

Local Economic Development

World Vision Armenia Agricultural Project

Local Value Chain Development program: Purpose

Maximize local producers' income through collective actions



Image source: oklahomamusicgroup.com

How? - Market Facilitators

► Stone Soup



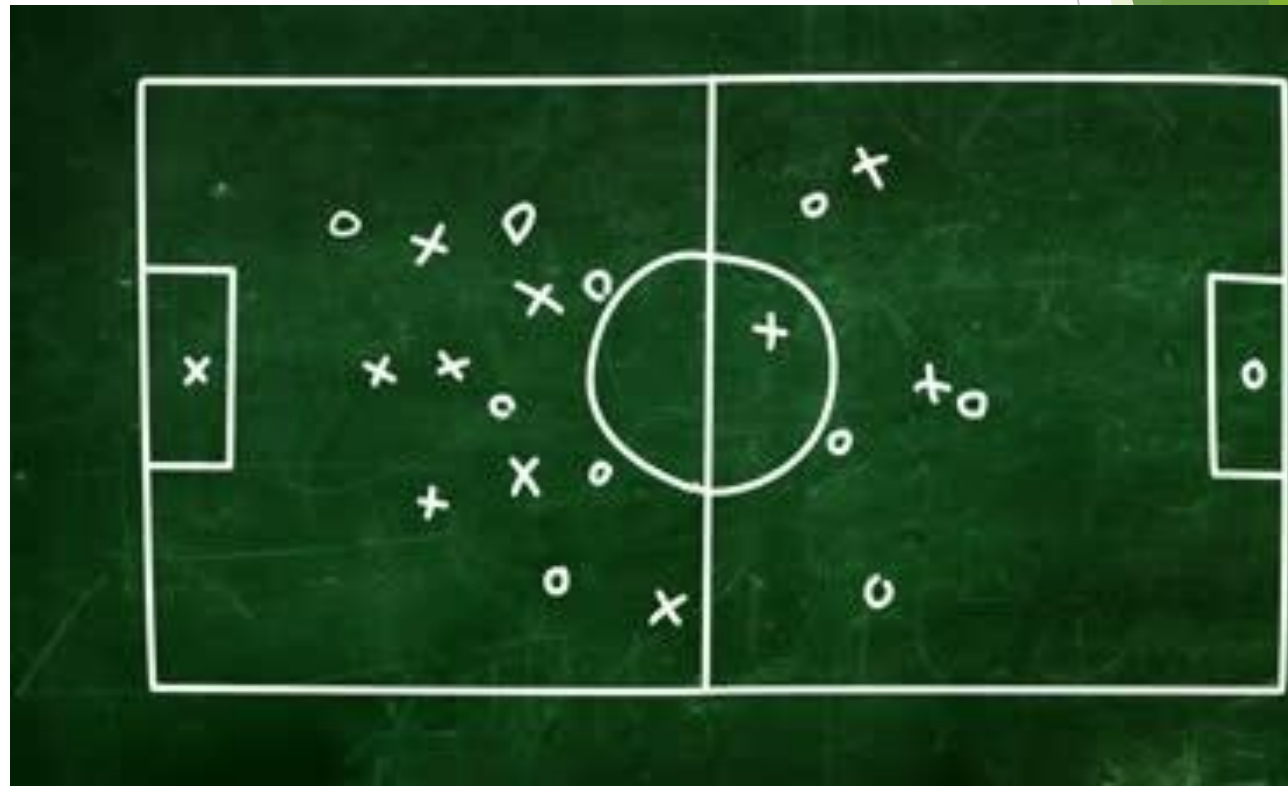
How? Market Facilitators

► Conscious Business



How? Market Facilitators

- What is your job?



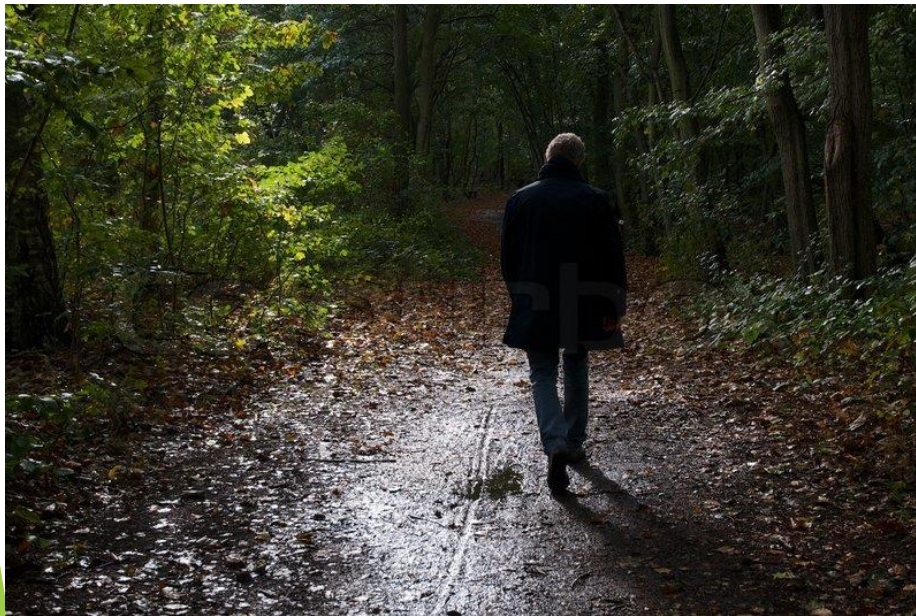
How? Market Facilitators

► The Lion



How? Market analysis

► Situation Analysis



► Value chain analysis



How? Producers' Groups

- ▶ Small Group theory
- ▶ 63 PGs with 579 members
- ▶ 55 communities in 6 marzes
- ▶ Over 70 % of PG members are women



How? Capacity building

- ▶ Group Management
- ▶ Marketing
- ▶ Financial management
- ▶ Sustainable Agriculture
- ▶ Natural Resource Management
- ▶ Negotiations
- ▶ Sales techniques
- ▶ Effective Production



How? Processing / branding and packaging/

- ▶ Felting
- ▶ Crochet
- ▶ Juice / jam
- ▶ Dried fruit and herbs
- ▶ Tea /herbs, etc./
- ▶ Cheese
- ▶ Fruit storage
- ▶ Sorting
- ▶ Festivals



How? Linkages with... and access to...

- ▶ Over 50 buyers and input suppliers
- ▶ Special loan products / 0%-9%/ with over 250.000 USD portfolio
- ▶ 12 Grants with overall 110000 USD funding / ADA OASI, UNIDO/ENPARD, German Embassy, Czech Republic Embassy/
- ▶ Trainings / foreign specialist: PUM Netherlands, Farmer to Farmers - VISTAA, etc. and Local specialists/

▶ To the market



What? The results

- ▶ *Each invested 1 USD brought 2 USD to the communities for the 2nd year of implementation /around 800.000 USD/*
- ▶ ***30 Local Market Facilitators***
- ▶ ***Producers' Groups - formalized or informal***
- ▶ Partners and Partnerships



Thank you

We should define our targets higher and ambitious. And if we will fail, our failure will be higher than others' successes.

James Cameroon

