

GEORGIAN FARMERS' ASSOCIATION

ANNUAL REPORT

2021



Georgian Farmers' Association
საქართველოს ფერმერთა ასოციაცია

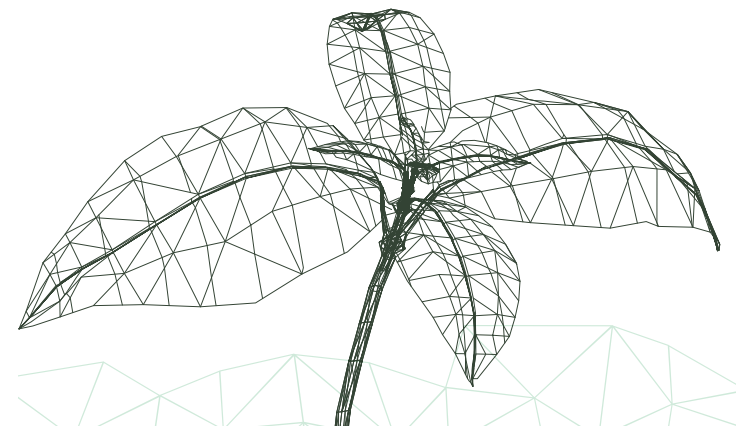


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Georgian Farmers' Association
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CHAIRPERSON'S STATEMENT

Unlike 2020 – a year that has established itself as a period of going through an adaptation with the so-called “new normal” imposed by the global pandemic, 2021 has largely been marked as a time of moving to the stage of coexistence. Experience gained in 2020 translated into a systemized character and we mainly returned to work process in the ordinary course.

The digital technologies and platforms based on ICTs are the main and foremost that withstand to the pandemic challenges. “The new reality” namely implies an implementation of the digital products and promotion of their active application. Thus, during the last year our main priority, so to say, was creation and further support of the digital agricultural products. For example, the project agrogate.world – was the first agritourism online platform in the South Caucasus offering a traveller recreation in the tourism-adopted, traditional agricultural environment; at the same time, we have paid a great attention to the creation of e-learning modules, enabling all interested farmers to search for the online training courses, deepen their knowledge and skills by taking concrete courses, etc.

Generally, in 2021 our hub of electronic platforms – GFA Digital has further expanded, bringing together five digital products in one ecosystem; our mobile application “Agronavi” advanced with its technological, as well as substantive development, being one of the exemplary digital products not only in the region, but in the East Europe on the whole.

The global difficulties of general character have formed a new vision of business-processes and turned challenges into capabilities. For the Georgian Farmers' Association 2021, as well as all the reporting periods since the establishment of the Association, was equally successful. Speaking of success, I mean the fact that we are constantly developing, growing, fine-tuning advocacy mechanisms, ensuring top level implementation of projects supported by the donors, introducing innovative approaches, and as a result of all these efforts, we are seeing tangible outcomes for beneficiaries, donor organizations, Farmers' Association itself and for the whole agriculture sector as a whole.

While you are bound to go through all the details provided in this report, I would point out that in 2021 we successfully managed and implemented 19 projects; introduced 8 new services further facilitating the development of agriculture; enhanced our main asset – people, who make sure the Association moves forward; stayed in active cooperation with the local, as well as international partners, donors and public sector; continued advocacy of farmer's interests; focused on women farmers and entrepreneurs; made an important decision to open GFA's regional offices enabling a strong, flexible system of local representations, that will help us be more closer with member farmers, in view of rendering intense and effective assistance.

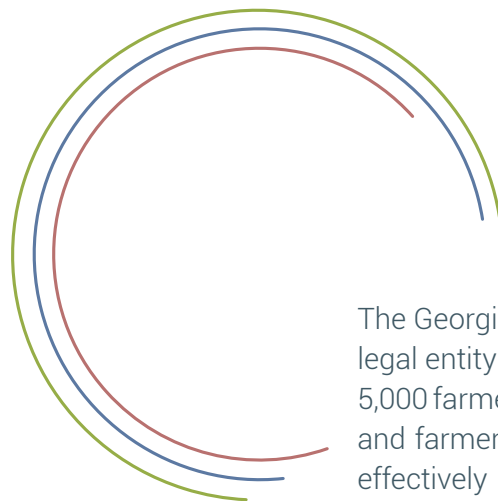
I thank you for taking the time to get familiar with our activities report and express my anticipation that information we shared will be interesting for you.



NINO ZAMBAKHIDZE
Chairperson, GFA

ABOUT **GEORGIAN FARMERS'** ASSOCIATION





The Georgian Farmers' Association (GFA) is a non-commercial (non-for-profit) legal entity founded by the end of 2012. Currently, the association unites up to 5,000 farmers across Georgia. GFA acts as a facilitator between the government and farmers in line with the mandate assigned by its member farmers; works effectively with government agencies, is actively involved in formation of the Agricultural Development Strategy and Policy. The Association is a privileged partner of COPA-COGECA (The Union of EU Farmers and Agri-cooperatives, also a member of various governmental and non-governmental boards (including, the Georgian Chamber of Commerce and Industry and the Georgian Alliance for Agriculture and Rural Development).

Our main directions are: advocacy, for better protection of farmers' interests and ensurance of their involvement in legislative process; provision of availability of services and programs offered by the association across Georgia through the network of regional offices; capacity building by means of various theme-based educational programs, specialized courses and trainings; establishment of relationship with the organizations working in agriculture sector, association of farmers, individual entrepreneurs, agricultural investors and international partners.



Georgian Farmers' Association
საქართველოს ფერმერთა ასოციაცია



MISSION



GFA's mission is to strengthen the agricultural sector in Georgia and improve quality of life of Georgian farmers through bringing the farmers together and promoting their visibility.



Georgian Farmers' Association
საქართველოს ფერმერთა ასოციაცია

OUR TEAM



ADVOCACY



Advocacy of farmers' interests, as a main mandate of Farmers' Association, was of course, at the forefront of our activities throughout 2021 and took significant share in GFA's activities.

Starting 2021, the Farmers' Council, which is the main consultancy platform for the Georgian Farmer's Association, performed successfully in precisely prioritizing processes affecting its main directions. If in 2020, coping with the crisis caused by Coronavirus pandemic covered the sizable portion of the agenda, the main priorities of 2021 were set forth as follows: *Formation of Land Management Sustainable Policy (amongst, registration, privatization, land tenancy, etc.), Support of Agritourism Development and Identification of Farmer Status in the Country.*

To help elevate the protection of farmers' rights, an active collaboration with the executive, as well as legislative branches was spanned throughout the year. At the same time, the Association was involved in different discussions with the donor organizations and civil sector representatives, as a defender of farmers' rights.

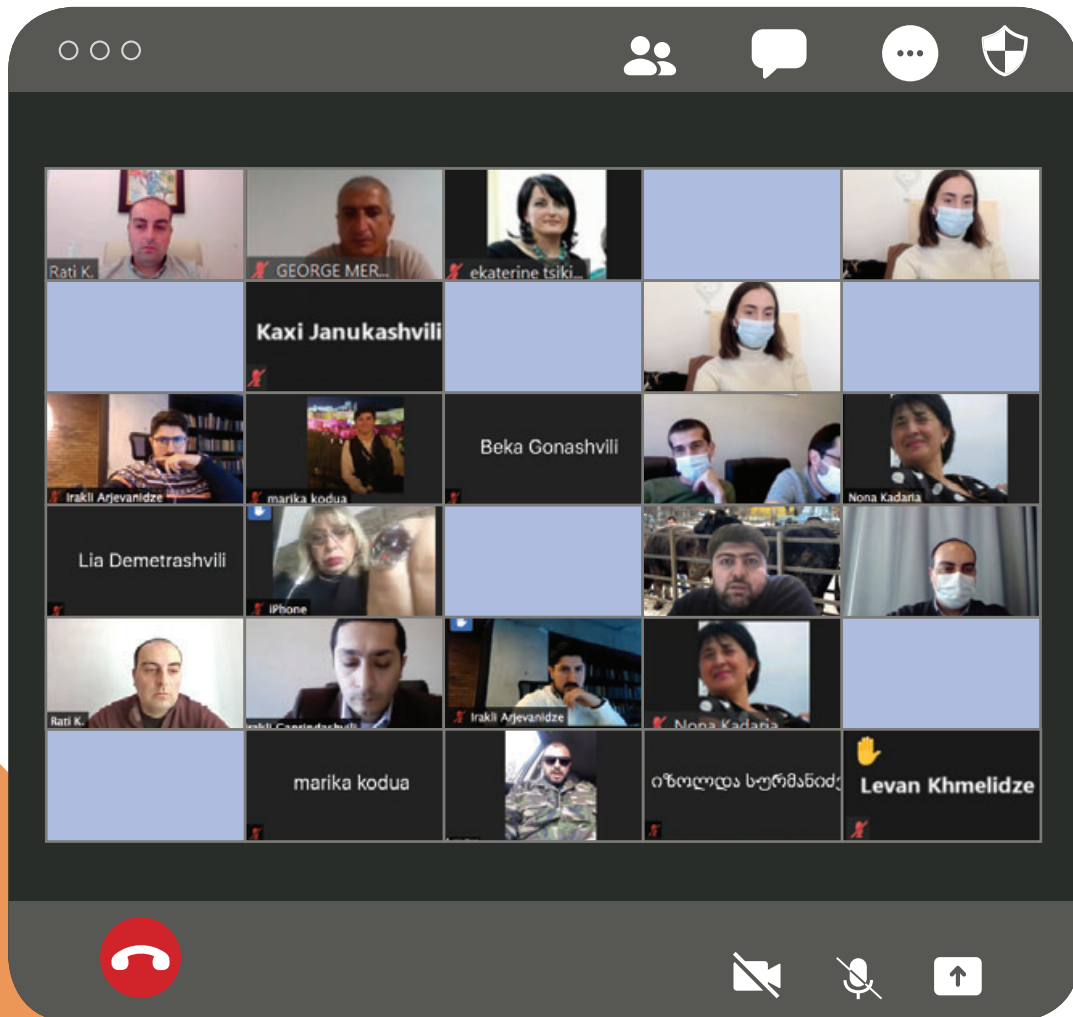
ADVOCACY



As a result, in the direction of land management policy, several important legislative acts were adopted (or amended), opening way for farmers' interests to be better considered; for example, a farmer was given a possibility to purchase from the state previously rented land plot at a discounted price (plowing land category); a pilot project for sustainable pasture management was developed and implemented; the entity established by a foreign country national was granted an opportunity to purchase the land and make investment (under reservations); the process of land registration has become more faster and consequently moved to the completely in-system registration form applicable to the entire country; the law on agritourism and guide for agritourism development were drafted, which was followed by several significant projects, aiming at developing country's agritourism. The parliament has commenced works on determining the farmer status and the Association will continue its advocacy efforts in 2022 as well.

It should be mentioned, that in 2021 the Association Chairperson and Deputy Chairman became members of the newly established Advisory Board formed by the Committee on Agrarian Issues of the Parliament of Georgia, which gave the Association an additional leverage to represent farmers' voice in the legislative body.

FARMERS' COUNCIL - FOR SUPPORTING FARMERS



Farmers' Council is a main consultancy platform of the Georgian Farmers' Association, which works for the opportunities to better protect farmers interests, ensure their active involvement in the legislative processes relating to agriculture sector and maintain a high standard of advocacy. The Council actively considers different draft laws and is responsible for submission of comments/notes to the corresponding state, public and/or private organizations on the regional and sectoral levels. In 2021, 15 working meetings were held within the capacity of Farmer's Council, including 7 meetings dedicated to various legislative processes, as well as to the discussions on legislative acts of Georgia; unified packages with comments/remarks were developed and provided to the relevant state institutions, which have reflected them in final versions of the draft laws; in line with the Council member initiatives, working meetings touching sectoral and regional directions were also held.

In 2022, the Farmers' Council, in close cooperation with the Association's regional offices, will be staffed through elections with renewed staff and continue to advocate the interests of farmers even more actively.

2021

in NUMBERS

Up to 5000 farmer members

17 meetings held in the frames of farmer's council

19 ongoing projects

8 categories of agriservices

34 researches conducted

2 international study tours

82 dual professional students

More than 300 informal education program participants

More than 140 grants awarded

Mobile Laboratory

Agritourism online platform agrogate.world and 41 promotional videos

More than 12000 phone calls

5 digital agriculture platforms

More than 130.000 platform visitors

1.2 million users on social media channels

8.5 million exposure to news via social media

For Georgian Farmers' Association 2021 has delivered a set of challenges and opportunities.

Despite the pandemic, that created obstacles to all the sectors, the Association managed to be active all year round to achieve the goals set-forth.





in 2021

- Number of the farmers-members of the Georgian Farmers' Association amounted to 5000;
- The Council held 17 meetings to identify farmers needs and seek the right ways for their advocacy;
- Works on 19 projects have been carried out aimed at developing and strengthening farmers capabilities, and also, generally, supporting agriculture sector in Georgia;
- 8 categories of agroservices were created, required for further development of agriculture sector – the farmers, as well, as representatives of agribusiness sector can receive qualified consultation in the direction of planning-budgeting, management of various types of holdings and agronomy;
- 34 surveys were carried out, which were oriented at revealing the farmers needs and setting ways of their resolution;
- 2 international educational courses were held, with the purpose of sharing the best practices for member farmers;
- 82 applicants acquired the status of dual professional student;
- More than 300 interested individuals were registered for the informal educational program;
- More than 140 agricultural company and farmer acquired grant opportunities for enhancement of own business;
- The mobile laboratory was added to the standard of primary production, together with implementation GeoGAP service, enabling the farmers to make different on-site analysis of soil and milk;
- The first in the South Caucasus agritourist platform Agrogate.world was created, which offers travelers recreation services in the tourism-adopted, traditional agriculture forms. At present, more than 100 users are registered on the platform. 41 videos were produced to promote the awareness of the agritourism sights;
- 5 digital platforms were created covering agrifood sector, vocational education, employment opportunities in agritourism and agriculture sector in general; these platforms have been visited by more than 130.000 users;
- The Association call-center for informing the farmers has made more than 12.000 calls in total;
- As a result of efficient execution of the Association communication strategies, in the frames of awareness-raising campaigns concerning different agricultural issues, the audience encompassed by means of communication channels exceeded 1.2 mln individuals, while the rate of access to information on specific categories amounted to more than 8.5 million units.

