

# Broad Impact of the ALCP 2017

*Far reaching impact generated by the ALCP captured from September 2016 to October 2017*

ALCP

Alliances Lesser  
Caucasus Programme

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# Introduction

This paper presents far reaching impact generated by the ALCP in Georgia. It is an attempt to capture nationwide market and sectoral level changes, which have affected a wide range of beneficiaries. Trends captured in the report show long lasting impact, and highlight sustainability of programme facilitated businesses, increased export and deep behavioral changes occurring at the household level.

As the impact of ALCP has broadened geographically and deepened at household, business and sectoral levels, major challenges the programme is facing are the resources and the varied methodology required to capture the impact. Presenting this impact in a meaningful way is also challenging, however this paper represents our best effort to do this to date.

*Note: Qualitative data is measured annually from September 2016 to October 2017. However, not all occur at the same time. This report includes all those interventions which were due for their annual qualitative impact assessment in the reporting period, others will be reported on in the next reporting period in the annual report.*

## Fostering Gender Balance in the Veterinary Business

After the programme's facilitation of Roki's new business plan and establishment of satellite vets in villages, Roki started to think about gender initiatives as good for business. Roki has adopted strategies to recognize, recruit, retain, and promote women, through trainings and has increasing the number of women customers.

Farmers of Future

ამდგომარეობა  
ფერმერები

Female farmers feel motivated to become members of Farmers of the Future Association (Roki's NGO arm) and receive access to vet consultations, trainings, books, get SMSs on preventive activities and livestock diseases

Roki is trying to address a challenge of inclusion of female ethnic minorities, particularly in Muslim communities, into the trainings.

*Has striven towards becoming female farmers oriented business*

*Has hired female vet consultants, vets and agronomists*

*Has helped women in attending trainings and encouraging them to use the offered services*



**375 → 1970**

INCREASE IN THE NUMBER OF  
Farmers of Future Association  
FEMALE MEMBERS



**% ↑ 35  
10**

INCREASE IN THE  
NUMBER OF FEMALE  
PARTICIPANTS OF  
TRAININGS



Hotline/ DAY

**80-110**

**65% Women**



# VETERINARY SECTOR

67%

Of farmers in Georgia use Roki's products



Farmers are positive about the quality of medicines they use for treating their animals



The **veterinary medicines given in time work effectively** and help the animals to feed properly and gain weight



Vitamins, which were not commonly used before starting the intervention, now are being used on a regular basis (18% of farmers)



## 120 NEW VET PHARMACIES ACROSS GEORGIA

were added to Roki's distribution chain due to an increase in demand and awareness of farmers



### Laboratory results:

## 1035 type of vet medicines available Through Roki

525 imported and 510 produced locally

289 Imported and 158 produced locally



The ALCP laboratory intervention has increased production of **veterinary medicines by 20%**



After the ALCP's intervention the laboratory can test medicines for several components and in less time



Most of the farmers have found new anthelmintics much more effective than old ones



## Market players

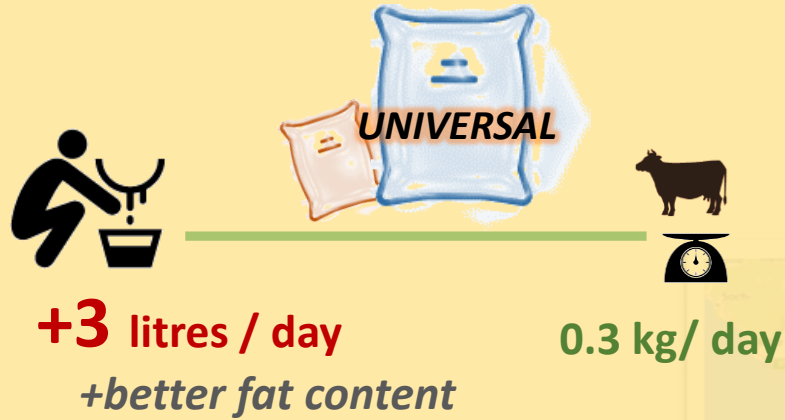
**Roki** targets small scale farmers and provision of various services to them

