



ALCP | Alliances
Caucasus 2
REGIONAL MARKET ALLIANCES IN THE SOUTH CAUCASUS

ALLIANCES CAUCASUS 2

ANNUAL REPORT

JULY 1ST 2024 TO JUNE 30TH 2025



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Agency for Development
and Cooperation SDC

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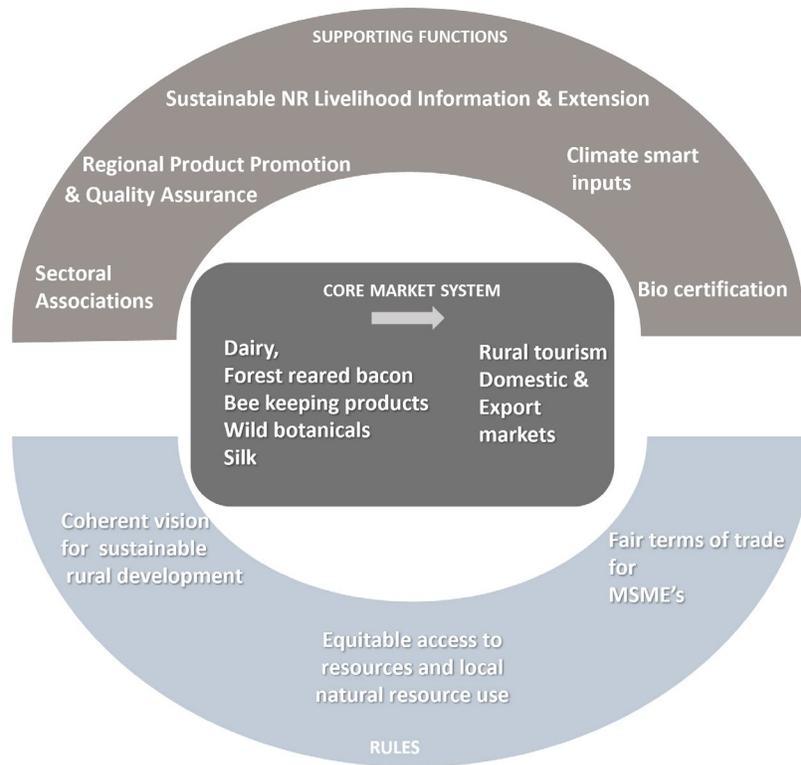
 Austrian
Development
Cooperation



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Alliances Caucasus 2 runs from May 2022 to April 2027 with a budget of 7.59 million CHF. It is a market systems development programme funded by a consortium of donors, the Swiss Development Cooperation (SDC), Sweden and the Austrian Development Cooperation implemented by Mercy Corps Georgia. It targets rural producers in Georgia, working in the rural product core market system and with associated supporting functions and rules. Its purpose is to increase incomes and improve livelihoods through better, sustainable productivity, resilient market access, local employment opportunities and more equitable inclusion in local natural resource use. Implemented through the lens of environmental sustainability and Gender Equality and Social Inclusion (GESI) it seeks to augment the lives of rural inhabitants through developing their knowledge of the value of rural resources and the potentiality of the environment in which they live. It will increase their participation in decision making concerning these resources and the availability of knowledge, inputs and skills to enable them to profit sustainably from them. It will tap into and further build a sustainable platform for rural producers to participate in added value, export and tourism markets.



Rural Producer Market System Diagram with Areas of Intervention

ALCP 2 utilizes extensive networks with all levels of the private sector, civil society and government. It works across Georgia in Kvemo Kartli, Samtskhe Javakheti, Ajara and Kakheti and includes a new focus on Western Georgia; Samegrelo, Guria, Racha and Imereti. It continues to promote regional trade and initiatives in information between Georgia, Armenia and Azerbaijan. It incorporated in the first six months, a market research phase to deepen market research on new regions, value chains, key market actors and target group.

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LIST OF ABBREVIATIONS

ADA	Austrian Development Agency
ADC	Austrian Development Cooperation
AI	Artificial Insemination
AJ	Ajara
ALCP	Alliances Caucasus Programme
AMR	Animal Movement Route
BDS	Business Development Services
BEAM	Building Effective and Accessible market
BEAT	Business Environmental Audit Tool
BEC	Business and Economic Centre
BIG	Business Institute of Georgia
BSEA	Black Sea Eco Academy
CARM	Community Accountability Reporting Mechanisms
CBA	Cost-Benefit Analysis
CEDAW	Convention of the Elimination of Discrimination Against Women (UN)
CEDRIG	Climate Environment Disaster Risk Reduction Implementation Guidance
CENN	Caucasus Environmental NGO Network
CIS	Commonwealth of Independent States
CHF	Swiss Franc
CNF	Caucasus Nature Fund
CSR	Corporate Social Responsibility
DCED	Donor Committee for Enterprise Development
DCFTA	Deep and Comprehensive Free Trade Agreement
DRR	Disaster Risk Reduction
DRRWG	DRR Working Group
EASC	Euro-Asian Council of Standardization Metrology and Certification
EBRD	European Bank for Reconstruction and Development
EC	European Commission
EEU	Eurasian Economic Union
E+I	Employment and Income Network (SDC)
ENPARD	European Neighbourhood Programme for Agriculture and Rural Development
EUAA	European Union Association Agreement
EU	European Union
FAO	Food and Agriculture Organization
FFI	Flora and Fauna International
FS&H	Food Safety and Hygiene
FSIB	Food Safety Inspection Body (Armenia)
GARB	Georgian Association of Regional Broadcasters
GBU	Georgian Beekeepers Union
GEL	Georgian Lira (currency)
GEDSI	Gender Equality, Diversity and Social Inclusion
GHG	Green House Gas
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit
GMF	Georgian Milk Federation
GNTA	Georgian National Tourism Administration
GoG	Government of Georgia
GOST	Technical Standards maintained by EASC
GMP	Good Management Practice (FS&H assessment)
GMA	Georgian Marketing Agency
GMM	Georgian Milk Mark
GRETA	Green Economy: Sustainable Mountain Tourism and Organic Agriculture
GSA	Georgian Shepherds Association
GWC	Georgian Wool Company
HACCP	Hazard Analysis Critical Control Point
HH	Household
HoReCa	Hotel Restaurant Café
IAAD	International Association for Agricultural Development
IE	Individual Entrepreneur
IFAD	International Fund for Agricultural Development

IFC	International Finance Corporation
ILO	International Labour Organization
ISF	Investment Support Facility
IUCN	International Union for the Conservation of Nature
JBA	Jara Beekeepers Association
KK	Kvemo Kartli
LAG	Local Action Group
LHP's	Livestock and Honey Producers
LLC	Limited Liability Company
LSG	Local Self Government
MAP	Monitoring Action Plan Meeting
M4P	Making Markets Work for the Poor Approach
MC	Mercy Corps
MFI	Micro-Finance Institution
MIA	Ministry of Internal Affairs in Georgia
MOU	Memorandum of Understanding
MENA	Middle East and North Africa
MEPA	Ministry of Environmental Protection and Agriculture
MOAA	Ministry of Agriculture Ajara
MRDI	Ministry for Regional Development and Infrastructure
MSA	Market Systems Approaches
MSD	Market Systems Development
MSME	Micro, Small and Medium Enterprise
NAIC	Net Attributable Income Change
NAITS	National Animal Identification Registration and Traceability System
NDC	Nationally Determined Contribution
NLA	National Agency for Sustainable Land Management and Land Usage Monitoring
NFA	National Food Agency
NNLA	Non-entrepreneurial Non-commercial Legal Entity
NNLP	Non-entrepreneurial Non-commercial Legal Person
OPA	Outside Programme Area
PPP	Public Private Partnership
RC's	Results Chains
RDA	Rural Development Agency
SDA	Strategic Development Agency
SCCSF	Support Centre for Civil Society Formation
SDC	Swiss Agency for Development and Cooperation
SDG	Sustainable Development Goals
SCO	Swiss Cooperation Office
SECO	State Secretariat for Economic Affairs
Sida	Swedish International Development Cooperation Agency
SJ	Samtskhe-Javakheti
SME	Small & Medium Enterprise
SPPA	Support Programme for Protected Areas (GFA Consultants Group)
SRCA	Scientific-Research Center of Agriculture
TJS	Transboundary Joint Secretariat (WWF)
TOR	Terms of Reference
TRACES	Trade Control and Export System
UK	United Kingdom
UNDP	United Nations Development Programme
USA	United States of America
USD	United States Dollar
WEE	Women's Economic Empowerment
WWF	World Wildlife Fund

TABLE OF CONTENTS

LIST OF ABBREVIATIONS	5
INTRODUCTION TO THE ALCP2 REPORT	8
1. STRATEGIC PROGRAMME OVERVIEW	8
OVERVIEW OF MAIN STEERING IMPLICATIONS (1 PAGE)	9
2. EVOLUTION OF THE CONTEXT (1-2 PAGES)	10
UPDATE TO THE OPERATIONAL ENVIRONMENT FOR THE REPORTING PERIOD	10
3. PROGRAMME OUTCOMES, THEIR PROGRESS AND IMPLEMENTATION.....	12
OUTCOME 1 ACCESS TO CLIMATE SMART INPUTS, AGRI INFORMATION, EXTENSION AND FINANCING	12
OUTCOME 1 INTERVENTION ACTIVITIES (3-4 PAGES)	13
OUTCOME 2 SUSTAINABLE MARKET ACCESS IN DAIRY, BEEKEEPING, BACON, WILD BOTANICALS AND SILK MARKET SYSTEMS	17
OUTCOME 2 INTERVENTION ACTIVITIES (5 PAGES)	18
OUTCOME 3 EQUITABLE ACCESS TO LOCAL NATURAL RESOURCE USE	23
OUTCOME 3 INTERVENTION ACTIVITIES (3 PAGES)	24
4. FINANCES AND OPERATIONS	27
IMPLEMENTATION BUDGET STATUS UPDATE	27
DESCRIPTION OF SPENDING OUTPUTS	28
TEAM MANAGEMENT, HUMAN RESOURCES AND OFFICE MANAGEMENT	28
5. PROGRAMME RELATIONS	29
SELF-REVIEW AND DISSEMINATION	29
NETWORKING, COORDINATION	30
CONCLUSION	30
ANNEX 1 SYSTEM CHANGE PER REPORTING PERIOD	31
INTRODUCTION	33
ANNEX 2 PROGRESS AGAINST QUALITATIVE LOGFRAME INDICATORS	39
ANNEX 3 STAKEHOLDER PERSPECTIVES	45
ANNEX 4 LIST OF INTERVENTIONS IN THE REPORTING PERIOD JULY 1ST 2024 TO JUNE 30TH 2025.....	58
ANNEX 5 DAIRY	63
ANNEX 6 LORI.....	64
ANNEX 7 SILK.....	65
ANNEX 8 WILD BOTANICALS.....	67
ANNEX 9 OUTCOME 3 STRATEGY.....	72
INTENDED STRATEGY AND WORK TO DATE	72
END NOTES.....	76

INTRODUCTION TO THE ALCP2 REPORT

The ALCP2 report aims to give a thorough overview of programme implementation including progress against targets. To keep the main body of the report concise, detailed information has been included in comprehensive annexes. For a full and in-depth picture of programme activity and impact it is necessary to read the annexes. They include a description of qualitative, systemic and undefined impact, a selection of stakeholder perspectives, a full breakdown of all investments made in the reporting period and varying short case studies, reports or infographics highlighting happenings of note within the reporting period in more depth than is possible in the main body of the report. The ALCP2 maintains an extensive library of all publications on www.alcp.ge

1. STRATEGIC PROGRAMME OVERVIEW

This section contains a summary overview of the programmes achievements and progress to date and indication of the likelihood of achieving its stated aims. It includes a description of main steering implications for the direction of the programme in the next reporting period and any major constraints to programme implementation. Since the inception of the programme, **ALCP2 clients have served a total of 26,018² rural households, with 66% of them already generating monetary benefits.** In addition, **the ALCP2 facilitated JRC reached a minimum of 141,233 rural inhabitants³ with climate related agri information.**

Purpose: Income increased, and livelihoods improved for rural producers due to better, sustainable productivity, resilient market access, local employment opportunities and more equitable inclusion in natural resource use.	
Purpose Level Indicators	Total estimated results (% Against Target)
# of smallholder farmers/ <i>rural producers</i> with increased incomes from agricultural production/ <i>natural resource-based livelihoods</i>	17,293 ⁱ (46% Women, 21% ethnicity ⁱⁱ) (79% of targeted 22,000) Indirect 201 farmers (30% Women, 5% ethnicity) <i>Ongoing^t: 12%</i>
# of persons having new or better employment	253 FTE's (146 Women / 107 Men, 21% ethnicity) ⁱⁱⁱ (126% of targeted 200) <i>Ongoing: 22%</i>
Increased income of rural households	17,445,543 GEL / 5,776,670 CHF (54% for Women, 39% for ethnicity) Indirect 69,524 GEL / 23,021 CHF (116% of targeted 15 million GEL / 4.7 million CHF, indirect income 1 million/0.3CHF) <i>Ongoing: 38%</i>
NAIC value generated by employees	3,860,916 GEL / 1,278,449 CHF (58% for women) (129% of targeted 3 million GEL / 0.9 million CHF) <i>Ongoing: 25%</i>
NAIC value generated for programme clients	6,194,880 GEL / 2,051,284 CHF (15 women owned ^{iv}) (103% of targeted 6 million GEL / 1.9 CHF) <i>Ongoing: 36%</i>
NAIC value generated by crowding in entities	25,531 GEL / 8,454 CHF ^v (3% of targeted 1 million GEL / 0.3 million CHF)
NAIC value of MSME financing and public grants	3,276,194 GEL / 1,084,832CHF ^{vi} (109% of targeted 3 million GEL / 0.9 million CHF)
% of rural inhabitants/producers with improved general sense of wellbeing/positivity going forward/inclusion	8,275/48% of ALCP2 beneficiaries ^{vii} (target 20%). <i>See Annex 2 for qualitative</i>

² Figure for all interventions some of which do not register income generation e.g. climate smart extension, GBU, WR's training participants.

³ ALCP2 adjusted JRC scale for the programme's target group. Relevant JRC programming on three regional TV channels reached around 421,000 people, out of whom 39% (164,136) are rural producers. The current figure 141,233 is a revision based on a subsequent JRC mini survey done in June, which showed that 86% of rural inhabitants received JRC facilitated content.

⁴ The percentage of impact of interventions within sectors established under the previous Alliances programme. This is mainly dairies under the Georgian Milk Mark. I.e. New beneficiaries to dairies funded in previous phases who are benefitting from new sectoral facilitation of the GMM and GMMF undertaken in the ALCP2.

1. *Operational Environment*: The last year has thrown up considerable challenges in development both domestically and internationally (cessation of USAID in January). For the last year, in spite of the uncertainty, implementation has continued successfully with the only real casualty being work requiring co-facilitation with local government, a key strength in previous programming, which has become untenable in the current environment. Strategy for Outcome 3 has subsequently been adjusted for 2025-2027 to ensure maximum impact is delivered under its outputs. The main impact throughout the development space and within Mercy Corps Georgia and the ALCP2 team, is that crisis management and subsequent uncertainty diverts energy and time from programming into navigating basic operations and ensuring that all risk has been adequately accounted for. The ALCP2 has put considerable effort into finding ways to ensure that programming is not impacted, a major advantage of the programme being its unequivocal sphere of activity within agriculture, through the private sector and topic specific entities like the Georgian Beekeepers Union and Georgian Milk Mark Federation. Of course, lost opportunities for augmentation and scaling up through government systems and lost time which could have been used for generating impact cannot be quantified. The emotional cost to the team and organisation has been considerable but they have continued to dedicate themselves to the target group and are firmly of the opinion that while we have the power and resources to effect positive change, we will continue to do so. As stated last year it is impossible to ignore how the climate is increasingly affecting primary production across all the programme's sectors, representing a huge risk to impact and underlining how vital climate adaptation is to rural producers. Please see *Evolution of the Context* and *Annex 9 Strategy for Outcome 3 2025-2027*.

2. *One Year Cost Extension May 2026 to April 2027*: In December 2024, Sida as part of an agreement in the Annual Report Steering Committee October 2024, disbursed their 5,900,000 Krona contribution to the ALCP2, based on a justification, revised logframe purpose and outcome level targets and a revised budget, for a one year cost extension until April 2027⁵. SDC and ADA are at the time of writing in the signing process for their contribution. This contribution and commitment has allowed the programme to invest in interventions to solidify vital sustainability functions and deepen impact, particularly in the new sectors, silk, lori and wild botanicals and climate smart inputs, to ensure they get the start they need to continue once the programme ends. The consortium's excellent working relationship and pragmatic attitude allowed programme steering in good time, which has and is reaping the desired results. New logframe targets including increases in scale (10%), jobs (33%) and NAIC (20%), included in this report, are already being exceeded or are well on the way to being met. System change is underway and there is time to further generate, nurture and capture it. The additional investment of 300,000 CHF in the Investment Support Facility, half in Year 4 and half in Year 5, is already being channelled into producer entities and will underpin support functions in the lori, dairy, honey, silk and wild botanical sectors⁶. See *Annex 4 List of Interventions*. The additional time has also allowed for the generation of market resources, handbooks, guidelines, technical investigations and technical instructions, vital to work in beekeeping, honey, silk and wild botanicals. The links to these resources are contained in this report and can also be found in Market Resources on the Library page on www.alcp.ge.

3. *Results*: In the results for scale, jobs and income as well as for linkages, sectoral changes, business expansion, crowding in and behaviour change, occurring in all areas of activity across the programme, we can see the programme coming into fruition. These results are underpinned by robust results measurement⁷ and surveys, which are linked in this document. The Annexes of this report are vital to understanding the progress being captured. Inclusion and GESI have been given a particular focus, as has examining the uptake and impact of climate adaptation interventions. System change is examined at individual and business level (*Annex 2 Qualitative Indicators, Annex 3 Stakeholder Perspectives*) to system level (*Annex 1 System Change*). Two fascinating case studies have been completed in the wild botanicals sector (one can be found in *Annex 8*) and new insights into the fledgling but buoyant silk sector can be seen in *Annex 7*.

⁵ See *ALCP2 Annual Report Steering Committee Meeting Minutes October 15th, 2024*, for details of the one year cost extension process.

⁶ The total additional budget is 1,580,000 CHF. SIDA has contributed 30%, SDC will contribute 50% and ADA 20%.

⁷ Validated by the DCED Audit carried out in November 2024. See the [ALCP2 DCED Audit Report](#)

2. EVOLUTION OF THE CONTEXT (1-2 PAGES)

This section contains any major updates related to state institutions, state regulations, development programmes, economic changes or major internal and external events affecting the operating environment of the programme. It also describes any notable updates to the stakeholder analysis and any issues of note for policy dialogue at the donor level.

UPDATE TO THE OPERATIONAL ENVIRONMENT FOR THE REPORTING PERIOD

General: The 2024 Georgian Parliamentary Elections concluded with the ruling party, Georgian Dream, emerging as the winner in October. The results, however, have been contested on various fronts. Following on from the adoption of the 'foreign influence' law in 2024, the new 'Foreign Agents Registration Act' (FARA) law was adopted on April 1st, 2025. The law requires certain entities to register with the Ministry of Justice and disclose their sources of foreign funding. Under the current understanding of the law, Mercy Corps is not required to register. As for our clients, those who are private sector entities appear to be exempt from the registration requirement. The status of associations and unions remains unclear. However, the programme is maintaining regular contact with the new 'Anti-Corruption Bureau', the body which is and will be responsible for administering and monitoring the implementation of the law, to stay informed of any updates or changes. In the development space Mercy Corps Georgia takes part in NGO and INGO fora to monitor, discuss and navigate ongoing developments, impacts and strategy. For the last year, in spite of the uncertainty, implementation has continued with the only real casualty being governance work requiring co-facilitation with local government, which was a key strength in previous programming, but which has currently become untenable in the current environment. Mercy Corps was also impacted by the cessation of USAID under the new Trump administration. The main impact throughout the development space is that crisis management and subsequent uncertainty diverts energy from programming into navigating basic operations.

On April 16th, 2025, the Government of Georgia also adopted an amendment to the 'Grant Law', requiring government approval for all new grants. The original version of the Grant Law, dated 1996, did not have this requirement. The law was subsequently amended several times, with the most recent update in 2023, which also did not have this requirement. The administrative body, which will be responsible for this approval, has not been created yet and the impact of the law on the programme itself and its ability to function in terms of co-financing target market players remains unclear. What the sector is also unclear about is what level of grants will need approval. To mitigate the risk of any future repercussions, the programme, which has two methods of granting money to entities, the Grant Agreement for civil society entities and the Target Funding Agreement for enterprises, is currently only signing Target Funding Agreements and using service contracts to deliver goods and services to associations. Outcome 3 has pivoted to assimilating environmental sustainability within sustainable rural tourism for local entrepreneurs. These will be delivered through the women's rooms rather than engaging with directly with local governments to promote citizens environmental rights.

Food Security: In the first quarter of 2025, the average exchange rate of the Georgian Lari (GEL) increased from 2.72 to 2.81 per 1 USD, but in the second quarter, it decreased again to 2.72 GEL per 1 USD⁸. The overall annual inflation rate also increased, from annual 1.9 in 2024 to 3.5%⁹ in May 2025. Georgia's annual inflation was mainly driven by rising prices in food and non-alcoholic beverages (up 8.3%), medicines (up 9.0%), and miscellaneous goods and services (up 5.9%), while transport prices decreased by 4.5%, slightly offsetting the overall inflation.

State Programmes: In September 2024, during the reporting period, Enterprise Georgia launched the new Microenterprise Support Programme, replacing its previous Micro and Small Entrepreneurship Support Grant Programme. The programme offers loans ranging from 20,000 to 50,000 GEL, with full interest rate subsidization if at least one of the following conditions is met: the entrepreneur's annual income does not exceed 30,000 GEL; the entrepreneur is a woman, or the business operates in a mountainous settlement. The micro grant programme was

⁸ [Geo-State.](#)

⁹ [Geo-State, May 2025.](#)

exceedingly popular with rural micro entrepreneurs, it will be interesting to observe whether zero interest loans prove as accessible.

Climate Change: An unusual amount of rain fell this spring. In the lowlands, frequent rains during the spring and early summer have resulted in abundant, dense, and taller grass, significantly enhancing pasture quality and positively impacting overall milk production. Regular rain also increased hay yields, with each farmer producing thirty more hay bales/ha (a 15% increase) than last year. Hay prices dropped by 1 GEL per bale. However, prolonged rainfall negatively affected mulberry production in Samtskhe-Javakheti this spring. Hailstorms during budburst, late frost, and prolonged drought triggered stress responses in trees, including premature fruiting and reduced flowering cycles. Yields declined by over 90%, and fruit quality suffered, berries were smaller, drier, and ripened unevenly. These recurring anomalies underscore the growing impact of climate change on crop development, productivity, and overall resilience in the region.

Diseases: In spring 2024, the Georgian Beekeepers Union (GBU) confirmed the first presence of *Tropilaelaps* mites in Georgia, an emerging threat closely linked to climate change. Warmer winters have extended brood activity, creating ideal conditions for the parasite's survival and spread from Asia into Western Georgia. More aggressive than *Varroa*, *Tropilaelaps* can destroy colonies within weeks if left untreated. In response, GBU launched targeted field visits, engaged with authorities, and began developing region-specific treatment approaches. The effectiveness of these strategies will directly impact honey production volumes, as weakened colonies are more vulnerable to disease. Since the beginning of summer, the spread of the *Tropilaelaps* parasite has been increasing across Western Georgia, an expected development driven by the natural rise in brood activity during nectar flow. Further expansion into eastern Georgia is also anticipated, largely due to transhumance practices and the unregulated trade of bee colonies, which create high-risk pathways for parasite movement. A sharp rise in colony mortality is expected this year, with the most severe impact on honey production anticipated in the next season. Small-scale beekeepers, with limited access to information and resources, remain most at risk. To address this, the GBU is actively disseminating information through regional meetings, Zoom discussions, and social media platforms like the Georgian Bee Facebook page, significantly improving beekeeper awareness.

In June 2025, fourteen silkworm farmers from two regions, Imereti and Kakheti, successfully harvested raw silk; only one farmer from the Samegrelo region reported silkworm mortality. The farmer linked the loss to mulberry leaves contaminated during the National Food Agency's routine mass spraying against *Pharosana* stink bugs. The Georgian Sericulture Association (GSA) plans to raise the issue with relevant state authorities particularly the RDA, to ensure silkworm farmers have access to safe mulberry leaves for feeding for the next season.

Stakeholder Analysis: This reporting period continued to see a broadening of new stakeholders in new regions across Georgia. Under Outcome 1, Roki Ltd, the veterinary inputs supplier, is working closely with seventeen new selected vet pharmacies across Georgia and three VET colleges, in Samtskhe Javakheti, Kakheti and Shida Kartli and a new climate-smart beeswax producer in Tskaltubo, Imereti who was co-financed by the programme, to promote climate-smart inputs. Under Outcome 2, new stakeholders include two new dairies in Teleti, Kvemo Kartli and related to silk, St. Tamar Mepe Vocational Educational College of the Patriarchate of Georgia, Tbilisi State Silk Museum, VET College Aisi, Georgian Heritage Crafts Association, the Agrarian University, Otia's Ezo in Tskaltubo and IE Lamara Bezhashvili in Sighnaghi, Kakheti.

3. PROGRAMME OUTCOMES, THEIR PROGRESS AND IMPLEMENTATION

In this section, the ongoing status and impact to date for the reporting period per outcome will be described with their outputs and a narrative description of implementation activities per intervention. The intervention description includes details of main ALCP2 transversal themes, GESI, climate change and governance. For additional information on programme implementation see *Annex 1 System Change, Annex 2 Progress Against Qualitative Targets Annex 3 Stakeholder Perspectives, Annex 4 List of Interventions* (including financial contribution), *Annex 5 Lori, Annex 6 GMM, Annex 7 Wild Botanicals, Annex 8 Silk, Annex 9 Outcome 3 Strategy 2025-2027*.

OUTCOME 1 ACCESS TO CLIMATE SMART INPUTS, AGRI INFORMATION, EXTENSION AND FINANCING

Outcome 1: Rural producers increase profitability and sustainability due to access to target services and inputs.	
Outcome 1 Indicators	Total results (% Against Target)
# of smallholder farmers applying agro-ecological/sustainable farming practices	20,658 ^{viii} (38% Women, 10% ethnic minority) (172% of targeted 12,000) Ongoing: 0%
# and % of farm/rural households with increased crop, rural products and livestock productivity	11,296 and 55% ^{ix} (10%)
# of entities crowding in	5 ^x (100% of targeted 5)
# of entities expanding their businesses	8 ^{xi} (80% of targeted 10)
# of sustainability advocacy initiatives	10 ^{xii} (250% of targeted 4)
# of persons who consider that they are more resilient to deal with the adverse effects of climate change	17,219 ^{xiii} Farmers and beekeepers have reported strong satisfaction with climate-smart inputs and have already noticed improved productivity and resilience. See Annex 2 for more details
% of [targeted] rural producers actively using learned sustainable practices	81% ^{xiv}
# of local entities introducing climate-smart initiatives	66 ^{xv} (440% of targeted 15)
Outputs	Indicators
1.1 Facilitated access to tailored agri-information and skills for rural producers and rural MSME's	13,218 of consumers of information products that have agricultural and environmental content (2,190 Women, 1,215 ethnicity); Also, 141,233 rural inhabitants reached through the JRC. ^{xvi} 37 ^{xvii} of information channels with agricultural and environmental content Inc. newspapers/ TV programmes/ internet/ courses 20 ^{xviii} universities/ VET colleges integrating/augmenting agri/ environmental journalism/ VET study modules 438 (around 30% women) ^{xix} of journalism university degrees/ VET certifications with agri/ environmental content gained through universities/VET colleges 691 ^{xx} of knowledge transfer services (e.g. SMS's, video's) from industry association/member organizations to members 80-100% ^{xxi} Rural producers' level of satisfaction with quality and applicability of facilitated content (qualitative) see Annex 2

1.2 Facilitated access to affordable climate smart sustainable technologies and production systems for rural producers and MSME's.	5,846 ^{xxii} rural producers accessing target services & information (40% Women, 14% ethnicity) 5 ^{xxiii} of service providers &/or input suppliers with improved business practices/acumen & outreach to rural markets Rural producers perception of usefulness of facilitated inputs (qualitative): see Annex 2
1.3 Facilitated access to financing, start-up funds and business support and compliance services (including environmental audits and planning) for rural producers and MSME's.	4,627,261 GEL / 1,532,206 CHF ^{xxiv} value of financing leveraged from external sources (women/men/youth) 18 ^{xxv} MSME's leveraging funding from external sources to the programme e.g. IFI's, government schemes, NGO's, and RSMEDP 142 women/youth rural businesses started 11 ^{xxvi} enterprises supported with business development services (e.g. business management certifications; Food Safety and Hygiene, Environment & Health and Safety) 85 ^{xxvii} jobs in new or developed financed enterprises (women/men/youth)

OUTCOME 1 INTERVENTION ACTIVITIES (3-4 PAGES)

Outcome 1 proceeds very well with excellent progress against or exceeding targets and measurement of impact for extension uptake, application and preliminary impact of application of climate adapted information shown in the [ALCP2 Climate-smart Extension Mid-term Evaluation Report, February 2025](#) and *Annex 1 System Change* which includes an Adopt, Adapt, Expand Respond¹⁰ evaluation of system uptake of the climate adaptation extension model. Climate smart inputs are expanding with cases of crowding in appearing and tangible evidence of the benefits of using climate smart inputs appearing amongst livestock keepers and beekeepers.