DIGITAL AGRICULTURE

The background is a dark blue gradient. In the top right corner, there is a complex network of white lines and dots, resembling a molecular or data network structure. A thick, wavy teal band curves across the middle of the image. Below this band, a glowing blue plant with three leaves is depicted, its base emitting a bright blue light. To the left of the plant, a series of white dots forms a curved path. In the bottom right corner, there is a small green shape containing the number 13.

DIGITAL PLATFORMS HUB - GFA DIGITAL

GFA Digital – a hub of digital platforms of the Georgian Farmers' Association, which brings in one space five different digital projects relating to agro-food, vocational education, employment in agritourism and agrisector. The digital hub can be accessed at the following address - <https://gfdigital.ge>



DIGITAL PLATFORMS:



AGROGATE.WORLD



Agroskills



AGRO MAP



Agro Jobs



AGROGATE.WORLD – the first online platform for agritourism in the South Caucasus, offering the traveller a recreation opportunities in the tourism-adopted, traditional agricultural environment. Cooperation of those two spheres in the agritourism industry, together with the best forms for leisure and recreation, promotes creation of new jobs, development of economy, protection of ecology and stimulation of competitive environment for businesses. Through the platform the visitor will discover such agritourist sights, where he/she will be able to find shelter in nature, in the village atmosphere, immerse in pastoral life – get involved in agriculture activities, take care of domestic animals and experience the nature of preserved village ancient habits, traditions and rituals;

AGRONAVTI.GE – an online platform for farmers rendering assistance in planning and management of agribusiness taking into account market tendencies and gaining maximum income. On the platform different thematic information, statistics, e-forms (e.g.: online appointment for consultation with a mentor), agrolibrary, videos and other various resources are available.

At the same time, in parallel with online platform, from 2017 the first comprehensive mobile application “Agronavti” is up and running, which passed a significant stage of update and was better tailored with the customers needs. The update encompassed visual, as well as technical standard and safety requirements. Last year GFA commenced negotiations to place the application in the global market.

AGROSKILLS.GE – a digital platform fostering development of vocational education, created with the goal to help overcome the lack of qualified personnel and address current needs through granting access to different online professional courses, including the availability for users to pass and get the relevant certificate;

AGROMAP.GE – a pilot project, carried out in the scope of the European Union and the United Nations Development Program (UNDP) - “Smart Village Concept”. On the first stage the agrifood sector of the Dedoplistskaro Municipality was digitalized. Nowadays this process is active across Georgia. The platform offers opportunities to the farmer to establish contacts and make business deals;

AGROJOBS.GE – a platform that sets as an objective to promote agrisector employment and introduction of digital solutions in this field. The platform connects employers and those willing to be employed.

FOSTERING DIGITAL TRANSFORMATION



The Georgian Farmers' Association, with the support of the UN Food and Agriculture Organization (FAO) is implementing a project promoting revival of villages in Georgia and process of digital transformation.

Within the framework of the project, in 2021 the following activities were commenced by the Georgian Farmers' Association and are expected to be completed in 2022:

Identification of the digital technologies available in agriculture sector and unveiling the needs and capabilities of GFA member farmers;

Creation of 150 service supplier profiles for placing on the digital map; to raise awareness about the digital platforms, trainings were performed for 200 farmers and agroservice suppliers selected from all the regions of Georgia;

Survey document about the best practices existing in the field of agriculture was prepared, which comprises analysis of cost-effectiveness received as a result of using concrete digital technologies, and also presents the list of the digital technologies and platforms used country-wide.



Food and Agriculture Organization
of the United Nations

DEMETER FOR FOSTERING SUSTAINABLE DEVELOPMENT OF AGRICULTURE

Georgian Farmers' Association works actively to enable the Georgian farmers receive information on the best agricultural practices and modern technologies, that will facilitate increase in competitiveness and income of farmers. With this purpose in the scope of the program DEMETER, the Georgian Farmers' Association has performed survey of the project pilot farmers, targeting at acquiring information on the use of modern technology by farms and identifying existing challenges.

In 2021, in the frame of the project, two pilot fields – in Kakheti (vineyard) and Shida Kartli (intensive apple orchard), various sensor devices (meteorological, irrigation and insect traps) were installed. The data received by those sensors are automatically uploaded to the special platform, enabling the farmers to acquire processed information. This information comprises situational analysis, as well as recommendations for prevention of various diseases and concrete strategies of garden management.

Numerous regular working meetings were held with project partners. Phone interviews were carried out and the received information was processed. As a result terms and conditions provided for by the project were improved, updated and even more tailored with the needs of farmers. To help increase awareness, video blogs were prepared to demonstrate general, as well as concrete activities in the pilot field.

DEMETER is a 42-month long project funded by the Eurocommission, being implemented within the scope of the Program Horizon 2020. 60 partner organizations of 18 countries are involved in the program (among them, 15 are EU member countries). In Georgia GFA stands as partner of the project.



WOMEN in AGRICULTURE SECTOR

In 2021 together with the UN Women, the Georgian Farmers' Association launched the project for "Women's Economic Empowerment".

The two-year project is aiming at strengthening of women involved in agritourism, increasing their income through agritourist activities and supporting development of required skills.

The process for identification of women entrepreneurs involved in agritourism across Georgia has started. Interested individuals had an opportunity to fill out an application in order to participate in the project. As a result, 100 women entrepreneurs were selected. Following the implementation of future project activities, the beneficiaries will be able to deepen their knowledge and improve their business management skills, increase the awareness of their agritourism sites and establish connections. They will be able to participate in the grant competition and receive financial support.

In November 2021, under the aegis of the Georgian Farmers' Association and UN Women, a meeting was held with the non-governmental sector relating to the draft law on agritourism. During the meeting, participants were informed about the impact assessment of the regulation relating to the agritourism draft law.

RELATIONSHIP WITH INTERNATIONAL PARTNERS

GEORGIAN FARMERS'
ASSOCIATION BECAME A
PRIVILEGED PARTNER OF
EUROPEAN FARMERS' AND
AGRI-COOPERATIVES'
UNION COPA-COGECA



Status of the privileged partner means that the Association will have an increased access to the best practices and experience of the European agriculture, that will be shared by the member farmers of the Association. At the same time, international contacts will be activated and Georgia will move closer to the agricultural standards of the European Union that itself is a step forward on the way to becoming a part of the European Union.

The Farmers' Association has been a holder of a partner status of the Copa-Cogeca since 2014. Upgrading the status to that of privileged partner was preceded by the two-month active work process – discussions, presentations and interviews that was completed successfully and the Association became a holder of the privileged partner status.

Copa-Cogeca is a major union of the European farmers and agricultural cooperatives. Its members are leading farmer organizations and cooperatives from all EU countries, the non-member countries can only be partners or, as in Georgia's case, privileged partners.



THEMATIC PROJECTS

LIVESTOCK / DAIRY PRODUCTION

SAFETY AND QUALITY INVESTMENT IN LIVESTOCK (SQIL)



2021 was very pressed and efficient for the SQIL project, which is being implemented by the Georgian Farmers' Association with the financial support of the U.S. Department of Agriculture (USDA) and in cooperation with the US organization Land O'Lakes Venture37.

Within the framework of the project, in 2021 a dairy module was added to the previously existing GeoGAP horticulture module, and it was first introduced at Mamuka Kobakhidze's farm named "Shtori" located in the village of Pshaveli.

Number of trainings, workshops and demonstration days were held within SQIL project (e.g. "How to build a livestock farm", "Demonstration day of triticale", GeoGAP field analysis and many other). Within the scope of the same project, monitoring and analysis of prices began in 2021.

The social media campaign carried out by the end of the year should also be mentioned, which embraced more than 700.000 individuals and increased awareness over the most important issues concerning the livestock breeding.

Also, namely in the scope of SQIL project, by the end of 2021, the Memorandum on Mutual Cooperation with the Ministry of Environmental Protection and Agriculture was signed, which aims at further recognizing GeoGAP standard.



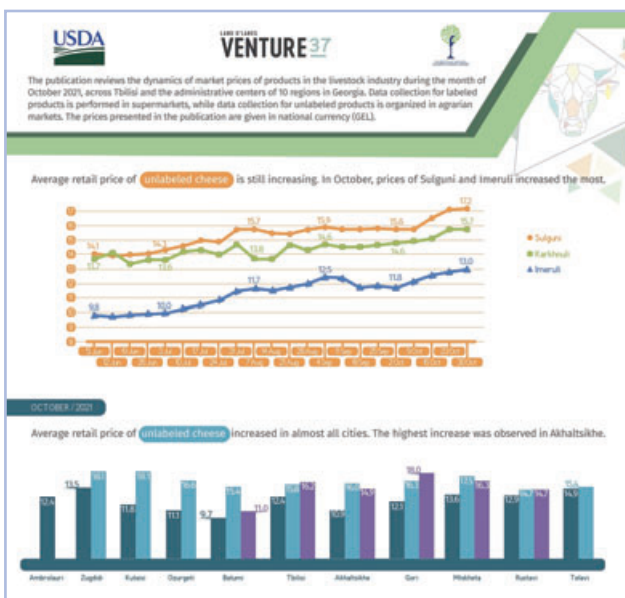
LAND O'LAKES
VENTURE37

COLLECTION AND PROCESSING OF INFORMATION ABOUT MARKET PRICES

In 2021 the group of researchers of the Georgian Farmers' Association was actively working in the direction of market prices collection and conducted weekly observation on the prices of dairy and beef products in Tbilisi, as well as all the regions of Georgia.

The above mentioned activity was carried out in the scope of the project - "Safety and Quality Investment in Livestock" (SQIL). Apart from the dairy and beef products, the group of researchers monitored the prices of raw milk, live cattle and forage. By using pricing information acquired through surveys, farmers and businesses involved in agriculture, including SQIL project beneficiaries, obtain reliable market pricing data that help them better plan their activities.

The information on market prices is available on the websites of the Georgian Farmers' Association and Agronavi, as well as in the magazine - New Agrarian Georgia, where the SQIL project has a special section.



DAIRY MODERNIZATION AND MARKET ACCESS PROGRAM (DIMMA)

The state program "Dairy Modernization and Market Access Program" is being implemented by the initiative of the Ministry of Environmental Protection and Agriculture of Georgia and the financial support of the International Fund for Agriculture Development (IFAD). The objective of the program is to support economic development in rural areas through promotion of competitive, diversified and sustainable dairy industry. The program comprises two main technical components:

- Development of dairy and dairy products value chain;
- Institutional and organizational development.

From 2021 the program is implemented in 4 regions of Georgia: Samtskhe-Javakheti, Imereti, Samegrelo-Zemo Svaneti, Racha-Lechkhumi and Kvemo Svaneti.

In the frame of the program dairy clusters shall be formed; also in the small and medium-sized milk-producing households (farms with about 20 dairy cows) demonstration farms will be arranged, where the farmers will receive a fully funded technical assistance, in order to improve feeding of the livestock, equipment of the farm, hygienic conditions, productivity of the livestock, quality and volume of the produced products etc; the program deems involvement and active participation of youth and women as a top-priority.

The program is also targeting at popularization of artificial insemination in farms; in particular, in the scope of the program component of artificial insemination is being carried out, which means co-funding of the artificial insemination procedure in the beneficiary farms with the goal to improve the livestock breeds. At the same time, field trainings in the demonstration farms will be held, where the farmers are expected to receive free consultation and take professional courses. For this purpose, 16 training modules were already developed in the scope of the project.



მერძეულობის დარგის
მოდერნიზაციისა და ბაზარზე
წვდომის სახელმწიფო
პროგრამა იწყებს განაცხადების
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ფერმების მოსაწყობად შემდეგ
რეგიონებში

კახეთი
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სამცხე-ჯავახეთი
სამეგრელო-ზემო სვანეთი
რაჭა-ლეჩხუმი ქვემო სვანეთი



STANDARDS - GeoGAP

NEW MODULE OF GeoGAP STANDARD



2021 for GeoGAP, which is a local standard of primary production of agricultural products, was a year of outstanding development. In 2021 a new dairy module was added to GeoGAP standard as a result of which, the farms are awarded the GeoGAP standard on the stage of primary production.

In December, 2021 an official presentation of GeoGAP dairy module was held, which together with the various public institutions was attended by the representatives of international organizations, farmers and dairy processors.

The GeoGAP dairy module was developed in the scope of the project - "Safety and Quality Investment in Livestock" (SQIL), which is being implemented by the Georgian Farmers' Association with the financial support of the U.S. Department of Agriculture (USDA) and in cooperation with the US organization Land O'Lakes Venture37.

It should be underlined that at the initial stage, the GeoGAP standard was created by the Georgian Farmers' Association in the scope of the project ZRDA, funded by the United States Agency for International Development (USAID).

HORTICULTURE

HERBS FOR GROWTH - HEGO

In 2021 a website was created and a logo approved for the project – “Herbs for Growth” (HEGO), which aims at establishing international trade ties for herb products and ensuring further development of the field, together with popularization of medicinal herbs collection and diversified new cultivations.

In addition, the project team developed the course of non-wood forest products together with the educational plan and prepared short description of modules, embedded in the scope of the course.

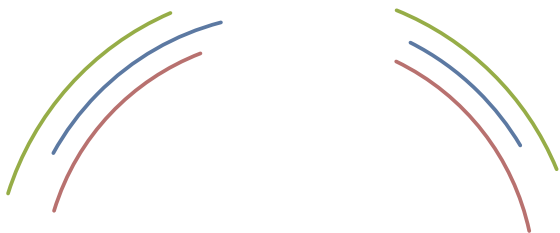
The project team attended the first online conference, a notional host of which was Moldova. Objective of the event was to disseminate information to the target groups on non-wood forest products breeding, processing and highlight possibilities of sector development. During the meeting focus was set on the importance of cooperation between the partner countries of the project (Greece, Moldova, Armenia and Georgia) along with observing the significance of the activities planned in the scope of the program.

HEGO is a 30-month project funded by the European Union, that unites four countries (Greece, Moldova, Georgia, and Armenia). The project is implemented with the support of the Ministry of Public Works, Development and Administration of Romania. A leading partner organization is the Development Association of Khalkidhiki. As for Georgia, GFA is one of the partners of HEGO.



