

We Support:

- ✓ Increase in crop yields
- ✓ Increase in incomes
- ✓ Establishment of the system of farming techniques' activities
- ✓ Establishment of a stable system of input supply
- ✓ Cultivation and dissemination of quality and highly productive varieties
- ✓ Efficient farm management
- ✓ Accessibility of the financial system for the farmers
- ✓ Establishment of a stable system for agriproduce procurement/marketing



Markets for Meghri



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Horticulture Development Project

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We are hereby presenting to you Markets for Meghri project implemented jointly by Shen NGO and Intercooperation – a Swiss organisation. The project is financed by SDC in the framework of cooperation agreement between Armenian and Swiss governments.



Markets for Meghri project aims at supporting horticulture development in the region. Based on the findings of the inception phase it was decided to put the main focus on the cultivation of pomegranate, persimmon and fig. Hence, it is envisaged to carry out a number of such activities which will engage farmers cultivating these mentioned crops.

The activities are:

Development of knowledge and skills on farming techniques

Training and practical activities in the area of farming techniques, demo activities in selected orchards as well as introduction of innovative farming technologies.

Ensuring sustainable delivery of input supply

Support in systemic acquisition of fertilisers and pesticides, development of implementation skills. Testing and use of new and quality pesticides, visits to orchards in other regions of Armenia, as well as establishing stable relations with suppliers.

Production of quality saplings and new varieties

Support to the nurseries of the region in the production of quality varieties present in the market, as well as the new ones, ensuring their accessibility for the surrounding farms.



Development of financial management skills

Development of (financial) management knowledge and skills of agricultural production through trainings, information support on credit conditions of financial institutions. Support to those financial institutions operating under more favourable condition on the implementation of agricultural crediting

Development of the fruit marketing system

Support to relatively larger wholesale buyers in establishing stable commercial relations; fruit packing; storage; usage of cold transport; as well as the accessibility of information on fruit quality standards (including size, colour).

Development of skills on interaction with market actors

Support to farmers in access to up-to-date market (price) information, as well as establishment of commercial relations with wholesale and retail companies.

Agricultural processing development

Support to companies (in Meghri and in other regions of the country) processing the mentioned three fruits in establishing stable contractual relations with the farms of the region.

