



## PHOTO & CAPTION

### Fresh Apples, All Year-Round



Photo: Radu Lazar, CFNA

***In a few days, these apples will be harvested and moved into the new Controlled Atmosphere Storage Facility, allowing them to taste fresh and flavorful months later.***

Apple producers throughout Moldova have a long-standing tradition of quality when it comes to growing delicious fruit. But they have struggled for years with getting their product to market when the demand is highest and prices are the best.

The lack of adequate storage facilities has prevented farmers from solving their marketing problem. Now, with support from USAID, a Moldovan company has built a state-of-the-art Controlled Atmosphere Storage Facility — the first of this kind in the region. Here farmers can store their apples for as long as they need before bringing them to market without worrying about loss of flavor or freshness. Selling their fruit out

of season allows farmers to receive up to four times as much for their crop, and consumers can purchase locally grown fruit at better prices than they were paying for imported varieties.

#### Telling Our Story

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