OTHER PROJECTS

ORGANIZATIONAL CAPACITY BUILDING (SIDA)



With the efforts and financial support of the Swedish International Development Cooperation Agency (Sida) under the Core Support to the Georgian Farmers' Association, in 2021 GFA performed a fundamental update of its organizational structure, as a result of which, corporate capacities of the Association were strengthened, the model of human resources management moved to a new level, and personnel performance evaluation system was introduced. All the mentioned is backed with all respective manuals developed taking into account the modern principles of corporate management, by which the Association is governed. At the same time, during the last year in the past, 51 GFA's staff members have gone through a number of thematic educational courses/trainings as part of the efforts to enhance human assets.



IN THE SCOPE OF THE PROJECT:

Monitoring and Evaluation Plan was created with the aim to develop a unified system of monitoring and evaluation for the Georgian Farmers' Association, which, in return shall enable the Association to work more effectively toward achieving the set-forth goals. At the same time GFA has made strides in improving its own internal reporting system;

A strategy document on environmental protection was elaborated, followed by the formation of a special working group on the environmental issues. Membership of the mentioned group is based on the principles of voluntary activity involving employees, which means that all the group members have an opportunity to participate in the working meetings and thus be involved in the decision-making process;

Fundamental multidimensional analysis of poverty was carried out and a sizable document was developed;

The organizational gender capacity assessment was conducted as well as the needs and capabilities of the target groups were analyzed in terms of gender. As a result, a gender strategy document has been developed.

In order to improve files management, handbooks and corresponding documents have been developed.

PROJECT

EMBRACE TSALKA



ევროკავშირი
საქართველოსთვის
ENPARD



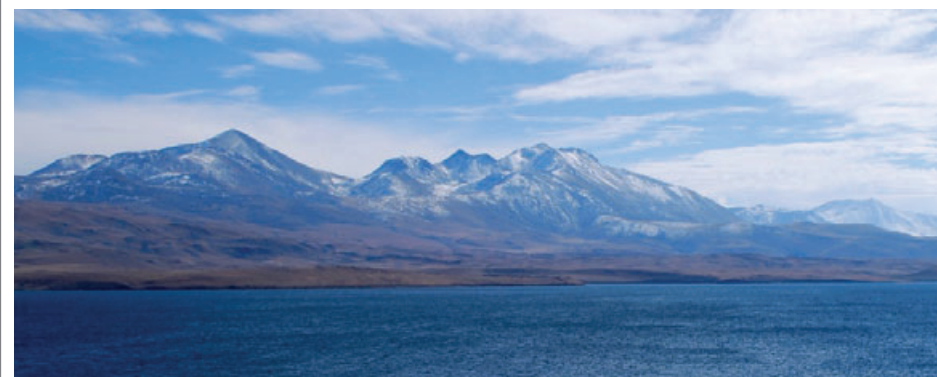
ესნალკა
EMBRACETsalka

CENN
Shaping the Future by Changing Today

Within the scope of the project “EMBRACE Tsalka”, the Georgian Farmers' Association together with the “Caucasus Environmental Non-Governmental Network” (CENN), actively works toward the capacity building of farmers and their households. The Tsalka Local Action Group (LAG) was registered, which complies with the principle of public and private partnership, as well as – territorial, gender and age fair treatment. The LAG represents vulnerable families, ecomigrants, refugees and ethnical and religious minorities.

In 2021, as part of the the project scope, the Georgian Farmers' Association worked on digitisation of the “Work Based Learning” (WBL) platform. Practical and theoretical educational videos of professional teaching courses were developed. Video tutorials taken within the framework of the dairy processing program were posted on the Agroskills.ge platform, which enabled 5 farmers to get familiarized with the program and raise their qualification.

The project “Embrace Tsalka” is made possible with the financial support from the European Union program ENPARD and is implemented by the “Caucasus Environmental Non-Governmental Network” (CENN), in cooperation with the Georgian Farmers' Association and Research Institute for Agricultural Development (IfIs).



 Austrian
Development
Cooperation



The project supports and funds the following fields: greenhouse facilities, poultry breeding, livestock and agritourism. Target regions of the project are: Kakheti, Samtskhe-Javakheti, Kvemo Kartli and Mtskheta-Mtianeti. During the reporting period, more than half from the 73 farmer households selected within the grant component has already received main facilities.

Maximum amount of co-funding made was 8,000 EUR and comprised individually tailored technical support. In addition, for the project beneficiaries, namely, for hothouse facilities and agritourism projects, on-site visit of the environment and labor safety specialist was paid, who consulted the entities involved in the projects and prepared relevant recommendations. During the visit soil and water samples were taken for analysis and according to the results recommendations were issued. At the same time, one of the significant activities of the project was an arrangement of demonstration grasslands in 4 different geographical areas. With this purpose an active preparatory works were performed, completion of which is anticipated in 2022.

In the scope of the project, in 2021 two programs of professional education were elaborated: production of ornamental plants in outdoor and protected ground, and almond handling using the modern methods. Educational courses were held in four target regions: Samtskhe-Javakheti, Kvemo Kartli, Kakheti and Mtskheta-Mtiamenti. After completion of these professional educational programs, 65 trainees were granted corresponding certificates. The aim of the vocational educational programs is to increase employment opportunities for beneficiaries, to support income growth and to promotion of the development of existing households.

PROJECT – “ENHANCEMENT OF ECONOMIC AND SOCIAL INVOLVEMENT OF VULNERABLE FORCIBLY DISPLACED PERSONS AND LOCAL POPULATION IN THE SOUTH CAUCASUS” (EPIC)

Individuals interested in obtaining the grant participated in the business idea competition, and after passing the special (mandatory) training, submitted their business plans to the selection commission. 33 beneficiaries, living in Shida Kartli (Khashuri, Gori, Kaspi, Kareli) and Kvemo Kartli (Marneuli, Tetritskaro, Bolnisi) were selected by the commission and received agricultural machinery for facilitation and development of family farms/economic activities.

Before receiving agricultural machinery, beneficiaries took additional training on issues relating to occupational safety, waste management and good agricultural practice. Additionally, after receiving technical equipment, they were trained on its practical use. The equipment supplier company unveiled through a tender is obliged to provide equipment service for one year. A total of 63 beneficiaries participated in the training.

Within the project scope, preference was given to the projects initiated by youth and women, also to the persons with social status, residents of the administrative boundary-line villages of the Russian-occupied South Ossetia and representatives of ethnical minorities.

In addition, success stories about 7 women beneficiaries were written and shared on GFA's social media channels along with a high resolution photos. This activity was also promoted through the TV stations.

The project “Enhancement of Economic and Social Involvement of Vulnerable Forcibly Displaced Persons and Local Population in the South Caucasus” (EPIC) was implemented with the financial support from the German Corporation for International Cooperation (GIZ), in the name of Federal Ministry for Economic Cooperation and Development (BMZ), in cooperation with the Ministry of Internally Displaced Persons from the Occupied Territories, Labor, Health and Social Affairs of Georgia and Georgian Farmers' Association (GFA).



VOCATIONAL EDUCATION



GRANT COMPETITION IN THE FIELD OF AGRARIAN VOCATIONAL EDUCATION

The Georgian Farmers' Association (GFA), within the scopes of the Project "Modernization of Vocational Education Systems in the Field of Agriculture in Georgia – Work-based Learning", announced a grant competition – "Improving access to private sector technical equipment for agriculture and food processing". The grant competition was initiated within the framework of the Project "Work-based Learning" (WBL), which is implemented with the support of the Swiss Agency for Development and Cooperation (SDC), the United Nations Development Program (UNDP), the Ministry of Education and Science of Georgia, the sectoral skills organization (Agro DUO), and is coordinated by Georgian farmers' Association

A joint involvement of the aforementioned organizations envisages the implementation of a grant competition in the regions of Georgia. The aim of the competition was to support up to 36 representatives of private sector to have access to technical equipment for the development/implementation of dual work-based learning program or vocational training/retraining program. In particular, the program was focused on purchasing the necessary material resources for training/internships and/or providing additional resources needed for the employment of graduates of the dual-profile agrarian program in the fields of both agriculture and food processing. The grant component will help support the development of economic activities of small, medium and large-sized businesses involved in the fields of agriculture or food products processing, also benefit the strengthening the component of training/working practice and provisioning agricultural machinery and material resources.

PROJECT "WORK-BASED LEARNING"

STUDY TOUR IN THE NETHERLANDS



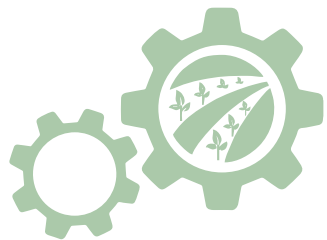
A study tour in the Netherlands was conducted within the framework of the Work-Based Learning (WBL) project. The tour aimed at sharing the European experience in agriculture vocational education. A study tour participant profiles varied from dual program representatives from various regions of Georgia, among them - vocational students and teachers of agricultural issues and instructors from the companies engaged in the Work-Based Learning practice.

Throughout the course of a study tour, with the aim to share best practices, participants paid visit to Netherland's leading agricultural education facilities, such as HAS University of Applied sciences and Yuverta College - the Netherlands premier vocational education and training (VET) provider in Europe. Study tour participants were given an opportunity to sightsee demonstration plots of fruit growing, livestock and farming, get to know with modern and innovative approaches practiced in contemporary agriculture, and activities of sectoral associations and advanced teaching approaches used in the teaching-learning process.

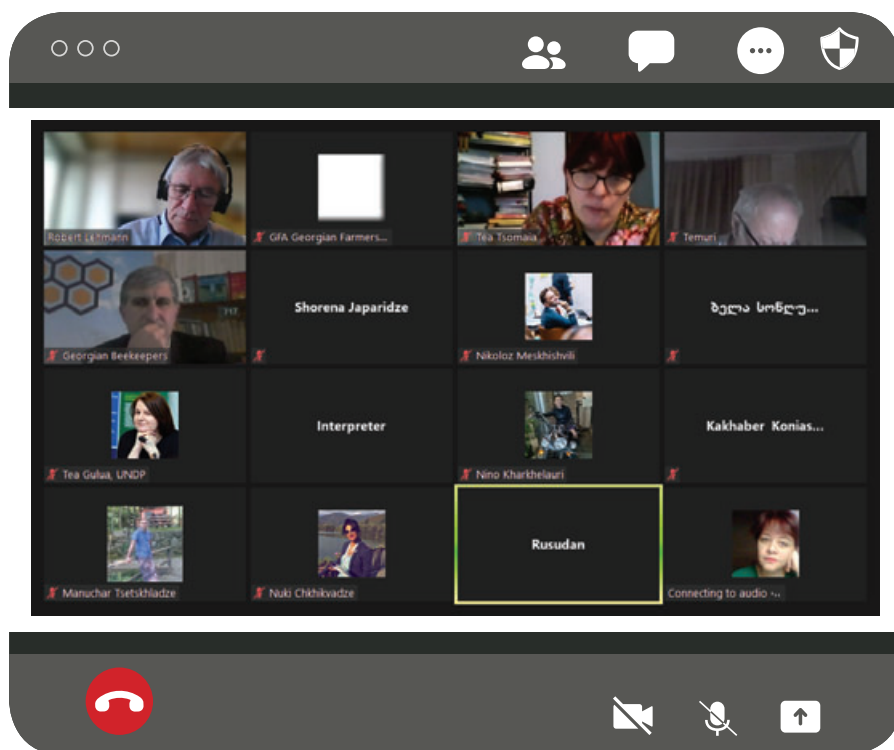
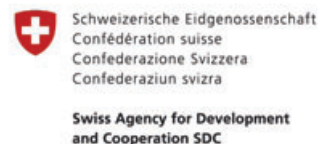
It worth noting that together with Dutch students, visiting Georgian students, as well as education and private sector representative toured the European Parliament, where they have been briefed on the history of the European Parliament, the historical stages of its development, nature of collaboration between European countries, current aspects of ongoing processes and agriculture related topics.

The project is being implemented with the support of the Swiss Agency for Development and Cooperation (SDC), the United Nations Development Program (UNDP), the Ministry of Education and Science of Georgia, and is coordinated by the Georgian Farmers' Association.





CAPACITY BUILDING TRAINING IN THE VOCATIONAL EDUCATION



Within the framework of the Project "Work-based Learning" (WBL), a three-day online training was held for the capacity building of members of the sectoral skills organization "Agro Duo". The training was led by Robert Lehmann, Professor at the University of Bern. The professor discussed the Swiss model of vocational education, the role of public-private partnership in vocational education, the importance of sectoral associations in improving the education system, and monitoring and awareness-raising mechanisms. During the meeting, members of „Agro Duo“ discussed the challenges in the agricultural and education systems, developed a work plan of a recommendation nature and received some advices from the professor.

The Project "Work-based Learning" is implemented with the support of the Swiss Agency for Development and Cooperation (SDC), the United Nations Development Program (UNDP), the Ministry of Education and Science of Georgia with participation of the sectoral skills organization "Agro Duo", and is coordinated by Georgian farmers' Association (GFA).

POSSIBILITY OF INTRODUCING VOCATIONAL TRAINING / RETRAINING PROGRAMS IN THE AGRICULTURAL SECTOR



Presentation of professional training/retraining programs developed by sectoral skills organization “Agro Duo” was held for educational institutions operating at the regional level. Nine sectoral organizations made presentations on the possibility of introducing agrarian programs relevant to the labor market demand.

THESE DIRECTIONS ARE:

- 1 Making traditional bread/dishes from ancient local wheat varieties typical for different parts of Georgia and their purpose;
- 2 Production of ornamental plants;
- 3 Cultivation and maintenance of seed and root crops of intensive type gardens;
- 4 Beekeeping - honey production, production of bee products and prevention of bee disease;
- 5 Agrocommunicator;
- 6 Fish breeding and sale;
- 7 Incubation of trout spawn and growth of lichens;
- 8 Management of quantitative and qualitative improvement of milk (management of economic efficiency of the dairy farm);
- 9 Poultry development on a family farm.

In the process of vocational education reform, „Agro Duo” is the first organization of sectoral skills in the country, which is focused on vocational education in the field of agriculture. Agro Duo was established in 2019 as part of the Project “Work-based Learning” and, operates under the auspices of the Swiss Agency for Development and Cooperation (SDC), the United Nations Development Program (UNDP), the Ministry of Education and Science of Georgia and the Georgian Farmers’ Association (GFA).