Climate Adapted Extension for Livestock: From December 2023, the Rural Development Agency (RDA) Information and Consultation Centres (ICCs) conducted training sessions for 702 farmers, 37% of whom were women and 14% from Azerbaijani (6%) and Armenian (8%) communities, to support their adaptation to the adverse impacts of climate change on livestock production, facilitated by ALCP2 client Momavlis Fermeri NGO. The trainings were conducted in twelve municipalities, including four in Azerbaijani and Armenian communities, led by twelve trained RDA extension specialists, who collectively conducted fifty sessions which concluded in January 2025. Inclusion was a key focus. Trainings were designed to ensure participation across diverse groups, including women, youth, ethnic minorities, and small-scale farmers from varying agroecological zones. In Azerbaijani and Armenian communities, the trainings were conducted in the participants native languages. The RDA's Tbilisi office has since scaled up the initiative by distributing the [Countering the Impact of Climate Change on Livestock in Georgia](#) guidelines to extension and veterinary specialists in ICC's in nine regions. The guidelines are now informing the day-to-day, face to face consultations extension specialists hold with farmers, with each extension specialist estimated to be reaching from thirty to sixty farmers monthly. The Ministry of Environmental Protection and Agriculture published the guidelines on its e-Library [platform](#) in June 2024, and is the only available resource on climate-smart adaptation in livestock, the online document is being widely accessed, with several hundred users engaging monthly.

Wider Adoption: The Swiss Agricultural School Caucasus has formally integrated the manual into its livestock training curriculum since June 2024 and shared it with sixteen lead farmers. The Batumi State University VET College also added the guidelines to its online agricultural course resources, recognizing its value in demonstrating the intersection of climate change and agriculture. In June 2025, veterinary input manufacturer and distributor Roki Ltd hosted a knowledge exchange session for seven RDA extension specialists to present its line of climate-smart veterinary products. The extension specialists who attended want to further promote these climate smart approaches

¹⁰ An MSD evaluation tool for measuring systemic uptake of a programme facilitated model.

through their community-level engagements. Further joint trainings have been planned. Despite notable achievements, several structural and contextual challenges persist. Within the RDA ICC network, implementation lacks systemic institutionalization and the current model for formal training is based on a ‘pay-to-play’ structure, organized around donor priorities. Despite these constraints, uptake at both the institutional and individual levels does however suggest a growing awareness of the relevance of climate related content to farmers. Early indications are that farmers themselves are applying the learned practices and beginning to see the benefits.

Climate Adapted Extension for Beekeepers: The Georgian Beekeepers Union continued its collaboration began in May 2022, with the Environmental Information and Education Centre (EIEC) of the Ministry of Environmental Protection and Agriculture (MEPA) to develop and deliver a nationwide training programme for beekeepers. In July 2024, the GBU developed a new programme curriculum, incorporating climate adaptation topics. The curriculum was approved but training was delayed due to parliamentary elections and has not resumed, due apparently to ongoing reorganization within MEPA. From July 2024 to June 2025, the GBU independently conducted twelve information meetings and [training sessions](#) on climate-smart hives and *Tropilaelaps* mite prevention across twelve municipalities in five regions in Samegrelo, Guria, Racha, Imereti, and Samtskhe-Javakheti. A total of 180 beekeepers participated, including 27% from ethnic Armenian minority communities in Samtskhe-Javakheti, and 10% women beekeepers.

The Beekeeping Support Programme implemented by the Rural Development Agency which finances climate-smart hives began in September 2024¹¹. To date, six hundred beekeepers have participated, placing orders for 14,000 climate adapted hives. Co-financing from the programme has reached 1,000,000 GEL. The GBU has fostered uptake of the programme, helping seven hundred apply. A new specialized training manual on climate-adapted beekeeping has been developed by the ALCP2 and the GBU. Entitled [Countering the Impact of Climate Change on Beekeeping in Georgia: Guidelines for Extension Specialists, Trainers and Beekeepers](#), it provides unique technical guidance tailored for Georgian conditions and climate adaptation in beekeeping¹². The manual is currently in translation and will be integrated into GBU trainings from autumn 2025.

Outreach of Climate-targeted vet inputs: During the reporting period, Roki Ltd, a veterinary input supplier, expanded its climate-smart efforts significantly reaching up to 4834 farmers with their climate smart products to date. The five climate smart product packages and subsequent trainings to help livestock farmers counter the effects of climate change on livestock production: [heat stress](#), [cold stress](#), [mastitis](#), [reduced productivity](#) and [immunity boosting](#) integrated content from the climate adaptation guidelines. In phase one in 2023, the company worked with thirteen focal point veterinary pharmacies, expanding to another twenty in phase two in 2024. Climate-smart product display shelves were installed in participating vet pharmacies, along with information boards, posters, and leaflets to raise awareness among farmers. Roki also began working in tandem with the Georgian Milk Mark Federation (GMMF) and its fifty-one member dairies, to better target its training, holding trainings for GMM factory milk supplier farmers. In 2025, Roki independently launched nationwide trainings in seventeen additional veterinary pharmacies across Georgia, including two in Armenian and two in Azerbaijani communities. Four regional training sessions were held in Ozurgeti, Gori, Rustavi, and Kakheti, attended by approximately fifty veterinarians and three hundred and fifty farmers and representatives of local participating vet pharmacies. Participants received printed materials and product samples, as well as certificates upon completion. Further outreach has included promotion through digital campaigns achieving over 500,000 views and 4,000 inquiries mainly related to product pricing, availability, usage, and dosage. Climate-smart product promotions have included *discounts*, for example, 25% off the heat stress package. To ensure accessibility, Roki translated its materials into Azerbaijani and Armenian, allowing inclusive dissemination of information in native languages for minority communities. In February 2025, with the support of GMMF member

¹¹ The state programme covers 50% (70 GEL) of the cost of each new climate-adapted beehive. The specifications for these hives were developed by the GBU with support from the ALCP2, based on designs from two ALCP2-supported climate-smart hive producers, both of whom are members of the GBU. Beekeepers with 20 to 100 colonies are eligible for co-financing of up to 100 climate-adapted hives.

¹² Covers temperature extremes, regulating hive microclimates, maintaining bee health, improving bio wax production, understanding the advantages and disadvantages of bio certification and navigating the certification process, thereby enabling beekeepers to develop production resilience and efficiency in the face of worsening climate related effects and to transition towards sustainable and organic practices should they wish to.

dairies *Alpuri Javakheti Ltd.* and *I.E. Tsolak Grigoryan*, Roki conducted climate-smart extension trainings for fifty-five Armenian milk supplier farmers.

Business Expansion and Linkages: Rumifos is Roki's flagship, domestically produced prebiotic for livestock, at the core of many of its product packages. Following the viewing of a [Rumifos](#) animation, the Swiss Agricultural School Caucasus contacted Roki who sent the Rumifos [product brochure](#) and both parties then met at the Dmanisi site. As a result, a Rumifos trial is scheduled for autumn 2025, where Rumifos will be used on fifty cows and bulls in controlled conditions. Roki Ltd is also currently participating in the *Corporate Sustainability Award 2025*, organized by the UN Global Compact Network Georgia and funded by Sweden. The company is competing in the category *Business Ensures Taking Urgent Action to Combat Climate Change and Its Impacts* and has successfully advanced to the final stage. The award ceremony is scheduled for December 2025. The company is also currently expanding its production capacity in cereal stem cell livestock nutrition supplements¹³. This decision is driven by increasing market demand for natural-origin feed supplements, particularly Rumifos¹⁴. Roki expects the upscaled building and equipment to be completed within a few months, allowing it to scale up its proprietary formulations that have demonstrated proven benefits for animal health and performance.

Journalism Resource Centre (JRC): As noted throughout the report the JRC has been instrumental in transmitting targeted programme related information to large numbers of people, for example in silk and environmental governance. It has also adopted and adapted climate adaptation as a core tenet of its information and university modules. (See *Annex 1* for further details). The ALCP2's considerable support to the JRC continued throughout the reporting period including helping them understand and fulfil their reporting requirements. The project ends in February 2026. During the reporting period, the project achieved major progress by fully adapting and piloting the [Climate-Smart Communication and Reporting Module](#) in Georgia and Armenia, with five universities in Georgia and two in Armenia already integrating it into their curricula. A successful Training of Trainers was conducted in Armenia in February 2025, for thirteen university representatives, along with a climate-smart reporting training for twenty Armenian journalists. Preparatory work has begun in Azerbaijan, including plans for a Training of Trainers and curriculum roll-out by autumn 2025. Looking ahead, the project will expand the module to eleven more Georgian and five Armenian universities, host a Conference on Climate-Smart Reporting and Communication in December 2025, and organize study tours for Armenian and Azerbaijani colleagues to universities and media outlets in Georgia. The project will also finalize the establishment of the online [Regional Hub](#) to support sustained collaboration among academia, media, and civil society across the South Caucasus for climate-smart communication and reporting. Over the past year and a half, twenty partner news channels, under the JRC's guidance, independently produced ninety-four media reports on these topics, reaching 141,233 rural inhabitants. The Impact Assessment process has already begun and is expected to be completed by the end of 2025. In the first joint impact assessment by the ALCP2 and the JRC, conducted in July 2024¹⁵, rural producers reported moderate to positive satisfaction with the quality and relevance of the content; 74% of respondents reported applying the information in practice. The ALCP2 is closely monitoring and technically backstopping the impact assessment process.

For more details for RDA, Roki and JRC extension impact please see the [ALCP2 Climate-smart Extension Mid-term Evaluation Report, February 2025](#) and *Annex 1 System Change* which includes an evaluation of system uptake of climate adaptation information.

Climate Smart Beekeeping: Beehives: Both beehive producers, Skalona and Apiguru, have significantly increased their production capacities through co-investment with the ALCP2 programme. Newly installed equipment has increased speed and efficiency, enabling them to manage large and small orders simultaneously and respond more quickly to customer demand. During the current reporting period, Apiguru doubled orders (2,981 hives) from beekeepers compared to the previous period and increased production five times since the start of the intervention.

¹³ Products that support digestion, immunity and productivity in animals.

¹⁴ The production process involves dry distillation in a modified medium and selective mixing of active fractions.

¹⁵ Forty-three semi-structured interviews were conducted in eleven municipalities, with a diverse sample consisting of 37% men and 63% women.

The company also expanded its team, hiring three new employees and now has six full-time staff. Skalona is also expanding and moved its production from the high-mountain village in Mestia to Zugdidi, mainly because of a shortage of available workers. They invested in land and new equipment to expand their capacity. Skalona remains Georgia's largest beehive producer, now manufacturing around 4,000 hives annually, which is double the volume since the start of the intervention. Skalona grew its workforce from six to eleven employees, including two young employees learning the trade on-site. In addition to direct sales to beekeepers, both companies actively participate in tenders. Skalona won a tender to supply 2,000 hives to local beekeepers announced by the Ajara Agro Service Centre, and together with Apiguru have received substantial orders under the RDA Beekeepers Support Programme. The GBU hosted meetings in Akhalkalaki and in Ninotsminda with both companies, bringing together local ethnic Armenian beekeepers from the Samtskhe-Javakheti region. The event focused on introducing Georgian-produced, climate-adapted beehives through the RDA support programme. Most Armenian beekeepers do not speak Georgian and can easily miss new products or information available in the mainstream Georgian market. Following the meetings, two cases of crowding-in emerged with two hive producers from Akhaltsikhe and Aspindza manufacturing three hundred climate-smart beehives, with production co-financed through the RDA programme. The companies have seen a 900% increase in customers from their baseline of 70 in 2022 to 727.

Beeswax: IE Tamaz Ghlonti in Lechkhumi, increased production to about nine tonnes of beeswax, 33% more than the previous reporting period and four times higher than the baseline in 2023. The company is attracting more customers and building trust through high product quality, fast service, and flexible payment options. He has served 538 beneficiaries to date. IE Giorgi Kachkachishvili, Hexagon, Kutaisi, has grown by 40% since the start of the intervention, thanks to new equipment. The company also piloted a new wax filtration method to improve quality and reduce contamination, with plans to expand next season and strengthen marketing through social media and printed materials. Only in the first year of facilitation there has been a 20% increase in beekeepers compared to the baseline of 150.

Access to Funds: In an extension to an original contract, from June 2024 until completion in October 2024, the GMMF provided health, safety, and environmental assessments, food safety and hygiene (HACCP) compliance, digital and social media marketing, accounting and financial audit services to seventeen members under a grant from the RSMEDP programme of 29,661 GEL to which they added an investment of 7,000 GEL. The number of business applications and approved grants through the Women's Rooms network significantly decreased during the last year, due to the replacement of the Enterprise Georgia Micro & Small Grants Programme, to date the most popular source of business funding in rural areas, with zero interest bank loans under the new (September 2024) Microenterprise Support Programme, and a decreased number of NGOs with available grants. During the reporting period, forty-four business applications were prepared by the Women's Rooms. Out of these, three women entrepreneurs received grants from EU programmes, and three others received zero-interest bank loans through the Microenterprise Support Programme, with a total value of 251,000 Gel. The remaining thirty-eight applications are still under review by the programmes of Socio-Economic Empowerment of Women at Local Governments, the IDP's Agency, and the Office of the state minister for Reconciliation and Civic Equality. Since the programme started in 2022, a total of 1,351,067 million Gel was disbursed for MSMEs and start-ups, resulting in the creation of 137 jobs. Additionally, fifty-eight women-led community kindergartens (twenty) and water infrastructural initiatives (thirty-eight) have received funding from municipalities through village meetings supported by WR's.

Services to Vulnerable Groups: Women's Rooms continue to serve as primary channels for Gender Equality and Social Inclusion (GESI) initiatives. In November and December 2024, meetings and trainings initiated by the Women's Rooms Union were held in Women's Rooms as part of the Sixteen Days of Activism against Violence against Women and Girls campaign. Telavi Women's Room coordinated the *Plan Your Budget* municipal project, supporting women's active participation. As a result, one woman initiated a community library project and obtained 100,000 Gel from the municipal budget last year. The Women's Rooms in Kakheti helped twenty-five women to obtain small grants (6,000 Gel) issued by the office of the state minister for Reconciliation and Civic Equality for health aid and micro business start-ups.

Outcome 2: Sustainable and diversified MSMEs provide more reliable, value-added market access to rural producers.	
Outcome 2 Indicators	Total results
# of farmers/rural producers integrated into diversified value chains and markets	5,553 (66% Women, 41% ethnic minority) (79% of targeted 7,000) Ongoing: 37%
# of entities crowding in	7 ^{xxviii} (140% of targeted 5)
# of entities expanding their businesses	24 ^{xxix} (240% of targeted 10)
# of sustainability advocacy initiatives	14 ^{xxx} (175% of targeted 8)
Value of exported products: (Cross border & other countries)	6,943,819 GEL / 2,299,278 CHF ^{xxxi} (138% of targeted 5 million GEL / 1.6 million CHF)
Number of MSME's with access to value added and diversified markets (i.e. Bio certified, quality assurance, regional brand, diversified products)	59 ^{xxxii} (492% of targeted 12)
% of rural producers' with increased satisfaction with improved access to reliable value-added markets (<i>qualitative</i>):	Beekeepers have resolved honey sales issues, dairy suppliers are satisfied with pricing and payment, and forest-reared pig producers are seeing increased demand and higher prices. See Annex 2 for details.
Outputs	Indicators
2.1. Increased sustainability, self-representation, empowerment and advocacy for equitable terms of trade by rural producer member associations.	47 ^{xxxiii} of retailers making positive changes to sourcing, purchasing and marketing/sales practice 22 ^{xxxiv} of suppliers with more positive experience of supply/sales 9 ^{xxxv} of desired objectives reached by advocacy initiatives 7,778 ^{xxxvi} of services provided to members 76% ^{xxxvii} increase in paying members 80-100% ^{xxxviii} of members and perception of improved sense of representation and empowerment (%/qualitative) see Annex 2
2.2. Increased value addition to rural products through enhanced image and promotion of Georgian regions, regional and national products.	2 ^{xxxix} regional products developed 2 ^{xl} of products with enhanced value addition 1 ^{xli} of breeds with enhanced image and recognition 11 ^{xlii} promotion initiatives Producers and entities' perceptions of product image (<i>qualitative</i>) see Annex 2
2.3. Facilitated access to affordable certification (e.g. bio) and quality assurance (e.g. GMM) for rural producers and MSME's	14 ^{xliii} MSME's gaining certification (e.g. Bio) 1,085 rural producers supply to certified MSME's 4,229,505 GEL Value of sales of certified MSME's (e.g. Bio) Perceived benefit of attainment of certification (<i>qualitative</i>): see Annex 2
2.4. Increased volume and value-added MSME production of diversified rural products	43 ^{xliiv} MSMEs with increased capacity/utilization of value-added meat, milk, honey, wool and other rural raw materials e.g. silk, wild flora, bee products, queen bees 5,565 (2,076 ongoing) rural producers supplying supported entities (Women/Men) and gaining access to diversified markets

This reporting period saw active implementation deepen and commence in all sectors under Outcome 2 with the increased targets of the one year cost extension well on track to being achieved and with several others already exceeded. This period saw considerable deepening. Impact has been recorded across the five sectors, and several case studies and impact assessments have been conducted. Please see for example the [Scale, Gendered Income Dynamics, Roles and Climate in Beekeeping Impact Assessment](#) (June 2025) which has captured and examined mature impact including the gender dynamics of household enterprises and has calculated the scale reached in the honey sector by the ALCP2, with 5390 beekeepers benefitting financially from information based services facilitated by the programme¹⁶ of whom 17% are women and 8% ethnic minority and 12,500 accessing information.

Dairy: During the reporting period, the fifty-one dairies the *Georgian Milk Mark Federation (GMMF)* currently unites, actively participated in their WhatsApp group, sharing sectoral updates and other useful information. This helped the Federation continue its advocacy efforts, against unfair competition between registered and unregistered dairies using milk powder and vegetable oil and not labelling it as such. The Federation facilitated three meetings with the National Food Agency (NFA) and the Ministry of Environmental Protection and Agriculture (MEPA) presenting a strong and cohesive front, urging the government to protect the interests of raw milk processors by controlling unregistered dairies. The last [meeting](#) in July was arranged following a letter from the GMMF to the newly appointed Minister of MEPA, requesting inspections of agri markets, which are centres for the sale of unlabelled dairy products. The NFA stated that they do not have enough resources for regular market inspections. However, the NFA did intensify inspections of unregistered dairies in the [Kvemo Kartli, Tbilisi](#), and [Adjara regions](#) for a period immediately after the meeting. The Federation also publicized its efforts through Agrogaremo TV, the JRC's dedicated agriculture channel. Engagement with the Revenue Service, MEPA, and NFA to push for regular inspections will continue. The GMMF as a part of the Farmers' Council of the Georgian Farmers Association (GFA), continues to work with Agroduo¹⁷ NGO to promote skills development.

Unfair Trade: In September 2024 the ALCP2 contracted J&T Legal Consulting Company¹⁸ published [an article](#) on unfair trade practices between supermarkets and dairy companies, online, followed by another [media report](#) highlighting the issues. However, subsequent activities discontinued, due to ongoing political instability and limited advocacy prospects. Since then, GMMF members have focussed their advocacy efforts on addressing unfair competition, recognizing it as a more pressing barrier to sectoral development than unfair trade, as relationships between GMM member suppliers and supermarkets have improved on a case-by-case basis, as relationships with supermarket managers have matured. A survey will be conducted in the next reporting period to ascertain the scope and reason for any improvements in these trade relationships compared to the baseline of unfair trade in the dairy sector in September 2021¹⁹.

The Business Institute of Georgia (BIG), which administers the Georgian Milk Mark (GMM), now has twenty-nine dairies with permission to use the mark, twenty-six of whom have already incorporated it on their labels. Another member is expected to join the GMM soon. BIG has prioritized expanding the number of GMM dairies, moving closer to the break-even point of thirty dairies regularly paying to use the mark. Encouragingly, most GMM dairies (70%) consistently pay their membership fees; however others are as yet still inconsistent in their payments. Currently, the income that BIG receives from its members covers the costs of auditing the mark and the Director's salary. The GMM certification has acted as a catalyst for business development, compliance, and market integration amongst member dairies. Please see *Annex 5 Georgian Milk Mark*.

¹⁶ The income impact from information based services is very difficult to capture but the programme has worked hard to do so as such a considerable amount of effort has gone into the GBU facilitation.

¹⁷ Vocational Education and Training (VET) Department/arm of the GFA

¹⁸ J & T Legal Consulting Company developed a draft law for addressing unfair trade practices with supermarkets

¹⁹ *Unlevel Playing Field; Experiences of Dairies Supplying Supermarkets in Georgia*. This study is not on the ALCP2 website as it contains sensitive market information of contracts which at the time dairies were very nervous of revealing. Subsequent advocacy efforts were built on this report.

Honey Sector Associations: Organisational services: The Georgian Beekeepers Union (GBU) has shown significant growth and more organizational sustainability since its inception six years ago. Memberships have increased from forty-four to sixty-nine during the reporting period, uniting ten sectoral associations, twenty-nine honey companies and thirty individual beekeepers as members out of whom 13% are women. Income consisting of membership fees and funds received from state or donor requested trainings, has decreased this year, because planned RDA/EIEC trainings were postponed. GBU income for the last three years from 2022 totalled 124,492 Gel²⁰ up from a 5,540 Gel baseline in 2022. The political situation²¹ mainly affected the postponed EIEC training ostensibly due to ongoing reorganization of the EIEC. From July 2024 to June 2025 the GBU independently conducted twelve meetings in Samegrelo, Guria, Racha, Imereti, Samtskhe-Javakheti, about climate smart hives and Tropilaelaps to prevent its spread, for 180 beekeepers out of whom 27% were [Armenian beekeepers](#) from Samtskhe-Javakheti region and 10% were women beekeepers. In the reporting period the GBU had fifteen Facebook live meetings on a range of management topics with 300,000 views and up to 8500 comments in total. In November 2024 the GBU held its [Annual General Meeting](#) in Telavi, Kakheti region, celebrating its sixth anniversary with over 150 beekeepers from across the country. The two day event featured a conference and an experience sharing study tour to successful honey enterprises in Kakheti. In 2024/2025, the GBU helped the NFA to register 965 apiaries in the NAITS programme. GBU sectoral advocacy with MEPA and RDA led to the launching a new 3,000,000 GEL grant program for beekeepers for the co financing of climate smart hives from October 2024. In March 2025, the GBU Executive Director met the new Minister of MEPA and the new head of the RDA to reintroduce the Union and advocate concerning late payments to the main hive producers under the programme²². With ALCP2 and GBU facilitation, four Georgian honey companies received Individual Expo Grants from Enterprise Georgia covering 90% of their exhibition costs in total £14,340.60 for the Speciality & Fine Food Fair in London in September 2024 as part of the ALCP2 facilitated honey study tour.

Promotion: During the reporting period the GBU organized two honey festivals one in Batumi in August, 2024²³ and one in Tbilisi in September 2024. The [Tbilisi Honey Festival](#), supported by Tbilisi City Hall and Mtatsminda Park, brought together twenty-five GBU honey producers, generated approximately 17,500 Gel in sales, and promoted those who won multiple awards at the [London International Honey Awards 2024](#). It also featured consumer tasting of a selection of honeys included in the GBU's research into Georgian honeys. With ALCP2 support, the GBU has completed a study entitled [A Comprehensive Analyses of Georgian Honey and Consumer Preferences](#) examining honey varieties, consumer trends and market potential. It highlights gaps in producer knowledge and marketing that limit growth and explores ways to boost domestic demand and promote lesser-known honeys with consumers. The GBU is already developing strategies to implement these recommendations. The GBU and its lead researcher will also present parts of the study at Apimondia 2025 in September in Copenhagen, Denmark and are coordinating the participation of Georgian honey companies and beekeepers at the event. [World Bee Day](#) was held on May 20th in Borjomi and featured an exhibition of local honey products and inputs, as well as discussions on climate change, disease prevention, and market trends.

International Relationships: In August 2024, the GBU Executive Director met with the Beekeepers Association of the Çanakkale region in Turkey. In September 2024, the GBU members participated in the Specialty & Fine Food Fair in London, and in February 2025, the GBU represented Georgia at the 10th International Beekeeping Conference and 1st Api Eurasia congress in Baku along with eight other countries (Azerbaijan, Turkey, Kyrgyzstan, Turkmenistan, Uzbekistan, Makedonia, Iran, Russia). From the beginning of this year the Union started preparation works for Apimondia 2025 to ensure that up to ten Georgian honey producers will be represented in this most important event in the international beekeeping calendar.

²⁰ June 22 June 23, 38,282 Gel; June 23 June 24, 58,710 Gel; and June 24, Jun 25 27,500 Gel

²¹ Introducing a new NGO regulatory law, ongoing reorganization in the governmental entities, rallies in Tbilisi and regions, polarized social opinions.

²² The two main climate smart hive producers were to be paid a total of 1,000,000 GEL for the production of 14,000 hives (70 gel per hive) Their payments had not been forthcoming due to a delay in NFA monitoring and the GBU offered its human resources to alleviate the problem and payments have begun.

²³ And just outside the reporting period in August 2025

The Jara Beekeepers Association (JBA): For the sixth time in a row, the JBA successfully underwent Bio certification for its twenty-three members in 2024. It obtained 50% co-financing for its 2025 bio certification from the Agroservice Centre of the Ministry of Agriculture of Ajara. In June 2025, the Association successfully passed an external audit conducted by Caucascert Ltd and observed by DAKKS²⁴, who assessed Caucascert's auditing process. The comprehensive review included a witness audit of JBA's internal inspectors, an assessment of the Internal Control System (ICS) and its implementation, on-site inspections of member apiaries, and an evaluation of the JBA processing unit. DAKKS praised the professionalism of JBA's internal inspectors and the quality of the Caucascert audit. In September 2024, Jara honey was exhibited at [Speciality and Fine Food Fair in London](#) and the Tbilisi Honey Festival. In October 2024, the JBA held a Jara study tour in Keda for the students/graduates of vocational educational training (VET) beekeeping module interested in Jara beekeeping²⁵.

