

NEWSLETTER

FEBRUARY 2013

M4M Project

The Way Forward



The “Markets for Meghri” (M4M) project is funded by the Swiss Agency for Development and Cooperation (SDC). The Phase II of the project (December 2012 – November 2016) is jointly implemented by HELVETAS Swiss Intercooperation and Center of Agribusiness and Rural Development (CARD) Foundation, Armenia. The project aims at the contribution to sustainable economic development and poverty alleviation in the Meghri region by increasing income of small-scale horticultural producers through higher profitability and enhanced access to markets.

MAIN EVENTS

From January 29 till February 06 the M4M team was in Meghri. During the trip meetings were held with the deputy heads of Syunik marzpetaran, the leaders of communities, mayors of Agarak and Meghri, as well as leading farmers in Meghri region. The meetings had informative and cooperative context. The M4M staff presented the main objectives and activities of the project of Phase II. The farmers had the opportunity to present the priority issues. The state representatives represented their view on economic development of the region and discussed the future cooperation. Further, the project team with support of Matthias Herr, from HELVETAS Swiss Intercooperation Head Quarter, elaborated a draft of the detailed plan for the project work in 2013. The plan will be finalized during the next month.

KNOWLEDGE DEVELOPMENT

On February 18-20 M4M team participated in the training on “Making Markets Work for the Poor (M4P)” approach. The training took place in Tbilisi, Georgia. The 22 participants were from SDC projects in Armenia, Azerbaijan and Georgia. They learnt about the working framework and shared experience regarding the application of the approach in practice. The training was conducted by Matthias Herr with support from his colleagues - Andrew Wilson and Eugene Ryazanov.

This training helped project specialists to develop knowledge on efficient utilization of available resources to leverage change in different market systems (e.g. agri-input supply, sales of farmer produce, etc.) essential for small scale agricultural businesses to achieve large scale and sustainable impact.

UPCOMING EVENTS

M4M project staff will initiate a joint pilot project with the Small and Medium Entrepreneurship Development National Center of Armenia (SME DNC) and USAID EDMC in the sphere of the dried fruit production. The project will develop knowledge and skills of Meghri farmers on production of demanded products and improved marketing for higher profit and developing long-term and sustainable relationship with potential buyers.