



## NEWSLETTER

APRIL 2013



## Markets for Meghri (M4M) Project



### MAIN EVENTS

In April Markets for Meghri (M4M) team hosted a representative from the PUM Netherlands Mr. Gijsbert Kroon. The aim of the visit was to provide consultation to the farmers Nrnadzor, Agarak, Alvanq, Kartchevan and Shvanidzor in Megri region regarding the modern ways of cultivation, spraying and pruning. During the same period, food and industrial engineering specialist in Central Asia Mr. Ruggero Malossi, who was invited by the SME DNC and USAID EDMC project. He conducted Training for Trainers in Yerevan for M4M team and two lead-farmers from Meghri. The main topics of the training were HACCP, modern drying technologies, International standards for dried fruits, packaging and labeling. After ToT, Mr. Malossi was hosted in Meghri by M4M team to provide consultancy to the farmers on cultivation techniques based on the region's specific features and climate conditions. At the end of the month, a M4P specialist from the "SpringField Centre", UK, Mr. Gavin Anderson visited M4M office. Mr. Anderson consulted the project team to improve the result chains for each project outcome. He also worked with teams on the measurement plan and advised on certain aspects of project implementation.

### PARTNERSHIP DEVELOPMENT

In April M4M team had several business meetings during which some project ideas with the potential partners developed. The first business meeting was with the director of "Meghri Cannery" Mr. Grisha Grigoryan. Potential partnership projects were discussed during the meeting and a decision was reached to cooperate in the field of raspberry cultivation and further marketing. Another partnership project initiation is the DRR co-funding pilot project with UNDP. In the framework of this project the hail suppression net is

currently being settled in Shvanidzor. Business meetings were also held with start-up businessmen in the region the main idea of which was to discuss the prospect of the possible establishment of the Agricultural Service Center in Meghri. The main aim of the Center will be to assist farmers to gain relevant information and agricultural inputs. Another potential partnership meeting was held with the mayor of Agarak Mr. Mkhitar Zaqaryan and with the engineer of the USAID Clean Energy and Water Program Mr. Hayk Petrosyan. The aim of the meeting was to discuss the possibilities of construction of the irrigation system on 22 hectare land in Agarak via co-financing. During this month two partnership project contracts were signed with the local partners such as Agricultural Support Center (ASC Syunik region) and Meghri Horticultural Association (MHA) for early grape and cherry cultivation, respectively.

### UPCOMING EVENTS

In May M4M team is planning to organize Public Hearings in Agarak with the Karchevan's 22 hectare land owners. The main goal of this event will be to find out whether the owners of these plots are motivated to cultivate new orchards on this area and whether they will need any investments. In May, M4M team is planning to conduct an initial meeting with the donor organizations, local organizations and Government representatives who are involved in the agriculture development process in the region, in order to launch the Agricultural Platform for Syunik marz. The main idea of the Platform is to organize bimonthly meetings with all stakeholders and discuss the issues related to the agricultural development in the region, defined by the participants.