In November 2024, MYM International/MF Company the company who has organized the sale of Jara honey in Japan and who have a close business partnership with the JBA, issued a press release concerning the excellent results of research showing Jara's impact on growth inhibition of bacteria conducted in collaboration with Kyushu University²⁶. The programme had facilitated a stronger partnership between the association and MYM/MF Company in the reporting period, which resulted in their establishment of a Georgia based company TFELI Ltd in January 2025, to further promote export and domestic sales of Jara honey. In March 2025, TFELI promoted bio Jara honey at the [International Food & Drink Event London](#) and hired a UK based consultant to help with entering the UK market. Bio certified Jara honey is now sold at all branches of 8000 Vintages in Batumi and Tbilisi and is available on Wolt Tbilisi. Jara honey was added to an indigenous product catalogue called [Ark of Taste at Slow Food Foundation for Biodiversity](#). Jara hives were placed in Otia's Ezo House Museum to promote Jara beekeeping. TFELI is also working with Honey Hunter LLC²⁷ to sell Jara in the US. A Jara honey pilot shipment of 49kg of bio Jara honey was successfully received in June 2025. JBA with the help of TFELI submitted a grant application to the Embassy of Japan in Georgia for construction of Bio Jara honey factory in Keda under its Grassroots Grant Projects (GGP).

Honey Production: In 2025 *ApiGeo Ltd* stepped up efforts to resume honey exports to Europe, identifying potential clients in Norway, France, Germany, and Spain. Negotiations are ongoing to secure the best terms. The company will participate in Apimondia 2025 this September. ApiGeo is also exploring entry into supermarket chains in Georgia to diversify its sales channels. ApiLab, their laboratory, has improved its testing capabilities and hopes to finalize accreditation this summer. Six clients have used ApiLab's honey testing services, to their satisfaction, including successfully challenging inaccurate national laboratory results, which has strengthened ApiLab's reputation as a trusted partner in Georgia's beekeeping sector. To promote its laboratory services and increase awareness among beekeepers on honey types, in May ApiLab launched a Dark Amber Honey Contest inviting local beekeepers to submit samples for Honey AI analysis, with the winner to be announced in autumn 2025.

Tapli Sakhshli has completed its new HACCP certified factory and received NFA recognition in May 2025. In the reporting period, the company packed and distributed 108.4 tonnes of honey, doubling the previous period's 54.3 tonnes, across 1,253 stores in six supermarket chains and secured new orders from two new partners (Kalata and Gvirila). It also expanded its product line to include poly-floral honey and introduced 'Kartuli Tapli' in clay pots, whose [video](#) reached 102,000 views in Facebook. Although export negotiations with Greece and Israel were postponed due to pricing and regional conflict, Tapli Sakhshli remains focused on premium jar-packed honey exports alongside domestic sales through shops and social media platforms.

²⁴ The official Bio German Accreditation Body of the Federal Republic of Germany.

²⁵ Study tour participants were provided with practical and theoretical information on Jara beekeeping methods, Jara apiary establishment and its management, bee colony health, bio certification requirements and harvest and sale of Jara honey.

²⁶ According to which 3.1% concentration of Jara honey in sterile water inhibits growth of *Staphylococcus aureus*, 25% concentration inhibits growth of *Escherichia coli* and periodontal bacteria and is expected to relieve skin problems such as acne and atopic dermatitis.

²⁷ Founded by Oren Rappaport, a US traveller, writing about the ancient honey traditions worldwide. He contacted the JBA through the website, visited Jara stand at the Tbilisi honey festival and participated in Jara study tour.

Royal Honey continues to diversify its production, adding four types of Gozinaki²⁸ to the traditional walnut, selling in major supermarkets and duty-free shops in Georgia. Opening the ALCP2 co-financed showroom, in Tbilisi in January 2025 has helped the company to increase sales, attracted corporate orders and export interest and improved product storage and distribution across Georgia. Its new line of berry jams are popular in Carrefour, Europroduct and duty-free shops and in utilizing local pickers and local fruit, deliver more benefit to local communities. Although planned exports to Iraq were postponed due to regional instability in June 2025, the company strengthened business networks by attending an equipment expo in China with support from the Rural Development Agency. In September all three companies showcased their products at the Tbilisi Honey Festival organized by the GBU.

Rachuli Lori; traditional Rachian forest reared bacon: During the reporting period, twenty-two Lori producers upgraded their production methods according to the [Rachuli Lori Geographical Indication](#) (GI) standard, which was registered by the Intellectual Property Agency just outside the reporting period at the beginning of [August](#), thereby improving product consistency and increasing their production by 267% compared to the respective baseline years 2022/23. Increased Rachuli Lori production and confidence in the product has encouraged producers to explore new markets or expand existing ones including promotion on Facebook. Demand is local and national. Stable production of quality Rachuli Lori has helped producers build trust among consumers, which has in turn fuelled demand for the value-added Rachuli Lori. See [Annex 6 Lori](#) for more details. The ALCP2 has facilitated the creation of a promotional film to highlight the Rachuli Lori production process, and to promote the product, its heritage and the region, which will be finalized in the next reporting period.

Kakhuri Shashkhi; traditional Kakhetian forest reared bacon: In [December](#) 2024, the Geographic Indication standard for Kakhuri Shashkhi was registered at Sakpatenti. The current sole Kakhuri Shashkhi producer Zodiako, a group of two restaurants and ten meat shops completed the construction of a new facility in November 2024 in Telavi, uniting slaughter, processing, smoking and storage areas. Kakhuri Shashkhi production is ongoing from a slow start. Nineteen forest reared pigs have been sourced from five local farmers so far. Kakhuri Shashkhi has quickly gained popularity among consumers, with Zodiako shops selling out quickly. Brochures placed on shop counters are helping market the new product.

Wild Botanicals: Noma Ltd finished major construction works for expanding its processing facility and implemented HACCP in June 2025, necessary for direct export to EU. The expanded facilities and two co-financed vehicles have allowed the company to collect fresh instead of dried plants and further increase outreach to rural areas²⁹. In the reporting period, Noma Ltd increased the number of pickers to 1238, a 36 % increase compared to last year and 100% increase compared to the 2022 baseline. Noma now pays for the transportation of wild botanicals from the harvest site to the aggregation point, eliminating the cost for pickers. In spite of the Russo-Ukrainian war the share of exports from total sales increased to 66% compared to 51% in 2024. Key export countries were Russia, Turkey and Latvia. GeoFlower³⁰ remains the main domestic market. The collection season started in late July with Dwarf Everlast, which will be followed by bilberry in August and Rose hip from September to November 2025. Please see [Annex 8 Wild Botanicals Tago Village Case Study](#) for a detailed look at the rural picking operation and its impact on rural communities.

Sunelis Sakhli Ltd: The company expanded outreach to rural areas, securing stable access for 946 rural producers³¹ in six regions. From January to June 2025, Sunelis Sakhli collected 108 tons of wild and home grown botanicals and increased its suppliers by 15 % (80% women), compared to 30.7 tons and 822 suppliers in the same period in 2024 and to the baseline of 75 tons annual collection and 200 suppliers in 2022-23. Sunelis Sakhli has strengthened both wild and home grown botanical supply chains particularly for Georgian Blue Fenugreek and Coriander, with stable, contract-based sourcing and full plant utilization³². These improvements, combined with differentiated pricing and

²⁸ A traditional new year sweet, made with walnuts and honey they have added peanut, sunflower, hazelnut and almond to the range

²⁹ Dwarf Everlast, Rose hip, Eucalyptus leaves and Bilberry

³⁰ Supplying to Martin Bauer in Germany

³¹ Samtskhe-Javakheti, Shida Kartli, Svaneti, Ajara, Imereti, and Kakheti. The number of suppliers is expected to grow further during the next reporting period, with harvesting only starting in June

³² Previously he bought only seeds but due to new facilities can utilize the whole plant.

expanded cultivation, led to an eightfold increase in farmer incomes and significant waste reduction, reflecting greater efficiency and stronger producer engagement. Branded sales and upgraded infrastructure improved quality, boosted consumer trust, and stimulated domestic market growth³³. Please see the [Strengthening Supply Chains for Homegrown Botanicals; The Case of Georgian Blue Fenugreek in Six Akhalkalaki Villages](#) case study for more details.

This year, *BLG Ltd*, the mulberry and local fruit processor in Tmogvi, faced challenges in maintaining consistent fruit processing due to climate. In 2024 BLG collected over eight tonnes of mulberries from forty-nine farmers, exceeding its baseline of seven tonnes and produced six hundred litres of mulberry distillate and one hundred litres of bakmaz³⁴. Severe weather in 2025, mirroring 2023's patterns, caused major mulberry losses due to unseasonal hailstorms, late frost, and drought³⁵. While apricots also suffered, rosehip and sea buckthorn proved more resilient. Scarcity doubled prices leading farmers to favour home processing to wholesale. To mitigate for climate risks, the company plans to diversify into more resilient fruit varieties and further diversify its income from its rural tourism activities³⁶.

To further promote quality, sustainability, and resource conservation, the programme developed [Wild Botanicals Picking Guidelines](#) and a [Key Facts to Know Brochure](#), set for dissemination in the upcoming reporting period.

Silk: The programme continues to support the development of a functioning sericulture value chain in Georgia. Following a challenging period in 2024 due to disease decimating the silk crop, the programme, working with the Georgian Silk Association (GSA) and a consultant specialist Irakli Gujabidze from the Agrarian University in Tbilisi, obtained two new sources of disease resistant silkworm eggs from a local private breeder and Bulgaria. A practical one page brochure [Ten Things to Remember for Silkworm Success](#) and [Silkworm Rearing Guidelines](#) were also developed and disseminated among farmers³⁷. As a result, fourteen families and one public school, equipped with relevant equipment and knowledge, successfully harvested up to 100 kg of high quality silk cocoons, with approximately 80% of the yield coming from the Bulgarian eggs. Production has expanded beyond the Kakheti region to now include Imereti, Samegrelo, and Tbilisi. 67% of the cocoons have been sold as raw silk, primarily to the State Silk Museum, the GSA, and private buyers, while the remaining 33% will be used by silkworm farmers to create value added products.

To support silkworm farmers and artisans in learning these skills, the GSA has partnered with the State Silk Museum, which has been offering a series of workshops in silk paper making, silk thread making, eco printing, and natural dyeing, as well as planned workshops in embroidery and design. See news articles [here](#). As part of the ARACNE³⁸ project, students from Georgia, Italy, Spain, and Slovenia created the European Silk Route [Educational Map](#) documenting local silk heritage sites in their countries³⁹. To support market development and strengthen links to rural tourism, construction is currently underway on sericulture hub in western Georgia. Located at Otia's Ezo, a well-known museum, in the Imereti region. The hub will include a gift shop and space for masterclasses. Additionally, the programme has supported individual entrepreneur Lamara Bezjashvili, a silkworm producer, in Kakheti to supply high quality silkworm eggs and worms, ensuring reliable access to domestically sourced eggs for both local farmers

³³ From January–June 2025, the share of exports from total sales was 9 %, compared to 29.5% in the same period of 2024. The decrease is attributed to stronger domestic demand and more favourable local prices. Exports to Armenia, Ukraine, and Russia (via intermediaries) offer limited price advantages, while EU market access remains a future possibility, supported by ongoing HACCP implementation.

³⁴ A mulberry molasses, a type of regional fruit condiment

³⁵ Premature fruiting shortened flowering cycles, and a sharp decline in harvest volumes led to over 90% crop losses, representing a devastating failure for local producers.

³⁶ BLG continues to operate its Hobbiton guesthouse, vine cellar, greenhouse, and guest dining venue, integrating mulberry products into its offerings, increasing revenue, and strengthening agriculture tourism synergy.

³⁷ From September 2025 the Guidelines will be available at the Agrarian University for students who take sericulture as an elective subject alongside their major. Each semester, a minimum of thirty students enrol in this course.

³⁸ A multi country EU project to revive Europe's silk heritage.

³⁹ Students from Zemo Alvani village in Georgia, who with the support of the GSA were involved in the silkworm rearing process for two years in a row, contributed key sericulture related sites to the map, including the Akhmeta Silk Drying Facility, mulberry plantations in Akhmeta, and their own school.

and the GSA. In addition to the 100 kg of raw cocoons produced through GSA supported activities, Lamara provided silkworms to four families this year and purchased back 25.6 kg of raw cocoons for further processing and egg production for next year. See *Annex 7 Silk* for more on the GSA, the silk intervention timeline and building connections among sericulture stakeholders.

OUTCOME 3 EQUITABLE ACCESS TO LOCAL NATURAL RESOURCE USE

Outcome 3: Local institutions provide improved access to more equitable local decision making and agency over natural resource use for rural producers	
Outcome 3 Indicators	Total results (% Against Target)
# of rural producers with improved equitable access to local decision making and agency over NR use	3,630 ^{xlv} & 92,364 ^{xlvi} (52% Women, 17% ethnicity) (73% of targeted 5,000)
# of local institutions providing improved access to local decision making and agency over NRM and use	24 ^{xlvii} (240% of targeted 10)
# of entities crowding in	3 ^{xlviii} (60% of targeted 5)
# local entities expanding their businesses	27 ^{xlix} (270% of targeted 10)
# of sustainability advocacy initiatives	7 ^l (88% of targeted 8)
% of rural producers' and local MSME's with increased level of satisfaction with inclusive local decision making concerning local natural resource use (<i>qualitative</i>)	47% mentioned that citizens like them can influence decisions about local development in their area (52% women). See Annex 2
Proportion of women with a positive perception of their influence on business and economic-related decision-making	100% of Women's Rooms financing beneficiaries reported a positive perception (88% women)
Outputs	Indicators
3.1 Increased informed, equitable participation in local natural resource use initiatives.	92,663 ^{li} of rural producers with increased knowledge of local natural resource use and management 20 ^{lii} of more inclusive local natural resource-based initiatives 16,463 ^{liii} of rural producers benefitting from inclusive community initiatives Rural producers' sense of empowerment (<i>qualitative</i>): Annex 2
3.2. Facilitated access to resources and opportunities afforded by local rural hubs.	6,144 (5,432 women) of rural inhabitants with increased access to resources derived through rural hubs ^{liv} 1,687 ^{lv} outreach events e.g. trainings, seminars, open days, for local residents and invited visitors 35 ^{lvi} of improved linkages public/private with rural hubs 28,131 (20,710 women) visitors/users/accessing services of rural hubs. 58 initiatives of value (789,304 GEL / 261,359 CHF) women/men/youth instigated community/livelihood related initiatives ^{lvii} Perceived benefit to rural producers of these linkages (<i>qualitative</i>):

3.3. Increased cohesion and purpose of Caucasus region conservation and environment stakeholders.	4 ^{lviii} of regional environmental and sustainable rural development initiatives 4 ^{lix} # of desired objectives reached by environment and sustainable rural development initiatives 35 ^{lx} of joint/regional education, knowledge exchange and awareness raising activities on sustainable development and climate change
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OUTCOME 3 INTERVENTION ACTIVITIES (3 PAGES)

Since May 2024, newly adopted laws and legislative changes have disrupted collaboration with local government and created a more restrictive environment for local NGOs. As a result, the Women’s Rooms Union faced reduced access to funding, while the Goderdzi Friends Group encountered limited responsiveness from Khulo Municipality. These shifts hindered sustained engagement on some planned activity during the period. To address the new context, the programme developed an updated Outcome 3 strategy, focusing on two key goals: fostering sustainable rural tourism entrepreneurship through the Women’s Rooms Union (WRU) and supporting the protection of the Goderdzi Alpine Garden through the creation of a buffer zone through the Goderdzi Friends Group (GF). Please see *Annex 9 Outcome 3 Strategy 2025-2027*.

Sustainable Local Development and Citizens Environmental Agency: From August 2023 to date, the ALCP2 facilitated initiative group, *Goderdzi Friends* has been actively involved in trying to limit the damage from the proposed government, Goderdzi Pass Development Master Plan. In September 2024, *Khulo and Its Perspectives* initiative group⁴⁰ together with Goderdzi Friends experts, held meetings, for local rural inhabitants⁴¹ and then conducted five [meetings](#) in Tbilisi and Batumi for rural citizens, civil society organizations and media, highlighting the importance of studying the interests and rights of local inhabitants in the Goderdzi Pass Development Masterplan. They were asking the local government to slow down the process of finalizing the plan and to conduct new geological surveys of the planned sites to avoid natural disasters in future. Respondents to a recent programme survey did report however that all new building on the pass has been restricted, by the local government, which they approve of, as uncontrolled incoming development was often seen as destroying the local environment including forest. It seems two factors are at play. That locals are becoming more aware, and the local government is becoming more careful.

Since November 2024, the process of approving the Goderdzi Masterplan has been suspended until the creation of an administrative unit⁴² on the Goderdzi Pass is approved by the Parliament of Georgia. One of the recommendations issued by Goderdzi Friends on the Master Plan was to maximize improvement to existing development and infrastructure around Beshumi rather than developing new infrastructure on unspoiled green sites in prominent and beautiful locations. Related to this, one GF member CENN, started advocacy related to the development of mountain bike trails on Goderdzi, under one of their projects⁴³ and invited GF to participate in discussions. The Journalism Resource Centre (JRC) also played a pivotal role in facilitating stakeholder engagement and transparent communication in environmental awareness and development planning on the Goderdzi in March, July and August 2024. Recognizing the environmental and socio-economic stakes, the JRC connected local media outlets, including TOK TV, TV25, Adjara Public Broadcaster, and Adjara Times, with environmental NGOs and initiative groups Goderdzi Friends and Khulo and Its Perspectives. They supported the meaningful participation of local communities

⁴⁰ The ALCP2 Goderdzi facilitation led to the creation of this group and to use the Goderdzi Friends’s expertise in their advocacy.

⁴¹ Dioknisi and Begleti villages in the Shkernali summer pastures

⁴² An administrative unit is a territory with an administrative function such as a village. In the case of the Goderdzi Pass there is no established administrative unit despite there being one large (Beshumi) and scattered high pasture settlements in the proposed territory. The Khulo Local government will only be able to finish the plan after the creation of this unit.

⁴³ On June 4th CENN under its project GREEN Caucasus – Enhancing Green Rural Economy and Energy in Georgia financed by Austrian Development Agency conducted a stakeholder meeting on Goderdzi and presented the initial results of study of the tourism potential of mountain bike trails in Khulo Municipality and a project concept developed by Austrian company Alliance ASE with a goal to incorporate the final concept into the Goderdzi Masterplan.

by enabling public access to information, encouraging joint appeals, and promoting evidence-based recommendations to decision-makers.

Protection of Goderdzi Alpine Garden: The Goderdzi Alpine Garden (GAG) itself is going strong with more than 20,000 visitors each summer. The illegal development begun adjacent to the garden was stopped⁴⁴. The forest that surrounds the garden represents a subalpine forest ecosystem that sustains and forms a natural ecological ‘buffer’ protecting the biodiversity of the garden itself. Currently the inexistence of a provision in law on buffer zones for botanical gardens has made it impossible for the Goderdzi Alpine Garden in collaboration with Ajara Forest Agency, Khulo municipality and Batumi City Hall, to create a buffer zone with legal status, a situation further exacerbated by the current operating environment. Gaining *protected forest category* status has also proved to be a dead end.

Persisting in finding a path forward, the programme looked for an alternative and found that the Ajara Forest Agency (AFA) who has remit over the forest surrounding the garden and who is currently conducting an Ajara Forests Inventory, could theoretically create a buffer zone of 200m around the garden, by including it in the inventory. GF would work with and support the AFA during the Forest Inventory process. The broad professional support offered by GF, has already been vital in shoring up the confidence of the agency and enabling the plan to go ahead, as the Agency were unsure of exercising their remit, despite the legality of the plan and their authority to exercise it. On July 15th, 2025, all parties agreed that AFA will include the Goderdzi Alpine Garden buffer zone, in their forest management plans as a site for *forest restoration activity*. This will include both natural regeneration and active intervention such as planting red list plants, which will increase its conservation value and allow it to gain high value conservation status for its long term protection. In July 2025, the survey conducted by the programme, clearly showed that locals understand the value of the Goderdzi Alpine Garden, and benefit from the increased number of tourists every year who purchase their dairy products and handicrafts. All interviewed rural producers support the protection of the forest as a special place that should be preserved for future generations. Please see [A Qualitative Impact Assessment of the Goderdzi Sustainability Initiatives](#).

Other Environmental Initiatives: On May 20th, 2025, the GBU celebrated [World Bee Day](#)⁴⁵ in Borjomi, which brought together beekeepers, scientists, government officials, and civil society to discuss current challenges and opportunities in the sector. The event featured an exhibition of local honey products and inputs and discussions on climate change, disease prevention, and market trends. As a result of GBU facilitation, MEPA put the World Bee Day in the Ministry’s International Green Days Calendar in 2024 and has supported the celebration for the last two years. The Green Calendar is already proving a useful tool with which to engage with local municipalities over environmental initiatives for local rural people and will be integrated into ongoing Outcome 3 initiatives.

Resources: Over the reporting period the programme developed a set of practical handbooks related to sustainable natural resource use for [silk and wild botanicals](#), as well as developing an Environmental Rights brochure and a Rural Tourism Manual. A consultant on environmental rights was hired to develop the Environmental Rights brochure based on existing Georgian legislation, the Aarhus Convention, and other relevant international agreements recognized by Georgia, in both English and Georgian. However the programme realized that a strategic pivot to private enterprise as focal point rather than local government facilitation was necessary. To both reduce any potential risk in a changed operating environment and to maximize impact going forward. A Rural Tourism Handbook was thus developed. The handbook will strategically link with the programme’s longstanding work through the Women’s Rooms to facilitate access for rural populations to small business grants, most of whom are micro enterprises dependant on natural resources and which serve the rural tourism market. The main contents relevant to local entrepreneurs from the environmental rights brochure will be modified and absorbed into the Rural Tourism Handbook. The full brochure will be still available on the ALCP2 website once it is finalized and the Rural Tourism Handbook will be finalized and then disseminated early in the next reporting period.

⁴⁴ In response to meetings and an ALCP2 letter sent to Batumi Mayor, Khulo Mayor, Ministers of Finance and Economy and Agriculture of Ajara and the Forest Agency of Ajara proposing the protection of the forest around GAG

⁴⁵ Established by the United Nations to recognize the vital role of bees in ecosystems and food security.

Rural Hubs: Despite legislative changes regarding NGO's and the removal of the term Gender from all relevant legislation, which was followed by renaming Municipal Gender Equality Councils, *Municipal Councils Working on Women's and Children's Issues*, and changing the WR's managers job titles from *a Responsible Person on Gender Equality Issues* to *a Responsible Person on Women's and Children's Issues* in April-May 2025, the Women's Rooms Union (WRU) NGO managed to continue its operations and in the reporting period carried out ten online coordination meetings of WRs managers with a 75% attendance rate⁴⁶. According to the [Women's Rooms Union Online Survey](#) of WRs managers, conducted by the programme in June 2025, the above-mentioned changes did not interrupt the Women's Rooms work. A wide range of services remain robust. Initially the Union had been undermined by the new foreign influence law, adopted in May 2024, as the WRs manager members, as government employees were reluctant to be registered in an association on a list of foreign influence, however following a year of discussions they decided they that registration was necessary for the Union to cooperate with municipalities in the future. The WRU applied for registration in June 2025. The decision was made by the new executive team⁴⁷ elected in May 2025 by the member WR managers.

During the reporting period, the Women's Rooms network hosted 7,986 individual visitors (79% women and 32% ethnic minorities) and conducted 235 information meetings and 168 trainings with up to 8,000 participants out of whom 80% were women. In 2025, Women's Rooms continued partnerships with governmental⁴⁸ and non-governmental organizations⁴⁹ to reach their target audiences, with however fewer partner NGOs because of the changes in Georgian politics. In the reporting period, fourteen community projects related to kindergartens and water supply, supported by the Women's Rooms were financed by municipalities through village meetings.

The WRU, using remaining savings from the ALCP2 grant, co-financed the establishment a Women's Room in Martvili municipality opened in December 2024 following a request by the municipality. The establishment of a new WR gave more confidence to the Union. In May 2025 the WRU and the WR managers initiated a new advocacy campaign and sent a letter to the Parliament and the Ministry of Regional Development and Infrastructure asking them to issue revised recommendations⁵⁰ to local self-governments for strengthening the WR service considering the legislative and organizational changes described above. The Union is still waiting for a response. In August 2024 the WRU finished the €10,000 grant project from the Women's Fund in Georgia and presented their [Prevention and Management of Violence Against Women by LSGs](#) survey aiming to identify existing challenges and best municipal practices in combating violence against women and highlighting the role of municipal WRs in the prevention of violence against women. The Union helped MC Georgia's Safe Online project to organise online and off-line meetings in August 2024. Implementation of a \$20,000 grant from the U.S. Embassy to improve cyber-hygiene and personal data protection for rural women (May 2024) stopped after the USAID's operations were halted by the US government in January 2025.

Rural Businesses: From July 2024 to June 2025 the Women's Rooms network supported thirty-nine women (80%) and men (20%) in accessing funds for their existing businesses or start-ups, based on natural resource use, including creation of plant nurseries, rural eco-tourism and guesthouses, agriculture, ceramics and crafts. Eleven businesses out of thirty-nine were recently surveyed by the programme. One hundred percent of respondents confirmed that they are very satisfied with the service of the WRs, regardless of whether they received funding or not and that their well-

⁴⁶ Twenty five WRs managers out of existing thirty three regularly attended the online meetings

⁴⁷ New executive director and new head of board

⁴⁸ Enterprise Georgia, RDA, IDPs Agency

⁴⁹ International Organization of Migration (IOM), UN Women, UNDP, World Vision, CENN, GIZ, EU Commission, Solidarity Community NGO, SAORSA NGO, Academy of the Ministry of Finance, EU for Georgia Media Centre, the Office of the State Minister of Georgia for the Reconciliation and Civic Equality, Kakheti Regional Development Fund (KRDF), NDI, Local LAGs, Media Center Kakheti, Rural Development Agency, Women Information Center, Civic Equality Platform, Kvemo Kartli Women Association, IDPs Agency, Democratic Women Organization, Ombudsmen of Georgia, NALAG, Small and Medium Enterprise Development Association SMEDA, Anti-Violence Network of Georgia, Keda Community Education Center, Fund Sokhumi, Society of Democratic Women of Marneuli, Ajaristskali Georgia LTD.

⁵⁰ The ALCP2 facilitated the WRU and the Permanent Parliamentary Gender Equality Council to issue a recommendation to all municipalities for strengthening and validating the Women's Room as a permanent piece of local government services in 2023.

being and motivation, as well as positive perception of their business future has been significantly increased after the help received from the WRs managers. Please see the [Women's Rooms Access to Finance Mini-Survey, June 2025](#).

Environmental Awareness: Women's Rooms demonstrate strong environmental awareness and actively contribute to climate change adaptation and local sustainability awareness. Seventeen WR managers out of the twenty-one who took part in the WR online survey, reported using Green Calendars and organizing activities such as cleaning days, tree planting events, awareness campaigns and eco-clubs for children. Over the past year, environmental protection events organized by Women's Rooms attracted an average of around 190 participants each, reaching an estimated total of 3,230 beneficiaries (around 73% women and 11% ethnic minorities) across seventeen Women's Rooms. Twelve managers reported supporting local business beneficiaries involved in agro and eco-tourism, as well as natural resource-based product creation, by organizing participation in exhibitions and sales, providing training, and assisting with grant applications. The WRU will play a pivotal role in disseminating important information on rural tourism and citizens' environmental rights in local development and sustainable picking of wild botanicals based on brochures and guidelines developed by the programme, in the next reporting period. Piloting of the Rural Tourism Handbook in three of the most successful Women's Rooms, based in the heart of three main natural resource based value chains, silk in Akhmeta, Lori in Oni and Honey in Keda, will start from September 2025.

4. FINANCES AND OPERATIONS

In this section the status of the spending of the implementation budget, any significant budget deviations, the pattern of spending outputs and team management and human resources are discussed for the reporting period.

IMPLEMENTATION BUDGET STATUS UPDATE

Reporting in this section is adhering to the original four year, 6 million CHF programme metrics⁵¹. No major budget deviations have occurred in the reporting period. Spending is consistent with the point of the original four year programme implementation, that is 38 months or 79%. The DCED audit in November 2024, spent the majority of the Technical Sub-Contractors line as planned. Outside of the reporting period spending on Lori producer entities was undertaken in July and August taking spending to approximately 84% of the original total Investment Support Facility budget. This was anticipated and an additional 150,000 CHF is available from the one year cost extension for Year 4.

