

BIG THINGS HAVE HUMBLE BEGINNINGS



Grigor, a 31-year-old dentist by profession, changed the course of his career from dentistry to agriculture. He believes his potential can be more effectively realized and have better career prospects in agriculture.

Before participating in the training “Agribusiness”, organized by the Armenian National Agrarian University in the frame of RECONOMY, Grigor owned a pig breeding farm with only 7 pigs – a common practice in an Armenian village – which was just enough to bring him income to cover the basic living costs. He knew he needed to increase his small business but was missing the right business model and entrepreneurial skills.





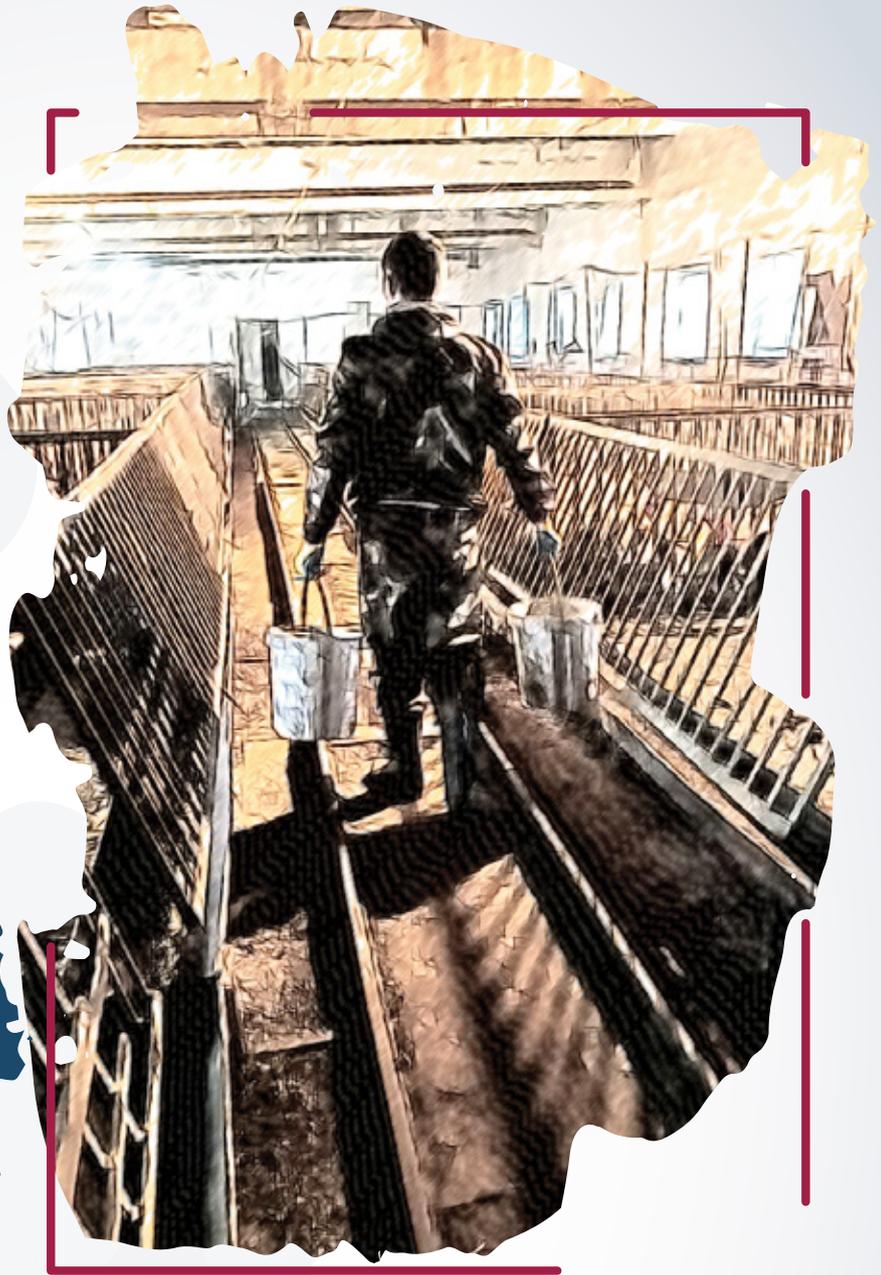
At the training, Grigor learned how to develop his business plan as a roadmap for how to structure, run, and grow his business, also making him eligible to access finance which he can invest in modernizing his farm. He also learned about the importance of creating an identity brand for his products.

“GSB Ecocompany“ is the new name of his farm and products. Thanks to the entrepreneurial skills gained, Grigor managed to scale up his pig breeding farm to 200 pigs and opened a new cattle farm with 18 cattle. The fodder for the pigs he purchases from farmers in neighboring villages, and the compound feed from an Armenian producer, thus impacting other actors in the value chain. Grigor also invested the revenues received from pig breeding into establishing the livestock production line. In only half a year he increased his income by nearly 25% compared to the pre-training one.



Thanks to the training he also changed his waste disposal practices. Previously he used to dispose of animals' by-products waste but now he makes some processing out of them and sells them as final products, generating extra income from waste while contributing to the reduction of negative impact on the environment.

The expansion of his business meant engaging his family members at the farm, increasing the revenues, and earning a decent income for the family.



Closed-loop agriculture is another key learning from the training and Grigor's long-term goal is to produce biogas from the organic waste of his farm, which he can use to ensure gas for his whole business and can use or sell the final material from the biogas production as a fertilizer.

Farming is a difficult physical job, indeed, but Grigor and his family are doing it with passion. His plans are to make his business fully circular by cooperating with other local farms and potential financing partners, increase the number of employees by an additional 20 people, and make his brand a national one.