



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

ANNUAL REPORT APRIL 2020 – MARCH 2021



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NOTE ON ANNEXES

The tables in the main body of the report contain only quantitative indicators. Quantitative indicators alone cannot fully describe programme impact. Qualitative indicators, stakeholders' perspectives and the systemic change log contain essential information to provide a full picture of programme impact and are found in Annex 1, 2& 4. Annex 3 lists each intervention carried out in the reporting period. Further annexes contain important in-depth information on key programme interventions.

LIST OF ABBREVIATIONS

ADC	Austrian Development Cooperation
AI	Artificial Insemination
AJ	Ajara
ALCP	Alliances Caucasus Programme
AMR	Animal Movement Route
BDS	Business Development Services
BEAT	Business Environmental Audit Tool
BEC	Business and Economic Centre
CEDAW	Convention of the Elimination of Discrimination Against Women (UN)
CIS	Commonwealth of Independent States
CNF	Caucasus Nature Fund
CPC	Cheese Producing Centre
CSR	Corporate Social Responsibility
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)
EUAA	European Union Association Agreement
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
GDCI	Growth Development & Continuous Improvement of your business (name of a company)
GEL	Georgian Lira (currency)
GMF	Georgian Milk Federation
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
GSA	Georgian Shepherds Association
GWC	Georgian Wool Company
HACCP	Hazard Analysis Critical Control Point
IAAD	International Association for Agricultural Development

IE	Individual Entrepreneur
IFAD	International Fund for Agricultural Development
IFC	International Finance Corporation
ISF	Investment Support Facility
KK	Kvemo Kartli
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
MCC	Milk Collection Centre
MDA	Market Development Approach
MFI	Micro-Finance Institution
MIA	Ministry of Internal Affairs in Georgia
MOU	Memorandum of Understanding
MOA	Ministry of Agriculture
MOAA	Ministry of Agriculture Ajara
MOE	Ministry of Environment
MRDI	Ministry for Regional Development and Infrastructure
MSA	Market Systems Approaches
MSD	Market Systems Development
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
SDA	Strategic Development Agency
SCCSF	Support Centre for Civil Society Formation
SDC	Swiss Agency for Development and Cooperation
SCO	Swiss Cooperation Office
SECO	State Secretariat for Economic Affairs
SJ	Samtskhe-Javakheti
SME	Small & Medium Enterprise
SPPA	Support Programme for Protected Areas (GFA Consultants Group)
TJS	Transboundary Joint Secretariat (WWF)
TRACES	Trade Control and Export System
UK	United Kingdom
WWF	World Wildlife Fund

