



Center for Agribusiness and Rural Development MONTHLY NEWSLETTER

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BREAKING NEWS

USDA REPRESENTATIVES VISITING CARD CLIENTS

The Center for Agribusiness and Rural Development (CARD) hosted Robert Curtis –Director of Development Resources & Disaster Assistance Division of USDA. Mr. Curtis visited several projects funded and supported by USDA and CARD Foundation, among them: Bilyan meat processing unit, Arcolad chocolate production and VET Unit in Aragatsavan village, Aragatsotn marz.

The first visit was to Bilyan sausage production unit where Mr. Curtis had a tour around the facility. The USDA visitor was introduced to the variety of products and was given a detailed explanation on the production process.



Mr. Bilyan also informed about the initiative for building a slaughterhouse which will provide an opportunity to carry out the slaughtering in more hygienic conditions.

The next visit was to Arcolad chocolate production unit. Arcolad buys dry fruits and walnuts from the farmers from different regions of Armenia, mainly Armavir, Aragatsotn and Tavush, for the production of chocolate coated delicious bonbons. Currently they produce such varieties as: dried apricot with walnut in chocolate, dried apricot with marzipan in chocolate, dried peach with walnut in chocolate, dried peach with marzipan in chocolate, dried melon roll with smashed walnut in chocolate, etc. which are the bestsellers of the company. Arcolad had 34% income increase in 2007-2008. And certainly farmers are benefiting from this. This leads to creating more jobs in rural areas thus enhancing rural livelihoods.



The director of Arcolad, Emil Harutyunyan, also informed that they are currently trying to introduce their products in neighboring Georgian and Russian markets.

CARD/ USDA supported Village-based Examination and Therapy Unit (VET Unit) in Aragatsavan village, Aragatsotn marz was of great interest too. Mr. Curtis got acquainted with the community veterinarian Hunan who supervises procedures related to Artificial Inseminations, vaccinations, herd health management, and animal disease control. Hunan gave a tour around the barn, showed the calves some of which were the result of the artificial insemination; also spoke about the great importance of cattle dehorning which has significantly decreased the cattle mortality. Hunan expressed his gratitude to USDA/ CARD and concluded that due to this collaboration, he has 200 heads of cattle whereas he started only with 5.



DANIEL ROSENBLUM AND JENNIFER WASHELESKI VISITING GETNATUN WINERY

“Center for Agribusiness and Rural Development” CARD hosted Daniel Rosenblum and Jennifer Washeleski from the Office of Coordinator of US Assistance to Europe and Eurasia, US Department of State and organized a tour to Getnatun winery. USDA/ CARD implemented several projects in Getnatun winery, which involve targeted technical, marketing and financial assistance. Getnatun winery started its operation having 2 small pieces of old Soviet equipment. At that time he bought 1000 kg of grapes from 2 farmers and was able to produce only 700 bottles of wine annually. However, today, due to USDA/CARD support this is a state of art production. Winery processed 250 tons of grapes last year buying grapes from more than 70 farmers and currently produces 4 different kinds of wine.

USDA/CARD introduced basics of food safety and sanitation standards, new packaging solutions for targeting tourists, as

well as new lab equipment and modern methods of lab analyses. Through CARD support the wines were presented at London Wine Fair and other international exhibitions. Financial assistance has been provided for the purchase of grapes. And recently the winery was supported with the construction of tasting hall which will boost the influx of tourists to the winery and will create additional source of income.



On April 18, 2009 an opening ceremony of computer class for the Orphanage children was held in Gyumri, Shirak marz. The project started on November 16, 2008, when an exhibition-sale of pictures and carpets made by the Orphanage children was held in the "Puppet Theatre" in Yerevan. The funds raised during this exhibition-sale have been used to support Gyumri



"Huys" Orphanage for the establishment of a computer class. The project has been implemented in cooperation with AGBU (Armenian General Benevolent Union) Young Professionals Yerevan group, who leveraged resources for the computer class and renovated one of the rooms of the orphanage. AGBU and CARD Foundation also provided furniture and the necessary equipment (computers, monitors, printer, TV, digital photo camera, etc.) for the class.

This project will help the children to acquire new skills and learn new things. The internet connection will be a remarkable opportunity for the Orphanage children link with other children from all over the world. This will open up new doors, and new perspectives for the students of the Orphanage.

YOUNG LEADERS READY TO DEVELOP THEIR COMMUNITIES

On May 11, 2009 21 young people from 5 villages of Gegharkunik region had a tour around CARD office and got acquainted with the department activity and CARD staff. The tour was organized by Robert Dietrich, the Enterprise Development Advisor from US Peace Corps. The purpose of the visit was to introduce the projects implemented by CARD Youth Program and CARD Foundation in general.

The youth from Lchashen, Tsovazard, Tsovagyugh, Tsamakaberd and Gomadzor villages are trying to establish youth teams of active, informed and empowered stakeholders in Sevan rural community. This orientation seminar will help them to come up with ideas to act as catalysts for positive change and development in their local communities.

In addition they will use the gained knowledge for the preparation of the pending competition to be held by Technodrom NGO and US embassy. The winner will be provided \$1500 for the community development initiative.



DAIRY EQUIPMENT SOLUTIONS TRAINING IN MOSCOW

In April 2009, CARD employee Areg Gedeonyan participated in training program on advanced dairy equipment, held in Moscow. The training was organized by DeLaval: one of the leading dairy equipment producers worldwide with accumulated wealth of knowledge in the field.

The two-week training was particularly focused on various milking equipment suitable for wide range of farms. The knowledge obtained will significantly contribute to the services CARD provides to its clients on daily basis. CARD has been involved in

promotion of machine milking, and is a pioneer in assisting farmers with adopting machine milking practices after the collapse of Soviet Union. The training covered an array of issues related to machine milking technologies suitable for both tied-up and free housing technologies with cattle size varying from 40 to 500.

Statistical observation show that every third cow worldwide is being milked with DeLaval equipment. Thanks to CARD cooperation with DeLaval, this knowledge and technical assistance is now available to every Armenian household interested in increasing effectiveness and efficiency of its Dairy business.

