



## Improving Equipment is Recipe for Success



Photo: Ulan Raimbekov

Volunteer John Marenic compliments Pribylnoe Farm on the quality of grain used in its bakery and macaroni products.

Pribylnoe Farm in Kyrgyzstan had been struggling for two years trying to make pasta - until Farmer to Farmer volunteer John Marenic of Florida made a visit. USAID's Farmer to Farmer program, administered by Winrock International, helped to identify the deficiencies in the farm's production process and recommend feasible improvements.

Pribylnoe needed to upgrade its milling equipment in order to improve the quality of its flour. The grain itself was of good quality, but the problem was with the mill. The quality of the flour was severely deteriorating due to dust contamination during the milling process. Following Marenic's analysis and advice, Pribylnoe procured equipment for washing the grain. Pribylnoe tried to make pasta, but it became too soft when boiled and was not marketable. Following Marenic's advice, Pribylnoe procured a freezing ventilator, set up a cupboard for drying, and reconstructed its pasta production equipment according to recommendations.

Marenic helped Pribylnoe to develop new recipes for macaroni, rolls and buns corresponding to quality and prime cost requirements. Based on Marenic's suggestion, Pribylnoe conducted a marketing workshop for its products and held a promotion of its products to local customers. These improvements overall helped Pribylnoe increase annual income by 40%.

Photo & Caption