtarak Kat" LLC. The project will particularly focus on the following goals:

- Assist farmers with obtaining at least 2000 dozens of high quality bovine semen, imported from WWS USA.
- Organize trainings and raise the level of qualification of veterinarians and Artificial Insemination (AI) specialists in several communities of Syunik, Gegharkunik, Lori and Shirak marzes of Armenia.
- Organize consultancy trainings for milk producing farmers to explain the benefits of artificial insemination and to increase farmers' awareness in advanced

As maintained by Rafayel Muradyan, deputy director of Ashtarak Kat, the milk supply of Armenia is limited, and processors must start thinking about helping farmers to increase the milk yield and milking efficiency. By consolidating business interests of Ashtarak Kat with technical capacities and know-how of CARD Foundation, we a set of issues that farmers are currently facing will be solved. On one hand, this will result in solving global concerns of

processors such as milk seasonality and quantity; on the other hand it will help farmers to increase efficiency, will decrease cost and will generate more cash for rural



families. The project has an objective to increase the number of beneficiary clients up to 700 by the end of 2009.

CARD started AI program as a small demo project to introduce best US cattle genetics to Armenian farmers by importing 200 dozens of semen and transferring the technology.

Today many private veterinarians and farmers are aware of the technology and utilize it as a part of their business. According to CARD dairy specialist Arman Ohanyan, who is a project coordinator and counterpart of David Slusser, the dairy expert from Pennsylvania State University, USA, more than 85 specialists have been trained and about 15000 doses of semen have been distributed throughout Armenia during the last 3 years. And at this stage the biggest dairy producer in Armenia is planning to invest further in artificial insemination program to improve local cow genetics. And this will be done in collaboration with local communities and CARD Foundation.

## **RURAL DEVELOPMENT**      **CARD Foundation staff member participation in John Deere Fundamental Training**

Since July 2008 CARD Foundation has been cooperating with world famous agricultural machinery producer John Deere Company. Within the framework of the cooperation John Deere sales and service specialists visited CARD office and conducted field visits for meeting with farmers to discuss the potential of Armenian market for introduction of John Deere agricultural machinery as well as to present John Deere agricultural machinery.



Afterwards CARD staff member Artak Khachatryan was invited for participation in John Deere Fundamental Training Program. The training program was conducted in different factories in Europe. The training was very detailed and informative. During the training the technical specifications of John Deere tractors of different series, sprayers, combines, balers, forage harvesters, etc. were presented.



## **MARKETING**      **Training on organic food concept and marketing for retailers**

On December 11, the Center for Agribusiness and Rural Development Foundation in partnership with EcoGlobe LLC, organized training for salespeople of Yeristyan and Son's and Arbad supermarkets. EcoGlobe LLC is the only



organic certification body in Armenia and it provides up to date trainings on organic food regulation, production, processing and other topics.

The training had an objective to increase awareness on organic food for salespeople and managers of the stores and supermarkets who in turn educate Armenian consumers on organic food advantages.

Director of EcoGlobe LLC, Nune Darbinyan provided up to date information for supermarket representatives on organic food concepts, organic food certification and marketing as well as organic food advantages and characteristics.

Organic products are gradually occupying a spot in the supermarkets in Yerevan, and there are several types of local and imported organic products available these days.

