



Center for Agribusiness and Rural Development **NEWSLETTER**

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EXPERIENCE EXCHANGE TOURS FOR THE MEGHRI FARMERS



In September, 2014, the “Markets for Meghri” (M4M) project initiated an experience exchange tour for Meghri farmers aimed at promoting some new business ideas to try in the Meghri region.

The first visit was to the plots of raspberry and blackberry in Charentsavan, Kotayk region. The idea of organizing this visit for this particular business initiative was driven by the high demand of fresh raspberries and blackberries



produced by the “Meghri Cannery”. Another reason was that some of the high mountainous M4M targeted communities of the Meghri region, such as Tashtun and Lichq, are not liable for the cultivation of M4M target crops such as persimmon, pomegranate and figs.

The Meghri farmers were introduced to the new varieties of raspberries and blackberries as well as the modern techniques for cultivation. The on-site visit provided the group with more information and knowledge in this particular business to further apply in the Meghri region.

The impressions and recommendations of the visit were

recorded through the specially designed questionnaires, which were provided to farmers after the tour. According to their feedback, many of them were eminently impressed and expressed their willingness to be engaged in a similar business.

The next visit the farmers paid was the Darakert Farm Service Center in Ararat marz where they had a chance to get familiarized with the new technologies of modern greenhouses by visiting the soil based greenhouse with drip irrigation system. Three modern greenhouses, adjacent to the Center, demonstrate the advanced greenhouse management techniques as well as new cultivation tools, equip-



ment and supplies, as well as serve for the trial of high quality vegetable seeds, new technologies, and innovations in the industry.

The visit to Darakert community gave them a chance to think about alternative business ideas. Furthermore, Meghri farmers witnessed the functioning of these greenhouses and seize the chance to ask the experts more information about modern greenhouses. By the end of the tour, the Meghri farmers made some initial arrangements with M4M project staff to be engaged in both activities described above.