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PROGRAMME DESCRIPTION

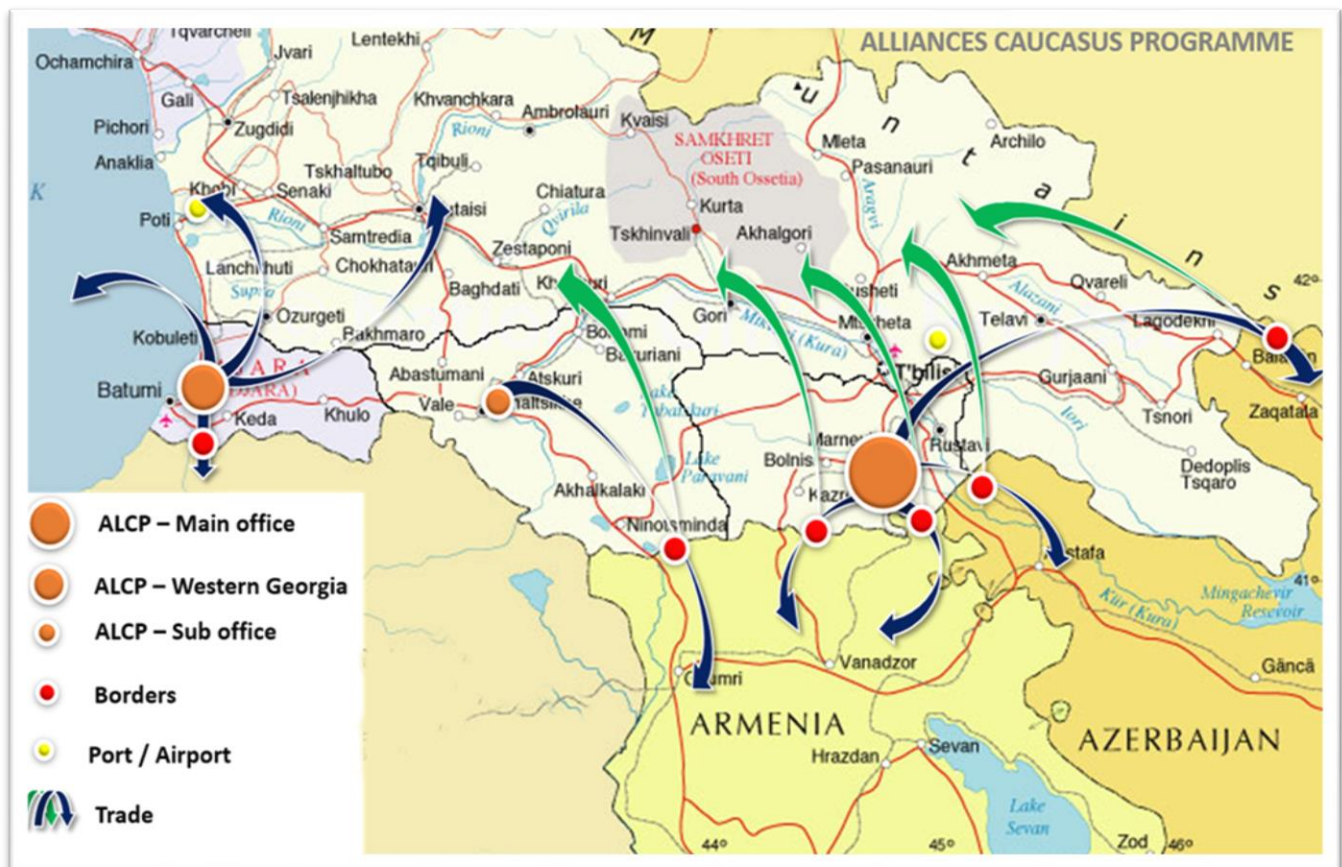
ALCP

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REGIONAL MARKET ALLIANCES IN THE SOUTH CAUCASUS

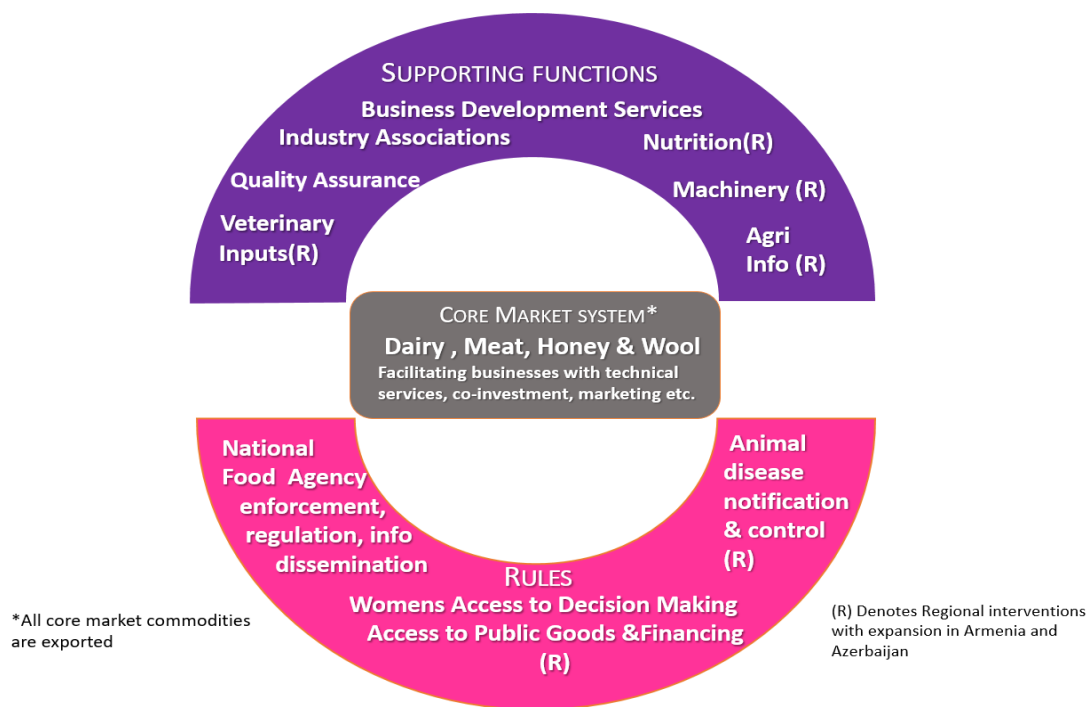
The Alliances programme, a market systems development programme working in the livestock market system in Georgia, is a Swiss Development Cooperation (SDC) project in cooperation with the Austrian Development Cooperation (since January 2020) implemented by Mercy Corps Georgia. It began in 2008 in Samtskhe Javakheti (SJ), Georgia. Alliances Kvemo Kartli (KK) was opened in 2011 with a second phase awarded to SJ. In 2014, the second phase of an expanded Kvemo Kartli was merged with a new branch of the programme in Ajara and a two year 'standby phase' (monitoring and sustainability phase) in SJ to form the Alliances Lesser Caucasus Programme (ALCP). From 2014 under the ALCP, Alliances management, programming and operations were fully harmonized.

The programme has achieved substantial scale and systemic change well beyond the initial designated programme areas and targets and devoted itself to learning, excellence and participation in a global community of practice in Market Systems Development (MSD) including being twice successfully audited by the DCED Standard for Results Measurement (Donor Committee for Enterprise Development). It has furthered learning and practice in Women's Economic Empowerment and harnessed market systems programming to generate significant impact in transversal themes with a 54% average of female usage and access across all interventions. From October 2008 to March 2017, 403,101 income beneficiary HHs generated 34.7 million USD (79.79 million GEL) in aggregated net attributable direct and indirect income for farmers, businesses and employees. For more details, please see <http://www.alcp.ge/index.php?cat=2>



