

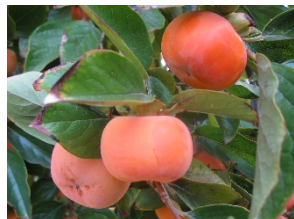


NEWSLETTER

JULY 2013



Markets for Meghri (M4M) Project



MAIN EVENTS

During this month in the framework of the M4M project two important events have taken place in Meghri which were related to the development of the financial markets in the region. Properly developed financial markets are the basis for growth and development especially for the poor who, with scarce resources are usually more dependent on financial means to access input supply or marketing products. The underperformance of the financial market is a serious constraint for any business performance. Therefore the development of financial markets is closely associated with promotion of innovations, small business development and in general with economic growth. For this very reason M4M team initiated the presentation of terms and conditions of the loans provided in the framework of "From Water to Market" project of the Millennium Challenge Account-Armenia. These loans are destined for farmers who wish to be engaged in high-value agriculture and processing, are long term and have low interest rate. The presentations held in Karchevan, Vardanidzor, Nrnadzor, Shvanidzor, Alvanq communities, Meghri city from 9 till 11 of July. Around thirty four farmers and five loan provider companies namely "Farm Credit Armenia", "Nor Horizon", "Aniv", "SEF International" and "CARD Agrocredit" participated in this event. As a result many farmers expressed their willingness to get trainings on "Internal Water Management" and "High Value Agriculture" because participation in the latter trainings would give farmers the opportunity to get appropriate certificates which would further allow them to take loans provided in

the framework of "From Water to Market" project of the Millennium Challenge Account-Armenia. That is why M4M project in cooperation with the "VISTAA Plus" LLC initiated the implementation of the above mentioned trainings. From July 26 till 28 "VISTAA Plus" LLC conducted "Internal Water Management" and "High Value Agriculture" trainings in Meghri. Thirty one farmers accordingly received relevant certificates which would allow them to get the loans provided in the framework of "From Water to Market" project. Around ten farmers have already applied to the relevant institutions in order to receive these loans.

On fifth and sixth of July workshop on "Plant Diseases and Pest Management" was organized for farmers whose orchards were affected by diseases and insects. The workshop conducted by one of the leading pest management specialist of the country Dr. Alfred Grigoryan. For many years the majority of farmers in this region did not undertake the relevant measures against main diseases and pests and used only experience and knowledge inherited from elder farmers which was far from being effective. That is why the organization of such kind of event was more than a necessity. Around forty four farmers participated in this workshop. Considering farmers' keen interest as well as their concerns, M4M team will further initiate the implementation of such workshops and will involve more farmers in order to raise the effectiveness of the pest management process in the region.