Georgian Farmers' Association
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COST-BENEFIT ANALYSIS (CBA) FOR WORK-BASED LEARNING IN THE AGRICULTURAL SECTOR

Within the framework of the Project "Work-based Learning" (WBL), analysis of the cost-effectiveness of the implementation of dual programs were conducted, which studies the cost-effectiveness of work-based training programs at the regional level. The study assessed the costs and benefits of involving students in internships on a private sector basis. The research methodology was based on international experience, including the methodology proposed by the European Training Foundation (ETF).

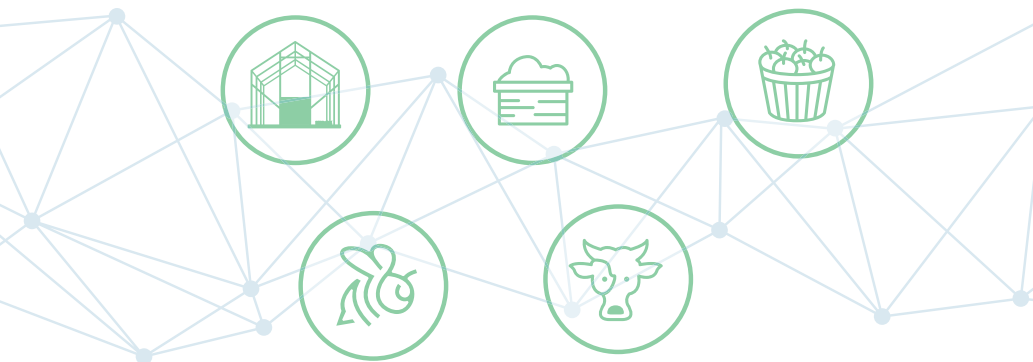
In the course of the research, private sector representatives (beekeeping, horticulture, fruit growing, fisheries, veterinary, meat products) were interviewed at the place, where students undergo internships. The costs that the company incurs per student were identified and compared to the benefits that companies receive from student labor. A relevant analysis were made based on the research outputs.

Recommendations have been provided for the sustainability of the mentioned model on how to improve the WBL and develop incentives for the private sector.



REGISTRATION FOR VOCATIONAL PROGRAMS

For joint dual vocational programs offered by educational institutions and enterprises, candidates were registered to take vocational training courses in the following areas: beekeeping, fruit growing, dairy production, horticulture, gardening, veterinary medicine, fruit and vegetable processing. Those interested in obtaining student status in these professional programs will receive state funding, remuneration under various schemes, a state-recognized diploma, at least 1.5 years of work experience, and a real chance of employment or of starting their own business. The programs will be implemented in the following regions of Georgia: Shida Kartli, Mtskheta-Mtianeti and Samegrelo.



AUTHORIZATION

REGISTRATION



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Agency for Development
and Cooperation SDC



საგარეო ურთიერთობების
და მხედრობის სამსახური



**პროფესიულ
საგანმანათლებლო
პროგრამებზე
რეგისტრაცია იწყება**

12 ივლისი - 20 აგვისტო

VET.EMIS.GE

JOURNAL “VOCATIONAL EDUCATION”

იპყ შენი პიყიო!

Within the framework of the Project “Work-based Learning” (WBL), for the purposes of promoting vocational education, the Journal titled “Vocational Education” is published. The Journal becomes available in coordination with the Georgian Farmers' Association, with the assistance of the UN Development Program (UNDP) and the financial support of the Swiss Agency for Development and Cooperation (SDC).

The topics presented in the Journal reflect the opportunities for success in vocational education, the role of the Georgian Farmers' Association in supporting vocational education, general education integration issues in vocational education, the role of the private sector and graduates' attitudes towards vocational education. A full version of the journal is available at the following link: <https://vet.ge/ge/private-sector>





ევროკავშირი
საქართველოსთვის

Project funded by the European Union

PROJECT “SKILLS FOR EMPLOYMENT AND COOPERATION - TAILORING OPPORTUNITIES FOR THE REGIONS OF GEORGIA” (SECTORS)

The project is implemented with the financial support of the EU, by the consortium of four organizations – Georgian Farmers' Association, Institute for Innovation and Change, Institute of Democracy, and Association “Atinati”. The project is aimed at improving the employment opportunities of vulnerable groups in three regions of Georgia (Guria, Samegrelo, Adjara) by promoting sectoral partnerships, offering entrepreneurial education and introducing innovative approaches.



During the reporting period, within the framework of the project, a research was conducted with the involvement of the Georgian Farmers' Association, the subject matter of which was to identify labor and economic sectors with the potential of growth. The survey covered nine municipalities: Kobuleti, Keda, Batumi, Ozurgeti, Lanchkhuti, Chokhatauri, Tsalenjikha, Senaki and Zugdidi, and identified the priority areas which are relevant by view of access to employment and education at the local level. For making the results of the research public, online presentations were arranged;

Taking into account the approaches and trends identified based on the findings of the research and meetings with the private sector, the Georgian Farmers' Association assessed the alignment of resources and perspectives in educational institutions with the project action plan and began preparations for the identification and implementation of agrarian programs through the “Work-based Learning”(WBL) approach. Accordingly, during the reporting period, meetings were held with educational institutions – “Shota Meskhia Zugdidi State University” and its branch in Senaki, colleges – “Lakada”, “New Wave”, “Horizont”, “Phasis”, “Black Sea” and the working groups staffed consequently;

As a result, in the very first year of the project, in coordination with the Georgian Farmers' Association, the educational institutions – “Shota Meskhia Zugdidi State Teaching University” and College “Black Sea”, gained the right to implement a dual beekeeping program and, within the framework of centralized registration (July 12-August 20) and, in cooperation with the private sector, announced the admission to a dual beekeeping program. In particular:

- “Shota Meskhia Zugdidi State Teaching University” and the partner company “Union of Georgian Beekeepers”. Region: Samegrelo, Senaki Municipality. Number of students to be admitted - 10, number of registered applicants - 18;
- College “Black Sea” and the partner beerkeeping farm “The World of Bees” - Physical entity Merab Basiladze; farm – Physical entity Vladimer Turmanidze and Carpentry enterprise. Region: Adjara, Keda Municipality. Number of students to be admitted - 12, number of registered applicants - 21;

In addition, during the reporting period, in coordination with the Association and in collaboration with the colleges (Lacada, Horizon and its branch in Goraberezhouli), the short-term training programs - “Blueberry Cultivation” and “Integrtd Fruit Crop Protection Program” were developed through the Work-baed Learning approach;

Within the framework of the announced centralized registration for vocational programs, the Association initiated a series of orientation meetings/presentations that took place in Keda Municipality and raised awareness of locals over the dual beekeeping program;

The Georgian Farmers' Association arranged presentation at the online seminar “Vocational Education and the EU” organized by young European ambassadors highlighting the importance of the Project SECTORs, WBL, the role of the private sector and its inclusion in the system;



In cooperation with the Georgian Farmers' Association and the “Agriculture Program” of the United States Agency for International Development (USAID), during the reporting period, orientation meetings were also held for the private companies benefiting from the above-mentioned program. This effort included presentations on the Association's separate services, the importance of SECTORs project, WBL, the the role of the private sector and its inclusion in the system. As a result, opportunities and wishes for future cooperation in various agriculture areas, including both primary production and secondary processings, were identified.



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Project funded by the European Union

EU AND VOCATIONAL EDUCATION IN GEORGIA

The online seminar - "EU and Vocational Education in Georgia" was organized by young European ambassadors. The purpose of the meeting was to raise awareness among young people about vocational education and to introduce opportunities in this field. The seminar was attended by representatives of the Ministry of Education and Science of Georgia, the Georgian Farmers' Association, experts of educational institutions and vocational education, who introduced the participants to the opportunities currently available in the field of vocational education in Georgia. The seminar also focused on the EU support for vocational education in the agricultural sector, the results achieved and the future prospects for vocational education for individuals across the region. Project "EU NEIGHBOURS east" attaches great importance to youth activism, which is a voluntary initiative of young European ambassadors, aimed at deepening cooperation and establishing sustainable links between youth and youth organizations from EU and Eastern Partnership countries (Azerbaijan, Georgia, Azerbaijan, Georgia, Armenia).



PROJECT „Into the Sun“

In 2021, the Georgian Farmers' Association, together with a partner organization and within the framework of the EU4Business initiative, launched a 6-month project - "Into the Sun", which was funded by the European Union and, together with Georgia, involved Lithuania, Italy and Moldova. The project involved producers of bio-organic agricultural food products and aimed at promoting trade relations between the EU Member States and the Eastern Partnership countries.

At the initial stage of the project, 6 small and medium-sized enterprises (SMEs) were selected in each partner country. According to the selection criteria, enterprises were required to have a bio-certificate or to be in the transition phase of certification, or have a declared desire to switch to bio-production. The selected candidates took part in a trade fair in Palermo, Italy, as well as in business-to-business (B2B) meetings, where they were given the opportunity to establish business contacts. In addition, 16-week training/mentoring programs tailored to enterprises were developed after a detailed needs assessment.



AGRISERVICES FOR FARMERS

In 2021, the Georgian Farmers' Association developed the directions of agriservices required for further development. Based on the accumulated knowledge and experience, 8 categories of services were identified. Farmers and the business sector were given the opportunity to receive qualified agriconsulting in the field of planning/budgeting, management and agronomy applied to different types of farms.

Agribusinesses have the opportunity to develop a professional programs and trainings tailored to their fields of activity, receive and use the results, as well as subsequent processed analytical data acquired through the research conducted by the Association. Collection of and processing the data are conducted multidisciplinary (i.e. research of needs, and value chain analysis). Additionally, the association employs a call center, through which a number of surveys or researches are conducted.

Researches conducted by the Association have emerged as one of the most important areas of services offered to the farmers. Among the researches conducted in 2021 should be highlighted: the study of the needs of those involved and interested in agribusiness; impact of COVID-19 on farmers and agriculture; assessment of rural small enterprises' participation in state programs offering financial support; analysis of livestock product market prices; economic feasibility study of integrated pasture and livestock development in Georgia; survey of graduates of professional work-based learning programs, etc.

In agriculture, as in other sectors, it is important to deliver the information to the right addressee. Georgian Farmers' Association has been forming a database of members and stakeholders since 2012, which the organization uses as a communication platform and offers marketing services to agribusinesses through various channels. In addition, the Association ensures its members have access to the best agricultural products or services. For this purpose, cooperation has been established with various companies that offer their products to the members of the association with special conditions or prices. The list of such partners includes "Savvy Consulting", "Touran Enterprise", "Innosystems" etc.

MEMORANDUMS



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MEMORANDUM OF COOPERATION WITHIN THE “FARM SUPPORT INITIATIVE”

The Georgian Farmers' Association in the frames of the project “Farm Support Initiative” has signed a Memorandum of Cooperation with “Udabno, Ltd.” The signatory sides have agreed to promote further development of young people through vocational education availabilities.

Within the framework of the memorandum, young people will be encouraged to undergo a short-term internship course at the Udabno farm facility.

With funding from
 Austrian
Development
Cooperation



MEMORANDUM OF COOPERATION BETWEEN THE GEORGIAN FARMERS' ASSOCIATION AND THE GERMAN FOUNDATION “SPARKASSE GEORGIA”.

According to the terms of the memorandum, the cooperation will increase the professional knowledge of small businesses operating in the agriculture sector;

The memorandum also envisages creation and development of the educational and training materials, formal and informal study programs. This will be based on a preliminary study of needs conducted by the Foundation.

The memorandum was signed by Tamar Toria, Executive Director of the Georgian Farmers' Association, and Salome Moistrapishvili, a representative of the Foundation “Sparkasse Georgia”.



MEMORANDUM OF COOPERATION BETWEEN THE GEORGIAN FARMERS' ASSOCIATION AND THE LITHUANIAN FOOD EXPORTERS ASSOCIATION (LITMEA)

The memorandum signed between the two associations provides platform for the promotion of cooperation in the field of international trade, investment and export, which opens up a new opportunities and deepens international business contacts.

The memorandum pays special attention to the support of small and medium-sized businesses so that they can use new technological trends in the activities related to the agricultural sector, digitalization of processes and introduction of principles of so called "Industry 4.0."

DEVELOPMENT OF GEOGAP STANDARDS IN TBE RETAIL SECTOR - MEMORANDUM OF COOPERATION BETWEEN GEORGIAN FARMERS' ASSOCIATION AND RETAIL ASSOCIATION



The memorandum signed between the two associations envisages the development of GeoGAP - a quality standard for primary production in Georgia, and the placement of safe and quality products in the retail sector.

By working together, it is important to raise awareness of quality, safe and traceable products, both in the retail chain and among consumers.



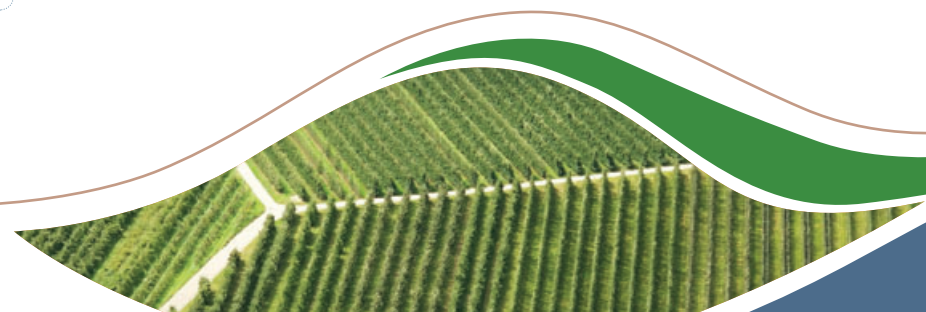


MEMORANDUM OF COOPERATION BETWEEN THE GEORGIAN FARMERS ASSOCIATION AND CHIATURA MULTIFUNCTIONAL CENTER

The memorandum provides support for the development of agrarian vocational education and informal education, the introduction of educational services and the promotion of agrarian professions.



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AGRITOURISM

PANEL DISCUSSION: “PANDEMIC - OPPORTUNITY OR CHALLENGE FOR THE AGRICULTURAL SECTOR”



The event organized by the Georgian Farmers' Association in the village of Udabno was attended by representatives of the government, parliament, diplomatic corps, agritourism companies, and the donor organizations.

Agritourism as a tool of recreation and development in a pandemic reality - while talking about the central topic of the panel discussion, the focus was made on the existing challenges and the importance of promoting agritourism. It was noted that agritourism helps create new jobs, supports economic development, environmental protection and puts some competition in place for businesses, which subsequently increases the prospects for rapid development in the mentioned field. As the international experience shows, the benefits of agritourism provided to agriculture are quite large. For the agritourism development in Georgia, it is necessary to have a well-organized infrastructure and a proper set of farming facilities.

