



Schweizerische Eidgenossenschaft
Confédération suisse
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Swiss Cooperation Office
South Caucasus

Rural Development in the Region of Meghri (Phase 2)



Project title	Rural Development in the Region of Meghri (Phase 2)
General information	Region: Meghri (Armenia) Duration: December 2012- November 2016 Budget: CHF 3'580'000
Project partners	<ul style="list-style-type: none">• Implementing partner: INTERCOOPERATION, Swiss Foundation for Development and International Cooperation• Sub-contractor in Armenia: CARD Foundation• Institutional partner: Ministry of Territorial Administration and authorities of Syunik region
Project objectives	The project goal is an increased and sustainable income of small-scale horticulture producers (value chains of fig, persimmon and pomegranate) through higher profitability of production and enhanced access to markets.
Background	The region of Syunik is one of the most vulnerable regions of Armenia due to its extreme remoteness, bad road conditions and unfavorable climatic conditions as a result of the relatively high altitude. Agriculture and food processing have always been the main economic bases in the region. Farmers in the villages of Syunik have limited access to markets and practice mostly subsistence agriculture. With a total population of some 12'000 citizens in two towns and twelve rural communities, the Meghri area is relatively small. Unemployment in the Meghri area is twice as high as the average in the country, with women constituting more than 70 percent. A serious problem is the ageing of the population with some 20 percent of the population being pensioners. Subsistence agriculture is nearly the only source of survival. Horticulture is the main source of income in Meghri.

Project activities

The project will mainly engage in capacity building to the benefit of horticulture producers and other market players and in strengthening linkages among market players with a view to improve access to relevant services and market information. The project will directly work with some 1800 horticulture farmers and their families as well as 9 nurseries in the Meghri region and closely cooperate with various relevant associations and service providers. Special attention will be given to the increase of processing services and the important role of middlemen in transporting fresh fruit to the end markets. The project's activities include.

Expected results

Expected results are:

- 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 government (municipalities and provincial government) adopts and implements a strategy towards creating a more conducive business environment for investment promotion in horticulture through public-private partnership.



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