



ԿԱՐԴԻ ԿԵՆՏՐՈՆԻ ԵՎ ԳՅՈՒՂԻ ԶԱՐԳԱՇՄԱՆ ԿԵՆՏՐՈՆ

The Center for Agribusiness and Rural Development (CARD) is an Armenian Foundation founded in 2005 as a successor of USDA's Marketing Assistance Program (USDA-MAP). CARD Foundation is a non-profit organization and has two affiliate organizations: CARD AgroService CJSC and CARD AgroCreditUCO.

CARD's mission is to assist farmers and agribusinesses in the production and marketing of food and related products to increase incomes and create jobs leading to sustainable livelihoods for rural populations and thus to contribute to poverty reduction.

CARD designs and implements its development assistance programs that are successfully addressing such priority needs of sustainable growth as a) promoting application of advanced agricultural technologies; b) supporting agricultural processing and the development of competitive food products for domestic and export markets; c) improving food safety and food security at the production, processing and service level; d) promoting animal genetics, improvement of animal health and husbandry practices; e) promoting agricultural machinery and equipment; f) supporting to establish new policies and regulation at government level.

A key to CARD's success is a team of highly qualified local professional staff and ongoing technical assistance of western consultants. CARD staff has been carrying out impact oriented projects for more than a decade and acquired best practices within the industry, which is applied in the Armenian agricultural sector.

CARD Foundation implements projects in all the regions of Armenia and Georgia as well. It provides services, daily consultations and training in the following fields and value chains: Animal husbandry; Animal health; Dairy processing; Wine production; Agriculture related project management; Food safety/HACCP introduction; New technologies in Greenhouse management; New technologies in Horticulture; Fruit drying; Farm mechanization, etc.

CARD established and promoted a new model of a private extension and advisory services in Armenia starting from 2011. This model is based on establishment of commercially oriented Farm Service Centers (FSC) through which wide range of services such as access to professional and market information, business advisory services, financial/credit resources, farm input supplies, artificial insemination, veterinary services and medicine are offered.

The FSCs are independent business units run by private entrepreneurs/veterinarians or agronomists. The profits generated from operations of the Centers belong to the managers, which ensure financial independence and sustainability of FSCs. During several years of operations, the Centers proved their financial self-sufficiency in provision of private farm extension services.

Encouraged with the results of the first FSC established in 2011 through USDA support, CARD has established 6 such more Centers and will open 15 more by 2017 through different donor organizations (USAID, World Bank, WWF,) which are attracted by this model.



Երևան 0037, Ազատության պող. 1/21-40
1/21-40 Azatutyun Ave., Yerevan 0037, Armenia

Tel: (+374 60) 440-550
www.card.am; e-mail card@card.am