The event also included a presentation of the agritourism online platform agrogate.world - created by the Georgian Farmers' Association and bringing under single ecosystem various agritourism facilities of Georgia, Armenia and Azerbaijan in one space.

Through the online platform agrogate.world, tourists have the opportunity both to book accommodation and to participate in master classes at the agritourism facilities of their own choice. Bilingual videos have been published on the website, along with photos, which makes it easier for users to find information about various points of interest.

At the end of the event, the diplomatic corps members and representatives of various donor organizations visited the farms in the village of Udabno and planted a personalized vine.



PROJECT AGRICONT – FOR STRENGTHENING THE REPRESENTATIVES OF GEORGIAN AND LITHUANIAN BUSINESS SUPPORT ORGANIZATIONS (BSOS)



The Georgian Farmers' Association together with the Lithuanian Rural Tourism Association, within the framework of the European Commission's EU4Business initiative, is implementing a twinning project called Agricont, which is aimed at strengthening the agritourism partnership.

The aim of the project is to increase the capacity of Georgian and Lithuanian Business Support Organizations (BSOs) through twinning platform, develop new services for the agritourism industry, and also strengthen their organizational capabilities.

At the beginning of the project, the Georgian Farmers' Association, together with the Lithuanian Rural Tourism Association, hosted Lithuanian and Georgian BSOs in Georgia. At a workshop organized by the Farmers' Association, BSOs from the two countries shared existing services and discussed challenges for future partnerships. During the visit, the Lithuanians also visited the "Nekresi estates" in Kvareli and got acquainted with the agritourism activities on the spot. As part of the Agricont project, the Farmers' Association, with the involvement of a tourism expert, is also working on the introduction of two specific services. As a result of active communication with BSOs in the process of developing and implementing the services, an agreement was reached on the preparation of an agritourism newsletter and the provision of digital marketing services. Georgian Farmers' Association and Lithuanian Rural Tourism Association will first integrate the above mentioned services into the network of Lithuanian and Georgian BSOs starting from January 2022, and then launch those services in a pilot mode. A visit of Georgian BSOs to Lithuania is planned within the framework of the project, that will help strengthen bilateral agritourism partnership.



FROM FARM TO TABLE - / AGROSTOP AT FARMER'S DOOR

Agritourism is one of the most interesting tourist offers, which promotes the traditional Georgian way of life, cultural landscape, unique products and dishes typical for different regions of the country.

In 2021, AGROSTOP shot videos depicting many agritourism facilities across the country. During the shooting process, the ambassadors of different countries shared the principle of Georgian hospitality and traveled from "farm to table" or "from garden to table".





AGROSTOP

ENVIRONMENTAL PROTECTION



Georgian Farmers' Association
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The Georgian Farmers' Association assigns a great importance to the integration of environmentally friendly technologies and innovations in its projects.

Realizing its role and responsibilities in the field of environmental protection and conservation of biodiversity, in early 2021 the Association established a working group on climate change and environmental issues.

To reduce a negative impact of the agricultural sector on the environment, to mitigate and adapt it effectively to climate change challenges, as well as to promote climate friendly approaches, the group regularly arranges workshops for developing recommendations and planning farmers' awareness-raising activities.

The Association is committed to supporting modern, innovative approaches to tackling climate change, protecting natural resources and biodiversity, and helping farmers and the rural population to raise awareness on climate change, climate and environmentally friendly approaches, organic farming, circular economy, relevant legislation and standards.



OCCUPATIONAL HEALTH and SAFETY (OHS)



LABOR RIGHTS AND SAFETY FOR FARMERS AND EMPLOYEES

The Project "Labor Rights and Safety for Farmers and Employees" was implemented by the Georgian Farmers' Association within the framework of the campaign "Safe Business is Your Choice" organized by the "Center for International Private Enterprise" (CIPE). The project aimed at raising awareness of farmers and people employed at farms about both labor rights and health and safety issues in the workplace.

Within the framework of the Project, the Georgian Farmers' Association updated existing and developed new training modules, as well as standard documentation, which helps farmers to be consistent with the requirements of the law. For example, a generic one-page contract and acceptance certificates were developed for seasonal employees; 3 online training sessions were arranged with participation of more than 40 farmers from practically all sectors of agriculture; within the framework of the Project 3 video footage and clips were produced - one on labor legislation and rights, the other on the plant sector, and the third on the livestock sector; a booklet was printed, for which various occupational safety situations were modeled and appropriate images were taken with correct and incorrect examples.

All training materials and videos are posted on the Association's website and available for viewing.



VIDEO 1



VIDEO 2



VIDEO 3

Farmers and company representatives attending the training took specific actions to improve their own and their employees' labor rights, working conditions and safety.

The association continues to raise farmers' awareness on these and other topical issues.



CORPORATE SOCIAL RESPONSIBILITY (CSR)

Georgian Farmers' Association always pays great attention to corporate social responsibility in its activities. All projects implemented in 2021 reflected a component of sustainable development goals, which are in line with the Association's corporate responsibility strategy and targeted at strengthening human capacity building, improving living conditions and reducing poverty.



Georgian Farmers' Association
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OTHER SIGNIFICANT EVENTS



THE TEAM OF THE GEORGIAN FARMERS' ASSOCIATION DISCUSSED 2020-2024 STRATEGY

At the **retreat** in Tsinandali, the leadership of the Association, together with its team, discussed the Association's strategy for the next 4 years, during which the concept of further development, priorities and action plan were specified in detail.



NINO ZAMBAKHIDZE WAS ELECTED AS A CHAIRPERSON OF G100 OVERSEEING AGRITOURISM AND FARMING DIRECTIONS



G100 is a global group of women leaders that brings together 100 outstanding and influential women, including Nobel laureates, former heads of state, ministers, philanthropists, investors, entrepreneurs, corporate and community leaders. The G100 is a circle that includes the top 100 women leaders from 100 different sectors. Each member of the group is a global chair, leading a specific sectoral direction.

The mandate of G100 group aims at developing the principles that ensure the global economic and social empowerment of women and the consolidation of inclusive achievement.

The club was founded by Dr. Harbeen Arora, who also initiated the Women's Economic Forum (WEF); Women's League (ALL Ladies League); E-commerce platform - SHEconomy; Policy platform - Women's Indian Chamber of Commerce & Industry (WICCI).

SUSTAINABLE BUSINESS DEVELOPMENT - MEETING ORGANIZED BY THE AUSTRIAN CHAMBER OF COMMERCE



Nino Zambakhidze, Chairperson of the Georgian Farmers' Association, participated in a meeting organized by the Austrian Development Agency, the Austrian Chamber of Commerce, and the Austrian Embassy to Georgia, which was attended by the government officials, members of the diplomatic missions, and business circles.

In her speech Nino Zambakhidze spoke about what sustainable development means for business in practical terms, what are the challenges and what the association is doing in this direction. The chairperson of the Association underscored the importance of having accessibility to different types of educational programs for farmers, as well as to technical assistance platforms tailored to their needs, which overall promotes sustainable development of people doing business or employed in the agricultural sector, increases the capacity of the farms and expands the range of products produced.

SEE
VIDEO
RECORD



INTERNATIONAL CONFERENCE ON WOMEN'S ECONOMIC EMPOWERMENT

Nino Zambakhidze, Chairperson of the Georgian Farmers' Association, took part in the International Conference on Women's Economic Empowerment together with Nelson Mandela's granddaughter Ndileka Mandela, who is the head of the Mandela Foundation.

In her address to the conference participants, Nino Zambakhidze spoke about the important projects the Farmers' Association is implementing in terms of women's economic empowerment.

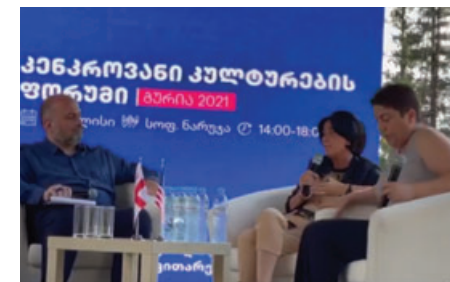


SEE
VIDEO
RECORD

BERRY CROPS FORUM – GURIA 2021

Berry Crop Forum - Guria 2021 held in the village of Naruja, Guria was attended by Chairperson of the Georgian Farmers' Association Nino Zambakhidze, U.S. Ambassador to Georgia Kelly Degnan, representatives of the government, donor organizations and sectoral branches.

The forum participants discussed the details of the "USAID Agriculture Program" and the importance of access to modern knowledge and agricultural technologies. Farmers involved in berry crop production shared their approaches with the forum participants about the challenges they face in berry export and marketing, which they think are related to increased levels of competitiveness in



SEE
VIDEO
RECORD

FUTURE AGRO CHALLENGE GEORGIA



International Competition "The Future Agro Challenge Georgia" was organized by the Georgian Farmers' Association in partnership with the Georgian Innovation and Technology Agency (GITA). The aim of the event was to support and strengthen startups, innovators, agropreneurs, farmers, entrepreneurs, agrotechnologists, and people interested in agritourism and agriculture. The competition brought together ecosystem developers from around the world to encourage global collaboration that prioritizes the discovery and support of innovative projects in the fields of agrotechnologies, agritourism and agriculture.

The selected applicants participated in the so-called Butchemph (Intensive Training Program) and submitted their own projects to the jury. The winner of the 2021 event, in the nomination - "Agropreneur of the Year" became "Ozone Georgia", which received a cash prize from the Georgian Farmers' Association.

SEE
VIDEO
RECORD



USAID EDGE -AGRITOURISM



At the meeting held within the framework of the USAID EDGE project, which was attended by the representatives of tourism organizations from different countries, Nino Zambakhidze, Chairperson of the Georgian Farmers' Association spoke about the activities the Association is involved in and introduced the attendees with the benefits GFA's digital platforms can deliver.



WEBINAR – ISTANBUL | AZERBAIJAN AND GEORGIA |

Nino Zambakhidze, Chairperson of the Georgian Farmers' Association, delivered a speech at the Webinar – Istanbul | Azerbaijan and Georgia | and spoke about the possibility of involving Austrian companies in the agricultural sector. The Caucasus is one of the regions that is becoming more and more interesting for Austrian companies - especially in the field of agriculture. The webinar focused on the prospects of intensifying international cooperation for the development of the agricultural sector.



SEE
VIDEO
RECORD

PANEL MEETING ORGANIZED BY THE FRIEDRICH NAUMANN FOUNDATION

The Friedrich Naumann Foundation organized a panel meeting on "Women in Economy, Innovation and Entrepreneurship", which was moderated by Nino Zambakhidze, chairperson of the Georgian Farmers' Association. The meeting participants paid special attention to the women's empowerment principles in political, economic and public life.



SEE
VIDEO
RECORD

CAPACITY BUILDING FOR MICRO AND SMALL ENTREPRENEURS LIVING IN PANKISI

B2B meeting involved micro and small entrepreneurs living in Pankisi, on one hand, and the business representatives, on the other hand. During the meeting, representatives of the Georgian Farmers' Association provided the participants with the information about current projects and activities, and discussed prospects for future cooperation.

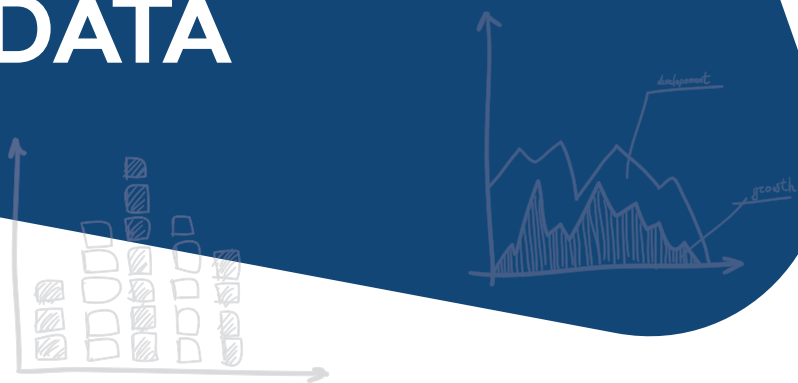
The meeting was organized by the Caucasus Network of Environmental Non-Governmental Organizations (CENN) as part of the Program - "Pankisi Community Links"

CONFERENCE "INITIATIVE 5.0"

The Conference "Initiative 5.0" was held at the Business and Technology University (BTU), during which the presentation of the research on agricultural technologies – "Agrarian Technologies and Policy for Addressing Challenges in the Sector" was delivered by Tamta Mamulaidze, the GFA staff member and affiliate professor of BTU. Within the framework of the event, a panel discussion was held involving Tamar Toria - Executive Director of the Georgian Farmers' Association, BTU partner organizations, researchers, representatives of the public and private sectors. The conference "Initiative 5.0" was aimed at sharing international experience and the latest trends, achievements or research results in all sectors that contribute to the development of digital economy and digital governance in Georgia.