Table 1: Investment Support Facility and Technical Contractors (including DCED Audit) Budget Funds and Spending Percentages

ALCP Support Facilities (CHF)	Total 4 Year Budget from May 2022	Funds Remaining June 30 th 2024	Funds Remaining June 30 th 2025
Alliances Investment Support Facility	1,250,000	613,221 (51 % spent)	290,880 (77% spent)
Technical Sub-Contractors	55,000	38,450 (30% spent)	12,419 (77 % spent)

⁵¹ The total one year cost extension co-financing from Sida, SDC and ADA will be 1.58 million CHF taking the total investment support budget to 1.55 million with an additional 300,000 CHF to be divided between Year 4 and Year 5. Signing of the one year cost extension and co-financing of 5,900,000 SEK from Sida was made in December 2024 on signature of the cost extension. For Year 4 (1/5/25 – 30/4/26) this will include 150,000 CHF for the Investment Support Facility. This is not yet being included in Table 1 to give a clearer impression of the spending rate in the reporting period.

DESCRIPTION OF SPENDING OUTPUTS

This reporting period saw an intensive period of programme facilitation. The ALCP2 invested in three honey and five dairy entities, seven Lori producers, one Kakhuri Shashkhi processor (traditional bacon), two associations, Goderdzi Pass advocacy, a silk Advisory Committee and extension interventions in dairy, honey, climate smart inputs and wild botanicals. See Figure 1 below and *Annex 4 List of Interventions in the Reporting Period* for more details.

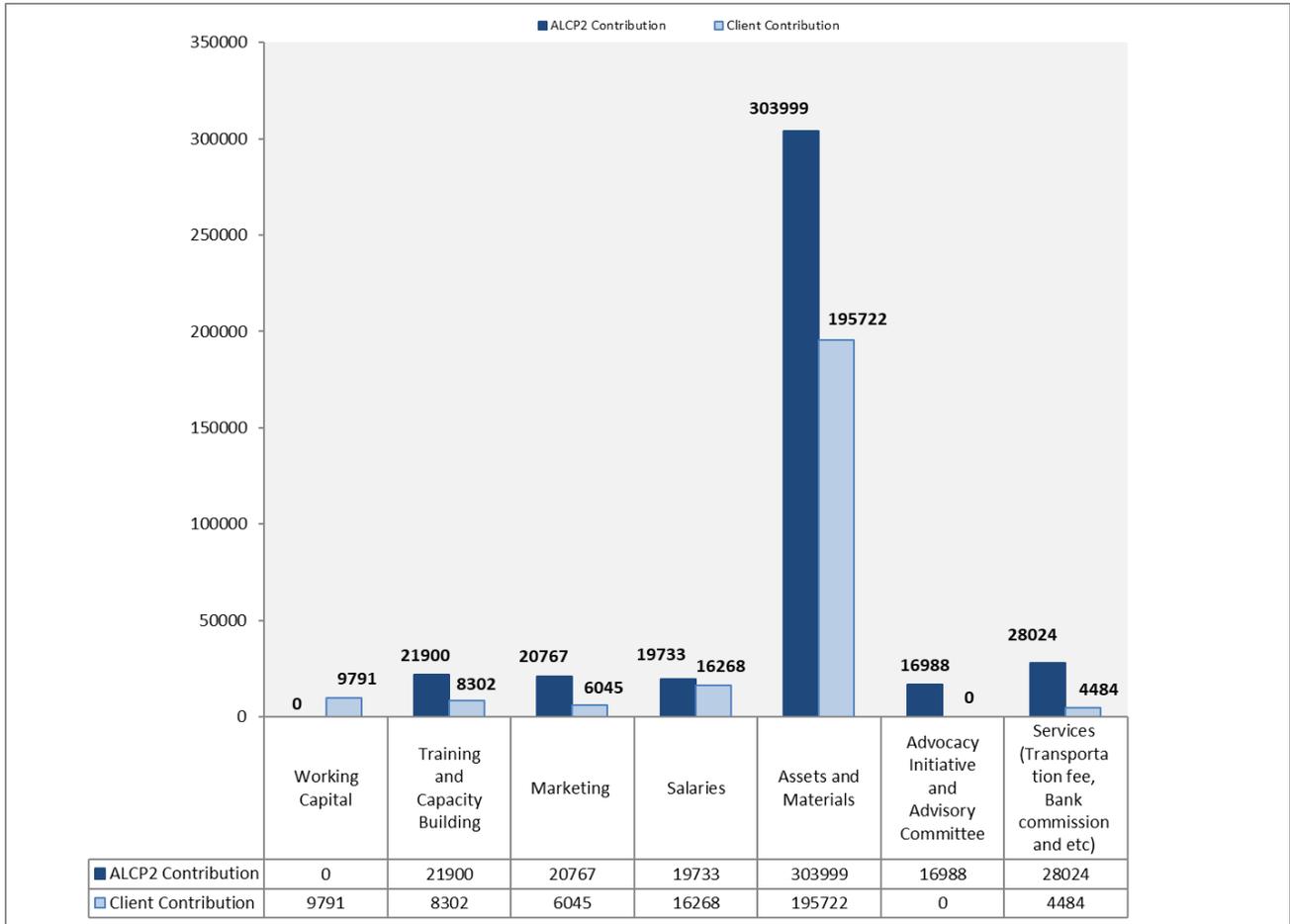


Figure 1. Showing the Outlay of ALCP2 and Client Contributions in the Reporting Period in USD

TEAM MANAGEMENT, HUMAN RESOURCES AND OFFICE MANAGEMENT

All offices are functioning well across Georgia. Human resources have remained the same over the past reporting period.

5. PROGRAMME RELATIONS

This section describes external programme relations in terms of self-review, external communication and dissemination of programme materials, research and publications and networking both internally and externally, coordination and collaboration with other development programmes.

SELF-REVIEW AND DISSEMINATION

As noted in the Steering Implications this reporting period has seen massive team investment in the creation of sector specific reference materials in climate adapted beekeeping, sustainable wild botanical picking and silk rearing. These resources are all available in the Market Resources section in the ALCP online library. New surveys, impact assessments and market research in honey, climate smart extension, wild botanical and WEE sectors were also conducted in 2025 and can be found in the Ongoing Surveys and Impact Assessment section.

In November 2024, the ALCP2 participated in a Federal audit of SDC with interviews and week-long visit by two auditors. One outcome was that a shift to an annual rather than a biannual cycle reporting cycle was proposed and agreed between the three consortium donors and cemented in the Sida amended contact agreement for the one year cost extension. The DCED audit was also carried out in November and is serving as the mid-term review for the programme. The result was finalized in January as Must: 98% and Recommended: 97% which is one of the highest 'in use' audit scores in the history of the audit and Alliances the only continuous programme to have undergone three audits. See the [ALCP2 DCED report](#) which is publicly available on our website.

In June 2024 the ALCP2 appeared in [Visualizing System Change](#) publication as one of twelve MSD programmes from around the world who contributed their visualisations of system change impact. The Team Leader was a contributor and participant at the [DCED Global Seminar in Nairobi](#) organized in conjunction with the BEAM Exchange at the beginning of October 2024 and was a speaker in the Greening MSD, Measuring Greening MSD⁵², MSD and Trade⁵³ and a plenary on donor implementer relationship sessions⁵⁴. The programme was a key informant and one of the cases for the MSD and trade paper⁵⁵ that preceded the trade session in September 2024. In the reporting period the Team Leader pursued research options within Mercy Corps to develop learning from the ALCP2 climate adaptation programming, however the cessation of USAID in early 2025 proved a major disruptor to these discussions. The ALCP2 was showcased as part of a two-day MSD training at the Mercy Corps Asia Regional Gathering held in Bali in November 2024 in which the TL participated as a contributor. In June 2025, the Canopy Lab with a steering committee of international NGO's and other actors, commenced a [Global GESI and MSD Conversation](#): in three parts, Looking Back, Where we are Now and Looking Forward. The Team Leader was one of two scene setting introductory speakers for the [Looking Back](#)⁵⁶ (Sunrise Session) as the Alliances programme was one the foundational MSD programmes from 2011 finding a way to fully integrate WEE into MSD⁵⁷.

⁵² Measuring green: what does this mean? with Adam Kessler (DevLearn), Helen Bradbury (Mercy Corps), Aly Miehlsbradt (Miehlsbradt Consulting Ltd.), Phitcha Wanitphon, Muamer Nikšić (Helvetas), Harrison Wambua (NIRAS)

⁵³ Systemic approaches for trade-related outcomes with Donna Loveridge, Dun Grover (ACDI/VOCA), Helen Bradbury (Mercy Corps), Paulo Rodriguez (Helvetas), Carmen Jaquez (Mercy Corps)

⁵⁴ Building bridges: the importance of donor-implementer relationships for systemic approaches to PSD with Kristin O'Planick (USAID), Elisabet Montgomery (Sida), Helen Bradbury (Mercy Corps), Anirban Bhowmik (Swisscontact)

⁵⁵ Warner, B and Loveridge D, (2024) [International Trade and Market Systems Development A Study of the Nexus](#)

⁵⁶ Canopy Lab (2025) Gender Equality and Social Inclusion in MSD How technical Approaches have Evolved. Part 1 (ALCP Case Box 2 P3)

⁵⁷Bradbury, H (2016) See [How to Put Gender and WEE in Practice in M4P: A Description of the Ethos, Systems and Tools in the Alliances Programme in Georgia](#). DCED Women's Economic Empowerment Working Group.

Coordination: Coordination was ongoing with the SDC RSMEDP to finalize its funding for business support services to GMM dairies through the GMMF and ongoing with the SDC/ADA FAO NAITS programme concerning apiary registration. The ALCP2 programme continues coordination USDA Land o Lakes Safety and Quality Investment in Livestock (SQIL) project. Intensive coordination and programme activity was ongoing with the SECO Georgian Swiss Intellectual Property Project implemented by PMCG and two Swiss Government consultants concerning honing the Geographical Indication standards for Rachuli Lori. Meetings with Lori producers were facilitated by the ALCP2 and changes integrated into the GI specifications document for a final submission to Sakpatenti. The Deputy Team Leader made linkages and shared Georgian dairy sector experience with MC Moldova for an MSD dairy programme initiative. A meeting was convened by SDC in June 2024 with the RSMEDP, LED and ALCP2 to discuss the implications of the Foreign Influence Law on programme implementation. A further coordination meeting was convened by SDC with all parties in May 2025 to discuss the implications of the FARA law. Intensive coordination was ongoing with JRC and SDC, bringing in the Mercy Corps Georgia Director of Finance as well as senior ALCP2 management to aid in budget reporting. The ALCP2 coordinated with MC Georgia's Safe Online project to arrange trainings for women entrepreneurs from Marneuli. In October 2024 the ALCP2 hosted an MSD study tour for six MC team members from Ukraine and the Regional MC MSD Advisor. The spring was extremely busy with visits from the three consortium donors, in March SDC HQ personnel, Mission Director, SDC Head of Program Economic Development and SDC Armenia Office representatives went to Kakheti, Shida Kartli, Shashkhi Production, Shashkhi tasting and lunch, Royal Honey and a Wild Botanicals Processing Factory. Also in March Sida Head of Development Cooperation and Programme Officer visited the Marneuli Office and Teleti Dairy Factory and the Sida Programme Officer had a two day visit to Western Georgian and the Batumi Office in June. In April, SDC Head of Program Economic Development and the National Program Officer visited Lori producers in Racha. In March the ADA Mission Director and Programme Manager visited Racha Lori processors and in June, with the ADA HQ Programme Officer, visited the Ajara Jara processing unit and a Jara beekeeper.

CONCLUSION

The programme has managed to navigate the current operational environment with very little negative impact on programming bar the additional effort required on all levels and the slowing down of implementation in times of peak uncertainty over operational procedures. Team members, MC Georgia, HQ and donors, have all been required to process the situation and mitigate for ongoing changes, lost opportunities for augmentation and scaling up through government systems as well as lost time which could have been used for generating impact. However in government terms, impact from interventions with the RDA has gone very well during the reporting period, through programme clients the GBU and Roki Ltd and are contributing significantly to system change in the honey sector in climate smart hives and in the adoption of climate adaptation into agricultural extension. The overall programme results are excellent with system change clearly observable across all outcomes and the new targets instituted for the one year cost extension exceeded or very much on track to being met. The new sectors of silk, forest reared bacon and wild botanicals are frankly exciting, with real life linkages coming alive for example in the silk sector. Going forward, the outcomes and results being accrued from them can be used to shape rural development projects looking at diversification, sustainability (environmental, social and financial) and harnessing domestic, international and rural tourism markets. The team should be congratulated for coping with the emotional turmoil of the reporting period and continuing to dedicate themselves to the target group, as a group of writers, creators and designers of original content as well as incredibly skilful implementers on the ground.

This annex provides an overview of the ALCP2 system changes, highlighting crowding in, business expansion, sectoral transformations and behaviour change. The rationale of market systems development is that through diagnosing the system constraints and working with authentic market actors to catalyse sustainable growth, positive changes are copied by other comparable or connected market actors in the system, which then maximizes impact. System change in businesses is a sign of the maturation of impact in the market system.

In crowding in, other businesses or entities either of the same type or connected to the value chain or market system, copy and use all or part of a model promoted by the programme. Up until now, significant business expansion was observed but relatively little crowding in. In this reporting period crowding in has suddenly become a significant factor. This makes sense, as business expansion is a direct reaction, when a client chooses to build on the results of successful facilitation by the programme. Crowding in is less direct, a sign of wider spread and influence in the market system where previously unconnected market actors, see something that they wish to do themselves.

In the second part of this annex, we focus on assessing the level of system impact achieved in the climate smart extension interventions. In previous reporting we have traced the rationale, additional components and processes required to implement climate smart interventions and how to generate and measure the final required impact at both business and farmer level. During the reporting period impact assessment⁵⁸ confirmed that the ALCP2 facilitated climate-smart extension is progressing well, with farmers increasingly adopting climate-smart practices and finding them beneficial. At the market/sectoral level, early changes are also emerging, showing how the practice of embedding climate smart information into existing systems of extension and information is beginning to be taken up. Thus, we decided to apply the Adopt Adapt Expand Respond (AAER) Matrix⁵⁹ to examine behavioural changes and assess the level of uptake in the market system.

System Change

In the 2025 annual report, a total of forty-seven business expansion cases have been identified across various sectors and regions in Georgia. Qualitative data indicates that the ALCP2 supported entities have had good access to grants and loans, leading to an additional investment of 3.1 million GEL / 1.3 million CHF in their businesses. Additionally, fifteen instances of crowding in have been reported. These crowding in enterprises are still nascent, with only a few yet operational and are serving 201 beneficiaries.

The system changes are fairly evenly distributed across different outcomes. For instance, eight business expansion cases were recorded under Outcome 1, twenty-four under Outcome 2, and fifteen under Outcome 3. Similarly, crowding in cases are also well distributed, with five under Outcome 1, seven under Outcome 2, and three under Outcome 3. This is a reflection of the programme's reach and relevance and growing maturity across all targeted sectors.

During this reporting period, promising system change trends were observed in the newly established Lori and climate adapted beehive sectors. High-quality Rachuli Lori has already driven increased production and profitability in the economically disadvantaged region of Racha, drawing significant attention from rural inhabitants, media and social media; consequently, informal knowledge sharing among Lori producers is fostering crowding in, with three producers already beginning to replicate the ALCP2 facilitated Rachuli Lori business model.

⁵⁸ *ALCP2 Climate-Smart Extension Mid-Term Evaluation Report*

⁵⁹ The *AAER matrix* is a widely used tool in Market Systems Development (MSD) for tracking and measuring system change in terms of the depth of uptake of the desired intervention within the market system including looking at to what extent other actors have taken the intervention and transformed it for their own needs.

During an ALCP2 organized meeting in Samtskhe-Javakheti, ALCP2 facilitated producers of climate smart beehives encouraged two local beehive producers from the ethnic minority areas of Akhalkalaki and Aspindza to start producing climate-smart hives and informing them that in doing so they could gain access to the RDA climate smart beehive programme financing. Another ALCP2 facilitated beehive producer, expanded their business in response to increased demand for climate-smart beehives and the need to scale up production capacity. To meet this demand, the client invested to consolidate all production at a single location, aiming to boost labour capacity and reduce costs.

All the cases described and represented below are captured throughout the reporting period in the ALCP2 System Change Log which is available on request.

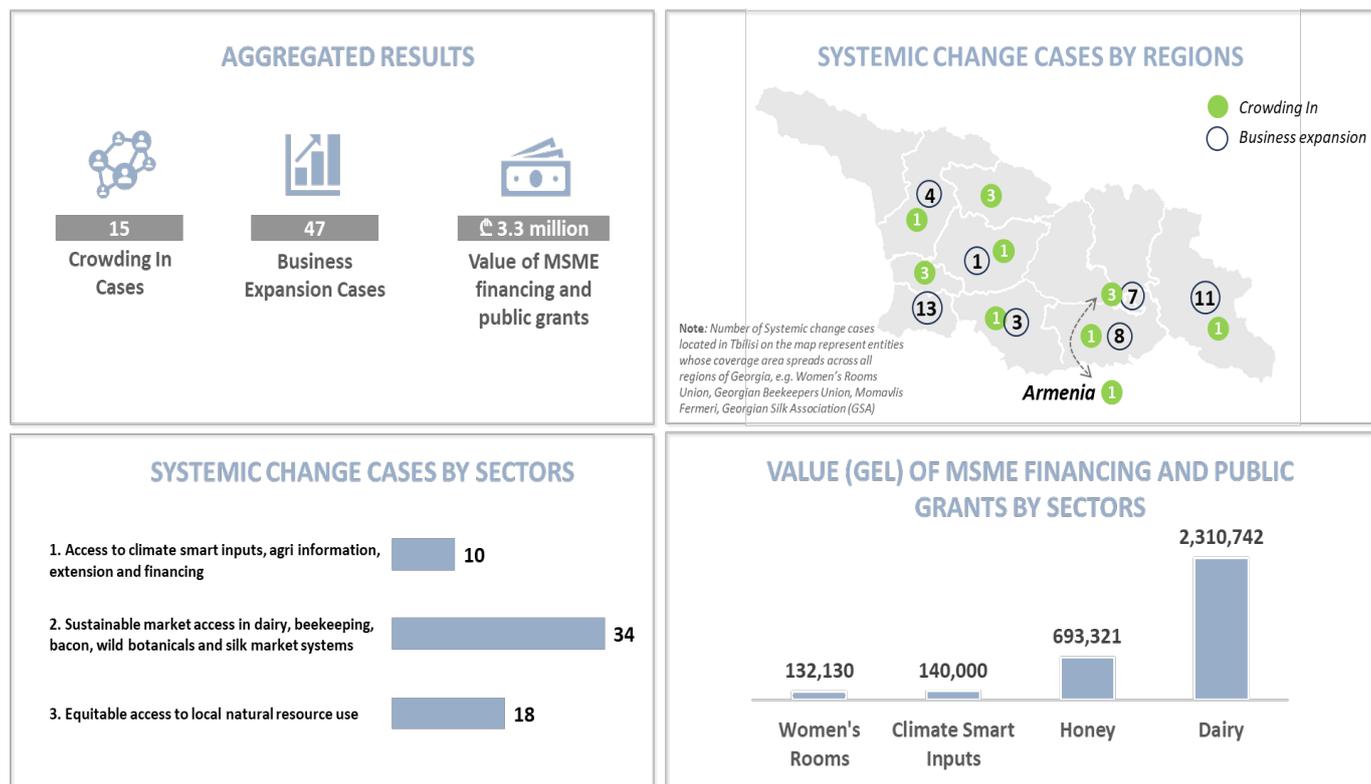
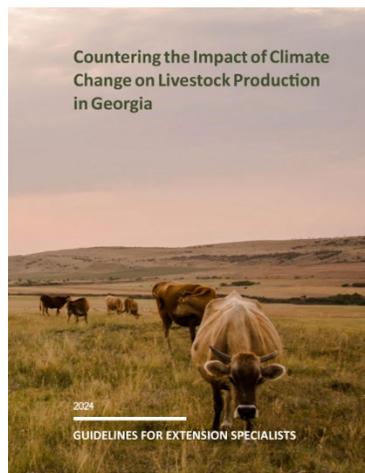


Figure 1: ALCP2 System Change May 2022-June 2025



In 2022, the adverse effects of climate change on livestock and beekeeping and strategies for adaptation were not a structured part of agricultural extension, training, media reporting, information or the design of products which would help small-scale livestock farmers deal with the negative effects of climate change on their production. ALCP2 research showed that more prolonged and extreme heat and drought, sudden drops in temperature, and harsh cold conditions are significantly reducing the availability and quality of pasture and feed, while increasing environmental stress on livestock. These factors weaken immune systems, reduce appetite and digestive efficiency, and increase susceptibility to parasitic infestations and infections⁶⁰. As a result, milk yields and live weight gain decline, and the use of antibiotics rises.

Figure 2: Climate Adapted Extension Guidelines

Despite these serious challenges, farmers often lack the knowledge and support needed to adapt. The Rural Development Agency (RDA), through its Information Consultation Centres (ICCs), remains the main provider of extension services in Georgia; however, the available extension materials and advice disseminated by the extension agents were not able to address what were increasingly climate related problems in livestock farming, problems which were occurring annually and worsening. In response, the ALCP2 facilitated the involvement of Momavlis Fermeri, a local NGO with deep experience in promoting learning the livestock sector, to help strengthen RDA's extension. Two other key players, the Journalists Resource Centre (JRC), with its commitment to agri journalism and rural reporting, nationwide media and university networks, and Roki Ltd, with its technical expertise, product development and extensive vet pharmacy network, also lacked appropriate materials or knowledge to advise farmers on climate-related challenges or in Roki Ltd's case develop products that could specifically address the problems farmers were facing. Existing resources were outdated, too broad and not adapted to climate change.

To address this, the programme worked with two local specialists from the Swiss Agricultural School Caucasus, one a female veterinary professor and the other a male livestock nutrition specialist, who were the only individuals to express interest in developing such a resource. Although motivated, they needed a clearer understanding of the specific challenges farmers were facing, which was provided by the findings from the 2022 *ALCP2's Livestock Producers and Beekeepers Focus Group Survey*, and of how to develop simple and practical advice immediately transferable and relevant to small scale livestock keepers. This was provided by technical backstopping from the ALCP2. The resulting manual entitled *Countering the Impact of Climate Change on Livestock Production in Georgia: Guidelines for Extension Specialists* was launched in December 2023 and rolled out in Georgian, Armenian and Azerbaijani languages, supported by training materials, PowerPoint presentations, videos and leaflets. The ALCP2 then facilitated collaboration between the RDA, JRC and Roki Ltd, supporting all three to adopt and distribute the manual through their networks (See Table 1).

⁶⁰ New diseases and parasites are also emerging in areas where warmer temperatures and humidity present environmental conditions that foster them.

Currently the manual is being used in face to face extension services for small-scale livestock keepers and is informing agricultural modules at universities and agricultural colleges. It is also enriching media programming for small farmers and the design and promotion of climate-smart products. These include, for example, training and materials related to cattle prebiotics which boost digestion, immunity and productivity and reduce the use of antibiotics.

Table 1. ALCP2 Climate-smart extension entry points and intervention

ALCP2 ENTRY POINT	INTERVENTION DESCRIPTION
 <p>სოფლის განვითარების სააგენტო</p> 	<p>The ALCP2 facilitated the local NGO <i>Momavlis Fermeri (Farmers of the Future)</i> to work with the Rural Development Agency to adopt the Countering the Impact of Climate Change on Livestock Production in Georgia: Guidelines for Extension Specialists, twelve of the RDA’s Information Consultation Centres (ICCs) including four in Azerbaijani and Armenian communities, across Georgia. Further training materials were developed including PPT modules based on the guidelines. In 2023, Trainings of Trainers were conducted with twelve RDA extension specialists. Subsequently, the RDA ICCs conducted thirty formal training sessions for over seven hundred farmers, 37% of whom were women and 14% from Azerbaijani (8%) and Armenian (6%) communities. These sessions aimed to help farmers cope with the adverse effects of climate change on livestock production. Climate change-tailored content was introduced, and the training itself had an emphasis on evaluating training effectiveness, uptake and application through pre and post surveys.</p>
	<p>The ALCP2 facilitated the veterinary inputs company, Roki Ltd, to roll out nationwide trainings for vets and lead farmers based on tailored climate adaptation promotion materials informed by the extension Guidelines. Roki Ltd developed five climate adaptation packages informed by the guidelines and with technical backstopping by the ALCP2: heat stress, cold stress, mastitis, improved productivity and immunity boosting. As part of the ALCP2 intervention, in Phase 1 the company conducted trainings and package roll out with thirteen veterinary pharmacies (2023) expanding to thirty-three more in phase 2(2024), reaching additional regions and including Azerbaijani and Armenian communities. In order to reach lead farmers from whom others would copy and seek advice, Roki Ltd conducted trainings in communities reached through the dairies of the Georgian Milk Mark Federation and vet pharmacies reaching a significant proportion of women who are pivotal in the care of dairy cows in ethnic minority and Georgian communities.</p>
	<p>The guidelines were used in the development of a climate-smart communication and reporting module for the universities in Georgia, Armenia and Azerbaijan who already had an Agri reporting module for journalists as part of their courses, from previous ALCP programming (2014 – 2022)⁶¹. The module is being integrated into academic curricula with the support of sixteen Georgian universities and partner organizations in Armenia and Azerbaijan. Rollout began in spring 2025 in five universities in Georgia and two in Armenia, with planned expansion to nine additional universities in Georgia and five more in Armenia. Additionally, the Trainings of Trainers for university representatives have been completed. The guidelines are also strengthening the reporting capacity of sixteen media outlets in Georgia and thirteen in Armenia through journalists training sessions.</p>

⁶¹ Please see Springfield (2019) [Developing Media markets to Address Agricultural Constraints: A Case Study from the ALCP Georgia Summary Version](#)

Target Group Impact

Initial impact was assessed by the ALCP2 in February 2025 to examine evidence of uptake and measure its effects through pre and post-training assessment, and post six month⁶² surveys conducted at the farmer level. These were published in the *ALCP2 Climate-Smart Extension Mid-Term Evaluation Report*. All surveyed farmers acknowledged the significant challenges posed by climate change and its effects, highlighting the urgent need to adapt by changing their practices and utilizing climate-smart techniques and inputs (where they could afford and access them) in order to remain resilient.

The pre and post-training assessments showed that facilitating climate-smart extension was considered valuable in equipping livestock farmers with essential knowledge and tools to adapt to the challenges posed by climate change.

The post-six-month interviews highlighted that the majority of farmers had already applied the climate-smart practices they had learned at the training courses. Whilst they could not provide exact figures, farmers had already observed positive outcomes, including reduced diseases, improved appetite, increased weight gain in calves and higher milk yields. Satisfied farmers had shared positive experiences with friends and neighbours, and the estimated copying ratio was around two people per participant.

Further qualitative monitoring in April 2025 of Roki's customer farmers in Tsalka confirmed that farmers were receiving advice on environmentally sustainable practices and climate-resilient feeding techniques and that this support has enhanced their ability to adapt to shifting climatic conditions, in livestock nutrition, health and farm management, increasing their productivity by at least 10%⁶³.

The AAER Matrix

In June 2025, the ALCP2 applied the AAER matrix to assess the extent to which the climate-smart extension intervention had been taken up within the wider livestock market system. The *AAER matrix* is a widely used tool in Market Systems Development (MSD) for tracking and measuring system change in terms of the depth of uptake of the desired intervention within the market system, including looking at to what extent other actors have taken up the intervention and transformed it for their own needs. The supposition of the matrix is that uptake from unconnected actors including into sector wide practices such as regulations and customization of the programme model are strong indications of the strength and sustainability of the changes within the system.

⁶² Pre-training assessments are conducted to establish baseline knowledge before the training begins, typically as attendees enter the training room. Post-training assessments aim to evaluate the usefulness of the training, participant satisfaction, and knowledge gained. These are conducted at the end of the training, before attendees leave the room. Six-month mark qualitative interviews are conducted to enhance our understanding of how the training knowledge is applied in practice.

