

Export of pasteurized goat milk cheese to Los Angeles

By Alex Khaktsyan, Export Specialist, CARD, 1 December 2005

As a logical continuation of efforts undertaken by USDA MAP office in Armenia associated with the development of export market for goat cheese, newly established Armenian Foundation called Center for Agriculture and Rural Development (CARD) began further development of this project in June 2005. As a matter of fact the importer in the United States expressed his will in importing 40 tons of goat cheese.

First of all, a group of potential pasteurized goat milk cheese producers was identified. A decision to start work with four of them was made. The export price was arranged and quantities clarified. Various inspection programs had been applied to assure the right quality of the product, taking into account the strict product quality rules existing in the United States. A quality inspector hired by CARD and the export specialist had been regularly visiting all four of them to eliminate any possible problem during the production process. It took several months of hard work to see who could best follow all the instruction. And as a result, two producers out of four had been selected for exporting the product. The work then continued with these two companies "Selim" LLC and "Vayots Dzor" LLC.

When the production season was coming to the end, it turned out that two companies together produced only around 7 tons of pasteurized goat milk cheese. It would not be cost efficient to load 7 tons in a 40 foot container, so a decision was made to add some other types of cheeses to go with it. After negotiations held with the importer from LA, the export specialist arranged with another valuable producer and exporter to LA, "Daughter Melania" LLC company, to include Lori and Chanakh cheeses in this shipment. "Daughter Melania" with the assistance of USDA MAP had already established its way to exporting high quality Lori cheese to LA. This time, with the assistance of CARD they added another type of cheese, pasteurized Chanakh in brine. This was the first shipment of its kind, where three different types of cheeses were going to be exported to the United States. The final batch of 7,430 kg of goat cheese, 5,000 kg of Lori and 4,500 kg of Chanakh cheese was ready for shipment and left Armenia towards Los Angeles on 13th of December.

The total container load was 16.930 kg of three types of cheeses.

Bon voyage and fantastic sales!