**Invet** works more with big farmers and mostly on poultry

**Megavet** supplies vaccines to the government.

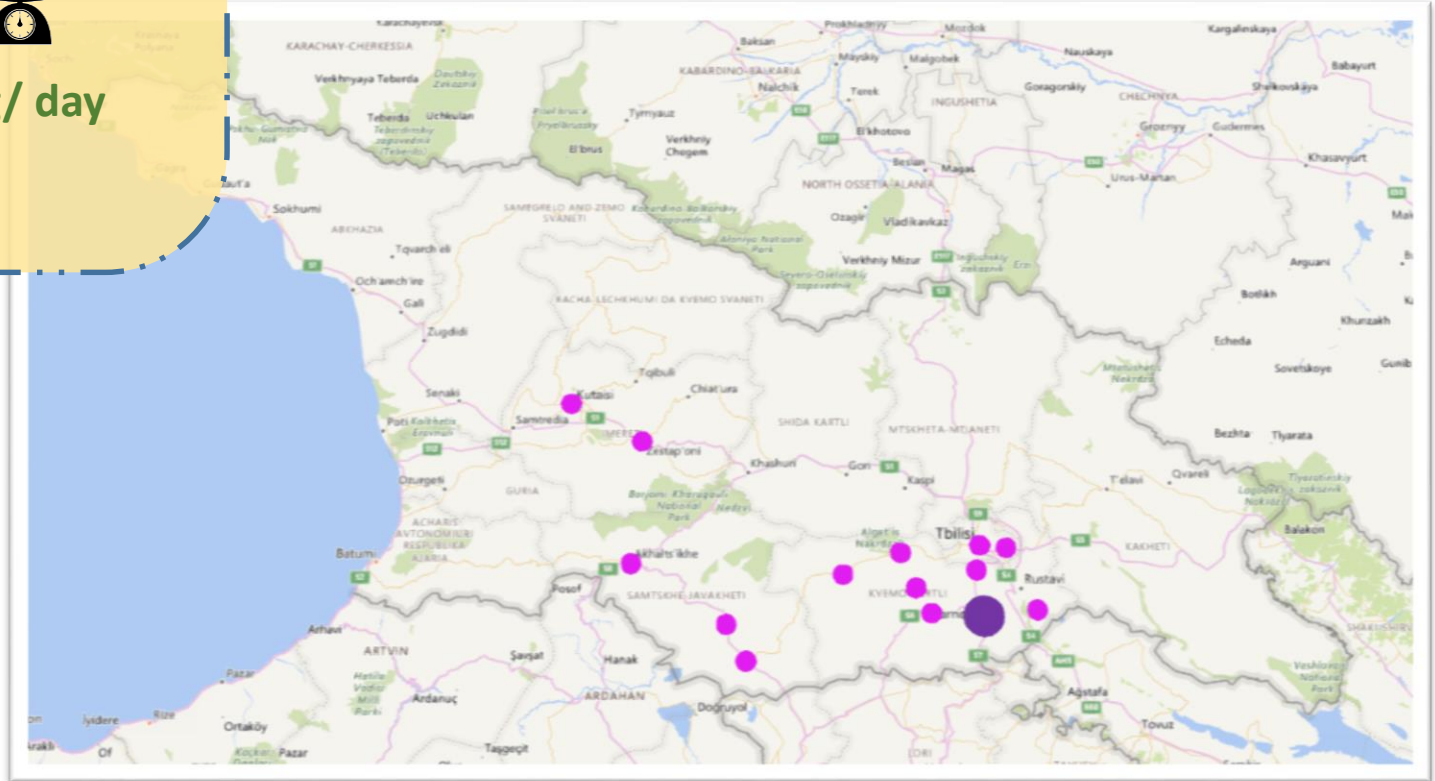
Invet and Megavet stated that constant strengthening of Roki has focused them on improvement, delivery of better services and setting prices of vet medicines, trainings and development of new models inside and outside of their organizations