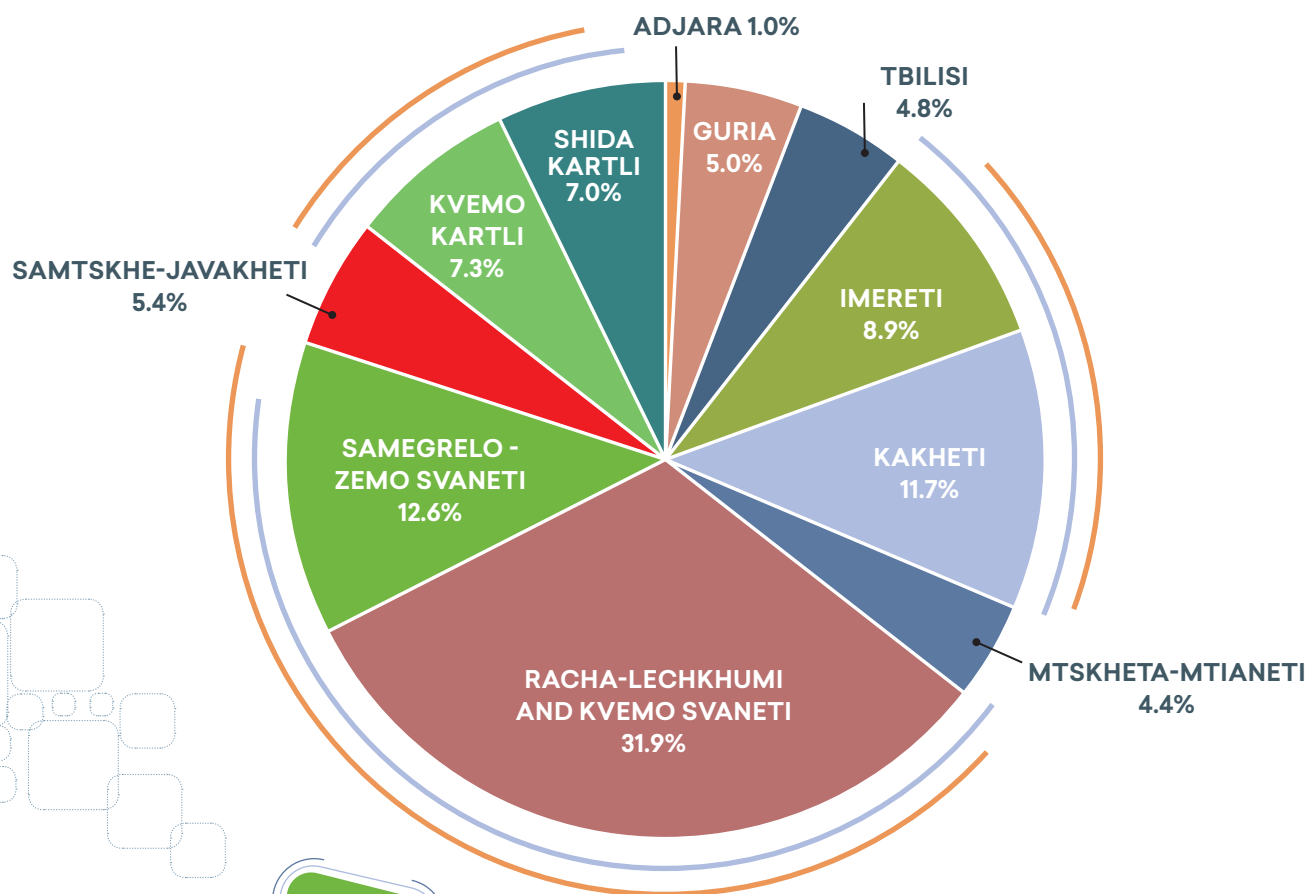
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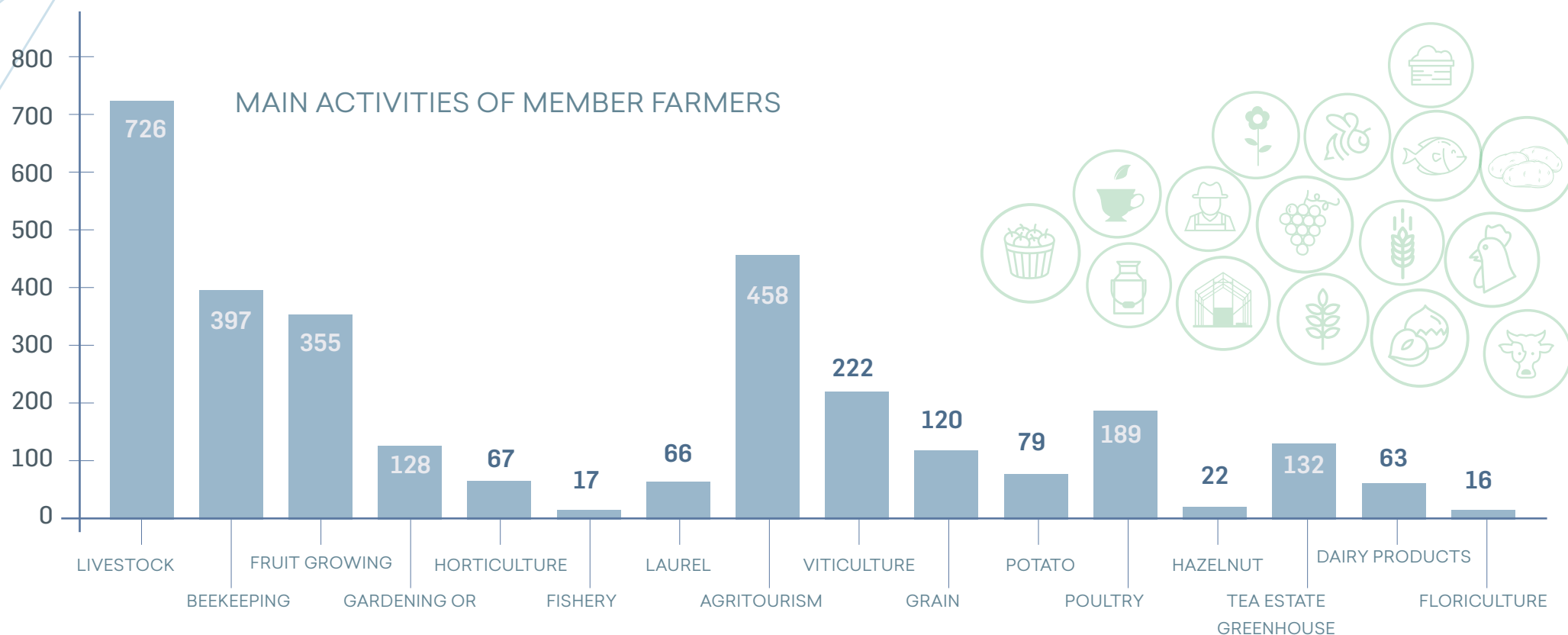


At the end of 2021, the Georgian Farmers' Association included 2,021 independent member farmers and 194 cooperatives. In addition, the Association had 122 associate members. The Associate members are companies (mainly LLCs) and business support organizations/associations.

Chart 1 shows the distribution of individual members of the Georgian Farmers' Association by regions. 31.9% of individual members are from Racha-Lechkhumi and Kvemo Svaneti, 12.6% - from Samegrelo and Zemo Svaneti, and 11.7% - from Kakheti.

CHART 1.
INDIVIDUAL MEMBERS
BY REGIONS (%)

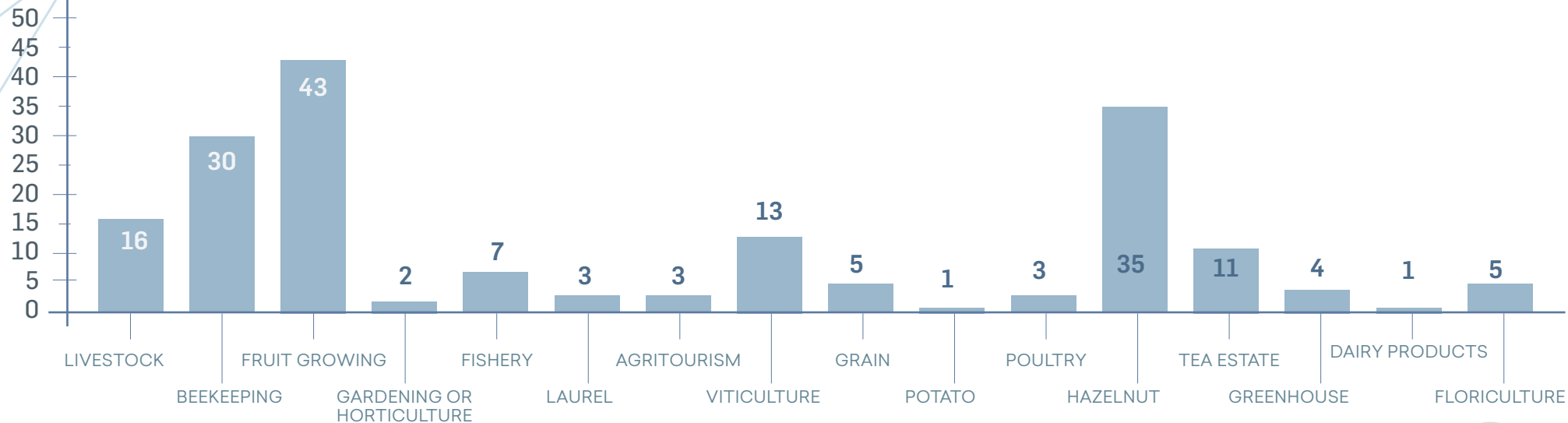




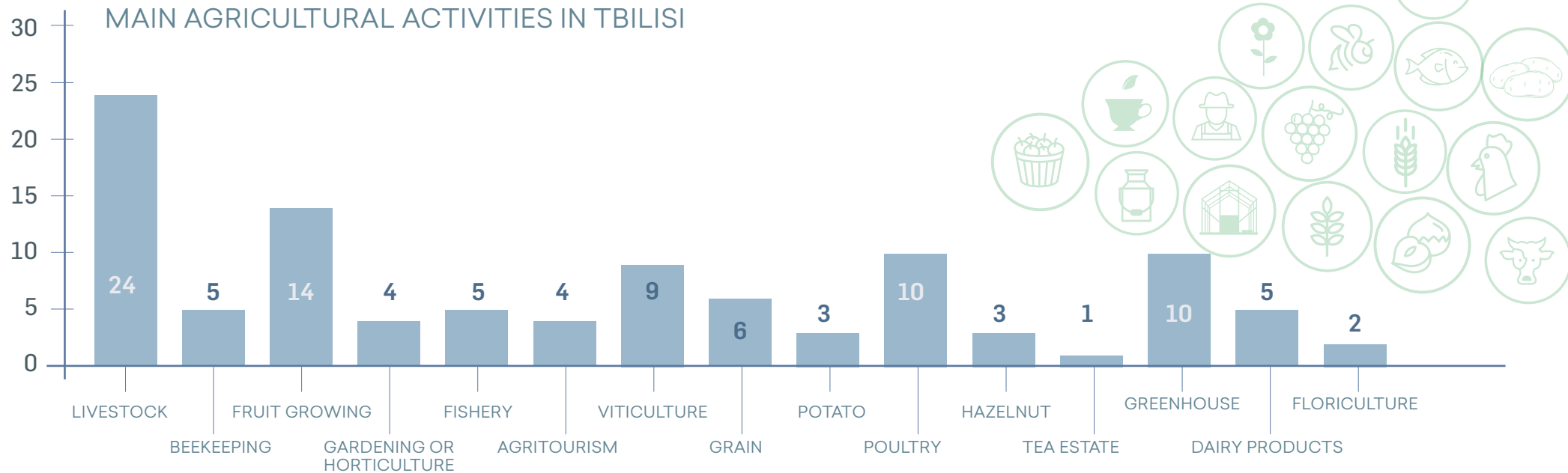
It should be noted that farmers are often engaged in diversified farming. E.g. a farmer engaged in animal husbandry also cultivates potatoes and produces honey. As we can see from the chart, 726 out of the 2,021 farmers (36%) follow livestock. Then comes viticulture, followed by beekeeping, fruit growing and cereals.

Below are the main activities of individual member farmers by regions.

