

Center for Agribusiness and Rural Development

NEWSLETTER



“SUN IS THE SYMBOL OF FREEDOM”

Smiling Sun is the symbol of the world-famous SONNENTOR company and store chain, based in Austria. Starting point for the founder and CEO Johannes Gutmann was the idea of selling organically farmed herbs under the logo of the smiling sun on regional and international market, and since then the company has been going through life with a smile for over 20 years. Recently CARD Foundation and the Austrian Development Agency's OASI Project invited Mr. Johannes Gutmann to Armenia to bring some sunshine into the daily routine and share his success story.



Mr. Gutmann visited the Green Day store, the only specialized organic store in Armenia, and the official distributor of the SONNENTOR products in the country. All the people invited had a unique opportunity to enjoy the taste of Sonnentor teas, combined with an impressive dialogue with Mr. Gutmann. Within the frames of the visit Mr. Gutmann delivered an informative and inspiring Master class on his company's success story at the TUMO Center for Creative Technologies. For those present it was really a life-changing experience to hear the story of a man, who managed to transfer a small farm into a company with an annual growth of 10 to 20 percent and with products sold in more than 45 countries worldwide.

The SONNENTOR motto, “Today the SONNENTOR sun is going to rise for you” not only does reflect SONNENTOR's attitude of going through life with a smile, but also the fair partnership with suppliers, producers, employees and consumers- the fair trade lived by SONNENTOR every day.

Mr. Johannes also visited some of the local organic producers cooperating with OASI project to identify the opportunities for future cooperation.

“Tell you story, sell your product”, suggested Mr. Gutmann to everyone, inspiring them to think over their unique story and spread it to the world.



Dr. Konstantinos Kousenidis shares his experience

Within the frames of the ADA funded “Animal Health Management in Armenia and Georgia, Phase II” project, CARD Foundation hosted Dr. Konstantinos Kousenidis from Topigs Norsvin Hellas company. The two-day visit aimed at the transfer of technical expertise in the sphere of pig genetics improvement and artificial insemination, pig farm management and genetics harvesting and distribution.



Mr. Kousenidis visited the newly established Pig Genetic Center to evaluate the whole chain of the Center activities, including the genetics harvesting, semen handling and packaging. Working closely with the staff and CARD Animal Health team, he provided practical advice and recommendations on the improvement of the day-to-day activities and proper handling of the boars, recently imported from the Topigs Norsvin Hellas company.

Armenian veterinarians and farmers benefited much from the workshop, delivered by Mr. Kousenidis on the Progress in Pig production. In spite of the time limitation, he managed to share his experience and knowledge with the audience, stimulating a lot of interaction, interesting discussions and question-and-answer sessions.

“Representing the most innovative swine genetics company we stand for the knowledge and support, helping producers to get the best from the animals”, Mr. Kousenidis noted at the end.