## WHEN USING COMBINED FEED UNIVERSAL



13

## New distribution points/ shops throughout Georgia



## PROCESSED SHEEP MEAT EXPORT THROUGH ALALI

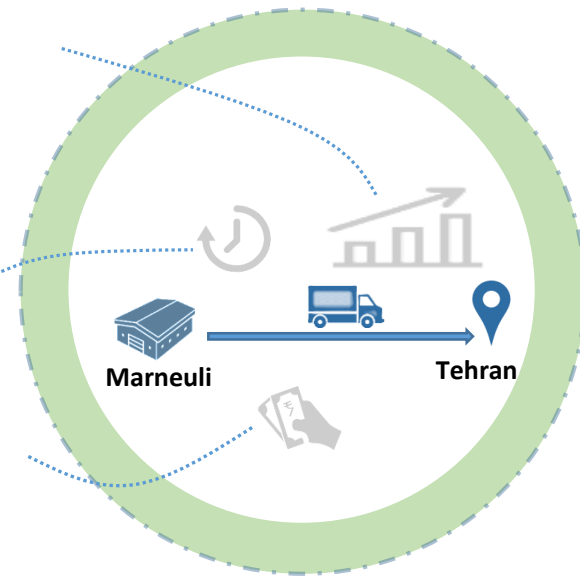
The Programme facilitation has helped the slaughterhouse to increase its supply to Iran

The location of the slaughterhouse in Marneuli is convenient for transporting sheep meat to Tehran, Iran through the Marneuli-Armenia Highway

The slaughterhouse receives advance payment from its trade partners from Iran

### IMPACT ON BUSINESS

*The Export of processed sheep has replaced export of live weight sheep meat over the last year and a half*



Production of leather and sheep sub products covers most of the operational costs and increases company's profit by 10%



**25** Additional on call employees have been hired, who earn 80-100 GEL/day

Weighing sheep at the slaughterhouse decreases weight underestimation. Visual estimation were used before and reduced the total weight by on average 5 kilograms per sheep

### IMPACT ON FARMERS

*Now the slaughterhouse approaches farmers to buy sheep from them, while before it was the other way*

Farmers are being paid 6 Gel more per kilogram for processed sheep meat.  
Farmers are being paid 80 Gel more for the same size sheep than last year.

**+ 6 Gel/ Kilogram**



**+1 Gel/  
Sheep**



The slaughterhouse pays cash in hand to farmers

Intermediaries who collect sheep from farmers earn 1 Gel per sheep

## Shaping the Public Space for Meat Export



The National Food Agency's more effective vet control including the Bio Security Points (BSP's) and improved infrastructure and standards at the slaughterhouses have positively influenced export from Georgia and improved trust towards Georgian meat products among foreign buyers



The new BSP's have been highlighted in official government document. The NFA intends to use the BSP's as key organizational and operational components in its strategy for improving national animal health control, traceability and registration, building them into initiatives such as the NFA/ FAO National Animal Health and Identification System (NAITS) programme



### 3 official points

Opened by the government to issue a certificate of origin required for export which makes procedures quick and more flexible + accurate



The government is controlling the sale of young female sheep to help maintain sheep population



Businesses think that custom services should urgently improve their services on borders, by making the procedures quick and more flexible + accurate



# JOBS CREATED THROUGH THE DAIRY SECTOR



Employees don't feel stressed at work, compared to the previous job they had.



Tasks and responsibilities are properly delegated, teams have good relationships with each other



Employees are informed by their managers about the success of the enterprises and are very proud and motivated to do their best for their future development.



Workers do not require a diploma to be hired by the dairy enterprises



Employees have contracts which make them feel secure and act as a guarantee for them when taking Banks loans.



