

## Local Market Development Project

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

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### Marketing in Agro-business Training

On 25-26<sup>th</sup> May at the TES Centre Guest house, Marketing in Agro-business training was held for representatives of LMD Project partner organisations. The aim of the training was to give the participants basic



marketing knowledge and practical skills. The approach to the training covered the following:

1. Defining the term 'marketing'. The social basis for marketing: satisfying people's needs
2. Designing goods: approach to developing new goods. Life cycle of goods.
3. Price, pricing and value
4. Marketing management process: Choosing target markets:
  - Segmentation
  - 4P marketing system
5. Main principles of developing a marketing plan
6. Marketing environment: main factors in the micro-environment and the macro-environment in which a firm functions
7. SWOT analysis as a marketing tool



In order to assess the overall level of marketing knowledge, a brainstorming session was held during which the most active participants discussed the needs of consumers (clients). The discussions carried on in small

groups, which were tasked with segmenting the market according to the main indicators and developing a marketing strategy and plan

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### Meeting of the Added Value Development Chain Platform in the South of Kyrgyzstan

In the TES-Centre Conference Hall in Osh, a scheduled meeting of the Platform was held, attended by representatives from LMD Project partners in the South: TES Centre, DCCA, Mekhr-Shavkat PA, Tayan PA, Agrobilim, LMD Project, SEP Project, RAS Jalalabad, AASP and RAS Osh. The main issue was: Information on deliveries, contracts and payment for services

The DCCA signed a contract with the Agroplast processing company for 420 tons of tomatoes, 20 tons of sweet peppers and 10 tons of raspberries and agrees payment terms. Another contract will be signed with the Zhany Aryk processing company for 272 tons of tomatoes and 78 tons of cucumbers. Talks are in progress with Baerkos and Zhany Aryk processing enterprises and small private business owners about payment terms and conditions for services. DCCA takes 210 soms from each farmer.

RADS Jalalabad signed a contract with Baerkos for 330 tons of tomatoes and one for 40 tons of dried peppers with Li Limited. Li will pay RADS Jalalabad USD 4,000 for its services, of which USD 1,000 has already been paid. In addition, each farmer in poultry-breeding groups will pay them 150 soms.

The TES-Centre signed contracts for 300 tons of tomatoes with Agroplast and EUM for 250 tons – for which it will receive 10% for its services – and has drawn up a draft contract with Baerkos for 600 – 700 tons for which payment terms have not yet been agreed. We will not be working with Agrofoods in 2010 as they have signed a contract with the Golden Fruit Association for 200 tons of fresh apples. A contract for 500 tons of windfalls will be signed with Agroplast and a contract for 50 tons of sweet peppers has already been signed with them. The Tes-Centre takes 100 soms from each farmer and Agrocredit-plus pays it 150 soms per farmer.

Mekhr-Shavkat has signed a contract for 580 tons of tomatoes and 5 tons of sweet peppers with EUM. This year, not a single farmer has taken out credit, as the savings fund covered the cost of production. A contract has also been signed with a private businessman for 80 tons of apples. Mekhr-Shavkat takes 150 soms off each farmer for training.

Tayan has signed a contract for 420 tons with Agroplast. Payment from credit organisations was 150 soms for each farmer from Ayil Bank and 200 soms per farmer from Molbulak. Tayan takes 100 soms from each farmer for training.

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### A war without any winners: how can we forgive and carry on living?

«For one night this wasn't my south of Kyrgyzstan – hospitable, open and a little cunning all at the same time, hot and ablaze with colour, the land of plov and red peppers, swarthy, mountain-dwelling Kyrgyz, in hundreds of multi-coloured beads, with young Uzbek girls, without make-up, who lowered their gaze when looked at by men, grey-bearded aksakals (village elders) in kolpaks (Kyrgyz traditional men's hats) and skull caps, drinking tea in the shade of willow trees, each speaking in his own language but understanding each other perfectly, there was no beautiful oasis where everyone was ready to invite you to drink a cup of tea and talk on any theme with sparkling irony.....We – Kyrgyz and Uzbek – there is no getting away from what has happened. We have fathers and uncles lying in the same land, we drink the same water and eat the same bread and raise our children and grandchildren on this God-given land... May the dead rest in peace and all who live, do so in peace».

Extract from an article by Sultan Kanazarov,  
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