



# Center for Agribusiness and Rural Development MONTHLY NEWSLETTER

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## **BREAKING NEWS** COLLABORATION WITH “STRATEGIC DEVELOPMENT AGENCY” NGO

Starting from December 2008 CARD Foundation and “Strategic Development Agency” NGO (SDA) began collaboration in the framework of “Dairy herd genetics improvement” program. Later on, in 2009 it was ratified by the bilateral Memorandum of Understanding. SDA is implementing different development programs in Goris region of Syunik marz. The main concept of the bilateral Memorandum of Understanding is the introduction of new technologies in the area of cattle artificial insemination. The project included implementation of the following step-by-step activities.



1. Provision of equipment and tools necessary for artificial insemination
2. Training for veterinarians and other specialists on artificial insemination
3. Training for dairy farmers on artificial insemination

All above mentioned activities are implemented using resources provided by SDA and CARD Foundation technical support. A theoretical and practical seminar was held in Goris, for 11 specialists working in different communities of Goris area. The specialists were introduced to new advanced technologies and input supplies for farmers. Theoretical part was followed by practical activities conducted on the farm selected beforehand; the technology was applied on the cattle rejected as defective. The wrapping up of the training was held in Sarnakunk village, Syunik region, where the specialists had a chance to observe cross-breed calves (Holstein, Brown Swiss and Jersey) bred from the semen imported from World Wide Sires.

## **RURAL DEVELOPMENT** ESTABLISHMENT OF DRY AND CANNED FRUITS PRODUCTION

The Women Group of Saghmosavan village was established in spring of 2008. Seven women with different backgrounds were included in the group. In average 300 tons of fruits are harvested per year of which about 100 tons are hard to sell due to difficulties currently existing in the areas of transportation, packaging and marketing.



Saghmosavan village Women Group has initiated production of dried and candied pears, peaches, apples, figs and sour lavash. The initial batch size was 1 ton of locally grown

fruits. It is worth mentioning that the majority of dried fruits are produced from fruits grown in organic orchards.

As a result of this project new jobs were created and over 600 kg of different dried and candied fruits were produced. Women are motivated to continue production of value added products and penetrate the market further.



The group is very active and is eager to learn; they participated in a number of different seminars and trainings on organic farming and agrotourism. In the future, the group is intended to improve the quality of their production and develop modern packaging.

London School of Public Relations is a leading institute in the United Kingdom that provides wide range of the trainings in reputation management and other relevant



fields. Besides operating in London, School has its branches in many countries worldwide. The clients of the organiza-

tion are world leading companies such as British Petroleum, Air France, BBC, Siemens, Orange, Mars etc. The London School of Public Relations has been in existence since 1992 and has continued to innovate and improve upon its educational approach ever since. LSPR is a pioneer in teaching integrated marketing communications with a special emphasis on PR, and its special approach has been adopted by leading PR organizations in over 10 countries. Furthermore, LSPR has been instrumental in exploring the relationship between PR and reputation management. Indeed, LSPR strictly speaking is more about reputation management than “old style PR”. CARD employee, Economist and Marketing Consultant Armen Harutyunyan, participated in Diploma Course which covered a wide range of subjects such as Reputation Management, Branding, Crisis Management, Media Relations and others. The course was taught by highly professional staff including the director of London School of Public Relations John Dalton, Course Director Dalal Nageh and Journalist and Freelance Writer Jerome Monaham and Christopher Mason. During the course the students had the opportunity to put theory, learnt through lectures, into action through several case studies, assignments and projects. The students of the course were from Bra-

and Saudi Arabia. Indeed this was a good opportunity to share different perspectives on the matter. Effective use of marketing communications and tools of reputation management is becoming increasingly important nowadays since companies are more oriented toward creating strategic relationship with their stakeholders. Companies are becoming more social and use of new technologies make it easier and faster to communicate with several stakeholders.



One of the results of the training is the increased awareness in various tools of reputation management. In addition, new technologies in the area of public relations were introduced, which will help CARD operations to become more transparent and efficient, as well as reach more farmers and agribusinesses throughout Armenia.



Besides the training, future cooperation with the London School of Public Relations was discussed with the management of the school. One of the outcomes might be the organization of this type of training in Armenia, using the opportunity that the school has several other branches all around the world.