Enterprises pay salaries in advance in case of employees' need.



Employees have paid vacation and sick leave.

144 62 82

FULL TIME EQUIVALENT JOBS  
CREATED IN THE DAIRY SECTOR



THE MAJORITY OF EMPLOYEES (80%) AND ESPECIALLY WOMEN ARE SAVINGS AND INVESTING MONEY IN THEIR CHILDREN'S EDUCATION, RENOVATION OR BUYING HOUSES



DAIRY ENTERPRISES HAVE A HIGH STAFF RETENTION RATE

# DAIRY FACTORIES

## TSALKA + DAIRY FACTORY

*After business expansion Tsalka+ moved to a new building with bigger production capacity, improved compliant and diversified products*

### Factory



**Started distribution of products to Carrefour hypermarket** (20 tons since May)



Added 2 more villages with 80 HHs for milk collection



**1,500 gel/month** – saved in operational costs



invested the saved money in hiring 3 more employees



Repaid 65% of its debts to Bank in 6 months

### Farmers



The factory is offering an extra benefit to its 70 milk supplier HHs from Kisilkilisa Village by giving whey back to them for feeding pigs; a reason for needed whey for feeding pigs stopped them supplying milk previously.



The factory has paid **16,000 Gel in advance to milk suppliers** for their imminent needs (preparing children for school, buying clothes, etc.)



Farmers report being more focused on better breeds with fewer number of cattle and improved veterinary and feeding practices, rather than a larger amount of poor cattle

## NATURAL PRODUKTSIA DAIRY FACTORY



There is a tendency that milk suppliers (83%) are keeping milking cows due to improved access to raw milk market.



18% of the dairy factory milk suppliers from Khulo municipality, have started to invest time and money in starting up greenhouses, improving their potato yield, which has increased their income by 25%.



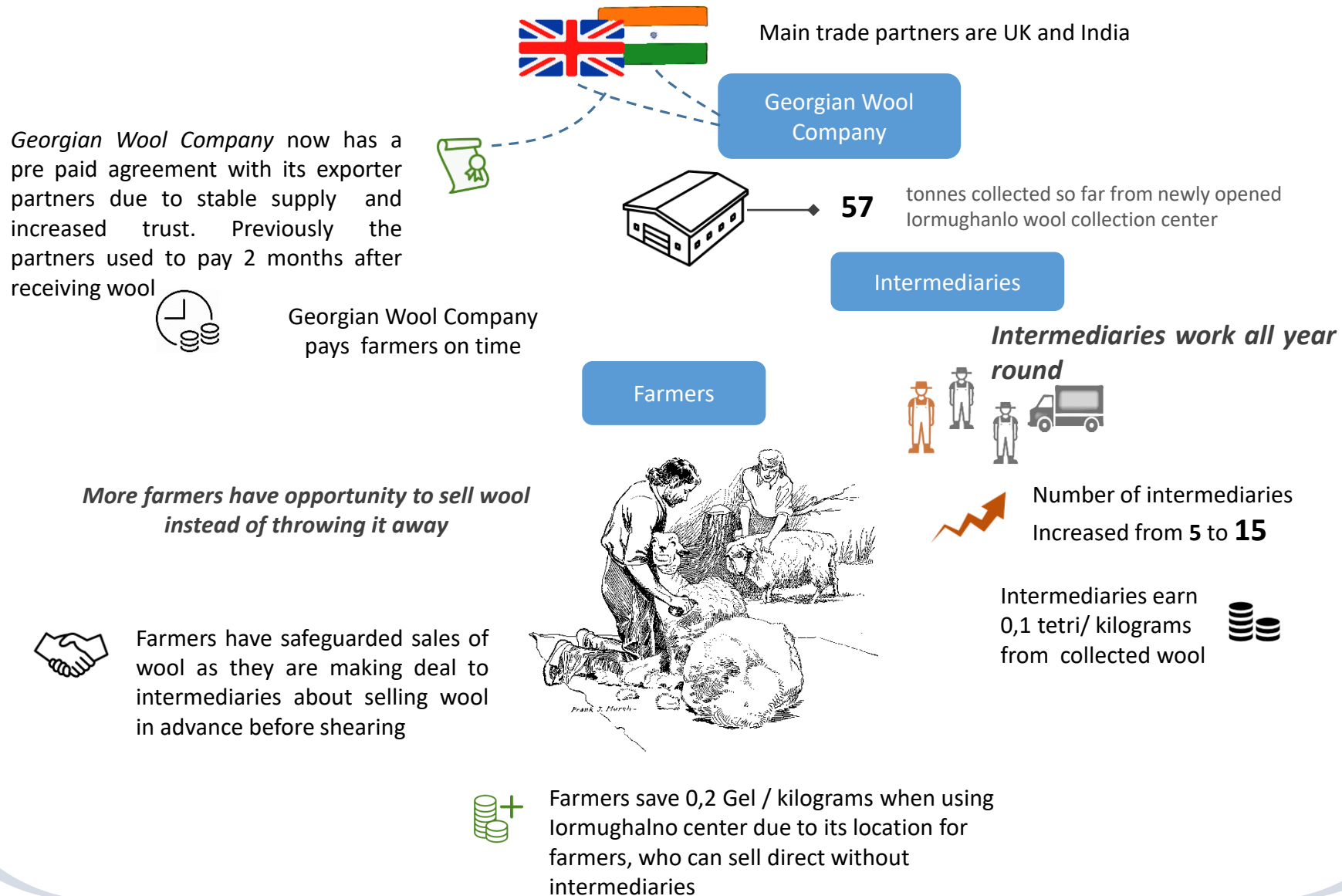
Some of the dairy factory milk suppliers have started purchasing milking machines, to reduce the time and energy spent on milking and produce cleaner milk more easily