The programme has extensive networks and works in partnership with all levels of the private sector, civil society and government. The five year, 7.82 million CHF¹ *Alliances Caucasus Programme* (ALCP) April 2017- to March 2022, utilizes the platform created by the ALCP to significantly contribute to the goal of the [South Caucasus Swiss Development Cooperation Strategy 2017-2020](#). This SDC strategy sees a strengthening of the *regional approach in the South Caucasus* through the promotion of areas of mutual and beneficial interest between Armenia, Azerbaijan and Georgia including cross-border initiatives in trade and the extension of services and inputs through the lens of agriculture-based economic development which is considered to offer substantial opportunities for regional development and the rural populations of the three countries.

The ALCP programme facilitates interventions in the livestock and honey market systems to safeguard ongoing sustainable growth, and promote new growth that includes ensuring access for SMEs and livestock and honey producers to cross-border and other export markets. It will also exploit available entry points for the transfer of inputs and services successfully developed in Georgia to Armenia and Azerbaijan to enhance cross-border linkages. Entrepreneurialism and job creation especially for women, the access to finance and financial literacy that is required to make this happen for SMEs and start-ups, as well as increased income from sustainable supply opportunities and stable quality inputs increasing productivity, are key indicators of impact. The programme is targeting 40,000 Livestock and Honey Producers in Georgia, Armenia and Azerbaijan, generating tangible positive income changes to a value of 11.5 million GEL direct and 2 million GEL indirect, due to improved services and markets and productivity increases of 10%. The target for net attributable income for employees, business and SME financing is 13.5 million GEL.



