

1. Startling Statistic Lead , Climate Stress on Crops

Write a lead using a **startling or little-known statistic** about climate impacts on Armenian crops (e.g., rising temperatures in Ararat Valley, reduction in Lake Sevan water levels, frost damage frequency).

Goal: Use one number to hook the reader and frame the article's focus on climate-resilient agribusiness.

2. Contrast/Comparison Lead, Traditional vs. Smart Farming

Write a lead contrasting **traditional farm methods** with **emerging precision agriculture technologies** (drones, soil sensors, data dashboards).

Goal: Show how the gap between the two approaches creates both opportunity and pressure for Armenian farmers.

3. Question Lead. Export Challenges

Write a lead that opens with **strategic questions** about Armenia's agricultural export system, e.g.,

Why do high-quality Armenian apricots still struggle to reach Gulf markets on time? What stands between farm-gate excellence and global shelf space?

Goal: Use questions to introduce the broader issues of logistics, certification, or market access.

5. Scene-Setting Lead, Inside a Processing Plant

Write a lead that brings the reader into a **fruit-drying facility**, **cheese-aging cellar**, or **herb-processing hub** in any Armenian region.

Goal: Use concrete, professional detail, to highlight how operations, machinery, or workflow reveal a larger industry trend.