

Local Value Chain Development

THE OUTCOMES OF THE LVCD PROJECT MODEL INCLUDE:

SUSTAINABLE INCREASE IN INCOME AND ASSETS FOR THE POOR;

IMPROVED CAPACITY OF PRODUCER GROUPS TO ACCESS AND USE MARKET INFORMATION; TO WORK COLLECTIVELY; TO ADDRESS TECHNICAL CHALLENGES;

PROFITABLE RELATIONSHIPS BETWEEN PRODUCERS, BUYERS AND SERVICE PROVIDERS;

CHANGED COMMUNITY MINDSET; INCREASED HOPE, FUTURE ORIENTATION, DIGNITY, CONFIDENCE;

Increasing producers income through market engagement

Local Value Chain Development (LVCD) project has been implemented by WV Armenia since 2014 in 12 Area Programmes of Armenia.

The LVCD project model aims to help people generate a sustainable income that allows them to provide for the needs of their families. Producers increase their wealth through better engagement with markets and by building relationships with critical service providers that can help them overcome market barriers. The objective of the LVCD is to improve access to profitable markets for male and female smallhold farmers and producers. World Vision staff supported smallhold producers to work collectively, to prove their productivity, develop better relationships with buyers and gain more profitable access to markets.

PRIMARY TARGET GROUP

LVCD is used with smallhold farmers and producers who lack access to profitable markets, valuable market information and who are therefore unable to provide adequately for the needs of their families.



According to 2018 May Evaluation

66.4% of beneficiary producers are able to provide well for their children without external assistance

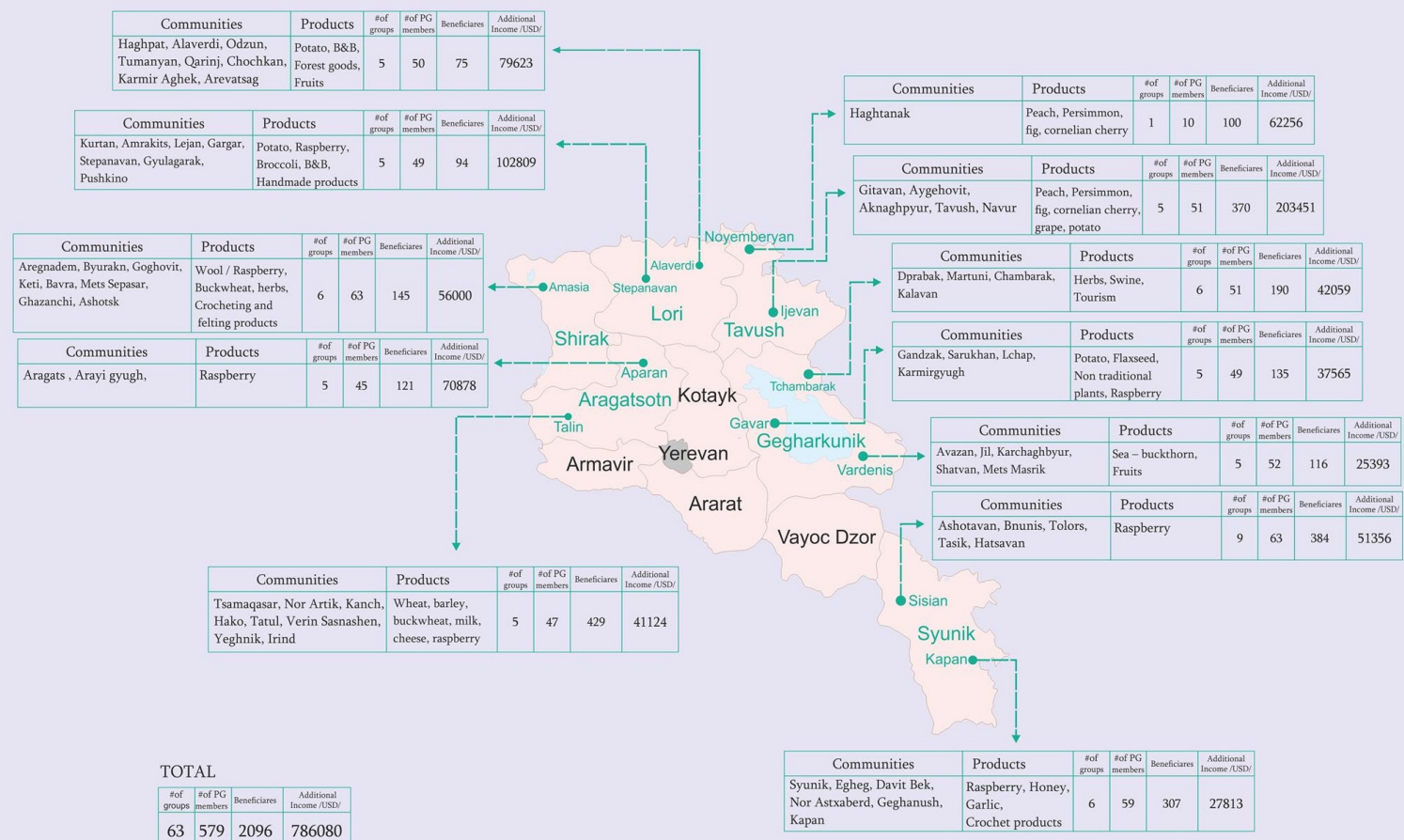
The majority of beneficiary producers **83.9%** stated that the income generated from their produce is spent to satisfy the needs of children.

Responsiveness to market demands among producers increased from **6.8 % to 49.7%.**

Number of producers accessing any new business service, organization and opportunity in the past 12 months has increased from **49.3 % to 65.5 %.**



As of 2017 579 LVCD producer group members are engaged in 63 producer groups running in 6 regions across Armenia, in total 2096 people have benefitted from 12 projects, the income received equals to 786080 USD.





“These changes are all thanks to World Vision. We have participated in many training sessions, they organised different meetings with potential buyers, they were teaching us the right methods of cultivation, how to manage finances, how to organise different events to promote and sell our products. I am so thankful to World Vision because now my children are fed, nicely dressed, they are actively involved in extracurricular activities and they have big plans for their future,” says Tsovinar.

When in 2015 World Vision’s Economic Development Coordinator for Aparan Area invited the villagers for a meeting, Tsovinar was among the first to attend. “They offered us to start cultivating raspberry. We have 1,800 square meter land next to our house, which we always used to cultivate potatoes, but what we produced was only enough as food for the family. We had no income at all from our yard,” remembers Tsovinar. In the next meeting she already came with her husband, and they decided to take the risk and planted raspberry in a small part of their yard. The season for producing raspberries is one month, and raspberry cultivation is not time and effort consuming, but it does bring significant income. “In 2016 we could generate more than 600,000 AMD (US\$1,250) income from raspberries, this year it was 900,000AMD (US\$1,879).

Addressing root causes of poverty is the primary task of all the economic development projects implemented by World Vision in Armenia. We empower families living below poverty line.

For each 1 USD invested in the project, LVCD activities brought 2 USD additional income to the communities (around 780.000 USD).

**We are breaking the cycle of poverty
Empowering families economic well-being = thriving children**