Key Areas of Focus in the Regional Livestock Market System Diagram

¹ 1.5 million CHF was added in January 2019 and targets increased. 1.32 million CHF and a further year until March 2022 added in January 2020 with the additional cooperation of the Austrian Development Cooperation.

STRATEGIC REVIEW AND OUTLOOK

MAIN RESULTS ACHIEVED

Table: 1 Quantitative Purpose Level Achievements and Progress Against Targets

Note: Targets are calculated only against impact generated by interventions under the current log frame. The blue figure denotes additional impact aggregated from interventions from the previous phase².

Estimated ³ Impact for ALCP April 2017 to October 2019	
The major target beneficiaries of the programme	Total results (% Against Target)
# of LHP's generating tangible positive income changes due to improved services & markets (Women/Men) (40,000)	49,417 ⁴ (33% women, 67% men) ⁵ (124%) 10,269
# of LHP's served through crowding in	28,299
# of full time job equivalents (Women/Men) (220); (Indirect)	424 ⁶ (232 Women / 192 Men) (193%) 54 (12 women/ 42 Men) ⁷
# of entities crowding in (30)	32 ⁸ (107%)
# of entities expanding their businesses (40)	57 ⁹ (143%)
NAIC value in GEL generated for LHP's (11.5 million Gel) (2 million indirect)	13,389,952 Gel / 4,585,891 CHF (116%) 1,947,564 Gel/ 697,740 CHF (97%) 671,635 Gel / 260,425 CHF
NAIC value in GEL generated for programme clients (8 million Gel)	11,634,133 GEL / 4,006,787 CHF (145%)
NAIC value in GEL for crowded in entities ¹⁰	1,912,868 GEL / 663,249 CHF

² Some of the impact from interventions funded in the previous phase that were subject to ongoing measurement as outlined in the RM Manual, was aggregated only on the purpose level, because there are no matching indicators on outcome / output levels in the current logframe. Measurement of these interventions ended in March 2019 and are all based in Ajara and are: the Roki satellite vets on the high pastures intervention, three slaughterhouses and one beekeeping input shop. Goderdzi Alpine Garden is also only measured on this level but is ongoing.

³ Estimated impact is impact derived from data, which has not been subject to quantitative impact assessment at farmers' level, but rather from monthly data sheets and annual qualitative impact assessments.

⁴ In total 94% of the scale comes from interventions under the current log frame.

⁵ Gender percentage is an estimated figure, which will be double-checked through intervention specific impact assessments, and it is highly likely that the actual figure will significantly increase after that. The current figure does not measure women's participation at household level only direct access as consumer or supplier. From the previous impact assessment we know that in 56% of the households women manage the household budget independently or together with other household members.

⁶ Veterinary sector (6), Nutrition (19), Machinery (5), Dairy (62), Meat (12), Wool (31), Honey (3), Governance (*Women's Rooms FS&H, BSPs, Goderdzi Alpine Garden* (97), 184 in enterprises from Womens Access to financing. The garden is only counted in this main table and not under any outcome.

⁷ These jobs are from crowding in entities of ongoing and new phase programme interventions since 1 April 2017. Dairy sector (6), Nutrition (7), Meat (13), Veterinary (2), Wool (3). Six jobs were lost due to COVID-19 and six gained so the NET jobs is the same. 23 Jara beekeepers added in 2021.