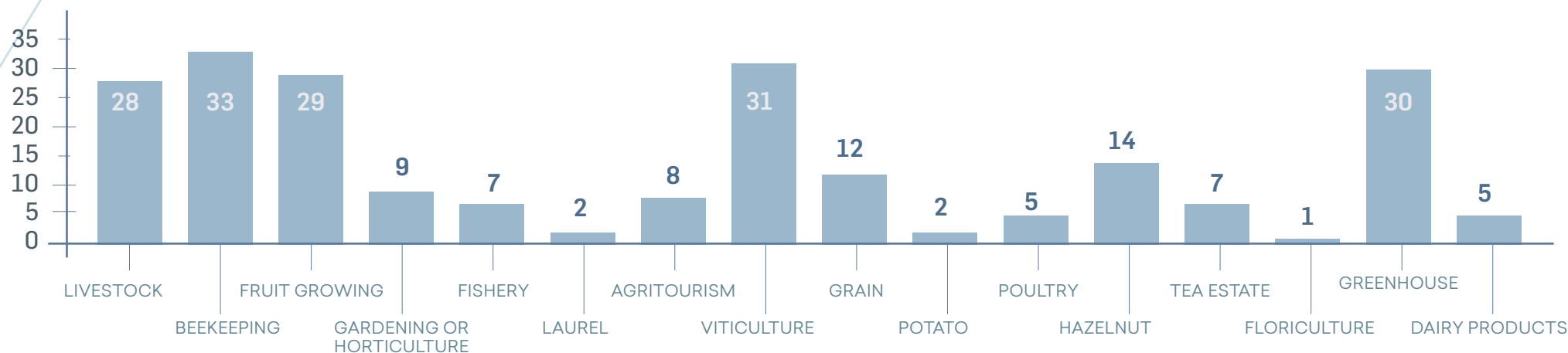
MAIN AGRICULTURAL ACTIVITIES IN GURIA REGION



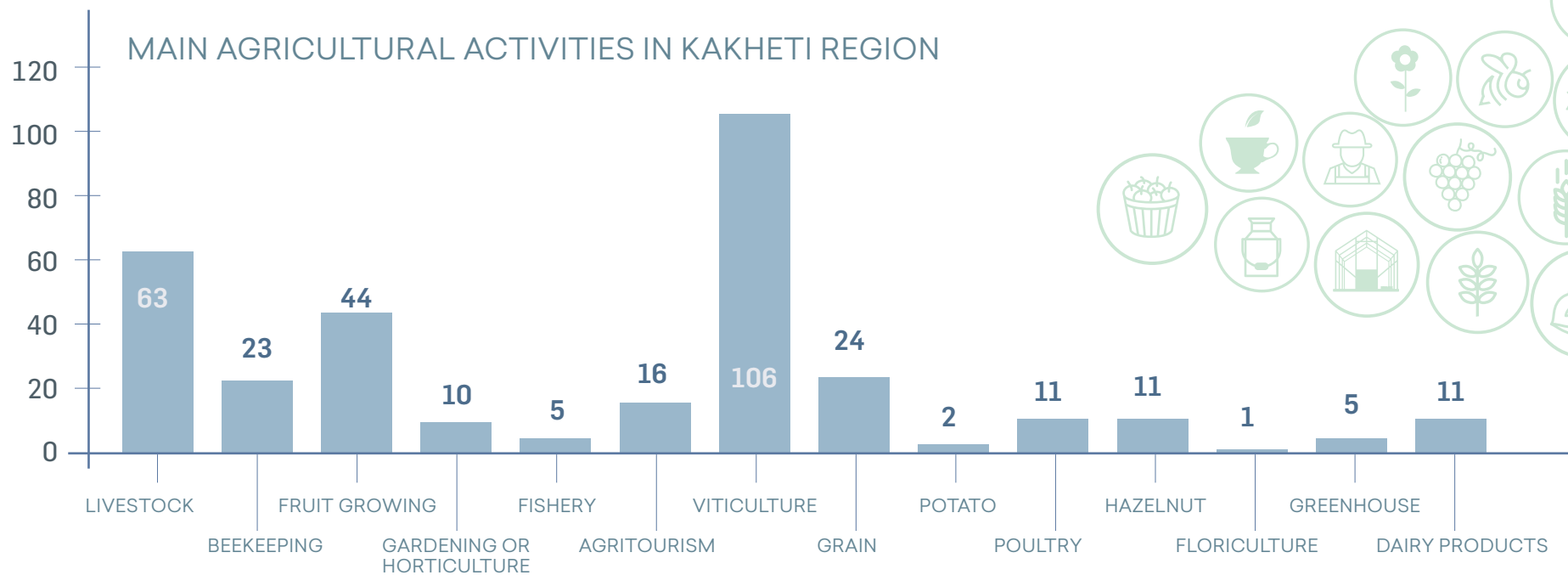
MAIN AGRICULTURAL ACTIVITIES IN TBILISI



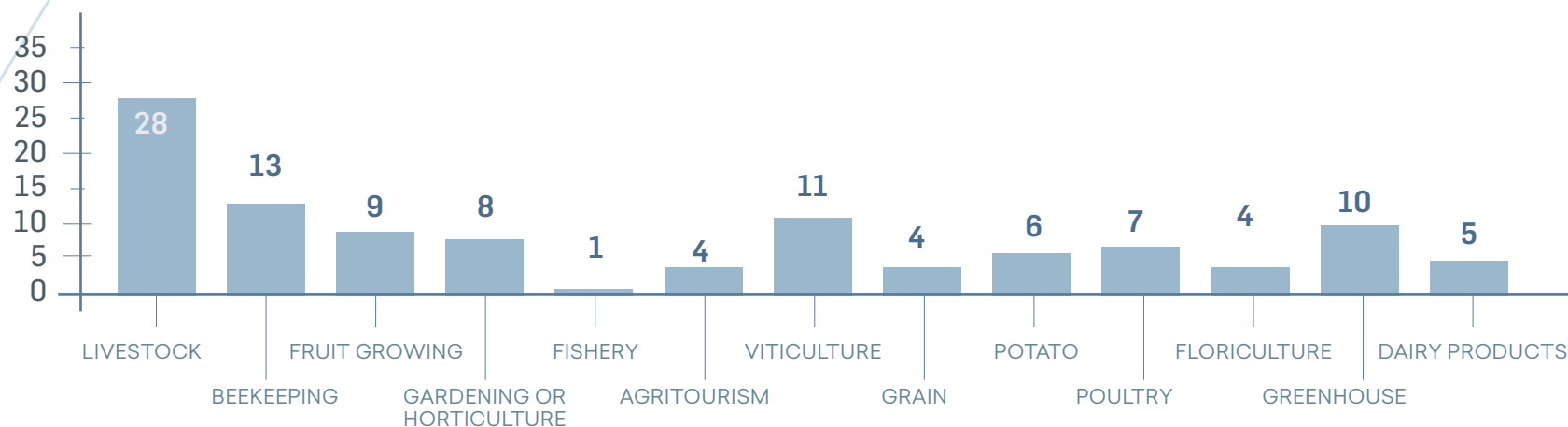
MAIN AGRICULTURAL ACTIVITIES IN IMERETI REGION



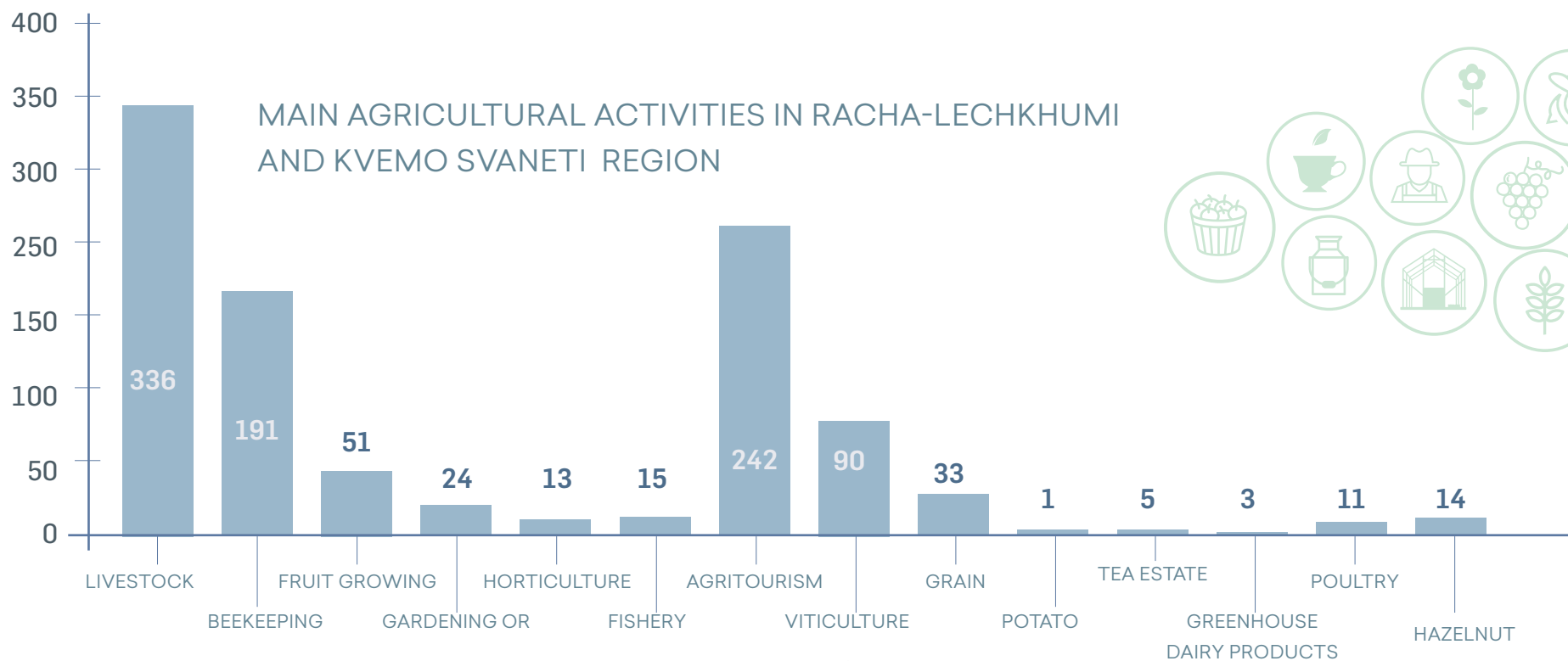
MAIN AGRICULTURAL ACTIVITIES IN KAKHETI REGION

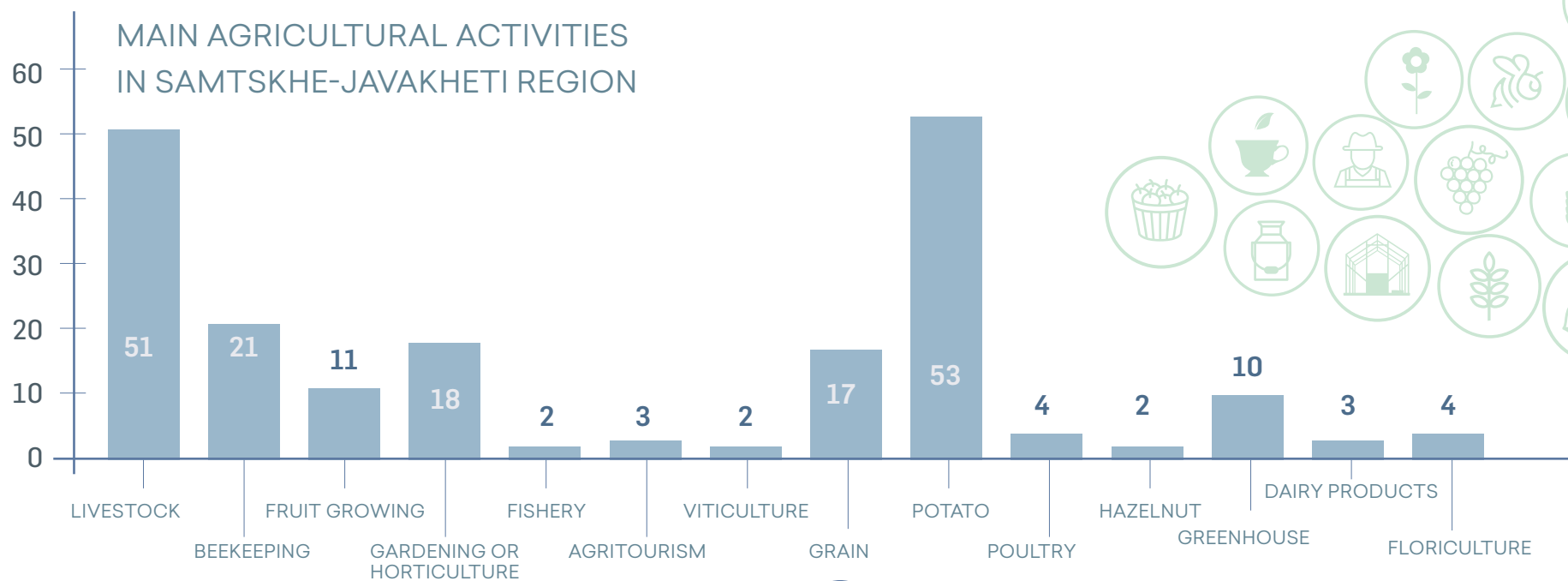
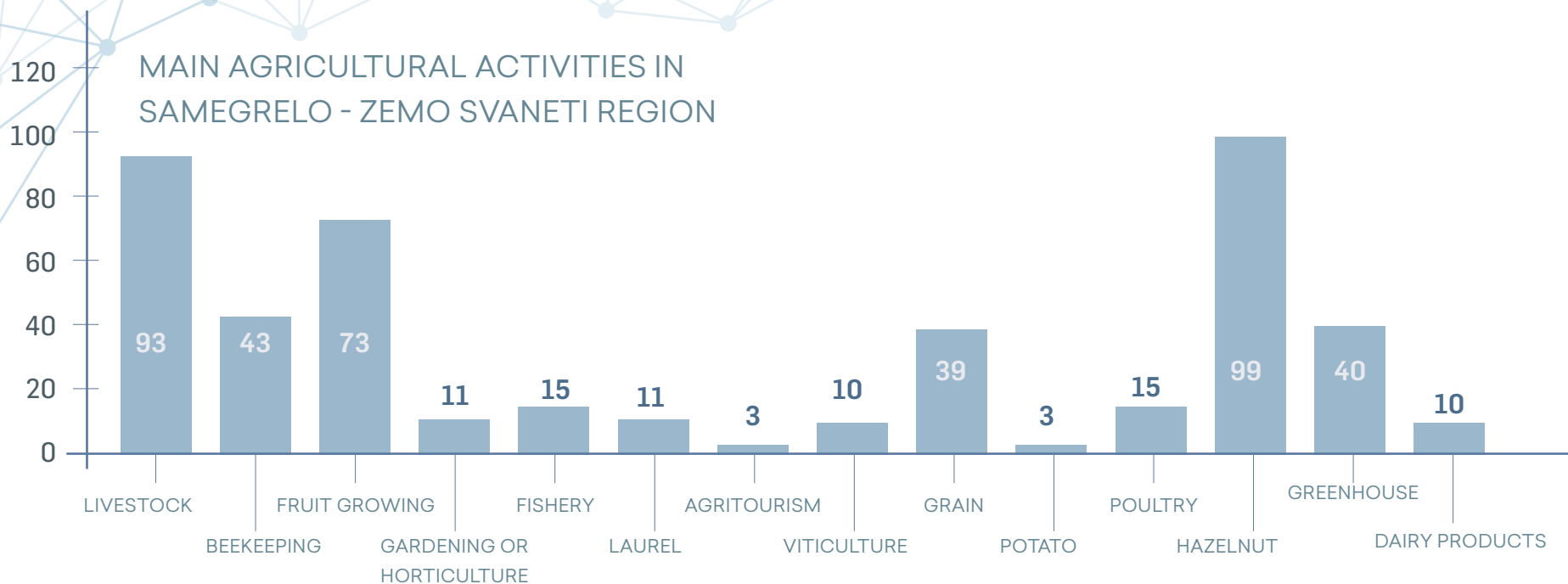


