

ARMENIA

Renovated Factory – New Product

“ALISHAN” Cannery Makes Significant Progress in Canning Fruit and Vegetable

The “ALISHAN” Cannery operates in Masis city of Ararat Marz since 2003 thanks to Serjik Mosesyan, the Iranian-Armenian businessman. The products of the Cannery are already well-known and highly-demanded in the American and Russian markets. The factory that produces new products for Armenia is famous with the combination of its canned fruit and vegetables, as well as the great variety of dried vegetables. The patriotic spirit has motivated this talented businessman to arrive to Armenia, become a resident of the Republic of Armenia and bring new culture to develop the importing opportunities that are significant for Armenia.



Combination of canned fruit and vegetables, as well as a variety of dried vegetables.



Serjik Mosesyan showing samples of dried vegetables to the representatives of ACDI/VOCA and USDA CARD.

Mr. Mosesyan had a number of factories in Iran, where he has mostly used recipes of his grandmother, in addition to other traditional recipes.

“Fortunately, the great production of our Cannery based on family recipes has success also in Armenia.”

- Serjik Mosesyan, Director of “ALISHAN” Cannery

Currently, his factory is collaborating with ten big and hundreds of small farmers, with which they have agreed on promoting the idea of social responsibility in the country. Many farmers believe that Mr. Mosesyan is the person with whom it is a pleasure to work.

ACDI/VOCA, in partnership with ARCADIS Euroconsult (Netherlands) and VISTAA (Armenia), was awarded an \$18.4 million contract to implement the 5-year Water-to-Market (WTM) Activity as part of the Millennium Challenge Armenia Program.

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Training and Technical Assistance

The experienced entrepreneur is always open to open new ideas and methods, which create new opportunities for him. The experts of ACDI/VOCA that is the implementer of the Water to Market Activity of Millennium Challenge Account-Armenia and the USDA CARD (Centre of Agricultural and Rural Development) are constantly providing consultation to the staff of the factory, particularly in the sphere of food safety and the establishment and usage of HACCP system.



He considers his daughter Adrine his main successor who currently holds one of the most responsible positions in the factory. She is the food safety manager. Adrine showed the work in the renovating part of the cannery to the representatives of ACDI/VOCA and USDA CARD during one of their regular visits. The hard work of factory workers in the renovating part of the factory was very impressive. *“Although now we work in not so good conditions because of renovation, we hope that after renovation there will be better conditions which will encourage us to work with new motivation”*, says the worker, peeling an eggplant.



Fruit sorting centre is under renovation.

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The establishment of a fruit sorting and grading centre is in process. Ten fruit sorting and grading machines have been imported from Holland with the help of ACDI/VOCA. They are the first ones in Armenia. In 2007, some of those equipments have been demonstrated in Karpi Village where Mr. Mosesyan was also invited. The ACDI/VOCA specialists have advised using that equipment to sort and grade fresh fruit and vegetables in addition to the canning products. Therefore, the sources of income will be increased. The factory is going to buy seven of those ten machines, designed for sorting and grading of pepper, cucumber, tomato, peach, apple and other fruits and vegetables.



The experts of USDA CARD and the ACDI/VOCA are continuously sharing experience and skills to “ALISHAN” and other four selected canneries within the framework of the “Training and Technical Assistance” Program. The experts from the Kiev Food Safety and

The factory will buy seven out of ten fruit sorting and grading machines that have been imported from Holland with the help of ACDI/VOCA. The machines are designed for sorting and grading of pepper, cucumber, tomato, peach, apple and other fruits and vegetables.

Quality International Institute have designed an individual approach to work with each company. The willingness of the companies’ managers to learn and use international best practices is usually taken into consideration. Through trainings the company specialists receive maximum information about the establishment of food safety and quality management systems, certification and internal monitoring, in order to become capable to continue work in the absence of international experts.

“ACDI/VOCA specialists have advised us to renovate our factory to meet the principles of HACCP food safety system, which we have already adopted.”

- Serjik Mosesyan, Director of “ALISHAN” Cannery