

Farmer-to-Farmer (F2F) Program

IN EASTERN EUROPE, CAUCASUS, & CENTRAL ASIA

Monthly Highlights

OCTOBER 2021

MONTHLY ASSIGNMENTS BY COUNTRY



MONTHLY ASSIGNMENTS BY TYPE



LOP TOTALS



ASSIGNMENT SPOTLIGHT

Georgia Marketing and Branding Training

(10/1 - 10/8, Business Development Services)

Host: Association for Agricultural Development

Activities: Development of a comprehensive Marketing Plan to articulate the host's vision and identify and prioritize key interventions according to the 5 Ps of marketing (Positioning, Product, Price, Placement, Promotion), including a re-branding program (new visual identity, logo, promise and tagline)

Local Volunteer Lizi Shamugia

- **Medical Studies – Caucasus International University**
- **5+ years** as a program coordinator, trainer and administrator in the education and humanitarian sectors

U.S. Volunteer Marilyn Phillips

- **Liberal Arts Studies - University of Minnesota**
- **33+ years** in Advertising, Brand Design, and Management and 30+ consulting assignments in Africa, Eastern Europe and Asia for Marketing, Brand Design, Consumer Promotion and Business Skills Development



Local volunteer Lizi Shamugia (top photo), U.S. volunteer Marilyn Phillips (bottom photo)



Local Volunteer Aisuluu Meimankanova (right) explains financial game rules to training participants in Kyrgyzstan - (left photo). U.S. Volunteer Ziming Rao (second from the left) with her Tajik students after their Home Budgeting and Record Keeping training (right photo)

Kyrgyzstan Training on Financial Literacy & Tajikistan Business Planning and Recordkeeping

(10/3 - 10/16, Financial Services & 10/8 - 10/23, Organizational Strengthening)

Kyrgyzstan Host: Group of Farmers from Bai-Alai Program
Tajikistan Host: Kibriyo Hasanova's Rural Household

Activities: Trainings on basic aspects of home budgeting, recordkeeping, business records, and customized templates to promote good financial habits, including regularly saving and identification of new income-generating activities

Local Volunteer (Kyrgyzstan only) Aisuluu Meimankanova

- **M.A. State Government and Local Government - Academy of Management under the President of the Kyrgyz Republic**
B.S. Economics - Osh Technical University
- **15+ years** in small business development, entrepreneurship, and trainer-of-trainers

U.S. Volunteer (both assignments) Ziming Rao

- **MBA - University of North Florida**
- **15+ years** in corporate accounting, financial analysis and management

Armenia Herb Drying Technology Improvement

(10/16 - 10/29, Value Added Products)

Host: Darman Tea

Activities: Information and expertise shared on the cultivation of medicinal herbs, the necessity of sustainable alternatives to wild crafting, and the importance of conservation of wild flora, as well as practical recommendations on drying and storing to reduce problems with pests

U.S. Volunteer Matthias Reisen

- **B.S. Agronomy - Delaware Valley College of Science and Agriculture**
- **30+ years** owner and manager of Healing Spirits Herb Farm & Education Center



U.S. Volunteer Matthias Reisen at the herbs processing unit.