⁸ Entities copying the business model from: *Agro Trading* (2, 2017,2018), *Roki Ltd* (2,2017, 2018), *Journalists Resource Center* (2, 2017, 2019), *Alali Ltd* (2,2018,2019), *ABBA* (3, 2- 2017, 1-2018), *Marneuli Library*, *Women's Rooms* (2, 2017, 2018), *Darts Group* (2017), *Georgian Wool Company* (3, 2016-2018), *Mar-Mot Ltd* (2, 2018), *Honey Sector Advisory Committee* (2,2018), *Black Sea Eco Academy* (BSEA) (2017), *Women's Business Forum* (Ajara) (3, 2019), *Wool House* in SJ (1,2016), Dairy in *KK Tsintskaro+ Ltd* (2019), *Goderdzi Alpine Garden* (2020), *Jara Beekeepers* (2021), *Peace Fund for Better Future* (2021), *Khareba Winery* (2021).

⁹ *Agro Trading* (2, 2017, 2018), *GARB, Mar-Mot Ltd* (5, 2- 2017, 1- 2018, 1- 2019, 1-2020, 1-2021), *Star Consulting* (3, 2- 2017, 1- 2018), *Intellect/BDS* service in AJ, Dairy in *KK Milken* (2, 1- 2017, 1- 2019), *Ori Gio Ltd* (3, 1- 2017, 1- 2018, 1- 2019), Dairy in *AJ Natural Produktsia Ltd* (5, 1- 2017, 1 – 2018, 2- 2019, 1 - 2020), *Georgian Wool Company* (3, 1 -2017, 1- 2018, 1 – 2020, 1 - 2021), *WR – village, Roki* (3- 2018), *Impervet., Samkhetis Karibche*, Dairy *JTA*, Dairy in *KK Tsalka +*, *Darts Group/BDS* service in AJ, *Matchakhela Ltd* (1 – 2018, 1 – 2021), *EcoFilms Ltd*, *Journalists Resource Center* (2, 1- 2018, 1- 2019), *Tsintskaro* (3, 1- 2018, 1- 2019, 1 - 2020), *Black Sea Eco Academy* (2018), *Wool House* SJ (2, 1 – 2019, 1 - 2020), *Goderdzi Alpine Garden* (2019), *Newspaper in AJ Ajara P.S.*(2019), and in 2020 dairies: *Tsivis Kvili* , *Leanka Ltd* (2 – 2020), *Elguja Baramidze Ltd*, *Tsipora Samtskhe Ltd*, *Alpuri Javakheti Ltd*, *Cheese Hut*, and *Kutaturi* slaughterhouse

¹⁰ This indicator has been included as sufficient time has now elapsed to enable us to measure it.

NAIC value in GEL generated by employees (3.5 million Gel, Direct); Indirect	5,667,916 Gel / 1,860,417 CHF (162%) (2,347,473 GEL for Women 3,320,443 GEL for men) Indirect: 482,446 GEL / 156,188 CHF
Total NAIC generated by the programme (Farmers, clients, employees direct/indirect) (25 million GEL)	35,706,514 Gel / 11,602,731 CHF (143%)
NAIC value in GEL SME financing (2 million)	3,044,385 ¹¹ Gel/ 1,037,653 CHF (152%)
% Social Return on Investment from Alliances Co-Investments	402 ¹² (Targeted 200%)
% ROI of Alliances clients' investment	305 (Targeted 40%)
Productivity increase in milk, meat and honey yield of LHP's. (10%)	23,051 beneficiary households increased productivity by 20%, 66 Jara beekeepers by 50% ¹³