⁶³ *Tsalka field visit report: In-depth interviews with Roki's beneficiary farmers and vet pharmacy owners* (March 2025)

Table 2: Adapt, Adopt, Expand Respond Matric for the ALCP2 Climate Adapted Extension Model

Adopt: Programme clients uptake a new practice, behaviour, or model promoted by the programme.

Beyond direct facilitation, the RDA has not adopted the formal climate adapted training session model, possibly impacted by the operating environment. Momavlis Fermeri as lead facilitator was deeply disturbed by the legislative changes and all governmental entities acted with less engagement with NGO's. Furthermore for years, the training modality between the government extension service and donors has been that since even before the inception of the current RDA, with the entities responsible for extension created under the ENPARD programme, engagement with donor entities and their projects seeking to reach farmers has meant trainings being organized and being funded by what is ostensibly a 'pay to play' model, often as part of capacity building initiatives. However the RDA Head Office distributed the guidelines to veterinary and extension specialists across nine regions of Georgia through the Information Consulting Centres and individual extension specialists who liaise with farmers in villages and who are using the guidelines to inform their informal consultations within villages. A further positive training aspect is that the RDA did commission a nationwide training which will include climate adaptation content, from the GBU for beekeepers, independently, although this has been on hold since the changes in the operating environment occurred.

Roki has fully adopted climate-smart information into their existing extension and product roll out. Roki Ltd rolled out nationwide trainings of seventeen more vet pharmacies (in addition to those facilitated under the ALCP2) across Georgia based on tailored climate adaptation content informed by the guidelines. JRC has fully adopted the new practice of integrating climate-adapted materials into their information programming and university modules.

On a 10-point scale, the programme assesses the level of adoption at 8. Adoption is progressing as planned in both the Roki and JRC interventions, and partially in the RDA. The only notable drawback is that the RDA has not yet fully adopted the formal training model. It continues to rely on donor funding and operates through a 'pay-for-play' model, for formal trainings and has not independently adopted any more organized climate smart trainings using the guidelines since the initial facilitation for livestock. However, the RDA Tbilisi office did scale up the climate-smart livestock extension initiatives by nationally instructing their specialists to use the Guidelines. The RDA is using the guideline in one-to-one consultations with farmers, indicating a degree of informal uptake and has independently commissioned nationwide trainings from the GBU.

Adapt: Programme clients improve or modify the practice to better suit their context or needs.

The twelve RDA extension specialists adapted the guidelines by dividing the materials by season and providing separate training sessions on heat stress and cold stress. Despite not conducting anymore formal trainings, the extension specialists have integrated the material into in the substance of their daily face to face consultations with farmers, reaching an estimated 30–60 farmers per region per month, complemented by digital access reaching hundreds of users weekly.

Roki has applied the guidelines in its campaigns targeting [heat stress](#), [cold stress](#), [mastitis](#), [productivity](#), and [immunity boost](#), using a range of climate-smart veterinary inputs and extension resources to improve livestock health and productivity under increasing climate variability. The guidelines underpinned the design and content of marketing materials, campaigns and trainings, ensuring they directly addressed the key stressors affecting livestock in changing climatic conditions. Based on this guidance, Roki's five tailored product packages and rolled out a series of targeted campaigns reached over 500,000 views and generated 4,000 engagements. These efforts were further reinforced in July 2025, when Roki initiated and hosted the Regional Development Agency (RDA) extension specialists at its showroom to showcase its production line and climate-adapted inputs. This collaboration with RDA's ICCs supports the institutionalization of climate-smart extension through trainings of trainers, co-development of content, and localized product roll-out models, thereby enhancing farmer resilience and capacity to adapt their livestock production practices.

The JRC has adapted the content, that is emphasis on sustainability and the impacts of climate change and applied it to far broader subject matter, including eco-migration, the decline of insect biodiversity, new legislative efforts on hunting, environmental assessments, vegetable crops and the challenges of agrotechnology, waste management and

environmental protection, government strategies for infrastructure development in Guria, population issues and the potential risks of climate change to the region's way of life, underlining the need for urgent climate adaptation and sustainable development across various sectors in Georgia.

On a 10-point scale, the programme assesses the level of adaptation at 9. Roki and the JRC have fully and successfully adapted the model into their operations and tailored it effectively to their organizational needs. In the RDA's case, adaptation has occurred though its implementation remains somewhat informal and lacks systematic structure, indicating room for further institutionalization.

Expand: Other actors adopt the practice independently, without programme support.

The Swiss Agricultural School Caucasus has integrated the manual into its livestock training curriculum. The school has shared the manual with sixteen students (Lead farmers). Also, at its campus in Dmanisi, the guidelines have also been featured in events such as *Natural Pasture Day* and disseminated among both current students and graduates to promote wider adoption of climate-resilient practices.

Twenty partner news channels of the JRC have independently produced 61 media reports on the expanded range of topics, reaching 141,233 rural inhabitants from a total of 403,589 viewers. Farmers who regularly provide consultation to other farmers have requested the guidelines from Momavlis Fermeri and have started using them in their farming and consultations.

The Scientific Research Center of Agriculture (SRCA), based in Jigaura, Mtskheta, began using the guidelines in their pasture management programme after identifying Chapter 3 of the guidelines on Fodder Production as directly relevant to their work. After participating in Roki's trainings, three dairy factories in Adigeni, Akhalkalaki and Marneuli independently began promoting the use of climate-smart products among their milk suppliers. After seeing the news regarding the guidelines and Roki's training sessions, six public VET colleges with veterinary courses contacted Roki Ltd, attended their trainings and in 2024/2025 have informally integrated the guidelines into their veterinary courses; around seventy-five students have already attended the courses.

On a 10-point scale, the programme assesses the current level of expansion at 7. While expansion will require more time and is still relatively limited in terms of the number of actors involved, there are robust signs that the process is underway and that a range of entities have begun independently applying the model.

Respond: Public or private sector actors react to the changes by adjusting their own policies, services, or strategies.

The Ministry of Environmental Protection and Agriculture published the guideline on their website, elibrary.mepa.gov.ge, in their external resource library after learning about it from the RDA. Recognizing it as content focused on climate-smart adaptation in the livestock sector, the Ministry added it for its value to student researchers and agricultural specialists who regularly use the platform.

The Batumi State University VET college published the guideline on their website: <https://bsu.edu.ge/> as part of their agricultural course resources. The guideline serves as content linking climate change and agriculture, providing students with insights into how climate change impacts the sector and agriculture as a whole.

On a 10-point scale, the programme assesses the current level of response at 5. The score reflects the nature of the current response which could be described as relatively passive e.g. posting as a library resource, and that there is some degree of crossover from expand to respond in the VET and SRCA uptake which show positive engagement and cross over into policy. A stronger and more widespread response is anticipated in the near future, as interventions mature and their benefits become more visible to both public and other private sector actors.

Conclusion

The AAER matrix assessment indicates that ALCP2's climate-smart extension intervention is progressing steadily toward system change, with particularly strong outcomes in the areas of adoption and adaptation. Both Roki Ltd and the JRC have fully adopted and adapted the intervention, integrating climate-smart guidelines and content into their training, communication, and outreach models.

The RDA presents a more complex case. While the institution has not formally adopted a structured training model beyond the initial phase, there is clear evidence of informal adoption and adaptation. Extension specialists within the RDA have independently begun using the climate-smart guidelines in day-to-day consultations with farmers in villages, indicating recognition of the material's practical value even in the absence of formal institutional uptake.

The Expansion and Response stages are still in development. However, the ALCP2 has already observed several encouraging signs of independent uptake, such as the Swiss Agricultural School's integration of the manual into its curriculum, JRC's partner media producing climate-related content, and GMM dairy companies promoting climate-smart products among their milk suppliers. Likewise, reactions from government bodies, educational institutions, and private sector actors demonstrate early-stage system response, with guidelines being published, adopted or referenced in new institutional contexts.

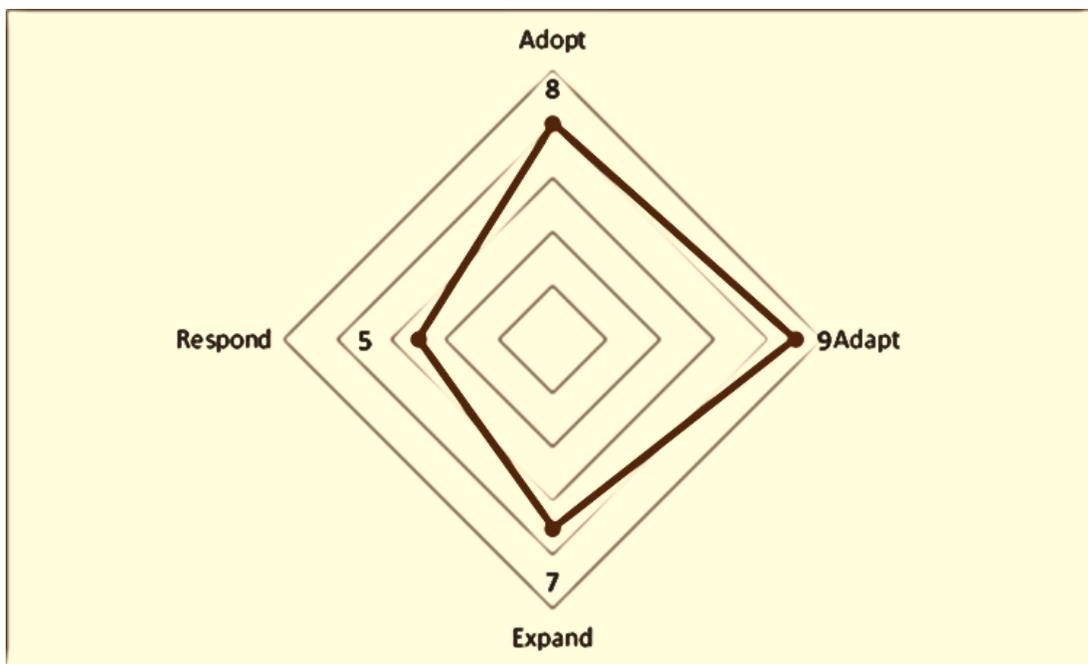


Figure 1. ALCP2 Assessment of the Current Extent of Climate Smart Extension through the lens of the AAER framework

Overall, as illustrated in the Figure 1, the intervention is assessed as being on a positive trajectory within the livestock market system, with Adoption rated at 8, Adaptation at 9, Expansion at 7 and Response at 5. Further facilitation and strategic engagement for the remainder of the programme period, will be crucial for building on this momentum and deepening system change over time.

ANNEX 2 PROGRESS AGAINST QUALITATIVE LOGFRAME INDICATORS

The impact recorded in this table is based on scheduled, ongoing qualitative measurement that occurs in each intervention on at least an annual basis, ongoing measurement sure as pre and post training surveys, field visits, impact assessments and surveys conducted within the reporting period. In this period these are:

[ALCP2 Climate Smart Extension Mid-Term Evaluation](#) February 2025

Tsalka Field Visit Report: In-depth interviews with Roki’s Beneficiary Farmers and Vet Pharmacy Owners March 2025

Racha Field Visit Report: In-depth Interviews with Lori Producers April 2025

[Scale, Gendered Income Distribution, Roles and Climate in Beekeeping](#) May 2025

[WRU Women’s Rooms Managers Online Survey](#) June 2025

[Women’s Rooms Access to Finance Survey: Update for 2025](#) June 2025

[How Picking Wild Botanicals Supports Rural Families In Ajara: Tago Village Case Study](#) June 2025 (Annex 8)

[Qualitative Assessment of ALCP2 Goderdzi Sustainability Initiatives](#) June 2025

Mini Survey of JRC Beneficiaries to Estimate Scale and Farmers’ Benefits July 2025

ALCP2 Qualitative Logframe Indicators		
Level	Indicator	Results
1	Purpose % of rural inhabitants/producers with improved general sense of wellbeing/positivity going forward/inclusion (20%).	100% of farmers surveyed in the Climate Smart Extension survey say that they found the training useful and stated that they would apply the knowledge gained to improve their livestock husbandry 93% of Georgian Beekeepers Union (GBU) beneficiaries reported that they are going to invest more in beekeeping in the future. 96% of Women’s Rooms beneficiaries reported satisfaction with access to funding and they would recommend it to others. 95% of Women’s Rooms Managers say that local communities hold a positive attitude toward the Women’s Rooms and women report improved wellbeing because of their services 100% of Rachuli Lori producers and forest-reared pig supplier farmers reported increased value-added sales and income, along with higher motivation to expand their businesses.

2	Outcome 1	# of persons who consider that they are more resilient in dealing with the adverse effects of climate change. ⁶⁴	<p>Climate Smart Extension: 100% of participants, including Armenian and Azerbaijani farmers, found the training useful and around 50% of them stated that they had already applied the climate-smart practices they had learned. Whilst they could not provide exact figures, farmers had already observed positive outcomes, including reduced diseases, improved appetite, increased weight gain in calves and higher milk yields. Beneficiary farmers had shared positive experiences with friends and neighbours, and the estimated copying ratio was around two people per participant.</p> <p>Climate Smart Inputs: Farmers and beekeepers have reported strong satisfaction with climate-smart inputs, including ROKI's vet medicines, climate adapted beehives and beeswax foundation, and they have already noticed improved productivity and resilience.</p> <p>Climate Smart Inputs – Roki's Vet medicines: An early assessment of Roki's climate-smart inputs revealed that both farmers and vet pharmacy owners reported increased knowledge, behavioural changes and improved livestock health and productivity - resulting from the use of Roki climate-smart inputs - indicating that they consider themselves more resilient in dealing with the adverse effects of climate change.</p> <p>Climate-smart Beehives: Beekeepers using climate-adapted beehives reported strong satisfaction with the products' effectiveness in maintaining hive conditions and bee health in varying weather conditions due to better ventilation and insulation, indicating that they feel more resilient in managing the adverse effects of climate change.</p> <p>Climate-smart Beeswax: Beekeepers reported increased resilience through improved bee health and productivity, attributing this to the high-quality, contaminant-free beeswax printing services. They noticed signs of healthier, more productive bees and better honey yields, attributing these outcomes to the wax's elasticity and temperature resilience.</p>
3	Output 1.1	Rural producers' level of satisfaction with quality and applicability of facilitated content (qualitative)	<p>Climate-smart Extension – Roki, RDA: Farmers and vet pharmacy owners, including in Armenian and Azerbaijani communities, expressed strong satisfaction with the quality and practical relevance of climate-smart extension trainings provided by Roki Ltd and the RDA, highlighting its direct benefits for livestock management and a clear demand for more sessions. They found the training content both relevant and applicable, which significantly boosted their motivation to explore climate-adapted practices further. They expressed particular interest in practices that could enhance productivity and were satisfied that the training addressed their actual concerns, such as degraded nutrition, increased disease prevalence, and declining productivity. Farmers learned that climate change adaptation is not just about increased costs but also offers opportunities to generate additional income by improving productivity, fertility and preventing diseases or mortality. Farmers actively shared the information with others, with an estimated copying ratio of two farmers per participant.</p> <p>JRC: Rural producers reported moderate to positive satisfaction with the quality and applicability of the facilitated content. The content reached them primarily through media and agricultural platforms and covered a diverse range of agricultural and climate-related topics. Producers received information on boosting livestock immunity, managing heat and cold stress in animals, the use of milking machines, beekeeping, strawberry and raspberry cultivation, gardening and vegetable growing, proper plant spraying practices and natural resource use. Overall, around 74% of respondents reported using the information they received in some form. Applications included</p>

⁶⁴ From Annual Qualitative monitoring whilst not statistically significant it indicates trends and tendencies across all beneficiaries from diverse sampling across women and men and ethnic communities.

			beekeeping resilience, silkworm cultivation, fruit production, vineyard treatment, the purchase or planned purchase of milking machines and garden expansion.
4	Output 1.2.	Rural producers' perception of usefulness of facilitated inputs (qualitative)	<p>Roki's Climate Smart Inputs: The facilitated inputs - particularly Rumifos (boosts immunity and milk yield), Calphos Block (rich in minerals), Masdisin Herbal (protects udder from mastitis) and New Skin (an antimicrobial and natural solution for the udder and teats) - were regarded as effective and beneficial by both farmers and vet pharmacy owners.</p> <p>Climate Smart Inputs – Beehives: Beekeepers expressed strong satisfaction with the new climate-adapted beehives, highlighting their quality, practicality, and suitability for various weather conditions. They emphasized high quality of materials and design, the beehives' adaptability to climate conditions and their practicality and ease of use (e.g., for transportation). Due to the hives being climate adaptive, they don't have to manually interfere to regulate temperature or humidity in the hives.</p> <p>Climate Smart Inputs – Beeswax foundations: Overall, clients of the beeswax foundations printing company in Lanchkhuti, Guria, highlight the exceptional quality of the beeswax, noted for its high purity, ecological safety and high wax content (80%). They indicated that this beeswax foundation creates healthier honeycomb construction. Some point out that bees look healthier and are more productive. Beekeepers appreciate the product as good value for money, are satisfied with it, and plan to continue purchasing climate-smart beeswax foundations in the future as well.</p>
5	Outcome 2	% of rural producers with increased satisfaction with improved access to reliable value-added markets (qualitative)	<p>Beekeepers have resolved honey sales issues, dairy suppliers are satisfied with pricing and payment, and forest-reared pig producers are seeing increased demand and higher prices.</p> <p>Dairy Sector: increased production of GMM products led to an increased number of milk supplier farmers from Georgian, Armenian and Azerbaijani communities in this reporting period about 1000 famers. Some previously supplied to other non-compliant dairies and had shifted to supplying GMM dairies due to their satisfaction with their timely payment, good price (around 0.2 Gel more) and regular and stable demand for milk. Others were making and selling cheese, while still others were supplying milk to <i>Sante</i>. However, <i>Sante</i> does not collect milk during the winter months, creating an unstable market for them. Others had been selling to independent milk collectors who frequently delayed payments.</p> <p>Following the closure of two unregistered factories after inspections, GMM dairies Leanka and Trialeti expanded their milk collection areas to retain suppliers' market access, offering timely payments and year-round collection, which greatly increased farmers' satisfaction compared to previous reliance on informal or irregular collectors.</p> <p>Lori: All Lori producers and forest-reared pig farmers reported strong satisfaction with value-added sales of standardized Lori, noting price increases of approximately 10 GEL/kg for Lori and 2 GEL/kg for forest-reared pigs, which enabled Lori producers to increase production by 50 to 200%.</p> <p>Kakhuri Shashkhi: Zodiako is steadily building a reliable market for its value-added GI certified product, Kakhuri Shashkhi, sold through multiple shops and restaurants with growing demand. Forest-reared pig farmers express strong satisfaction with the stable prices, and they reported increased motivation to rear more piglets for the next season.</p> <p>Silk Sector: All silkworm farmers involved in the 2025 season expressed satisfaction with the quality and yield of raw cocoons, as well as with the price of 40-50 Gel per kilogram. What was once remembered with intangible nostalgia has now become a tangible, seasonal source of income, seen by silkworm farmers as a meaningful step forward both for themselves and for the revival of the sector.</p>

			<p>Wild Botanicals: Improved access to a reliable buyer Noma Ltd has significantly increased rural producers' satisfaction with wild botanical sales in Ajara's highland areas. Over the past two years, Noma's improved transportation system (added vehicles) enabled the company to collect more fresh wild botanicals directly from the rural pickers and in some villages shift from purchasing dried wild botanicals to buying raw wild botanicals. Rural pickers now report selling more, with less effort and time involved, while also benefiting from higher prices and regular collection.</p> <p>Sunelis Sakhli: Wild botanical collector, Sunelis Sakhli enabled the shift to growing value-added Georgian Blue Fenugreek from potatoes and onions reducing crop growing inputs and diversifying income for 180 rural households 20% of the rural population in Merenia and five neighbouring villages. Incomes rose to 5,100 GEL in Merenia and 2,500 GEL in newly engaged villages by 2025, reflecting increased satisfaction and strong uptake, including in ethnic Armenian communities.</p> <p>Honey Companies: Overall, despite recurring climate-related challenges, beekeepers express a high level of satisfaction with their business. Their future plans overwhelmingly focus on expansion, aiming to increase hive numbers and honey production volumes, invest in equipment and explore diversification into other bee products, driven by perceived demand and the desire for greater profitability and stability. In this regard, bulk honey sales to honey companies enable beekeeper households to make meaningful, long-term investments.</p>
6	Output 2.1.	% of members and perception of improved sense of representation and empowerment (%/qualitative)	<p>Georgian Milk Mark Federation (GMMF): In June 2024, surveys revealed 100% of GMMF members stated that their respective associations effectively served their interests, with the vast majority also recognizing improved performance over previous years. In 2025, the GMMF member dairies continue strong connections through active participation in the WhatsApp platform, sharing sectoral updates and other relevant information, grant program opportunities, participation in a study tour and to continue advocacy against unfair competition from unregistered dairies using milk powder and vegetable oil. The GMMF organized meetings with key government agencies, and after that the National Food Agency (NFA), intensified inspections of unregistered dairies in Kvemo Kartli, Kakheti and Adjara.</p> <p>Georgian Silk Association: During this reporting period, the Georgian Silk Association was established, and it is serving as essential support for rural silk producers, providing access to silkworm eggs, enhancing production, and increasing awareness of the sector, has successfully organized and completed the raw silk harvest, with all member farmers receiving the necessary inputs. Producers highlighted their positive perception of the support provided by the Association, expressing interest in continuing raw silk production next year.</p> <p>Lori: Following an ALCP2 facilitated meeting in Oni, Lori producers expressed strong willingness to establish a Lori Producers Association aimed at protecting traditional Rachuli Lori and upholding GI standards; the initiative is currently in its early stages.</p> <p>Georgian Beekeepers Union (GBU) image and perceived strength in representation is increasing; for example, the Georgian Farmers Association asked the GBU to lead and facilitate a working group with the National Forestry Agency on bee transhumance issues, recognizing its role in representing farmers' interests.</p> <p>GBU continues to support honey companies in accessing value-added markets by connecting them with potential buyers, becoming a platform that previously did not exist. For example, it linked ApiGeo with partners in Norway.</p>
7	Output 2.2.		<p>GMM: GMM dairies in Armenian communities in Samtskhe Javakheti region now sell cheese through formal outlets, achieving significantly higher and more stable sales, two Gel more per kg compared to those relying on intermediaries or small shops. They highlight the added market value of direct access to formal retail chains, where stronger consumer trust, brand visibility, and product positioning lead to better prices and greater sales stability.</p>

		Producers and entities' perceptions of product image (qualitative)	<p>GMM: The transition to increasingly formal documentation including accounting, monitoring and suppliers' data and general record keeping has been challenging for Armenian GMM dairies in Samtskhe-Javakheti. However, the recent initiative to access supermarket chains with GMM labelled products has driven improvements in documentation and contributed significantly to the formalization of these dairies.</p> <p>Lori producers have increased production and improved product quality by using upgraded smoking rooms and following the GI Rachuli Lori production standard. Demand is growing, especially from Facebook users, as well as local bakeries, guesthouses and restaurants, including in Tbilisi. Lori producers highlighted that the image of Rachuli Lori is improving, enabling them to sell the product at value-added prices and invest more confidently in expanding their production.</p> <p>Kakhuri Shashkhi: Zodiako's launch of GI-certified Kakhuri Shashkhi has enhanced the product's image by adding it to the menus of its popular restaurants, where customers have responded positively, driving increased demand and reinforcing its cultural and culinary value.</p> <p>Honey Companies: Following the establishment of a showroom in Tbilisi, Royal Honey reports a significantly improved brand image. The company highlights the showroom's value not only for logistics and marketing, but also for strengthening customer trust. This enhanced visibility has led to increased interest, including corporate orders and regular purchases from Tbilisi-based embassies.</p> <p>At the end of June, Royal Honey participated in an equipment expo in China, with the Rural Development Agency (RDA) covering all costs except for the flight. According to the company's owner, being selected by the RDA is a positive step for the company's image.</p> <p>Sunelis Sakhli: The enterprise owner views the product image of Georgian wild and homegrown botanicals as significantly improved and increasingly competitive. Investments in upgraded processing, packaging and traceability have enhanced product quality and market appeal, both domestically and internationally. The owner noted that retail branding, bilingual labelling, and consistent quality standards have strengthened buyer trust, increased customer satisfaction and enabled access to higher-value markets. The company now confidently positions its products as clean, natural, and distinctly Georgian, contributing to a stronger identity for local botanicals and spices on regional and export markets.</p>
8	Output 2.3.	Perceived benefit of attainment of certification. (qualitative)	<p>GMM: Following the attainment of the GMM certification, dairy factories have reported significant positive changes in their business operations. Certification has enabled access to affordable agricultural loans, with the GMM mark serving as a key requirement for loan approval and business expansion. Certified dairies have also established direct partnerships with supermarket chains, increasing market access and product visibility.</p> <p>The GMM dairy Trialeti's Cheese Ltd perceives that GMM production has given them the opportunity to enter a diversified market and increase production. After the closure of an unregistered dairy following an NFA inspection, Trialeti was able to hire two of its experienced staff, offering them a good salary, safe and stable working conditions. After the GMMF shared information about a study tour for dairy factories in Bavaria, the owner of the GMM dairy company, Milkeni, applied and successfully participated in the tour. This opportunity became available through the factory's engagement with the Federation. The case reflects another perceived benefit of GMM certification, as it enables access to value-added opportunities such as international exposure, learning from the best practices abroad, and engaging with modern dairy processing standards.</p> <p>The GMM dairies reported that the GMM certification is enabling them to create more jobs. The GMM dairies have significantly increased employment, with recent expansions creating new roles and hiring additional staff due to increased production and sales benefiting local communities and addressing job scarcity. In total, 140 new jobs have been created 78 for women, 62 for men, out of these 50 are ethnic minorities.</p>

			JBA beneficiaries who obtained bio-certification reported that it has allowed them to sell their entire annual honey harvest without sales issues. They also gained valuable insights into beekeeping and bio medicines and services and found it easier to sell honey to tourists with value-addition. JBA Bio-beekeepers mention that prices for Bio Jara honey have improved (2 Gel per kg of bulk honey), along with increased trust in the certified product, making it more attractive for sales
9	Outcome 3	% of rural producers' and local MSME's with increased level of satisfaction with inclusive local decision making concerning local natural resource use (%/qualitative)	- 47% of interviewed rural inhabitants in Khulo mentioned that citizens like them can influence decisions about local development in their area (52% women). Respondents reported satisfaction regarding improved regulations of illegal construction, enhanced forest protection, expanded tourism opportunities and greater community pride around the Alpine Garden.
10	<i>Output 3.1</i>	Rural producers' sense of empowerment (qualitative)	Initiative group Khulo and its Perspectives (crowding in case), and local citizens in Khulo, successfully advocated against environmentally harmful and illegal sand extraction near Green Lake by the New Road company. This was achieved through media engagement and collaboration with local authorities, demonstrating that local actors can influence development practices and protect natural resources in mountainous Adjara. Qualitative interviews show that rural producers express a strong sense of pride and empowerment regarding the Goderdzi Alpine Garden , which they view as essential for protecting the local landscape, nature and cultural heritage in their communities. 100% of Women's Rooms Access to Finance beneficiaries reported an increased sense of empowerment and positive perception about the future of their businesses.
11	<i>Output 3.2</i>	Perceived benefit to rural producers of these linkages (qualitative)	100% of Women's Rooms Beneficiaries appreciated the Women's Rooms for linking them to funding and donors, they mentioned that they would not be able to apply for funding without the help of WRs. Ten members of Georgian Silk Association attended workshops organized by the Silk Museum after being introduced and they reported gaining new skills and knowledge about silk production, including the sustainable use of natural resources such as mulberry trees, which are essential for silkworm rearing.

