

Local Market Development Project

Helvetas Swiss association for International Cooperation
ICCO, Dutch Cooperation Development Organisation

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Project work in 2007

This was the 4th year in Kyrgyzstan and the 2nd year in Tajikistan for the local Market Development Project. In 2007 the Project worked with 16 value chains in 5 oblasts of Kyrgyzstan: Osh, Batken, Dshalabad, Chui and Issyk-Kul and in the Khatlonskiy Oblast in Tajikistan in two sectors – fruit and vegetable processing and dairy.

1497 farmers (of whom 50% were women) were involved in work with in fruit and vegetable chains. These farmers were grouped to 110 farmers' groups and worked with the NGOs Mekhr Shavkat, Shoola, Tayan, Zan va Zamin, ATAC and the Advisory Training Centre of RAS and the TES Centre.

The farmers produced about 4,500 tons of vegetables of which about 1,200 tons were supplied to processors. Dairy farmers supplied about 233 tons of milk to the Osh Dairy. Farmers involved with the Project in Kyrgyzstan and Tajikistan earned about 25.3 million soms (~ 703,000 USD) – an average of 442 USD per farmer – 1.43 times more than in 2006 (311 USD), whilst reducing the cost of training farmers from 124 Euros in 2006 to 58 Euros per person. In 2007 farmers earned 5.5 soms for each som invested, a constant improvement since the Project began in 2005.

Osh Dairy has improved its sales with the help of the Project and almost doubled them in 2007 compared to 2006 thanks to marketing support from a local company, M-Vector and in 2007 invested more money in its business than in the last 20 years combined.

Business-members of the Association of Fruit and Vegetable Processing Enterprises of Kyrgyzstan (AFVPE) have sold more than 650,000 USD worth of produce under the 'Taste of the Sun' trademark, more than twice as much as in 2005.

In 2007 the Project set up the Linking & Learning programme and developed a Work Plan for 2008. Thanks to the excellent cooperation between supporting organizations, local organizations now understand their roles better.

of Fruit and Vegetable Processing Enterprises, Agro-InfoAsia, IFDC/KAED, Aglinks, Consulting-training Centre (CTC) and the Kyrgyz Community-based Tourism Association (KCBTA). The discussions were on: 1. Innovations in rural areas 2. Imports of produce from China and other countries. The Chinese Market – demand for agricultural produce.

Anara Orozbaeva, the Head of KCBTA made a very interesting presentation about the organisation's experience of setting up their Association. The Association covers practically all of Kyrgyzstan with 18 CBT member-groups involving more than 400 families and supports its members through direct marketing, training and organizational development and representing its member-organizations' interests in developing policy at national level and tourism industry negotiations. The aims of CBT groups are: Finding ways to raise standards of living in rural areas and preserving the nature and culture of Kyrgyzstan. Since its inception the Association has been developing internal tourism services standards and accrediting guesthouses, guides and drivers and has opened 12 tourist information offices throughout Kyrgyzstan, including Bishkek. Their website is: www.cbtkyrgyzstan.kg. They have developed their own business logo for all their tourism services and a system for grading guesthouses.

KCBTA plans to expand its CBT network, increase the spend of local tourists, increase the number of CBT associations, work with tour operators, improve the services offered by its Tourist Information Centres and conduct training in rural tourism.

The Manager of the IFDC Training Programmes, Dzhakhongir Dzhumabaev gave a presentation about the trip to China for agricultural goods representatives organised by IFDC in April-May last year. Representatives from 6 companies: Agrokhimiya, Holland Seeds, Mol Tushum and Plemservis Cooperatives, and Zher Azygy Association were invited to the Annual AgriChina-2007 Exhibition, where they signed several profitable contracts.

The representative of the Centre for Competitiveness and Agro-business took it upon himself to conduct the next two meetings. The next meeting is planned for 14th March and the themes will be: 1. work Plan for 2008 for those taking part in the Platform and 2. Setting up seed funds, seed-growing cooperatives.

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Platform for Developing Agricultural Value Chains

11th January saw the fourth Meeting of the Discussion Platform for Developing Agricultural Chains in Northern Kyrgyzstan. The fourth meeting was attended by representatives from such organisations as the Centre for Competitiveness and Agro-business, Association

