

FACTSHEET

Swiss Cooperation Office South Caucasus

Swiss Agency for Development
and Cooperation SDC

November 2016

RURAL DEVELOPMENT IN THE REGION OF MEGHRI

PHASE II



FACTS

Country: Armenia

Duration: December 2012 - December 2016

Budget: CHF 3'580'000

Project partners:

- Ministry of Territorial Administration and Development of RA
- Ministry of Agriculture of RA
- Syunik regional authorities
- Implementing partner: "Center for Agribusiness and Rural Development" (CARD)
- HELVETAS Swiss Incorporation

PROJECT OBJECTIVES

The project goal is to create economic opportunities for increased and sustainable income of small-scale horticulture producers through higher profitability of production and enhanced access to markets.

BACKGROUND

Agriculture is the largest sector of the Armenian economy by percentage of employment, engaging 37 percent of the country's population. The sector plays a dominant role in the economy, registering nearly 22% of GDP in 2015. At the same time, Armenian farmers are the most disadvantaged and vulnerable group of population with about 40% living in poverty. Small fragmented farms dominate agricultural production, which impacts negatively the volumes and quality of production and consequently limits market opportunities. The two major problems of the agriculture sector are low efficiency and limited access to markets.



Unemployment in the Meghri area is 15%. Most of the people are engaged in subsistence agriculture for their survival. For more than 30% of Meghri's population, horticulture is the main source of income.



ACTIVITIES

The project mainly engages in capacity building of horticulture producers and other market players. It also strengthens linkages between market players to improve access to relevant services and market information. Moreover, the project works with all relevant market actors, namely input suppliers, service providers, traders/middlemen, processors, supermarkets, and authorities at all levels. This facilitates changes in the horticulture value chain for the benefit of the poor farmers in the Meghri region: downwards the value chains to boost the production levels, and upwards to develop access to markets.

EXPECTED RESULTS

The outcomes expected at the end of this project phase are the following:

- Service providers and input suppliers provide women and men farmers with better access to up-to-date agricultural information and inputs.
- Financial service providers offer more, better and tailored advice to men and women farmers, processors and other private players in the horticulture market as well as access to capital for investments.
- Improved commercial linkages between farmers and buyers (processors, traders, retailers, exporters) allow access to higher value markets.
- Local governments (municipalities and provincial government) adopt and implement a strategy leading to a more conducive business environment.

Contacts

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