CLIMATE-SMART EXTENSION

“ Our Information Consultation Centre received new guidelines related to climate change adaptation in livestock farming at the Tbilisi office and we were instructed to apply them in practice. I meet around 30 farmers a month. Even if they do not ask, I am raising these topics to help them prevent problems in advance. Farmers are more informed today, partly thanks to the accessibility of information on social media. I also know the veterinary company Roki discusses them often on Facebook. **Rural Development Agency, Information Consultation Centre Extension Specialist from Ozurgeti, Guria.**

“ My cattle were often sick from heat and parasites, and treatment costs kept rising. The RDA training gave me clear, practical advice on cow-shed temperature control, feeding practices and ensuring a proper water supply. I applied what I learned, and within months, I noticed fewer diseases, better animal condition, and more milk. I have told several neighboring farmers, and they are doing the same. **Azerbaijani Female Farmer from Marneuli, Kvemo Kartli.**

“ I am a recent Journalism graduate from Alte University, Tbilisi. In my final year, I completed a course on Climate-Smart Communication and Reporting, which inspired me to choose my bachelor's thesis topic: Environment and Climate as Sensation in the Media. My research explored how environmental topics and climate change are often treated as sensational content in mainstream media during natural disasters, rather than being addressed as ongoing and urgent issues. I received 97 out of 100 points for my defense, which I believe was a key recognition of the topic's importance. I am especially passionate about making climate-related knowledge more accessible in rural areas, particularly for small and medium-scale farmers who often lack vital information and support. I am actively seeking opportunities to apply my journalistic skills and continue working on climate, environment, and rural development topics that truly matter. **Salome Kalandadze, Recent Graduate.**

“ Last year, I watched a report by Agrogaremo TV about the Georgian Silk Association, how they help people get silkworms and find a market for the silk they produce. I reached out to the Association through Agrogaremo's Facebook and this year, with their support, I managed to produce about twelve kilograms of raw cocoons and earned around 655 Gel. That is a big help for me, especially since I have many children and we have a status of socially vulnerable family. **Female Silkworm Farmer from Akhmeta, Kakheti.**

CLIMATE-SMART INPUTS: ROKI

“ We initially launched our climate-adapted campaign focusing on livestock, and the positive response from farmers encouraged us to extend it to poultry as well. The results have been impressive, an 11% increase in overall sales and a noticeable rise in farmers’ climate-smart awareness. Before our campaign, about two years ago, farmers had little understanding of how climate affects animal and poultry health. But now, they are not only informed, they are actively adopting solutions that make their farms more resilient and profitable. **Davit Bostashvili, Director, Roki Ltd. Tbilisi, Georgia**

“ As a vet pharmacy owner in our Azerbaijani community, I have noticed a growing demand for products like Rumifos and Masdisin Herbal from Roki. Farmers are increasingly concerned about the effects of heat and unstable weather on their animals and these products offer simple yet effective solutions. Masdisin Herbal is especially popular among small-scale dairy farmers because it helps prevent mastitis, a common issue that worsens during hot, stressful periods. Sales are going very well, and many farmers return with positive feedback. I see these products becoming a regular part of farm routines as awareness continues to grow. **Female Azerbaijani Vet Pharmacy Owner in Marneuli, Kvemo Kartli**

“ After receiving trainings on Roki’s climate-smart products, I am delighted to have direct access to their vets, it’s both useful and convenient for farmers. Over the years, new livestock diseases have appeared, and the quality of grass has worsened due to changing weather. That is why I started giving Rumifos to my cattle, to help boost their immunity. I was amazed when the milk yield increased by about 2 litres. To be sure the results were due to Rumifos, I stopped using it for four days, and the milk yield dropped again. That convinced me it works. I have shared my experience with other women through a female farmers’ group set up by FAO on Facebook, we have nearly fifty members in our community. **Female Farmer from Tsalka, Kvemo Kartli**

“ I have worked with Roki for over ten years and have seen a noticeable increase in demand for their products over the past year. I believe this is due to farmers becoming better informed and more aware of the need to adapt to changing conditions. As weather patterns shift and environmental stress increases, it has become harder for cattle to cope without support. That is why it is so important to use the right combination of products. For example, Kalfosh-block, which is rich in minerals, and Rumifos, which boosts immunity and milk yield, work very well together in helping cattle stay healthy and productive. **Male Vet from Tsalka, Kvemo Kartli**

CLIMATE-SMART INPUTS: BEEHIVES

““ *Until now, we were making beehives at home using Styrofoam, and bees used to damage them quickly. I saw a video and got interested in buying climate-adapted hives. These hives have a thermo-insulated roof and bottom ventilation. Climate is a real problem, and that is why I am very satisfied, the bees are more active and working better. I expect this will have a positive impact on productivity. I bought fifty hives and plan to buy more. The producer delivered them to my place and only charged for fuel. My brother has five children, and I want them to become future beekeepers, too. This is a high mountain village, honey is the only thing we produce and sell. **Female Beekeeper from Chiatura, Imereti***

““ *I first heard about the hive producer Skalona at honey festivals in Tbilisi and Batumi. I decided to buy the new hives because my old ones needed extra insulation in winter. I used to add cushions and rags to keep the bees warm. Now, that is no longer necessary since these hives are well insulated. In summer, there used to be problems with airflow and ventilation, but that issue is also solved, I no longer need to interfere. As for the benefits, honey looks clearer, and the quality is better overall. The bees also seem healthier. The service was good, and my order was delivered on time. **Female Beekeeper from Abasha, Samegrelo***

““ *After expanding our workspace and installing new production equipment, we are now working at full capacity with no seasonal breaks. We are able to respond quickly to customer demand. The enterprise currently produces around 250–400 hives per month fulfilling both large and small-scale orders, including those under the state beekeeping support programme. Solar panels installed with the ALCP2 support now cover the enterprise’s entire electricity needs - a major success, as we save about 200 Gel per month. Our orders come from every region of Georgia. Outreach meetings and partnerships have also led to new regional orders. **Owner of Apiguru, Lanchkhuti, Guria***

““ *Before the GBU meeting in Akhalkalaki, most local beekeepers did not know about the opportunity to receive climate-adapted beehives through the state programme. During the meeting, ApiGuru shared this information, and I adopted their climate-smart hive production model while building my own hives. As a result, I have received orders to produce 240 beehives financed through the RDA programme. This has been a great opportunity to grow my business and support local beekeepers. **Armenian Hive Producer from Samtskhe-Javakheti.***

“ I attended a meeting with beekeepers organized by the GBU, where I learned about a state programme for co-financing hive purchases. After that, I bought seventy hives through the programme. These hives are much more comfortable to work with and make honey harvesting easier compared to the old ones. Bees tend to adapt better to the cold in these hives, and they are well ventilated. **Armenian Male Beekeeper from Pamaj Village, Samtskhe-Javakheti**

CLIMATE-SMART INPUTS: BEESWAX

“ The advantage of the wax printed at Apiguru is that it is pure and reliable, it does not include paraffin or other substances, and the bees tend to build more on this type of wax. As for the quality, it is more elastic and better withstands high temperatures. The cost of printing is better compared to where I printed them before, the difference is about 0.4 Gel per kilo. The service is good now and is done within a day after calling the producer. In my village, about twenty beekeepers ordered beeswax after my recommendation. **Male Beekeeper from Atsana, Lanchkuti, Guria**

“ We started this business in 2020 with small-scale production, around two tonnes per year during the first two seasons. Since then, we have grown significantly and now produce about nine tonnes annually. We are currently processing up to 3 tonnes more an increase of 50 % than before, thanks to the new wax printing machine, bought with the help of the ALCP2 which has allowed us to handle higher volume. I am hopeful we will add another two tonnes by this time next year. Our customers are happy with the service, I don't recall anyone ever complaining. Most try the wax once, see the results with their bees, and come back for more. **Owner of Hexagon Beeswax Printing Enterprise, Kutaisi, Imereti**

GEORGIAN MILK MARK

“ When the Georgian Milk Mark Federation shared the link about a study tour to Bavaria organized by the German Chamber of Commerce Abroad in our WhatsApp group, I saw it as a valuable opportunity. Bavaria is known for its strong dairy sector, and during the visit, I had the chance to observe practical approaches to milk safety, hygiene, and quality assurance. I was particularly interested in how their systems could be adapted to improve our own operations. Opportunities like this, supported by GMMF, help us grow as businesses and contribute to raising overall standards in the Georgian dairy sector. **Milkeni Dairy Factory Owner, Rustavi, Kvemo Kartli**

““ Our factory in Ninotsminda has experienced significant growth since we began collaborating directly with major supermarket chains. Compared to the time when we relied mainly on intermediaries and small local shops, our sales volumes have increased notably, and we are now able to sell the same type of cheese at higher prices. This shift has brought more stability and predictability to our business. Being present on supermarket shelves has not only increased consumer trust in our brand but has also improved the visibility and positioning of our products. The GMM mark plays a vital role in this, assuring customers of quality and traceability. We now better understand the value of formal retail access—not just in terms of income, but also in the long-term sustainability and growth of our enterprise. **Alpuri Javakheti Dairy Factory Owner, Ninotsminda, Samtskhe- Javakheti**

““ Five months ago, I started working at this GMM-certified dairy factory, and it completely changed my life. Before that, I worked in a non-compliant factory with very poor conditions—no days off, no safety standards, and a salary of just 400 GEL. Now, I earn between 1000–1200 GEL per month, have official rest days, and work in a clean, safe environment. I feel respected and valued here. The conditions are professional, we receive proper training, and there’s a real sense of dignity in our work. This job gave me stability, better health, and time for my family. I’m proud to be part of this factory. **Female Employee of the Trialeti Dairy Factory**

““ I currently own six milking cows, and selling milk is one of the main sources of income for my family. Since February, I have been supplying milk to Davit Oniani’s (GMM) dairy factory, along with many other farmers from Algeti. The biggest change for me has been the reliability of payments. I now receive my money on time, which helps me manage household finances more effectively. In the past, I used to sell milk to a non-compliant dairy factory, but the process was always uncertain—we often faced delayed payments, making it difficult to cover regular expenses like utility bills and loan payments. The factory’s stable and timely payment system gives me peace of mind and allows me to plan ahead. For me, it’s not just about income—it’s about security and dignity in the work we do every day. **Female Azerbaijanian Milk Supplier, Algeti Village, Marneuli Municipality, Kvemo Kartli**

““ In January 2025, we resumed exports to the U.S. market through a new partnership with a new distributor, AgroFood, a growing company with six stores and a restaurant after becoming unhappy with the old one. This collaboration is opening up new opportunities. It’s a promising start, and we’re optimistic about building a stable presence in the export market with AgroFood’s support. **Dairy Factory Tsezari Owner, Tsalka, Kvemo Kartli**

““ Since January. I have started supplying milk to Davit Gogiashvili’s (GMM) dairy factory. One of the main reasons I made this change was the stability it offers. Before, we used to sell our milk to Sante, but they stopped collecting milk during the winter months, which left us without income during a critical time of year. Now, things are different. The factory offers a fair price, and payments are made consistently. This has motivated me and many others in the village to invest more effort into our farms. For women like me, who rely on dairy income to support our families, this stability is essential. It allows us to plan for the future and cover every day needs without the stress of unpredictable buyers. **A Female Milk Supplier, Rekha Village, Tsalka Municipality, Kvemo Kartli**

LORI

““ Upgrading my Lori facility has improved both the ease of production and product quality. This matters greatly, as I also own three cottages on the same property, and tourists often visit to learn about Rachuli Lori and taste it. Previously, I couldn’t store Lori through summer, but the new storage room made that possible this year. With growing tourist interest, Lori plays an important role in agro-tourism. My goal is to expand production, hire more staff, and develop both the production and hospitality sides of my business to meet rising demand and increase income. **Lori Producer, Tsesi Village, Ambrolauri Municipality, Racha**

““ I raise local forest-reared pigs, which are in high demand—97% are sold for Lori production. Although I sell in small batches (5–6 pigs), I have regular buyers and can sell everything I raise. The strong demand is increasing my income, so I plan to expand my herd to grow my earnings further. **Male Farmer, Kldisubani Village, Ambrolauri Municipality, Racha**

““ With guidance from Giorgi Chelidze, who built new smoking facilities through ALCP2 support, I began improving my Lori production. This year, I produced 300 kg using my old smoking room. I see great potential to grow production and link it with tourism in Racha, where interest in local food traditions is rising. I hope to expand in the coming years and tap into this growing demand. **Lori Producer, Ambrolauri, Racha.**

KAKHURI SHASHKHI

“ We introduced Kakhuri Shashkhi traditional forest reared Kakhetian bacon, at our restaurant in April 2025. It wasn't even on the menu yet, we were just testing it out when a group of our regular guests, who often travel from Tbilisi to dine with us in Telavi, noticed it and asked if they could try it. They liked it right away. Since then, every time they come, they order Kakhuri Shashkhi. **Manager of Zodiako Restaurant, Telavi, Kakheti**

“ I live in Telavi, and while buying khinkali at one of the Zodiako shops, I noticed a leaflet on the counter about Kakhuri Shashkhi with a short explanation. I had never tried bacon made from forest-raised pigs before, only the kind from locally fed pigs in farmers' yards, which we call Vichina. I bought some to try, and it turned out so delicious that now my family and I always want to have it in the fridge. It goes really well with boiled potatoes. I constantly check if Shashkhi is available at the shop, because whenever it arrives, it sells out right away. **Male Customer of Kakhuri Shashkhi, Telavi, Kakheti**

HONEY COMPANIES

“ After the COVID-19 pandemic and the pause of honey exports from Georgia, we, Georgian beekeepers, faced serious challenges due to unsold honey. During this time, Aleksandre Nasuashvili, provided beekeepers with an opportunity to supply his company Tapli Sakhlshi and sell honey in the domestic market. This opportunity became a source of motivation for me and many other large-scale beekeepers to continue working in this field. I am truly satisfied with my partnership with Tapli Sakhlshi, and since then, I have never faced issues with unsold honey. **Male Beekeeper, Chokhatauri, Guria**

“ I was about thirteen years old when I made my own Jara hive and placed the bee swarm in it. I was very proud and excited. I still get that feeling when I am near to the beehives. I guess this is what keeps me connected with bees. Our family had Jara hives since my childhood, then we switched to frame hives, and I only had few live Jaras until the Jara Beekeepers Association showed up. I joined their bio certification scheme and increased the number of Jaras gradually as it sells easily and became more profitable. Before it was very difficult to sell Jara honey and I was going to discontinue Jara honey production if not the encouraging appearance of the association. Now I am motivated to produce more Bio Jara honey as the association is buying the entire crop at once and tourists visit periodically to see the Jaras and buy Jara honey as well. **Male Jara Beekeeper from Keda, Ajara**

““ Because I did not have a proper factory or equipment, I was kind of working in the shadows. I did not have HACCP and was not officially recognized by the National Food Agency. Things changed after I set up a new honey processing facility in Japana village, Guria. That gave me more confidence, and I started reaching out to supermarkets. Now, I've recently partnered with Kalata and Gvirila market chains, and soon my honey will be sold in all regions of Georgia where their stores are. Most of my sales usually happen around New Year. Before, I'd start getting ready in December, but this year I will begin as early as September because demand is growing. **Owner of Tapli Sakhishi Ltd, Lanchkuti, Guria**

““ Before the factory was set up, I was not working anywhere. But since it opened, I have started working here. I live in this village, in the same neighborhood where the factory is. Now I have a regular job. Working here helped me get a bank loan and pay off an old one. I have bought a washing machine, some furniture, and even managed to renovate part of my house. **New Female Employee of Tapli Sakhishi Ltd, Lanchkuti, Guria**

““ Setting up a showroom in Tbilisi made us a different company, more organized, and more marketable. It helped increase our brand awareness due to having a proper space with a dedicated employee to host guests and handle negotiations in Tbilisi. Our distribution system in the regions of Georgia has also become simpler and more timely. **Owner of Royal Honey Ltd, Akhmeta, Kakheti**

““ Right now, we're in negotiations with several European countries to export Apigeo's honey. Having our own laboratory is definitely an advantage, with the ability to test honey for antibiotics and other parameters, and even an AI-based system to check pollen consistency. We mentioned this during our conversation with potential partners from Norway, and they were surprised to hear we had such lab capacity. It felt like we were on the same page. **Representative of ApiGeo Ltd, Samtredia, Imereti**

GEORGIAN BEEKEEPERS UNION

“ It’s clear that the GBU is growing into a platform that connects Georgian honey companies with potential buyers and partners from other countries. By attending exhibitions, gaining new linkages, eventually receiving messages through its official email and Facebook page, GBU has created a simple and trusted way for companies to make new market connections, a channel that did not exist before. **Director of the GBU**

“ Being a board member and trainer at GBU has opened so many doors for me. I’ve gained valuable contacts and strong professional linkages. I now have better access to information and markets [for selling honey] and I know I can always get support when I need it. **Female Beekeeper/ GBU Board Member & Trainer, Ozurgeti, Guria**

“ I have received consultations from GBU and attended their online meetings on the Georgian Bee Facebook page. Recently, my bee colonies needed treatment for infestations, I consulted with Aleko Papava [GBU] and the advice I got from him was very helpful. **Female Beekeeper, Chokhatauri, Guria**

SILK

“ I’m a mother of many children and have socially vulnerable status. When I saw a post on Facebook about the Georgian Silk Association helping people like me by providing silkworms and connecting us to a cocoon market, I immediately decided to join. It brought back memories from my childhood. Throughout the silkworm rearing process, the association supported me both technically, by giving me rearing shelves, and by sharing knowledge I did not have. They created a Facebook chat for all the silkworm farmers, where we could ask anything at any time, and the responses were always quick. My whole family helped during the 35–40 days of rearing. It was tiring, but in the end, it was worth it. I will never stop doing this. **Female Silkworm Farmer, Sakobiano Village, Akhmeta Municipality, Kakheti.**

“ I am delighted with the quality of cocoons produced by the silkworm farmers this year. I congratulate them and the Georgian Silk Association on such a successful season and wish them continued success. We also want to contribute by offering silk crafting workshops at the State Silk Museum, which will help them not only to sell cocoons directly, but create value added products and have more profit, eventually support in awakening the Georgian silk crafting culture. **Director of the State Silk Museum, Tbilisi**

“ I am almost 80 years old, and I do not remember seeing cocoon production this well-organized in decades, since Soviet times. The way the silkworm farmers were supported, with both the right tools and the knowledge they needed, was a smart approach. This year’s harvest turned out great. From just one gram of silkworm eggs, they got around 3 to 3.2 kg of raw cocoons. To put that in perspective, during Soviet times, it was usually about 2.3 to 2.5 kg. **Sericulture Specialist, Ojio Village, Akhmeta Municipality, Kakheti**

WILD BOTANICALS

“ I pick only Dwarf Everlast, it is more profitable and comfortable to pick [compared to other plants] and has a good value for me. Unlike dairy or crops, it doesn’t require extra expenses — just physical work. Last year, I earned 1,400 GEL from Dwarf Everlast, which was all pure profit, compared to 2,000 GEL from dairy that had its [production] costs. I used that income to buy cattle feed, cover household expenses, and even furnish my kitchen and living room. **Female Picker, Tago Village, Khulo Municipality, Ajara**

“ Since Noma started buying fresh and covering transport costs, I’ve been able to sell more Dwarf Everlast without the hassle of drying. It saves time and effort, reduces spoilage, and gives me more free time for other work. **Female Picker, Tago Village, Khulo Municipality, Ajara**

“ With the new transport, I can now make about 30% more trips per season to more picking areas —around Goderdzi Pass. So, now I can, collect more fresh plants than I did, I can then process these myself in my expanded factory and ensure the quality better meeting export standards. We are exploring new picking areas and recruit new pickers to help this expansion, in some cases, I even cover fuel expenses for the pickers so they can bring picked plants from remote sites to their villages from where I collect them. **Noma Ltd Company Owner, Kobuleti Municipality, Ajara**

“ Our enterprise has grown significantly, this year, we’re processing around 600 tons of fresh botanicals into 200 tons of dried spices, thanks to our upgraded storage, drying, and processing facilities three times more since we started working with the programme. We’re expanded the varieties we collect and where we collect from. now includes more wild-collected and cultivated plants from five regions. This gives rural producers a stronger incentive to grow or gather herbs for us and earn additional income. This year we have expanded the areas from where we sourced the plants to Shida Kartli and Samtskhe Javakheti regions including Merenia Village in Samtskhe Javakheti with ethnic Armenian population. We’ve also introduced retail sales through a wholesale spice shop in Khashuri and two outlets in Tbilisi, while scaling up deliveries with Georgian Post. Export-wise, we’re already supplying Armenia, Ukraine, and Russia, and we’ve begun exploring the UAE market by sending samples to potential buyers in Dubai.

Our client base is diverse, from restaurants and food producers to retail and wholesale buyers and we’re moving toward a more balanced purchase model, in 2025, about 50% of our supply will be fresh, compared to just 10% this year which allows us to control the quality and reduce waste by drying it ourselves in controlled conditions. **Sunetis Sakhli Ltd Owner, Zemo Khvedureti Village, Kareli Municipality, Shida Kartli**

“ The buyer is nearby, so it’s much easier to sell — he’s buying in large quantities whenever we have something, pays on time, and offers a good price. We trust him; everyone here knows he’s reliable. Before, I used to dry savory and Georgian Blue Fenugreek myself. It took 5 to 10 days indoors, and I had to turn the plants several times a day and crush them by hand with a stick...

“ ... It was a lot of work. Now that the buyer accepts fresh plants, it saves me all that time and effort. I can harvest more frequently and without delays, because I no longer have to wait for the previous batch to dry before collecting more. That means more income. Selling wild botanicals has really helped with our household income. The extra money goes toward important expenses and makes it easier to plan and manage our finances. **Female Picker, Upper Kvedureti Village, Kareli Municipality, Shida Kartli**

ENVIRONMENTAL EMPOWERMENT FOR SUSTAINABLE LOCAL GROWTH IN GODERDZI

“ For me the Goderdzi Alpine Garden has a mission to protect local nature for future generations. It is an “artefact” for our region. It is a historical place. The creation of Goderdzi Alpine Garden attracted tourists, and the number is increasing every year, therefore creation of new guesthouses and hotels started not only in Goderdzi and summer pastures but also in Khulo villages. **Youth Farmer, Bodzauri Village, Khulo, Ajara**

“ I believe that the forests surrounding the Goderdzi Alpine Garden must be protected, as they are home to unique tree species, including the Caucasian fir and oriental beech. These forests are medicinal—they support human health and boost the immune system. Preserving this ecosystem is essential for both biodiversity and human well-being. **Female Farmer, Shkernali Summer Pasture, Khulo, Ajara**

“ Working as the manager of Goderdzi Alpine Garden, I have had an opportunity to host visitors from all around the world, especially from Europe and what I always saw was a demand for authentic guesthouse, which would allow visitors to experience local life, culture, traditions and food. Therefore, I decided to build a wooden cottage next to my family summer house, where my mother produces dairy products. I plan to open it this summer and employ neighboring women in addition to my mother. I will offer hiking tours, and the Department of tourism and resorts of Ajara will help me to mark hiking track, where fossil flora still exists. **Goderdzi Alpine Garden Manager**

“ Goderdzi Friends should exist and continue to work as a proactive environmental group as it simplifies advocacy initiatives related to environmental protection. Based on group advocacy initiatives, government led processes became more transparent, dialogue between civil society and government entities was conducted and a lot of work was done to come up with recommendations. **A Leading Member of Goderdzi Friends (from CENN), Tbilisi.**

WOMEN'S ROOMS UNION AND RURAL HUBS

“ Through the support of the Women’s Room, I was able to secure a grant which I used to purchase better equipment for my pottery business. Working with clay is not just a business—it’s a family tradition rooted in the history of our village, Shrosha. I mine and process the clay myself and craft pottery and souvenirs with care. Thanks to the funding, I even hired one more person, and my outlook for the future is much more optimistic now. **Female Potter, Shrosha Village, Zestafoni Municipality, Imereti**

“ With the support of the Women’s Room, I received a grant that significantly strengthened my self-esteem and gave me a clearer vision for the future development of my culinary tourism initiative. Together with my family, we offer Kist culinary masterclasses, which are especially popular among European tourists. Three women from my family are employed in this seasonal business. Unfortunately, a lot of bookings were canceled this year. Our guests are mainly from Europe, and I believe that the current situation in the country has negatively affected tourism. Domestic tourists show little interest in Kist cuisine, but the grant has motivated me to continue improving and growing my business. The environment at the Women’s Room is warm and welcoming, and communication with the manager has been extremely helpful. I truly value the support I received and would encourage other women to turn to the Women’s Room for assistance and guidance. **Ethnic minority Kist Woman Leading Culinary Tourism in Akhmeta, Kakheti**

“ The Women’s Room in Keda has been operating since 2016 and has become a key municipal service supporting women’s economic empowerment. With a team of two, we manage an annual budget of 60,000 GEL in 2025, dedicated to awareness-raising, domestic violence prevention, and individual and community support initiatives. The demand for our programs continues to grow each year, which increases our responsibility. However, we’ve recently seen a noticeable decline in collaboration with NGOs — fewer grants, trainings, and joint projects — which were once vital for both our work and the women we serve. **Manager of the Keda Women’s Room, Keda, Ajara**

ANNEX 4 LIST OF INTERVENTIONS IN THE REPORTING PERIOD JULY 1ST 2024 TO JUNE 30TH 2025

	Intervention #	Name	Contact	Location	Type	Date	Total Investment & % Contribution		ALCP2	Client	3rd Party ⁶⁵	Rating	
Outcome 1													
1	1.2.1 I.E. Avtandil Khukhunaishvili/WG-2	IE Avtandil Khukhunaishvili	Avtandil Khukhunaishvili	Lanchkhuti, Guria	Facilitate I/E Avtandil Khukhunaishvili (Apiguru) and I/E Vladimer Khaburzania (Skalona), two producers of climate-adapted beehives, to improve production and increase outreach.	10/09/24	\$ 25,968	14,442	11,526			Good	
							% 100%	56%	44%				
2	1.2.1 I.E. Vladimer KhaburzaniaWG-2	I.E. Vladimer Khaburzania	Vladimer Khaburzania	Jikhashkari, Zugdidi		28/10/24	\$ 25,816	14,332	11,484			Good	
							% 100%	56%	44%				
3	1.2.1 I.E. Giorgi Katchkatchishvili /WG-1	I.E. Giorgi Katchkatchishvili	Giorgi Katchkatchishvili	Banoja Tskaltubo		Facilitate I/E Katchkatchishvili to produce climate smart beeswax foundation for beekeepers throughout Georgia.	23/01/25	\$ 36,740	13,240	23,500			Good
								% 100%	36%	64%			
Total Budget for Outcome 1							\$ 88,524	42,014	46,510				
							% 100%	47%	53%				
Outcome 2													
4	2.2 Memorandum of understanding #001 ALCP2	Georgian Beekeepers Union	Avksenti Papava	Tbilisi	Facilitate introduction of Georgian honey producers to the UK honey market, familiarize them with its requirements, showcase their products, and forge trade partnerships with local businesses.	03/07/24	\$ 14,518	14,518				Good	
							% 100%	100%					
5	2.2 Rukhi Queen Ltd WG-1	Rukhi Queen Ltd	Tamar Kvaratskhelia	Odishi, Zudidi, Samegrelo		30/09/24	\$ 8,147	3,361	250	4,536		Good	
							% 100%	41%	3%	56%			
6	2.2 Taplikatsi LLC WG-1	Taplikatsi LLC	Shota Kalandarishvili	Tbilisi		30/09/24	\$ 8,161	3,375	250	4,536		Good	
							% 100%	41%	3%	56%			
7	2.2 APIGEO LLC WG-1	APIGEO LLC	Ambrosi Lezhava	Bashi, Samtredia, Imereti		30/09/24	\$ 8,163	3,377	250	4,536		Good	
							% 100%	41%	3%	56%			
8	2.2 Royal Honey Ltd WG-1	Royal Honey Ltd	Giorgi Gomelauri	Akhmeta, Kakheti	30/09/24	\$ 8,151	3,365	250	4,536		Good		
						% 100%	41%	3%	56%				
9	2.2.1 I.E. Daviti Bendianishvili / Racha - 1	I.E. Daviti Bendianishvili	Daviti Bendianishvili	Jashqva, Oni, Racha	Facilitate fifteen Lori producers to upgrade Lori processing, smoking, and storage to produce compliant Rachuli Lori.	15/07/24	\$ 14,008	11,144	2,864			Good	
							% 100%	80%	20%				
10				Utsera,Oni,		15/07/24	\$ 13,833	11,006	2,827			Good	

⁶⁵ Third party contributions in the legal language of the ALCP2 grant agreements specifically refer to part payment or investment for services specified as part of the grant agreement. *Additional Investment: Including co-investment of Enterprise Georgia, local government, low interest government loans, bank loans and grants.

