



**UNEP/GEF “Enhancing livelihoods in rural communities of Armenia through mainstreaming and strengthening agricultural biodiversity conservation and utilization” project**



# Project site target communities from Ararat and Gegharkunik marz

Target communities from Ararat marz: **Nor Ughi, Surenavan**

Target communitie from Gegharkunik marz: **Kalavan**

Number of farmers: **30 persons**

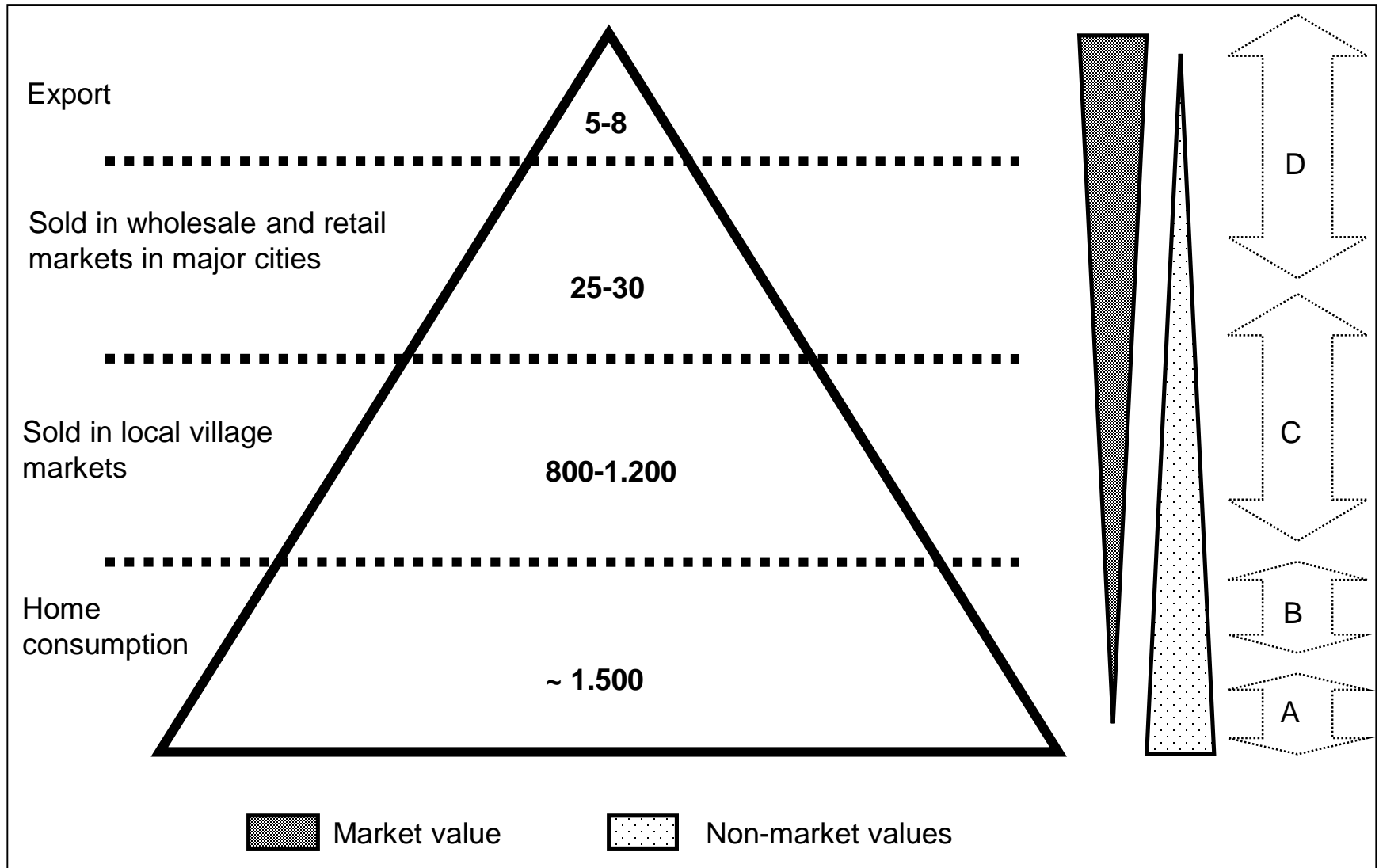
**Kalavan village, Gegharkunik, Armenia**

**Yeraskh fish farms,**

**Surenavan , Ararat Province, Armenia**



# Market Pyramid





# Main problem

- How to identify which species, variety or product has market potential for local or distant markets?
  - How to discover & identify potential ABD products?
  - How to evaluate and select the most potential products or market opportunities?