## JTA DAIRY FACTORY



Started to distribute cheese to the up market Euro Product supermarket network in Tbilisi and has already delivered 3 tonnes of Imeruli and Sulguni

## WOOL: Benefits for Stakeholders



# HELPING WOMEN ACCESS FUNDS

*The Women's Rooms supports its visitors in planning and fulfilling their own activities and backs them in communication process with the local government*



**TOT training for the Women's Room Coordinators** on Business Planning and Start Up.



Women's Rooms Managers provided business consultations for those applying to the **State Programmes Produce in Georgia and Municipal Civil Budgeting**



**1,225** business consultations provided



**247** business proposals submitted by 136 women and 109 men requested in total \$416,666 for guesthouses, bakeries, fisheries, laundries, restaurants, flower shops, etc. Now they are waiting for final decisions



**69 Projects/ initiatives funded through Community meetings**

**\$ 456,733**



Women involved in getting funds from other organizations for starting a business or supporting their agricultural activities; are buying machinery, milking machines, cows, building greenhouses.

**Up to 600 BDS consultancies and 200 business projects**



**\$ 1,121,319  
Total Funds**



**9 women got funding** for their initiatives through the First Business Women Forum (January 2016), \$65,000 funding



**WRs are encouraged** by improved opportunities for women and other women's initiatives



**WRs Feel motivated** and have desire **to act** on their own



**WRs' visitors are ready to share their own experience** with others



**4 municipal initiatives** \$182,920 were funded through the national event for Equitable Empowerment



**103**

92



11



JOBS CREATED THROUGH THE WOMEN'S ROOMS

- ✓ The Women's Rooms help visitors in finding jobs, applying for / winning grants, etc.
- ✓ The Women's Rooms equips its visitors with knowledge and skills to increase their competitiveness on the labor market

# BIOSECURITY POINTS

*The majority of sheep owners have switched from using private sheep dipping facilities to using the NFA BSPs*