	2.2.1 I.E. Kakha Metreveli / Racha - 1	I.E. Kakha Metreveli	Kakha Metreveli	Racha		%	100%	80%	20%		
11	2.2.1 I.E. Merabi Lobjanidze/ Racha - 1	I.E. Merabi Lobjanidze	Merabi Lobjanidze	Oni, Racha		15/07/24	\$	13,834	11,007	2,827	Good
							%	100%	80%	20%	
12	2.2.1 I.E. Nato Beshidze / Racha - 1	I.E. Nato Beshidze	Nato Beshidze	Mravaldzali , Oni, Racha		15/07/24	\$	19,096	15,164	3,932	Good
							%	100%	79%	21%	
13	2.2.1 I.E. Nikoloz Kavlashvili/ Racha - 1	I.E. Nikoloz Kavlashvili	Nikoloz Kavlashvili	Lachta, Oni, Racha		15/07/24	\$	10,488	8,161	2,327	Good
							%	100%	78%	22%	
14	2.2.1 I.E. Saba Natmeladze/ Racha - 1	I.E. Saba Natmeladze	Saba Natmeladze	Tsesi, Ambrolauri, Racha		15/07/24	\$	13,611	10,566	3,045	Good
							%	100%	78%	22%	
15	2.2.1 I.E. Vasil Lobjanidze/ Racha - 1	I.E. Vasil Lobjanidze	Vasil Lobjanidze	Gebi, Oni, Racha		15/07/24	\$	13,834	11,007	2,827	Good
							%	100%	80%	20%	
16	2.2.1 I.E. Eliso Tsverava/ Racha - 1	I.E. Eliso Tsverava	Eliso Tsverava	Kedisubani Ambrolauri, Racha		25/07/24	\$	14,069	11,193	2,876	Good
							%	100%	80%	20%	
17	2.2.1 I.E. Giorgi Sokhadze / Racha - 1	I.E. Giorgi Sokhadze	Giorgi Sokhadze	Bareuli, Ambrolauri, Racha		25/07/24	\$	13,410	10,411	2,999	Good
							%	100%	78%	22%	
18	2.2.1 I.E. Guram Khvedeliani/ Racha - 1	I.E. Guram Khvedeliani	Guram Khvedeliani	Qristesi, Oni, Racha		25/07/24	\$	14,069	11,193	2,876	Good
							%	100%	80%	20%	
19	2.2.1 I.E. Chito Chelidze / Racha - 1	I.E. Chito Chelidze	Chito Chelidze	Ambrolauri, Racha		25/07/24	\$	13,410	10,411	2,999	Good
							%	100%	78%	22%	
20	2.2.1 I.E. Khatuna Gobejishvili / Racha - 1	I.E. Khatuna Gobejishvili	Khatuna Gobejishvili	Chiora, Oni, Racha		25/07/24	\$	14,069	11,193	2,876	Good
							%	100%	80%	20%	
21	2.2.1 I.E. Grigoli Jafaridze / Racha - 1	I.E. Grigoli Jafaridze	Grigoli Jafaridze	Gari, Oni, Racha		02/08/24	\$	13,904	11,063	2,841	Good
							%	100%	80%	20%	
22	2.2.1 I.E. Onise Melashvili/ Racha - 1	I.E. Onise Melashvili	Onise Melashvili	Tsesi, Ambrolauri, Racha		09/08/24	\$	8,791	6,855	1,936	Good
							%	100%	78%	22%	
23	2.2.1 I.E. Luara Chitaladze / Racha - 1	I.E. Luara Chitaladze	Luara Chitaladze	Sadmeli Ambrolauri, Racha		09/08/24	\$	13,640	10,572	3,068	Good
							%	100%	78%	22%	
24	2.4 Jara Beekeepers Association/WG-1	Jara Beekeepers Association	Aslan Shakaradze	Ajara	Co-invest in the group bio certification for the JBA, to support diversified sales markets and increased income.	21/11/24	\$	11,643	8,150	3,493	Good
							%	100%	70%	30%	

25	2.4.1 Alpuri Javakheti Ltd/SJ - 2	Alpuri Javakheti Ltd	Simion Darbinyan	Ninotsminda, SJ	Facilitate expansion and sustainability of the client in the dairy market via added value product/product diversification.	01/08/24	\$	24,934	11,434	13,500		Good
							%	100%	46%	54%		
26	2.4.1 Royal Honey Ltd / Kakheti -3	Royal Honey Ltd	Giorgi Gomelauri	Akhmeta, Kakheti	Facilitate Royal Honey Ltd to promote and increase production by setting up a showroom/shop in Tbilisi	05/12/24	\$	18,078	12,053	6,025		Good
							%	100%	67%	33%		
27	2.4.1 I.E. Dato Oniani / KK- 1	I.E. Dato Oniani	Dato Oniani	Teleti, Gardabani, Kvemo Kartli	Facilitate I.E. Davit Oniani and Trialeti Cheese Ltd in Kvemo Kartli to receive GMM	23/07/24	\$	29,410	19,160	10,250		Good
							%	100%	65%	35%		
28	2.4.1 Trialetis Cheese Ltd / KK- 1	Trialetis Cheese Ltd	Besarion Budagashvili	Teleti, Gardabani, Kvemo Kartli	Facilitate I.E. Davit Oniani and Trialeti Cheese Ltd in Kvemo Kartli to receive GMM	23/07/24	\$	11,680	7,430	4,250		Good
							%	100%	64%	36%		
29	Amendment to the Target Funding Agreement 2.4.1 I.E. Giorgi Chkoidze/ SJ-2	I.E. Giorgi Chkoidze	Giorgi Chkoidze	Zemo Kvedureti village, Kareli Municipality	Facilitate IE Giorgi Chkoidze in strengthening brand identity and improving packaging design.	07/02/25	\$	2,858	2,858			Good
							%	100%	100%			
30	2.4.1 Lamara Bezhashvili / Kakheti-1	I.E. Lamara Bezhashvili	Lamara Bezhashvili	Magaro village, Signagi, Kakhehti	Facilitate IE Lamara Bezhashvili to produce quality silkworm eggs and worms, which will be accessible for silkworm farmers and the 'Georgian Silk Association 2024'	01/05/25	\$	7,251	5,069	2,182		Good
							%	100%	70%	30%		
31	2.4.1 IE Otia Ioseliani / Kakheti - 1	I.E. Otia Ioseliani	Otia Ioseliani	Tsaltubo, Imereti	Facilitate IE Otia Ioseliani to establish a sericulture hub in western Georgia by building a gift shop on the territory of Otia's Ezo in the Tskaltubo municipality	19/07/25	\$	40,805	24,582	16,223		Good
							%	100%	60%	40%		
Total Budget for Outcome 2							\$	397,865	279,678	100,043	8,144 ⁶⁶	
							%	100%	70% ⁶⁷	25%	5%	

⁶⁶ Enterprise Georgia paid for 90% of the booth rental in the Speciality and Fine Food Exhibition in Olympia London.

⁶⁷ Under Outcome 2, the majority of expenditures in this reporting period were allocated to support fifteen Lori producers to upgrade smoking and storage facilities. There is no other model to support artisanal lori production. These producers are physical persons with limited financial resources to contribute hence the higher average programme percentage contribution of 70% over the standard programme 65%.

Service Contracts												
Outcome 1												
32	1.1/1.2 J&T Consulting Company/ Consultant	J&T Consulting Company	Giorgi Tsertsvadze	Tbilisi	Consultant to assist BIG to advocate for the adoption of a law on the Equitable Terms of Trade between Supermarkets and Dairies	04/07/24	\$	2,183	2,183			Good
							%	100%	100%			
33	1.1/2.1 Access to Climate Smart Input: Climate Adapted Beehives	Vakhtang Glonti, Aleko Papava	Vakhtang Glonti, Aleko Papava	Akhalkalaki	Trainings on climate-smart beehives for Armenian beekeepers for their inclusion	26/12/24	\$	462	462			Good
							%	100%	100%			
Total Budget for Outcome 1							\$	2,645	2,645			
							%	100%	100%			
Outcome 2												
34	2.4 NNLE Jara Beekeepers Association WG-1	NNLE Jara Beekeepers Association	Aslan Shakaradze	Keda, Ajara	Jara study tour to introduce Jara beekeeping and its Bio certification to VET beekeeping programme students interested in Jara beekeeping and link them with Jara Beekeepers Association (JBA).	23/10/24	\$	385	385			Good
							%	100%	100%			
35	2.2 Zurabi Maglakelidze	Zurab Maglakelidze	Zurab Maglakelidze	Tbilisi	Video maker to prepare a promotional video of Rachuli Lori production, which will promote Rachuli Lori among consumers.	06/02/25	\$	641	641			Good
							%	100%	100%			
36	2.4 Nunu Nakhutsrishvili	Nunu Nakhutsrishvili	Nunu Nakhutsrishvili	Akhmeta, Kakheti	Consultant to support silkworm farmers by providing guidance throughout the rearing process, monitoring raw silk production, and rearing silkworms up to the third instar stage.	01/07/24	\$	1,311	1,311			Good
							%	100%	100%			
37	2.4 Irakli Gujabidze	Irakli Gujabidze	Irakli Gujabidze	Kakheti region & Tbilisi	Consultant to assist the GSA in sourcing quality eggs, support in incubation, and enhancing the knowledge of silkworm farmers through regular consultancy and trainings on proper rearing techniques, also creating brochures.	01/03/25	\$	1,004	1,004			Good
							%	100%	100%			
38	2.4 Georgian Silk Association 2024	Georgian Silk Association 2024	Maia Gigoidze	Akhmeta, Kakheti	To provide access to quality silkworms and eggs, training and knowledge concerning silkworm rearing and raw silk cocoon production, potential markets,	22/05/25	\$	4,834	4,834			Good

					strengthen and develop silk sector stakeholder linkages such as with the State Silk Museum in Tbilisi and generally help publicize and popularize Georgian silk making, its heritage and role in rural economies.		%	100%	100%			
39	Simple service contract	Giorgi Baginashvili-engineer	Giorgi BabGiorgi	Samtskhe Javakheti	To prepare construction budgets for Lori producers and Otia's Ezo's silk intervention	30/05/24	\$	1,169	1,169			Good
							%	100%	100%			
40	Simple service contract	Laloli Ltd	Gia Khidureli	Oni, Racha	Transportation of Lori equipment to Lori producers in Racha region	05/12/24	\$	621	621			Good
							%	100%	100%			
41	Simple service contract	Zaza Sharvashidze	Zaza Sharvashidze	Kakheti, Imereti, Tbilisi	To facilitate silk masterclasses in the State Silk Museum, to help a silkworm farmers have access to silkworm feeding shelves.	25/04/25	\$	942	942			Good
							%	100%	100%			
Total Budget for Outcome 2							\$	10,907	10,907			
							%	100%	100%			
Outcome 3												
42	3.1 IE Nana Aghlemashvili	I.E. Nana Aghlemashvili	Nana Aghlemashvili	Tbilisi	A consultant on environmental rights to develop an informational brochure on citizens' environmental rights based on existing Georgian legislation, the Aarhus Convention, and other relevant international agreements recognized by the State of Georgia in English and Georgian.	10/09/24	\$	1,531	1,531			Good
							%	100%	100%			
43	3.2 IE Mariami Jikia Simple service contract	IE Mariami Jikia	Mariami Jikia	Batumi	Lawyer service fee for the WRU. The lawyer helped the union to change the charter and prepare all necessary documents for re-registering the union in the Public Register system.	24/04/25	\$	330	330			Good
							%	100%	100%			
Total Budget for Outcome 3							\$	1,861	1,861			
							%	100%	100%			

Growth and Sustainability



GMM dairies are experiencing strong growth with increasing value-added production, export and expanding domestic sales in supermarkets, HoReCa outlets, and their own brand restaurants and shops. The GMM has proved transformational for some of the biggest dairies in Georgia, those in the Armenian communities of Samtskhe-Javakheti. Formerly operating outside of formal structures, today, these now compliant GMM dairies sell cheese to formal outlets, achieving significantly higher and more stable sales, two Gel more per kg compared to those relying on intermediaries. All GMM dairies have expanded their supplier networks reaching Georgian, Azerbaijani, and Armenian farmers, ensuring timely payments, stable prices, and reliable milk collection, and overcoming past issues of delayed payments and seasonal gaps. These improvements support economic stability and higher milk production for dairy farmers across Georgia.

*Impact from May 2022

10.1 Million GEL
NAIC Generated for farmers

3,460,291 GEL
NAIC FOR CLIENTS

9,000 FARMERS

140
FULL TIME JOBS CREATED



29 GMM Dairies



JOBS AND STABILITY: Some GMM dairies now post vacancies on their company Facebook pages and Jobs.ge, increasing reach to applicants and the chances of hiring qualified staff. One GMM dairy in Samtskhe-Javakheti, Tsipora-Samtke Ltd, is now working with VET College Opizari. In June 2025, the dairy hosted thirteen students for practical training in cheese-making and the company anticipates future employment opportunities for them.

GMM CERTIFICATION FOR ACCESS TO FINANCING: GMM dairy factories have reported significant positive changes in their business operations. Certification has enabled access to affordable agricultural loans, with the GMM mark serving as a key requirement for loan approval.

ADVOCACY & BUSINESS DEVELOPMENT SUPPORT: Advocacy continues against unfair competition from registered and unregistered dairies using milk powder and vegetable oil in the guise of raw milk. The early result is that the NFA has intensified inspections of unregistered dairies in Kvemo Kartli, Tbilisi, and Adjara.



The GMMF WhatsApp group fosters strong connections among members through active participation. It provides sector-specific information, supports advocacy efforts, and offers opportunities to apply for grants and participate in study tours.

Ancient Traditional adapted for the Growth of Modern Racha

Growth ♦ Sustainability ♦ Investments



Latest Observations in the Lori Sector

(Based on the field interviews and monthly data)

Recent findings in the Lori sector indicate significant and positive developments across all levels of production. Producers reported notable increases in production capacity and improvements in product consistency, supported by upgraded smoking rooms and production method according to the Rachuli Lori Geographical Indication (GI) standard. Market demand is growing, especially after promoting Lori on Facebook, which led to increased sales among Facebook users as well as from local bakeries, guesthouses, and restaurants, including those in Tbilisi. Using the GI standard, producers now understand which type of pigs they should use to produce value-added traditional Lori. Producers' relationships with forest reared pig farmers are stronger, and farmers now have the chance to plan ahead and increase their number of forest-reared pigs. Early signs of crowding in cases are emerging. Informal knowledge sharing took place with three existing Lori producers who visited ALCP2 co-financed Lori producers and liked the business model, especially the upgraded GI standard smoking facilities. Some new farmers, seeing the benefits of raising forest-reared pigs, have also entered the business. Importantly, Lori production continues to provide vital winter income for families, with women playing an equal role in managing the business and decision-making about the income and investments. Changes in seasonal climate patterns, such as earlier autumn cold and longer spring frosts have extended the traditional Lori production window.

Increased Production & Quality



A 267% increase in the production capacity of Rachuli Lori producers has been observed and producers anticipate a further 30% to 50% growth this season. Consumers and producers appreciate the consistency, texture, and color and taste of Lori, due to the upgraded smoking facilities, built according to the Rachuli Lori GI standard.

Farmer -Level Benefits



Due to rising demand, forest-reared pigs now cost about 2 GEL more per kg than pigs raised at home as Rachuli Lori sells for 10 GEL more /kg than ordinary Lori. Producers are pre-ordering pigs from farmers, thereby improving the supply of forest-reared pigs.

Market Access & Consumer Demand



Promoting quality Rachuli Lori on Facebook helped producers build consumer trust in purchasing value-added Lori and boosted the producers' confidence. Producers received pre-orders and sold 65% of the Lori produced in the peak season of production between November and December 2024.

Rural Tourism Potential

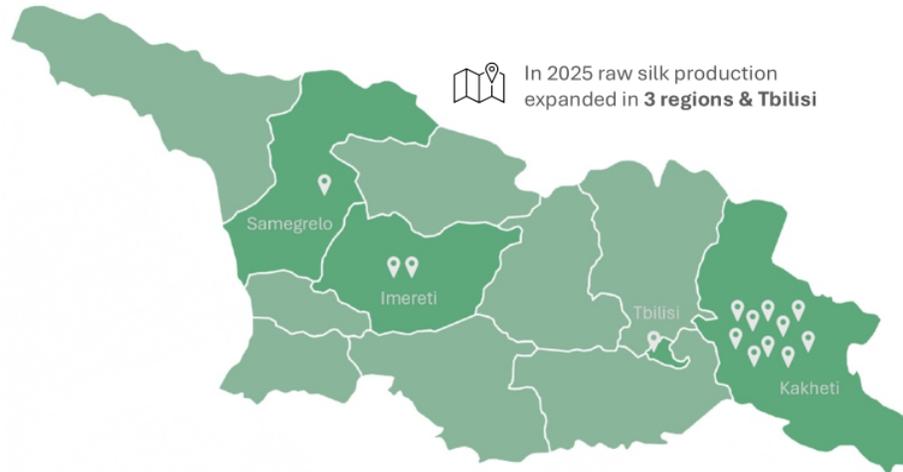


Producers see strong potential in linking Lori production with agritourism, showcasing their rural heritage. As demand grows, they benefit from new opportunities, and some already host visitors for farm visits and tastings. Guesthouses are sending tourists directly to producers, strengthening the link between local production and rural tourism.

GEORGIAN SILK ASSOCIATION HIGHLIGHTS 2025



The Georgian Silk Association serves as an essential support for rural silkworm farmers wishing to rear silkworms. They provide information, training, access to silkworm eggs and production techniques and facilitate linkages within the sector and with the media.



IMPACT



14 families and a public school involved in production



100 kg quality raw silk produced



67% of cocoons were sold as raw silk



33% are being used by farmers to make value-added products



GSA's Facebook page, has up to 400 followers, promotes sericulture, connects stakeholders, and supports sales



Thematic Chats on Messenger of silkworm farmers and artisans ensures easy connection & support



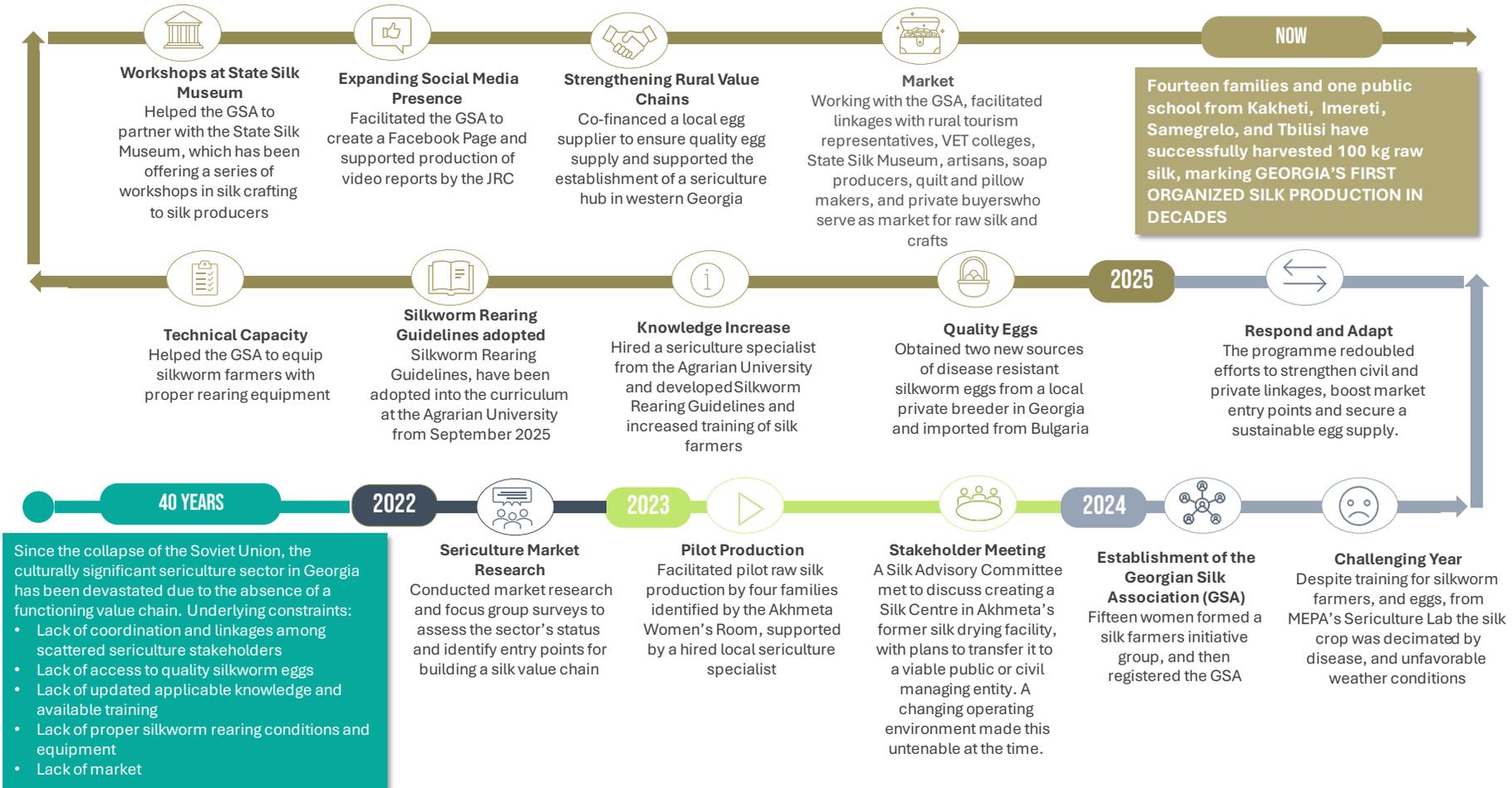
Encouraged by growing sector visibility, 'under the radar' cocoon producers are now motivated to showcase their work, with the **GSA increasingly serving as a hub for collecting and mapping this information**



'I just remembered my childhood in Guria region, shelves covered in mulberry leaves and white silk cocoons. Thank you for bringing back those memories.' **A comment on the GSA's Facebook page**

'The workshops at the State Silk Museum gave me the motivation and skills to go beyond selling raw cocoons, now I can spin thread, make value-added products, and link it to rural tourism.' **A silkworm farmer from the messenger chat**

WEAVING CONNECTIONS IN THE SERICULTURE VALUE CHAIN



How Picking Wild Botanicals Supports Rural Families in Ajara

Tago Village Case Study

Introduction

This document presents a case study conducted in Tago Village, Khulo, Ajara, among rural households engaged in wild botanical collection during the summer transhumance season, when livestock are moved to highland pastures. The pickers in this study represent some of approximately 1,200 rural producers from whom Noma Ltd sources wild botanicals, either directly or through intermediaries, across six regions of Georgia. These areas include populations with ethnic minorities, eco-migrants, and households living below the poverty line, for whom this activity serves as an important source of seasonal income. Since programme facilitation (2023) Noma has collected 747 tonnes of wild botanicals and paid 1.9m Gel to 1,238 (41% women) rural pickers⁶⁸.

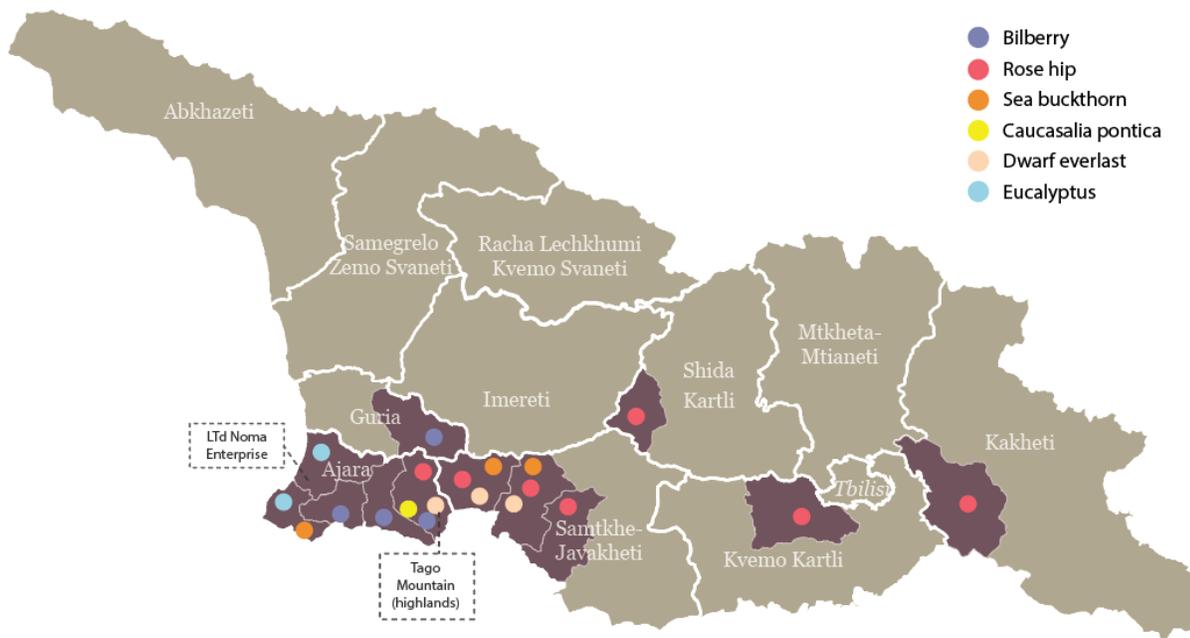


Figure 1: Noma Ltd Wild Botanical Collection areas by type of plants

⁶⁸ Since ALCP2, facilitation (July 2023) Noma Ltd has collected wild botanicals from 1238 rural supplier households (638 new pickers) who benefit from improved transportation services and access to regular market. They have generated 192,000 Gel in income attributable to programme facilitation. The annual collection of wild botanicals has increased by 85% from 200 tonnes on average/ year (2022 baseline year) to 370 tonnes in 2024. The client has generated 169,123 Net additional income for 2023,2024 years, which is attributable to the programme.

The objective of the study was to gain a deeper understanding of the picking activity and its importance and impact, from the perspective of the rural pickers. The research aimed to explore their motivations, perceived benefits, and challenges, and to understand how wild botanical collection fits into their everyday routines and livelihoods.

Qualitative, in-depth, face-to-face/ community interviews were conducted with female pickers, the primary actors in this role, from Tago Village, a remote village in Khulo municipality. The interviews also included one woman who organizes and coordinates the picking group. While grounded in the context of a single village, these findings offer insights that are reflective of broader patterns observed in similar communities engaged in wild botanical collection across Georgia.

The Story

Every summer, about a dozen families from Tago village, Khulo Municipality in Ajara head for the mountains of Tago (about 40 km away, adjacent to Adigeni municipality in Samtskhe Javakheti Region and Turkish border), taking their cattle and settling in for the season. This highland pasture area traditionally belongs to the village, and many other villages in mountainous areas across Georgia have a similar system in summer. These three months in the highlands are filled with hard work; tending animals, making dairy products, planting potatoes, cutting hay (for cattle feed) and picking wild botanicals. In recent years, picking and selling Dwarf Everlast has become a significant part of this routine and a valuable addition to income.

What started as a small side activity has become a more important part of life in the mountains. With the arrival of Noma, a company that collects and processes (dries) wild plants for export and local markets, people in Tago have found a way to earn a consistent income by gathering herbs like Dwarf Everlast, a perennial plant traditionally used in herbal medicine and as a decorative dried flower⁶⁹. It had not been collected in this area prior to Noma Ltd's arrival which started about five years ago. Improved transportation and drying facilities (implemented with the support of the ALCP2 programme from 2023) have furthered Noma's ability to collect fresh wild botanicals directly from villages, rather than dried. This change made a difference not only for the company but for the pickers as well. Tago villagers are among many rural communities who now benefit from this.