MAIN STEERING IMPLICATIONS FOR THE NEXT PERIOD OF INTERVENTIONS

1. *Ongoing Effects of COVID-19: ALCP Operations:* Following a summer lull, restrictions were re-imposed from October 2020 as cases increased. The ALCP offices had reopened on May 18th and remained open, operating according to strict hygiene and distancing regimes until in November 10th 2020¹⁴ moving to a hybrid remote working model with rotations of small numbers of team members in offices, which has remained in place to date. Fieldwork is ongoing, and impact assessments are being carried out. Vaccination commenced in Georgia in March and is proceeding very slowly. Monitoring of the environment and evaluation of operating procedures is being carried out weekly. *Operating Environment:* Four ALCP COVID-19 Status Reports and one in depth summary report the [Effects of COVID-19 on the ALCP Client Businesses in the Dairy, Meat, Honey, Wool and Agricultural Impact Sectors](#) were provided to SDC based on the first six months of the pandemic in Georgia. In the second half of the reporting period this information has been mainstreamed into all monitoring, market research, sector surveys and impact assessments. All sectors have been impacted, but clients have shown considerable resilience in adapting to the constraints brought about by the pandemic. The meat sector has been the most seriously impacted, the effect of the closures of the HoReCa sector showed its importance for the domestic meat market and the international market has also altered with the market for processed sheep meat being partially replaced by ongoing live export. These changes are detailed in the [Meat Sector Survey](#) provided with this report. Client companies have generally adapted their business models to the various constraints imposed by the virus. It will be difficult to ascertain the full economic impacts of the pandemic until the restrictions and constraints it is imposing are over, predominantly however the pandemic has meant businesses have utilized their capital to survive the pandemic, leaving fewer or no resources to invest in development and growth. The importance of an equitable business environment is imperative. The dairy sector in particular is at risk from the asymmetrical relationships and unequitable practices of supermarkets, which now form the main sales outlet for compliant dairies. Please see *Ongoing Interventions* below.

¹¹Cheese factory, *Tsintskaro+ Ltd* got 57,000 Gel low interest gov loan, 256,000 Gel from *ENPARD III* and a 50,000 Gel loan from *Crystal Bank* as its match funding for producing bottled milk; its milk collector took a 75,000 Gel loan, and bought a new milk collection car and built a big cowshed; *Milkeni* dairy 40,000 Gel, *Ori Gio* slaughterhouse in Khulo got 174,000 Gel from *ENPARD II* for entrail and fifth quarter processing, a local wool processor *Matkhli* Sakhli in Akhaltsikhe got a 5000 Gel loan from *Produce in Georgia* and 23,000 Gel loan, *Georgian Wool Company* got low interest gov loan 144,600 Gel. *Cooperative Tanadgoma* got 150,000 Gel for construction of a cheese factory; *Goderdzi Alpine Garden* was awarded 28,000 Gel grant from the *ENPARD II* programme in Khulo to purchase solar panels for admin building in the garden; *Ajara P.S.*; 4,200 USD (12,180Gel) from an EU prog to develop export content. *Tsivis Kvveli* 150,000 Gel loan from *VTB bank* to increase its turnover by purchasing more milk from farmers; Milk collector *Jaba Khozrevanidze* 75,000 Gel low % loan; *Leanka* 71,000 Gel grant; *Akhasheni Dairy Enterprise* 100,000 Produce in Georgia and 230,000 grant; *Marmot* 445,200 Gel low interest loan; *Tsipora Samtkhe* took 77,000 Gel grant. Kutaturi got 30,000 USD and Agro Trading 300,000 USD low interest loan.

¹² SROI and ROI calculations from April 2017 include: *Agro trading, Mar-Mot, Alali Ltd-2015, Georgian Wool Company, Dairy* (including GMM) enterprises from Ajara, KK, SJ and Kakheti, *Impervet* and *KTW*.

¹³ Figures for dairy suppliers is actual, adjusted from the Productivity in ALCP Dairy Suppliers Impact Assessment, 2021: it illustrates increased productivity milk and meat due to better livestock feeding practices. The figure for Jara beekeepers is still estimated which will be adjusted for the next bi-annual report.

¹⁴ Excepting Batumi office, which moved to remote working due to a high number of cases on September 14th 2020

