



FARM Program launches new, user-friendly website

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On July 20th, the FARM Program unveiled its new and improved program website in Ukraine and Canada – <http://www.sasktrade.sk.ca/farm>. Designed to be more user-friendly and interactive, this improved version provides the same basic information as the original website, but with a difference. Having reached the half-way mark of the Program, the new website showcases more detail and up-to-date information on the program's progress related to its two main components: extension service development (ProMech) and grant fund projects (ReMech). The centre piece of the new website is an interactive map of Ukraine – this map graphically highlights the Program's activities providing detailed information, organized geographically, about FARM's four extension services in Volyn, Sumy, Rivne and Dnipropetrovsk (including their contact information) as well as information on the various projects FARM is supporting.

About the website, Ms. Olga Lysenska, FARM's Program Manager had this to say, "More and more Ukrainian farmers understand the saying 'who owns information owns the world'. In this respect the importance of the new FARM website can hardly be overestimated. Not only does it enable Ukrainian producers and other stakeholders to learn more about opportunities the FARM Program offers, but it also helps Ukrainian agriculture to integrate into global markets by linking Ukrainian producers to FARM's extension services – conduits to some of Canada's best practices in agricultural production."

Since 2003, the FARM Program has been delivering much-needed technical assistance in the areas of institutional capacity-building, civil society development, and extension service creation as part of an overall strategy to support agriculture reform in Ukraine. FARM receives core funding from the Government of Canada through its Canadian International Development Agency (CIDA) and delivers this assistance in partnership with the Canadian provincial governments of Alberta, Manitoba, Saskatchewan, Ukraine's Ministry of Agrarian Policy, the National Agriculture University based in Kyiv and the Ukraine Academy of Agriculture Sciences. The Saskatchewan Trade and Export Partnership (STEP), with its long term presence in Ukraine, manages the project. Other partners to the Program include the Oblast Administration of Rivne, Sumy, Volyn and Dnipropetrovsk.

FARM runs two administrative offices in Regina and Kyiv, and now boasts Agricultural Extension Service offices in Dnipropetrovsk, Rivne, Sumy and Volyn Oblasts. "With so many offices, there is a strong need to share information about the Program in a consistent and understandable way" says FARM's Program Director, Guy Innes. "The Program is completing some valuable work and it is important that our success stories are shared with others – and we feel that this new website fulfils this function," Innes said.

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