

# ***MARKETS FOR MEGHRI (M4M)***

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Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
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Swiss Agency for Development  
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# ***BRIEF OVERVIEW***

**Outcome 1:** Access to knowledge and education and input supplies

**Outcome 2:** Access to finance

**Outcome 3:** Access to high value markets

**Outcome 4:** Advocacy





# *Input supplies, services & consultancy*

- ✓ Soil, water and plant analysis laboratory and meteo stations at Meghri FSC (USAID co-finance)
- ✓ More than 1200 HHs using FSC services
- ✓ 60 farmers using laboratory services





# *Input supplies, services & consultancy*

- ✓ Mechanization services (USAID)
- ✓ Nursery (USAID)
- ✓ New agronomist in the region





# *Knowledge & Education*

- ✓ Stream classes with ANAU
- ✓ Demo orchard and a greenhouse at Agarak School
- ✓ Study visit for pupils

Initiatives to spread experience nationwide!!!





# Processing

- ✓ Fresh pomegranate juice during Areni Wine Festival
  - 200 cups of juice in 3 hours
  - 500 CHF in 3 hours
- ✓ Fresh frozen juice is coming to market! (USAID, GiZ)





# *Processing & women*

- ✓ Pomegranate tea production escalates in Lichk and Tashtun
- ✓ Fruit drying copying
- ✓ Municipality support
- ✓ Road market establishment





# *Processing & export*

- ✓ Ishkhan Aslanyan has received his biggest export order of 20 tons of dried fruits, compared to 3 ton usual volume
- ✓ New dryer by own investment
- ✓ Drying service provision
- ✓ Knowledge sharing





# *Advocacy*

- ✓ A horticulture development strategy for Meghri municipality
- ✓ Fundraising capacity building for municipality staff
- ✓ 700,000 USD from ATDF
- ✓ 750,000 USD from IFAD
- ✓ Support to M4M beneficiaries





## *Social impact*

- **Gross income of farmers in the region = 1,037,000 CHF** (increase of 27% compared to baseline, expected increase was 24%)
- **Per capita income from agricultural activities = 60 CHF** (increase of 71% from the baseline, expected increase was 10%)
- **310 ha additional lands are irrigated** through IFAD funding and M4M facilitation (**750.000 USD invested**). In total **470 household will benefit from newly constructed and rehabilitated tertiary irrigation system (about 1650 beneficiaries).**
- In close collaboration with M4M team, Meghri municipality has involved **700,000 USD for infrastructure development from ATDF.**



# *UPCOMING:*

- ✓ Road market at Lichk village
- ✓ Pomegranate juice production in Nrnadzor
- ✓ Closing event, investment forum





# ***THANK YOU!***

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