⁶⁹ Main uses: **Medicinal:** Known for its anti-inflammatory, liver-protective, and digestive-supporting properties; used in teas or extracts for liver and gallbladder health, indigestion, and mild respiratory issues.

Decorative: Keeps its shape and colour when dried, making it popular in dried flower arrangements.

The High Pasture Households



Life in the mountains during the summer is full. Each day begins early with cattle needing tending, cows needing milking, and the work never waits. Families also plant potatoes, gather hay, and produce dairy products, which they use at home and also sell in nearby locations, such as the Beshumi resort Village.

Most of this work is carried out by women who stay in the highlands, often managing everything on their own while other family members are busy either working in town or staying at home and taking care of the village household. Between milking cows and making cheese, many of these women also find time to pick wild botanicals from the surrounding slopes, herbs like Dwarf Everlast (*Helichrysum plicatum*), wild mint, dandelion, nettle, and even forest raspberries and mushrooms both for home and sale.

Picking

Picking starts mid-morning, once the animals are cared for. Groups head into the hills, usually walking over a kilometre to reach the gathering spots. The slopes are steep, but the plants are abundant. By afternoon, each picker may fill up to three sacks of Dwarf Everlast. These are brought down to the riverside, a vehicle-accessible point and from there transported back to the village by car. This setup has made it easier for many to participate, including elderly and younger pickers who no longer have to carry the loads on foot.

About five years ago, picking Dwarf Everlast also meant drying it, a time-consuming and tiring task. People had to find space, usually indoors, to lay out the plants, turning them often to keep them from spoiling. If the herbs got wet or stayed too long in the sacks, they would rot or lose colour and smell. Drying also meant handling smaller volumes, there simply wasn't enough space to dry everything at once.

That changed about two years ago, when Noma started purchasing fresh plants directly and had expanded drying capability and improved transport. Now, pickers don't have to dry Dwarf Everlast themselves. They collect it in the field and keep it in good condition until pickup and hand them over raw.

This shift has made things much easier and more profitable. Noma comes directly to the village to collect the plants and also provides fuel for transportation from the collection sites. During peak season, the buyer

may visit twice a week, making it easier for pickers to gather and sell more. The process has become more regular and better organized.

Picking Benefits for the Households

Pickers follow certain rules as instructed by Noma, maintain plant population sustainability. For example, they use sickles or knives to cut Dwarf Everlast and avoid pulling out the entire plant and roots, from the ground.

The amount picked usually depends on what villagers can manage during the season rather than pre-ordered volume. Some pickers say that Dwarf Everlast is an easy and profitable plant to collect compared to others.

‘Last year, I had 2,000 GEL income from selling dairy products, and 1,400 GEL from selling Nego [Dwarf Everlast]. But those dairy products had their production expenses. This one was pure profit. I used it to buy cattle feed, for everyday expenses at home, and I even bought some kitchen and living room furniture.’ said one female respondent from Tago.



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All these positive changes seem to be supported by nature itself, with *Nego* becoming more abundant in picking areas over the past few years. According to a local woman who organizes the picking process for Tago villagers, the mountains seem to be growing more plants now than before, especially Dwarf Everlast.

‘At first, there wasn’t much of it. Now there’s plenty, and people are coming from other villages too.’

No one is sure why the plants have increased, but some believe regular picking may have helped with the spread.

The picking organizer also noted that more buyers are showing up not just Noma, but collectors from the nearby villages of Adigeni- Ude and Arali. Still, pickers from Tago Village prefer selling to Noma. The company offers better prices, sometimes a lari higher per kilo, and is open to negotiating if pickers are dissatisfied or know of better offers.

‘The company owner even brings us groceries from town when we ask, which is very convenient. He also covers the cost of transport fuel so we can bring the picked plants from the picking site to our village, where he comes with his vehicle to collect them,’ she added.

Her observations reflect what many others have noticed, picking wild botanicals has become a more attractive and better-organized part of summer life in the mountains.

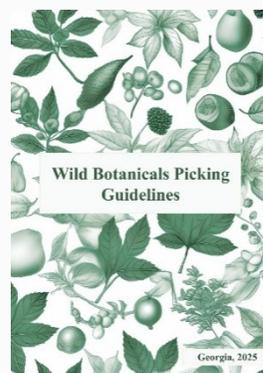
For the families spending their summers in Tago, wild botanical picking has grown into something more than a side activity. With Noma buying fresh herbs directly and covering transport costs, the work has become easier, more regular, and more profitable. People can now sell what they gather without drying, avoid spoilage, and earn decent income with less effort.

The extra money goes toward cattle feed, household needs, or even furniture. Some villagers say they now have more time and energy for other work. And while fewer households come to the mountains than in the past, those who still do find that picking herbs fits naturally into their summer routine alongside tending cows, making cheese, and living off the land.

‘My main motivation [to start and continue picking] was that I could get additional income from this activity,’ said one Female rural picker from Tago Village. ***‘I think this work is worth it — better and more comfortable than working abroad [seasonal picking work]. Here, in the mountains, you’re in a good place, with clean air’***, She added.

Info About ALCP2 Facilitation

Noma Ltd and Sunelis Sakhli Ltd are the two wild botanical collection and processing companies the ALCP2 has facilitated. It has recently produced the *Wild Botanicals Sustainable Picking Guidelines* which the two companies are now using with their pickers to ensure sustainable collection, and which will also be more widely disseminated through the Women’s Rooms network and to other market players as the wild botanicals sector is only set to grow. Please go to www.alcp.ge Library ALCP2 (2025) Wild Botanicals Picking Guidelines. Alliances Caucasus 2 Programme. For the full English and Georgian versions.



OUTCOME 3 STRATEGY

FOR JULY 2025 - APRIL 2027

JUNE 2025

OVERVIEW

To secure the ALCP2 Outcome 3⁷⁰ governance goals within the new operating environment by focusing on rural tourism entrepreneurship through the Women's Rooms Network and securing the Goderdzi Alpine Garden protected (buffer) zone through Goderdzi Friends.

INTENDED STRATEGY AND WORK TO DATE

Building on the Women's Rooms Network and the partnerships formed around the Goderdzi Alpine Garden and the Goderdzi Friends Group, the programme intended to continue the excellent relations with local government in Khulo and potentially Shuakhevi, to improve local government outreach to local inhabitants dependant on natural resources and the environment for their livelihood, to improve their agency related to local natural resources and their local environment and then to share the model with other municipalities in Georgia. This included:

OUTPUT 3.1 Increased informed, equitable participation in local natural resource use initiatives

In 2023-2024 the programme facilitated participation of Goderdzi Friends and local rural inhabitants in public hearings on the large scale proposed development of the Goderdzi Pass, held in Khulo Municipality and involved the *Journalism Resource Center (JRC)* disseminating information related to the public hearings. The programme also developed a set of practical handbooks related to sustainable natural resource use in the *silk and the wild botanicals' sectors*, and a *Rural Tourism Manual including a section of a citizen or business owners rights and governments legal responsibilities related to the environment*, to be distributed through the Women's Rooms and the JRC's media networks.

OUTPUT 3.2 Facilitated access to resources and opportunities afforded by local rural hubs

Strengthening the Women's Rooms Union's organizational capacity and facilitating expansion of Women's Room network, resulted in the opening of a new Women's Room in Martvili municipality in January 2025. The Women's Rooms have continued to support rural micro entrepreneurs in gaining access to small business grants and helping them in marketing and sales, through participation in festivals and making Facebook pages. These small businesses are mostly based on natural resources and the beauty or interest of the local environment such as guest houses, crafts and foods and beverages for the rural tourism markets, plant nurseries and green houses.

⁷⁰ Outcome 3: Local institutions provide improved access to more equitable local decision making and agency over natural resource use for rural producers. Output 3.1: Increased informed, equitable participation in local natural resource use initiatives. Output 3.2: Facilitated access to resources and opportunities afforded by local rural hubs. Output 3.3: Increased cohesion and purpose of Caucasus region conservation and environmental stakeholders.

OUTPUT 3.3 Increased cohesion and purpose of Caucasus conservation and environmental stakeholders

Based on the Local Natural Resource Use Focus Group Survey, November 2022, the ALCP2 continued the facilitation of Goderdzi Friends initiative group, a broad coalition of environmental concerned actors, to become a united advocate for preserving the environmental value of the Goderdzi Pass. Two maps - the proposed natural landscape territory (buffer) zone of the Goderdzi Alpine Garden and the Map of High Conservation Value Areas in Mountainous Ajara, were developed and multiple letters sent to relevant governmental agencies to develop a precedent of public participation in local development. The group lodged significant concerns concerning damaging aspects of ongoing development and advances included stopping an illegal construction next to the Alpine Garden and participation in public discussions on General Master Plan of Goderdzi and ensuring that the detailed environmental concerns regarding the sustainability of the planned developments were formally introduced into the formal process of public hearings. Resulting in increased interest of local rural producers in participation and engagement in discussions related to environmental issues.

CHANGES IN THE OPERATING ENVIRONMENT

However, from May 2024 working with local government has become clouded by the adoption of [a Law on Transparency of Foreign Influence](#)⁷¹, commonly referred to as the ‘foreign agents’ law’, which impacted on the operational environment for local NGOs and **created challenges in sustaining partnerships with governmental bodies**. Governmental-NGO cooperation was not banned, however there has been clear diffidence in engaging on both sides due to the subsequent souring and uncertainty of acceptable interaction going forward. In May 2025 the parliament adopted [the Law of Georgia Foreign Agents Registration Act](#)⁷² (the so called ‘Georgian FARA’), and made changes in the law on Grants⁷³ and removed the term ‘Gender’ from all existing laws and official language, replacing it with terms such as ‘Women and Men’ or ‘Women and Children’.

According to several civil society monitoring reports, in 2024-2025 transparency and public participation have shown signs of decline, particularly at the local self-government levels, e.g., in terms of local government engagement with their citizens. The Institute for Development of Freedom of Information (IDFI) reported that public consultations and participatory mechanisms, although formally required by law, were either not held or lacked meaningful engagement.



In relation to the programme activities, the above-mentioned changes affected the Women’s Rooms Union, with lack of available grants for their activities, uncertainty in future cooperation with municipalities and concern over making the decision on registration as a ‘foreign agent’. Regarding work with the local government, the member NGOs of Goderdzi Friends were also frustrated with lack of response from Khulo municipality on their letters and comments and restricted cooperation.

NEXT STEPS

In response to this political development, the programme made a strategic decision to find an alternative to the intended work with local government to improve their outreach which would have included the production,

⁷¹ This law regulates Georgian NGO sector and media, enacted in 28.05.2024

⁷² This law defines agents of foreign principal for further registration, enacted on 31.05.2025

⁷³ These changes restrict receiving or giving any Grants in any forms without the approval from the government

distribution and advocacy of an environmental rights brochure (*see outputs section - 3.1 Increased informed, equitable participation in local natural resource use initiatives*) clearly outlining the responsibilities of local government and the rights of access of local citizens to information and procedures regarding local development. The alternative is to focus instead on local resource and environment based private enterprise centered on rural entrepreneurship in the rural tourism sector i.e. guest houses, tours, crafts, food and drink manufacture which rely on the environment, natural resources and sustainable local development. This activity ties directly into the current support through the Women’s Rooms of facilitating access to grants for micro businesses for rural entrepreneurs, many of which were based on the rural tourism market.

This environmental rights brochure was therefore modified to target rural producers/entrepreneurs and has been shortened and simplified and absorbed into the Rural Tourism Manual and linked directly to the concerns and needs of small-scale business owners serving the rural tourism market, such as preserving natural beauty and upkeep of local amenities and infrastructure i.e. signposts. The manual, once finalized, will be piloted through three municipality Women’s Rooms in three regions which serve as model WR’s and centres for three of the NR based value chains the ALCP2 is working on. Silk in Telavi, Kakheti, Lori in Oni, Racha and honey in Keda, Ajara. In addition, in those three municipalities outside information boards, to post local development/environment related news will be piloted.

Focus on small-scale business owners serving the rural tourism market

Linked to Women’s Rooms and value chains in:
 Silk (Telavi, Kakheti)
 Lori (Oni, Racha)
 Honey (Keda, Ajara)

Includes pilot information boards for local environmental news

Goderdzi Friends have narrowed down their advocacy initiatives and will focus on what they have determined they can have an impact on, which is broadening the protection of the environment adjacent to the existing Goderdzi Alpine Garden, whose surrounding forest is of significant environmental value. They will therefore continue direct facilitation of Ajara Forest Agency, who was identified as a key government body responsible for it. Aiming to create a protected area around the garden. They will also continue their participation in public discussions on the General Master Plan of Goderdzi area highlighting the main environmental issues to be considered in it when the process resumes. Since November 2024 the process of approving the Goderdzi Masterplan has been suspended until the creation of an administrative unit on Goderdzi Pass is approved by the Parliament of Georgia based on proposal submitted by Khulo City Hall.

ACTIVITIES FOR GOING FORWARD

OUTPUT	ACTIVITY	EXPECTED IMPACT	NOTE
3.1	Pilot <i>the Rural Tourism Manual for Farmers</i> in three lead Women’s Rooms, based in the heart of three main NR based value chains - silk in Akhmeta, Lori in Oni and Honey in Keda.	This will create linkages between the local government and local NR based small businesses, and will allow them to diversify, create tourism attractions on their farms and make more income.	These municipal WRs are already involved in some municipal environmental initiatives and activities and are helping local women with businesses based on natural resources. The <i>Rural Tourism Manual for Farmers</i> will include relevant governance information related to local businesses, while a brochure detailing local government responsibilities and citizens’ rights will be available on the ALCP2 website.
3.2	Facilitate the WRU and the WRs in three pilot municipalities to initiate installation of information boards outside of municipal buildings, where announcements on upcoming public hearings and local development plans will be	To increase local self-governments transparency and accountability in access to environmental information on local Natural Resource management & use.	it will work as the municipalities are obliged to inform locals by law and the information boards outside of their administrative buildings would greatly help them with it.

	displayed as well as any local environmental initiatives will be displayed.		
	Facilitate the creation of a Municipal Green Calendar to celebrate relevant international and local environmental days in each municipality. e.g., World Bee Day which links directly to local livelihoods.	To encourage citizen engagement in green initiatives and help institutionalize environmentally responsible practices at the local level.	Celebration of international environmental days and having a green calendar exists in essence in municipalities, but it is not systemic in its application or outreach.
3.3	Facilitate Goderdzi Friends to work with Ajara Forest Agency to include a Goderdzi Alpine Garden buffer zone (a 200m radius from the garden borders) in their forest management plans, as a site for forest restoration activity, which will include both natural regeneration and also active intervention to improve biodiversity such as planting appropriate red list species. , which will increase its conservation value and gain high value conservation status for its long term protection.	To ensure sustainability of Goderdzi Alpine Garden through protected nature forests around it contributing to wider conservation of forests on Goderdzi, Khulo municipality. Rural inhabitants in Khulo Municipality benefit from protected GAG as a key nature resource defining uniqueness of the Goderdzi area.	This is a shift from the creation of a protected area around the Goderdzi Alpine Garden deemed unachievable in the remaining programme timeframe. Compared to the previous plan this can be achievable based on the Ajara Forest Agency's experience and readiness to do it within the programme timeframe. We expect the outline of concrete steps and budget of the planned forest restoration activity from the Agency in the beginning of September 2025.

- ⁱ This indicator amalgamates impact from different indicators across all outcomes.
- ⁱⁱ Figures for ethnic minorities are rough estimations based on information from the programme clients. These figures will also be adjusted through impact assessment surveys. This will also be disaggregated per Armenian and Azerbaijani beneficiaries.
- ⁱⁱⁱ 35 Armenian and 19 Azerbaijanis FTE.
- ^{iv} The ALCP2 facilitates 15 women owned businesses. In addition, the programme has engaged 10 women consultants across its interventions. Overall, approximately 33% of ALCP2 clients are women.
- ^v Indirect NAIC is calculated from one crowding-in dairy factory, one honey company and one beehive producer.
- ^{vi} *Women's Rooms Union; GMM dairies, GBU, Honey Companies and Beehive Producers.*
- ^{vii} This is based on the GBU, Women's Rooms and climate smart extension beneficiaries. These are the interventions where the programme has already conducted impact assessment, and the respondents confirmed their satisfaction and improved wellbeing.
- ^{viii} *GBU, ROKI, Momavlis Fermeri, Women's Rooms, Beeswax Foundation and Climate-adapted Beehives.* The GBU figures were adjusted through the honey impact assessments.
- ^{ix} Honey, ROKI, Beeswax & Climate Adapted Beehives, and climate-smart extension: ROKI's Rumifos users increased milk yield & liveweight of cattle around 10%, and according to honey impact assessment, 10% is increased productivity for GBU beneficiaries.
- ^x GBU (Armenia NGO Association 1 and trainings copied by Zestafoni RDA 1), Momavlis Fermeri (Dmanisi VET college integrating study module 1), Beehives producing company ApiGuru (2 producers copied from ApiGuru)
- ^{xi} *Women's Rooms Union (2), GBU (3), Roki (1), Skalona (2).*
- ^{xii} *Beehive producers (climate smart beehive standards RDA 1), GBU (Mukhuri Bee Centre GoG, National VET standards MEPA, Disease quarantine MEPA, climate smart beehives financing RDA, beehive registration threshold MEPA, trainee funding RDA 6, GBU advocated for the disease management working group & GBU advocacy for official celebration of World Bee Day in Borjomi), and sustainability Animal Movement Route (1).*
- ^{xiii} Around 90% of GBU, ROKI, Momavlis Fermeri, Beeswax & Climate Adapted Beehives beneficiaries. GBU beneficiaries in impact assessments and others in qualitative interviews report satisfaction with provided services and information and interviewed farmers reported that they consider themselves more prepared and resilient to deal with climate-change. .
- ^{xiv} 79% of GBU & RDA training participants adopted new practices. From the post-test and qualitative interviews, we know that 100% of Roki and Momavlis Fermeri training participants are also satisfied with the content and reported that they are going to use it in their livestock husbandry.
- ^{xv} *Momavlis Fermeri climate adaptation for livestock farmers training through 12 ICC's, Roki's climate smart product roll-out through 50 Vet pharmacies, Beehives producers (2), Beeswax Foundation Producer (2).*
- ^{xvi} 12,500 beekeepers registered in GBU database were covered through SMS, videos, Facebook live streams and TV/social advertisement; Momavlis Fermeri 360 farmers trained, ROKI trained 248 farmers. Also, JRC 141233 rural HH's through reaching 421,000 viewers out of whom 39% are estimated to be rural producers and further adjusted to 86% of this figure based on the latest mini survey figures, through three TV channels, content was related to sustainable agriculture, natural resource management and climate change adaptation.
- ^{xvii} *GBU and Momavlis Fermeri trainings, brochures, SMS, Youtube, Facebook and two TV (Public broadcaster and Adjara TV), JRC: 16 regional TV. In addition, JRC strengthening capacity 13 media outlets in Armenia.*
- ^{xviii} Vocational Educational Standard in Beekeeping is upgraded and implemented in 13 colleges. Climate Smart Communication and Reporting Course integrated in 7 Universities (2 Armenia & 5 Georgia)
- ^{xix} 288 students (121 in 2023, 87 in 2024, and the final list of graduates from 2025 will be available in September - estimated figure is around 80) graduated Jara VET courses from 8 colleges. Out of them, 18% were youths and 28% women. 150 from JRC facilitated universities.
- ^{xx} *GBU: 341 trainings, 5 SMSs, 4 Videos, 84 Livestream, 2 brochures; Momavlis Fermeri: 4 video, 12 livestreams, 200 printed books; JRC: 16 regional TV stations in Georgia and 13 in Armenia. Roki: 5 video animations and 5 types of leaflets.*
- ^{xxi} 80% in GBU impact assessment, 100% in Roki and Momavlis Fermeri post-tests.
- ^{xxii} Of which 727 are beekeepers with climate smart hives, buying 11,800 hives an average of 16 hives per beekeeper
- ^{xxiii} *Roki, Beehives producers (2), Beeswax foundation producer (2).*
- ^{xxiv} In total, Women's Room Access to Finance amounted to 1,351,067 Gel and MSME's access to funds amounted to 3,276,194. Including GMMF signed a grant agreement with RSMEDP to co-finance dairies for access to finance, accountant, and BDS services (107,837 Gel) & 6 dairies financed by Land of Lakes with 228,830 GEL / 85,704 USD through GMMF, and 12.5% (125,000) is attributed from the RDA beehives programme, as the ALCP2 contributed by integrating a climate-smart component into the programme which increase beehives productivity by around 10-15%.
- ^{xxv} 13 MSMEs accessed grants and 8 MSMEs accessed loans. Some of them accessed both and without overlap total number of MSME's accessed external funding is 18.
- ^{xxvi} *GMP/GHP assessments for Honey (1). Royal Honey; Wild botanicals (2) Noma Ltd and Sunelis Sakhli; Dairies (7): Akhali Produkti, Alpuri Javakheti, I.E. Gogiashvili, I.E. Bolkvadze, I.E. Aleksaia, I.E. Oniani, Trialeti Cheese Ltd & Kakhuri Sashkhi (1) I.E. Grdzeldadze.*

- xxvii 85 jobs created through *Women's Rooms* access to finance component. This figure was double checked and adjusted through *Women's Rooms Impact Assessment 2024*. While new businesses were financed in 2025, the ALCP2 survey indicated that no additional jobs had been created yet.
- xxviii Two GMM dairies, Api-Geo, Tafla Salkhlshi and three Lori producers.
- xxix GMM dairies (17), honey (7).
- xxx Dairy (2), Honey (11) and Lori (1): Out of them, 5 are ongoing and in 9 cases desired objectives have already been reached.
- xxxi Dairy (2,835,005 GEL), honey (3,221,830 GEL) and wild botanicals (886,984 GEL) exported.
- xxxii JBA started group bio certification for 29 beekeepers selling into the export value chain & JBA diversified production through producing cold pressed bio Jara honey and Jara-Based soap (3). Rachuli Lori Producers (22) and Shashkhi (1). *Meghoney, Royal Honey and Api-Geo, Tafla Sakhli* diversified production (4) Dairy enterprises (29).
- xxxiii 24 supermarket chains with GMM products, three dairies opened their own shops/restaurants, GMM dairies supply to seven kindergartens and around 13 HoReCa entities.
- xxxiv 22 GMM dairies started supplying dairy products to new selling points.
- xxxv In the honey sector, 9 advocacy initiatives reached desired objectives.
- xxxvi GBU and JBA services to its members & GMMF e.g. hive spraying, training, information services, hive certification
- xxxvii 74% of GMM and 76% of GBU members pay the membership fee.
- xxxviii 80% of JBA members, 87% of GBU members and 100% of GMMF members reported improved sense of representation. Also, members of the newly established Georgian Silk Association expressed positive attitudes and hopes during the qualitative interviews.
- xxxix Rachuli Lori and Kakhuri Sashkhi applied for registration as products of Geographical Indication to *Sakpatenti*.
- xl Rachuli Lori (1) and Kakhuri Sashkhi (1).
- xli Local forest-reared pigs.
- xlii Lori coordination meetings and meetings with Lori producers (11).
- xliii JBA bio certifications for 29 beekeepers & 13 dairies gained GMM certification.
- xliv Dairy entities (13); Wild Botanicals (3): *BLG* (Mulberry), *Sunelis Sakhli, Noma Ltd*; Honey companies (4): *Api-Geo, Roya Honey, Meg-honey, Tafla Sakhli*; Lori Producer (22), Sashkhi Producer (1).
- xlv Over the past year, environmental protection events organized by *Women's Rooms* attracted an average of around 190 participants each, reaching an estimated total of 3,230 beneficiaries (around 73% women and 11% ethnic minorities) across the 17 active *Women's Rooms*. *EcoVision* and *Telavi* meetings (around, 400).
- xlvi ALCP2 organized three public hearings in Khulo municipality, also the programme facilitated JRC to cover the meetings and *Goderdzi Development Plan* through TV25, *AgroGaremo*, *TokTV* reached around 141,233 rural producers, out of whom 74% used new knowledge in practice and 88% of them found it beneficial (92,364).
- xlvii Khulo city hall public hearings & The Ministry of Finance and Economy of Ajara disseminated information about *Goderdzi Pass Development Master Plan* (2); The government ensures free access to mulberry tree plantation (8 ha) in Akhmeta (1); 17 *Women's Rooms* organize events related ecology, climate change and natural resource usage. GBU works with local municipalities (*Borjomi, Martvili*) (2) and local governmental agencies RDA two ICC's (2) to organize and celebrate *World Bee Days* in Georgia.
- xlviii *Martvili Women's Room & Local Initiative Group (Jemal Saginadze)*.
- xliv Number of entities expanding their business through access to financing through *Women's Rooms Rural Hubs* 15 in 2024 and 12 in 2025.
- ¹ *Women's Room* (local gender equality implementation 1 and Strengthening WR services 1) and *Goderdzi Alpine Garden & Protecting mountainous Ajara* (stopped illegal construction, masterplan environmental recommendations, preservation of forest around GAG, creating protected landscape 5).
- li Coverage of *Goderdzi Development Plan* through JRC reached 141,233 rural inhabitants, out of whom 74% used new knowledge in practice and 88% of them found it beneficial (92,364) based on the figures from a recent JRC survey. *Women's Room, Ecovision Cooperation* organized 4 meetings in 4 municipalities about environmental and eco energy efficiency issues attended around 100 participants. *Women's Rooms* in *Telavi* organized awareness rising activity on the same topic (energy efficiency) and around 300 youth participated in the event.
- lii *Goderdzi Friends* bringing together public (local and regional), private (consultancy firm) and civil society (1); *Women's Rooms* and *Ecovision* partnership to increase awareness on sustainability and energy eco efficiency (1), 17 *Women's Rooms* organizing environmental related events & *GBU World Bee Day* (1).
- liii Khulo rural population 27,400, out of which 47% reported that they can influence local decision making. 3,630 participated in WR environmental events.
- liv *Women's Rooms* training participants.
- lv This figure is adjusted according to the updated *Women's Rooms* data: it includes events, online and offline trainings and community meetings organized in *Women's Rooms*.
- lvi *Women's Rooms* Union signed memorandums with *Ecovision* and *Heks-Eper Georgia* & Also, 30 other organizations cooperate with *Women's Rooms* & In Spring 2024 *Alliance of Women with Disabilities and Safe Online Programme* added (2), *Martvili Municipality Memorandum* (1).
- lvii Local initiatives voted for in community meetings in which WR managers ensure inclusion of women and people with special needs and ensuring their votes and initiatives are voted upon to be funded by the municipality. E.g. kindergartens, lighting, water systems, waste management.
- lviii Preservation of the *Goderdzi Alpine Garden* and surrounding forest areas & Creation of a protected landscape in mountainous Ajara & *Goderdzi Friends'* comments on *Master Plan*; *Goderdzi Friends* Recommended four season usage of Cable Car at *Goderdzi resort* and CENN has continued this advocacy campaign (4).

^{lix} Stopped ongoing construction around *Goderdzi Alpine Garden & The Goderdzi Friends'* initiative halted the Goderdzi master plan approval process which would damage *Goderdzi Landscape*, *Goderdzi Friends* initiatives on recommendations were addressed (3) and Women's Rooms sustainability initiative (1).

^{lx} Samegrelo Botanical Garden visit to GAG for understanding the model also with local government officials (1), Goderdzi friends two day field trip and discussion on Goderdzi Development in Goderdzi visits (1), convening stakeholders and exchanging knowledge concerning sustainable rural development, biodiversity and the role of botanical gardens with Bakuriani Botanical Garden (1), Ilia State University & Bakuriani Regional Development and Tbilisi Botanical Garden (1), Creation of a MAP of high conservation value areas in mountainous Adjara (1), 17 Women's Rooms events on environmental awareness rising, GBU World Bee Day (1), GBU 12 training sessions on countering the adverse effects of climate change.