# Impact filter - what

- ✓ The Impact Filter is a tool that facilitates rapid qualitative evaluation of expected impacts that result from different market opportunities.
- ✓ It can help to evaluate the impact on economic, social, nutritional and environmental aspects.



# Impact filter - why & when

The Impact Filter is a tool that enables stakeholders:

- to select and promote those market opportunities that promise to have the **most positive impact**.
- to plan and guide market interventions more **effectively**.

The Impact Filter can be used by facilitators:

- In **decision making processes** - to define areas of action and decide which interventions to make
- Being a rapid, qualitative tool, it can be applied in **participatory processes** involving several stakeholders.

The impact Filter is appropriate when:

- Funds, expertise or time for **thorough market assessments** is not available or required.





# Impact filter - how

## 1. Identify products and market opportunities

- Identifying ABD related crop attributes to define potential products

## 2. Identify impact indicators

Economic (profitability, potential demand, technical feasibility, risks)

Social (poverty, inclusiveness, gender)

Environmental (rare, effect on ABD, effect on wider environment)

Nutrition and health

## 3. Identify weights for the impact indicators

## 4. Identify a scoring mechanism to evaluate the products

## 5. Calculate total impact scores

## 6. Interpretation of results and drawing sound conclusions



# IDENTIFIED AGROBIODIVERSITY PRIORITY SPECIES FOR ARARAT MARZ

***Asparagus officinalis* L.**



***Zizyphus jujube* Mill.**



***Melissa officinalis* L.**



**Mountain ash**





# IDENTIFIED AGROBIODIVERSITY PRIORITY SPECIES FOR GEGHARKUNIK MARZ

**Origanum vulgare L.**



**Asparagus officinalis L.**



**Brassica rapa L.**



**Allium ampeloprasum L.**



# CURRENT AVAILABILITY OF AGROBIODIVERSITY PRODUCTS IN THE FOOD SECTOR

## Methodology

The following units were assessed with regard to availability of agrobiodiversity products in formal and informal markets:

- **Hotels**
- **Supermarkets**
- **Small food shops located in the touristic places**
  - **Farmers' markets and city markets**
  - **Restaurants**

Agrobiodiversity food products the survey was carried out for were conditionally divided into **9** groups:

- **Landraces of vegetables and melons**
- **Landraces of fruits and berries**
- **Wild edible plants (leafy vegetables)**
- **Dried fruits and nuts of local origin**
- **Underutilized/non-traditional crops products**
- **Processed landraces' products**

*For comparison:*

- **Local and imported breeding varieties of vegetables and melons**
- **Local and imported breeding varieties of fruits and berries**

Name of the product	Availability of agrobiodiversity products				
	Small foot shops in touristic places	Supermarkets	Hotels	Restaurants	Farmers' markets
1	2	3	4	5	6
Landraces of vegetables	Not available	Not available	Not available	Not available	Available
Landraces of fruits and berries	Available-limited assortment	Not available	Not available	Not available	Available
Wild edible plants	Not available	Available	Available	Available	Available
Assortment of nuts of local origin	Available-limited assortment	Available	Available, rarely	Not available	Available
Underutilized/non-traditional crops	Not available	Available	Not available	Available	Available
Cereals landraces' products	Not available	Very limited assortment	Available	Available limited	Available
Exotic/not native crops products	Not available	Available	Not available	Not available	Not available
Processed agrobiodiversity products of animal origin	Not available	Available limited	Not available	Available	Available limited
Local and imported breeding varieties of vegetables and melons	Available	Available	Available	Available	Available
Local and imported breeding varieties of fruits and berries	Available	Available	Available	Available	Available



**Thank you for your attention**