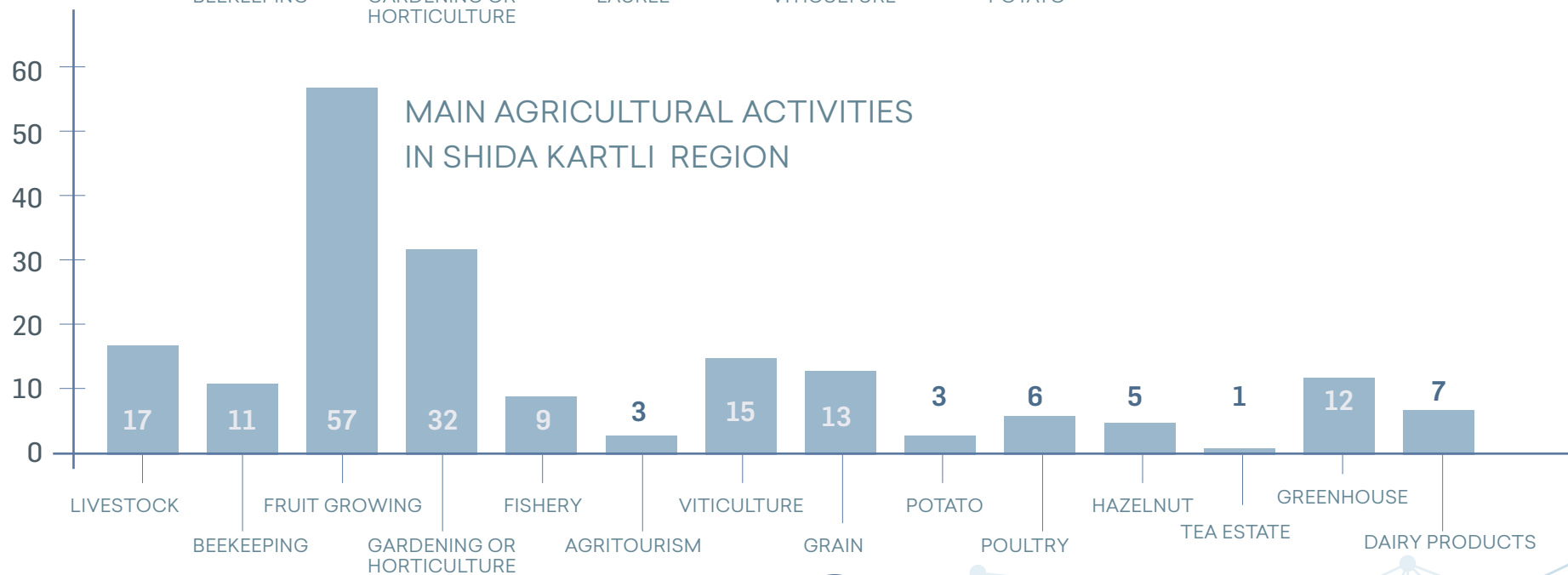
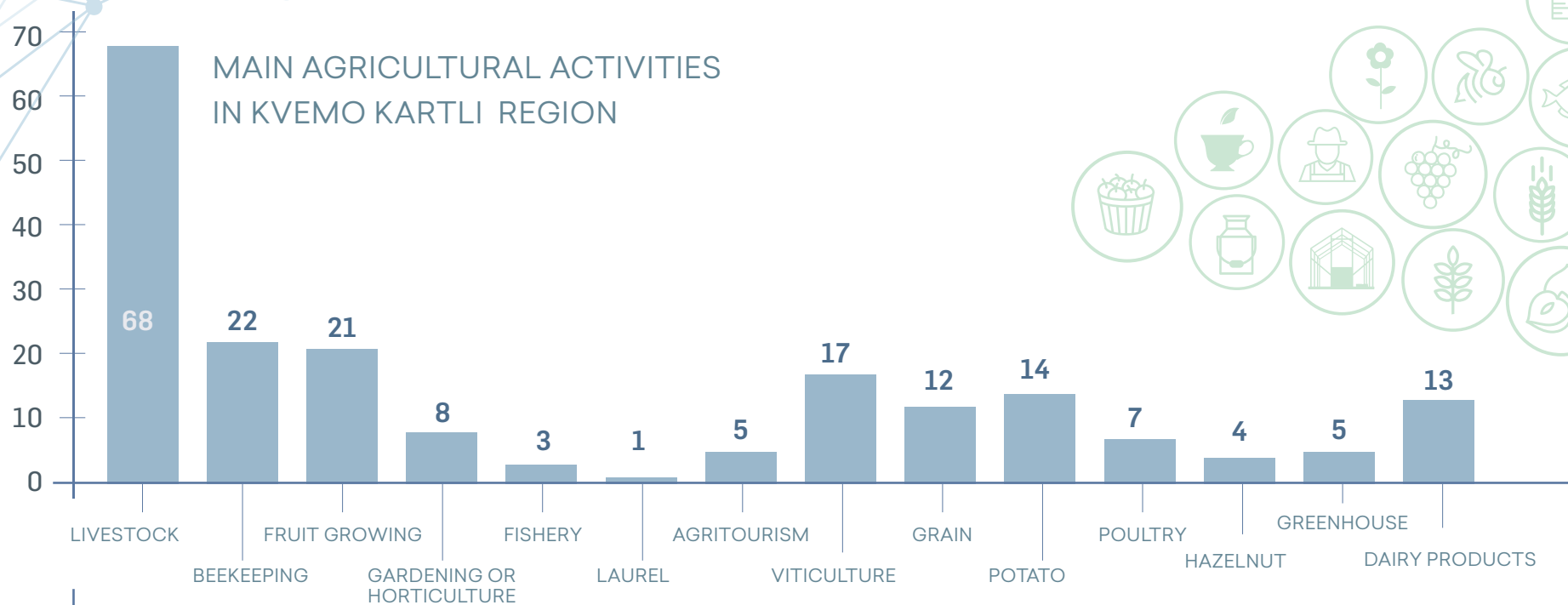
MAIN AGRICULTURAL ACTIVITIES IN MTSKHETA-MTIANETI REGION



MAIN AGRICULTURAL ACTIVITIES IN RACHA-LECHKHUMI AND KVEMO SVANETI REGION







MAIN AGRICULTURAL ACTIVITIES IN ADJARA REGION

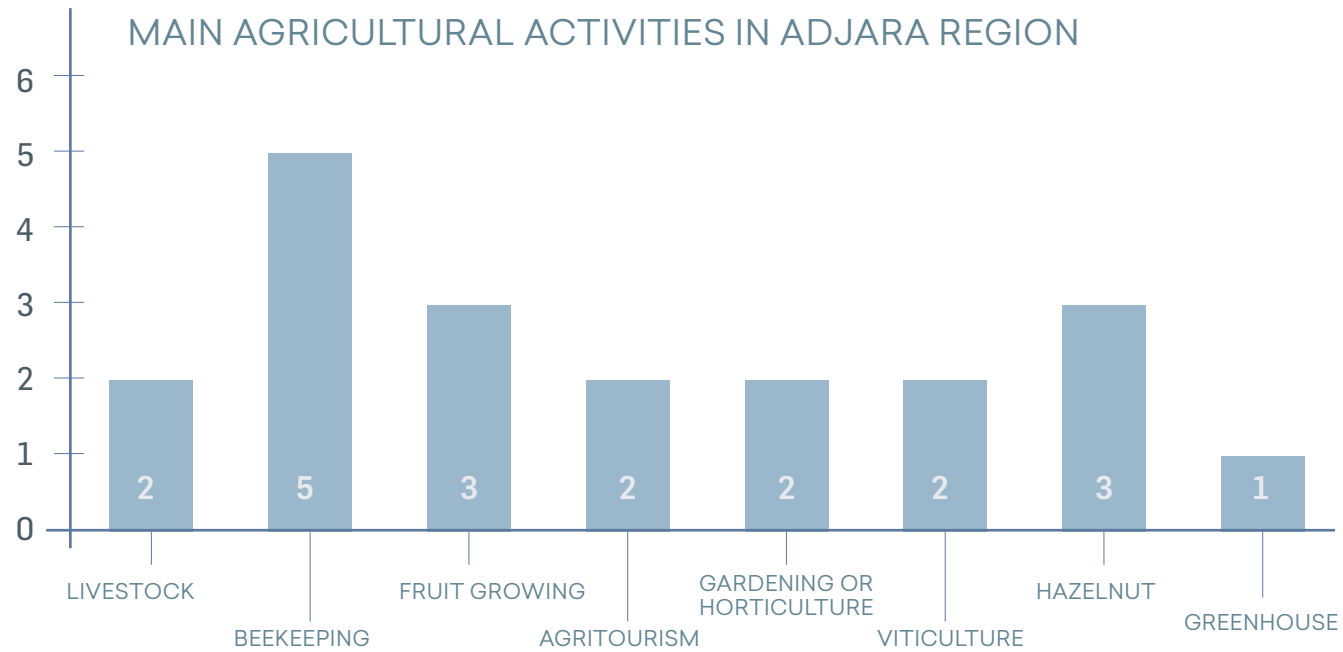
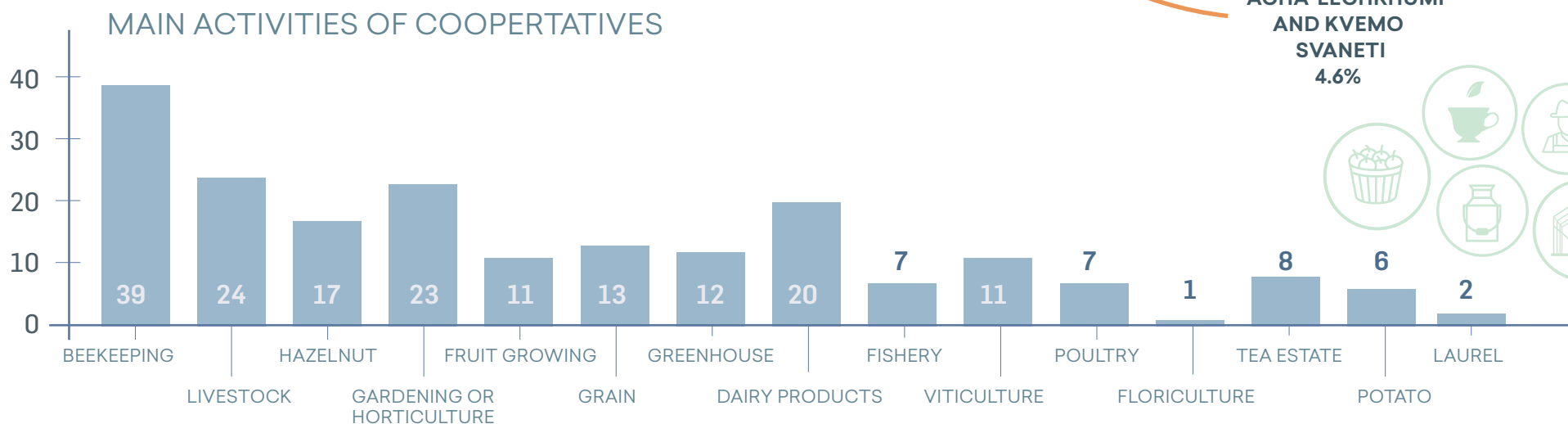
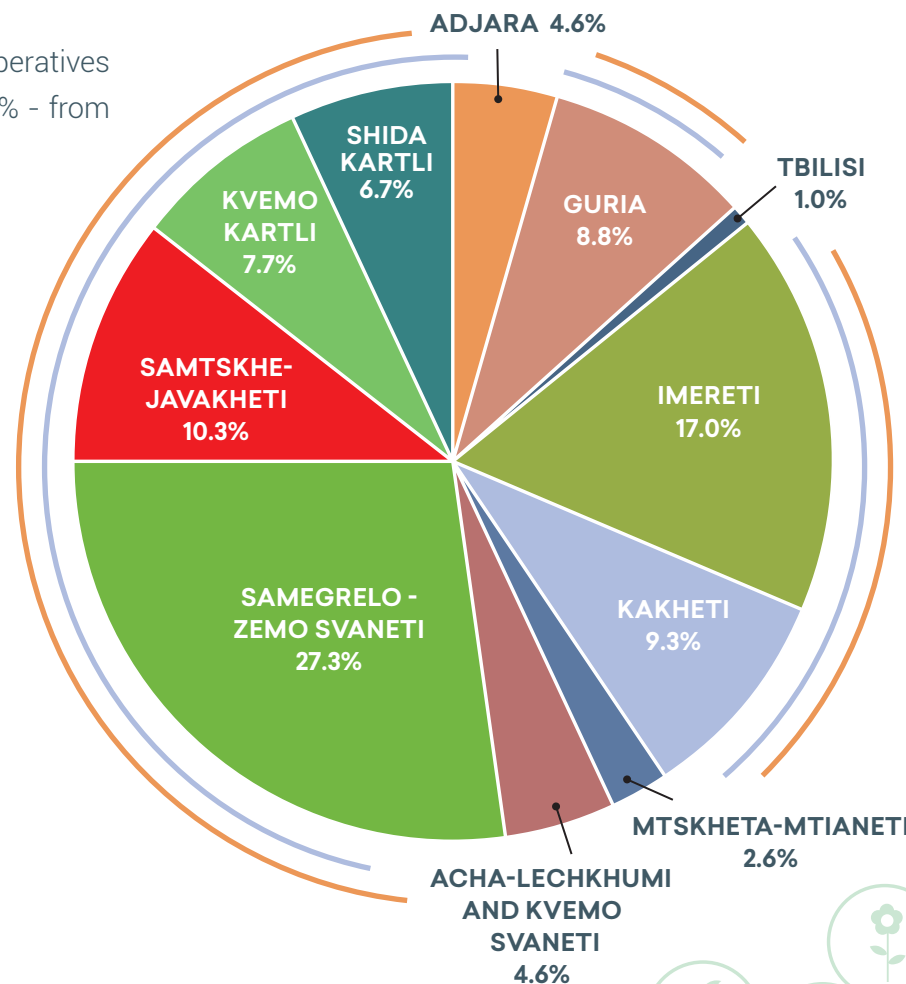


Chart 2 shows the distribution of cooperatives of the GFA by regions. 27.3% of cooperatives are from Samegrelo and Zemo Svaneti regions, 17.0% - from Imereti region, and 10.3% - from Samtskhe-Javakheti region.

CHART 2. GFA MEMBER COOPERTATIVES BY REGIONS:

Beekeeping, cattle breeding and horticulture are more common among cooperatives, followed by hazelnuts, dairy products, cereals and greenhouses. Unlike independent farmers, only 11 cooperatives are engaged in viticulture. Given the scale of production, only a few cooperatives and associate members can be considered as large producers.





MEDIA ACTIVITY

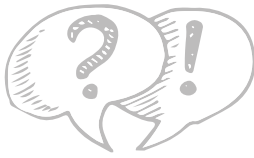


Relations with the massmedia and, consequently, ensuring high level of awareness is one of the most important priorities for the Georgian Farmers' Association. We believe that the proper awareness of the community, target groups, current and potential members, current and future agroentrepreneurs is a necessary condition for achieving a sustainable result.

Georgian Farmers' Association is continuously working with local and international media, thematic bloggers, podcasters and many others in order to ensure that accurate and impartial information is in place and clearly reflects Association's activities, challenges in the agricultural sector, cooperation/partnership platforms and ongoing projects.



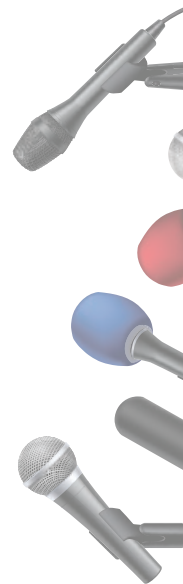
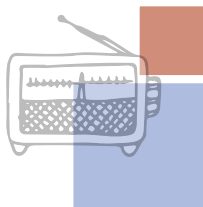
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Georgian Farmers' Association
საქართველოს ფერმერთა ასოციაცია

ANNUAL REPORT 2021

