



Center for Agribusiness and Rural Development MONTHLY NEWSLETTER

May 2009
Volume 5, Issue 1

Trainings Spreading food safety knowledge through school age children

Involving youth in USDA Food Safety initiatives facilitates the process of successfully reaching adults with public health messages.



Based on desk research carried out by Louisiana State University Ag Center, the Ukrainian experts along with CARD Food Safety staff developed the Consumer Awareness Campaign (CAC) document that explains principles and approaches of the campaign, and outlines details of particular activities.

The campaign aims at key target groups of consumers. It intends wide communication to consumers via mass media and through consumer protection groups. The meaning of food safety, consequences of consumption of unsafe food, possible abuses by processors and sellers, and ways of identifying/avoiding these abuses are covered through the activity.

Development Supporting with Marketing of Arcolad Chocolates

Arcolad CJSC is a small and unique chocolate producer which started its operation in 2005. 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. The product is differentiated from the other products produced in Armenia, due to usage of high quality chocolate and local dried fruits.

From the very start of the business, CARD supported the company with creation of links, promotional materials and stands in the stores such as Star, SAS, Yeritsyan and Sons, Marriott Armenia Hotel, Duty free etc.

At this point Arcolad CJSC has short, but successful history. However, the lack of special shelves with thermoregulation necessary for keeping chocolate in favorable conditions to present the product in its prime state and the financial crisis had their negative effects on growth of sales.

To solve this problem CARD supported Arcolad with implementation of a demo project, namely to import specialized thermo-equipment with appropriate shelves with thermo regulation designed to keep the chocolate in the most proper conditions.

The training program for school children is an important component of the Campaign. In May, the training was organized in four schools in Syunik, Gegharkunik, and Lori marzes. The audience comprised from 4th through 7th year school children as well as their teachers. Total of 230 kids and 20 adults participated in the training. *Basic microbiology, Hand washing and Safe farm* were the main topics of the training. For active participation in exercises, all trainees received awards. The project is still in progress and trainings in other marzes will be conducted as well.



This activity not only helps CARD Food Safety Department to cover a wide number of children from rural areas, but also ensures continuous chain for communicating food safety information. In addition, it turned to be a very effective activity that reaches not only children but their parents as well, particularly through home assignments.

These shelves are currently installed in one of the central specialized shops in Yerevan. The company is going to organize a permanent tasting of the products in the shop, where everybody will be able to taste and buy any of the products of the company. And for that it is even more important to present the best qualities of the product to the customer and the refrigerator will help this. This will be a good promotion and will increase the awareness about the company products and hence will boost the sales in other shops of the city.

It is expected that this project will increase the sales of the company by approximately 15% to 30% annually. This growth will be followed by increase of dried fruit supply and will improve the livelihood of 8 farmers currently delivering about 5 tons of dried fruits to the company.



Special Event The Second Tasting Tour for US Embassy Representatives in Van 777 Winery

May 23, CARD in collaboration with Community Liaison Office of the US Embassy; organized the second wine tasting tour/ dinner in VAN 777 winery for US Embassy representatives. This time the tour was organized for 24 people .

The event involved a tour in the facility, acquaintance with the history of the winery, old and new traditions of winemaking, demonstration of lavash making process, tasting of the wines. Local young singers from the community were invited who spiced up the day with beautiful music. The day was concluded with a dinner.



Within CARD Agritourism development endeavors, the tasting facility has been improved and expanded so that it can host guests throughout the year. As a result of the implementation of the project, the winery will be able to host 50-80 visitors per tour. At this stage CARD is linking the winery with different tourism agencies for further development and expansion of the initiated Agritourism

activities. The interest toward Agritourism activities is evolving with the yearly unprecedented growth of the number of tourists visiting Armenia. Currently, the Tourism agencies are vigorously looking for new alternatives to sightseeing trips in Armenia. VAN 777 Ltd is a small winery in Taperakan Village, Ararat marz. The history of the winery started with the purchase of abandoned land in 1995 which was the year of inception of the construction of the winery. And it took some 12 years for the owner of the winery – Mihran Manaseryan to fulfill his dream and to construct a winery in resemblance of the winery his grandparents owned in the old town of VAN.



Apart from making wine with new up-to-date equipment, he also makes wine the way his ancestors did hundreds of years ago. He uses old clay barrels and gravity method throughout the production process. There is also water well and lavash making facility in the winery which makes the place even more attractive to the tourists. The winery produces Liquor wines from Muscat grape variety and red wines with a brand name "Tushpa" from local grapes.

Currently Van 777 cooperates with 150 farmers of Taperakan and the neighboring villages.

New Staff Varsenik Sargsyan is ready for new challenges

Varsenik Sargsyan joined the CARD team in the beginning of March and acts as an Assistant in the Administrative Department.



Before entering CARD, from 2006-2007, she gave English classes at International House (IT) Yerevan office- one of the largest groups of language schools. Her interest towards languages grew when she became a finalist of Free-

dom Support Act (FSA) Exchange Program in 1997, studied in Friendswood High School, Houston, TX for a year. In 2003 graduated from Yerevan State University, Faculty of Romance and Germanic, holds a diploma in Romance and Germanic Languages and Literature. For the purpose of getting work experience especially in an international organization, in 2005 she served as an intern at INTERNATIONAL Family Services –an NGO based in the US serving the needs of orphans in Europe, Asia and Latin America.

BUSINESS TALE When old Christian Hansen drank rennet

After the establishment of the company in 1874, the usage of cheese rennet quickly became widespread in Denmark, but abroad our founder had to fight prejudice and conservatism. Christian Hansen, therefore, travelled frequently to present the new invention and gave speeches to dairy people.

At such an incident in America, a man in the audience suddenly got up claiming that the "patent rennet," as it was called at the time, contained poisonous acids. Christian Hansen immediately grabbed the glass of liquid rennet in front of him and emptied it in a few swallows. The sceptical man hardly believed his own eyes, but definitely gained faith in the product!

There was, however, one slight side effect to Christian Hansen's determined action. For several days afterwards he suffered from a tremendous thirst caused by the high content of salt in the rennet!



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