2. *Ongoing Interventions:* Interventions are dynamic and benefitted from the lull before the rise of cases in autumn and the staggered approach to restrictions once re-imposed rather than outright lockdown. Of particular note is the success of the *Georgian Milk Mark*, the *Georgian Beekeepers Union* and the growth in honey export, bio certification and *Jara beekeeping*, which includes its inclusion in the VET college beekeeping curricula. Other successes include, the regional expansion of *agri journalism* and ongoing sustainability and growth of that intervention with an increased number of students completing university degrees with agri journalism components and the continued growth and function of the *Women's Rooms* as hubs for obtaining access to public goods. The self-propelled initiative of WR managers to form a national WR association can be seen as a particularly robust sign of sustainability and growth. Finally the continued use and functionality including new water points and a further new government funded veterinary surveillance point on the AMR, can be seen as a highly successful example of MSD with the public sector as a partner. Please see 3.2 *Reference to Interventions and Activities* and 2.4 *Transversal Themes* for more detail on these and other ongoing interventions. Please also see 1.1. *Update to the Stakeholder Analysis* for new players. As well as *Annex 1, 2, 3 and 4* for in depth qualitative monitoring, systemic change, stakeholder perspectives and interventions undertaken within the reporting period.
3. *New Activities:* Two large pieces of market research have been completed in the meat and honey sectors, another investigating private sheep dipping practices and a further is ongoing into supermarket payment practices and terms of trade with dairies. New activities within ongoing interventions to be undertaken in this final year of the project have been designed based on this research. These include complex mediation and advocacy for dairies with the Georgian Milk Federation, advocacy through an advisory committee for improved checks on incompliant slaughter in the domestic market and promotion of processed meat (rather than live animal export) to Gulf countries, guidelines to be developed with the NFA for private sheep dips and continued support to the considerable uptick in both domestic and export markets in the honey sector. Please see 3.2 *Reference to Interventions and Activities* and 2.4 *Transversal Themes* for more detail on these and other ongoing interventions.
4. *Impact Assessments:* The programmes impact assessment cycle is well underway. Impact assessment for the ALCP means ground truthing with a statistically significant sample of end users or beneficiaries, the existence and extent of the benefits of interventions designed to impact them. The data reported in the *Bi Annual* and *Annual reports* is described as *estimated* and based on repetitive data collection from clients, third party sources and annual qualitative monitoring of farmers uptake, until the data is verified by impact assessment. At which point the data will be described as *actual*¹⁵. Although COVID-19 restrictions are throwing up challenges it is anticipated that most data will be *actual* for the next *Bi-Annual Report*. A full list of these reports as well as the market research surveys mentioned above can be found in 5.2 *Reviews, Self-Evaluations, Research and Dissemination & International Networking*. Impact assessments of the dairy sector, Women's Rooms and bio security points have been completed. Outside the reporting period, the field work for an impact assessment of animal nutrition has been completed and data entered at the time of writing. IA's for machinery, wool, meat and honey should be completed in the next reporting period. Of particular note providing clear validation of SDC's commitment to the livestock sector in Georgia are the results from the [Productivity in ALCP Dairy Suppliers Impact Assessment February 2021](#), the assessment clearly demonstrates the impact accruing to suppliers of ALCP dairies and also revealed a broad impact for all milk suppliers.
5. *Future Programming:* The ALCP has been formulating project ideas to submit an unsolicited proposal to SDC and other donors in Georgia supporting market systems development, regional programming, environmental sustainability, WEE and sustainable rural development. The ALCP solicitation will be based on its proven track record as a regional MSD implementer, extensive on the ground capacity and ability to start a new programme immediately. Programming would take the form of an enhanced and extended version of present programming including new agricultural sectors and regions with a strong emphasis on

¹⁵ For a complete explanation of the ALCP RM system please see the [ALCP Results Measurement Manual](#).

environmental sustainability and inclusive and equitable rural economic development. New programming would be anticipated from June 1st 2022 as the current ALCP programming extends until March 31st 2022 and the programme is requesting a two month no cost extension (see below).

6. *Budgeting*: A revised budget and budget notes are being submitted with this report for the final project year. It includes dispersal to the Investment Support Facility and a proposed two-month no cost extension. Primary reasons for the underspend includes changes in staffing (including the transfer of three staff members to the SDC Rural SME development Project) and underspending on travel, accommodation and per diem lines across the budget for all staff due to COVID-19 restrictions.

CHAPTER 1 – OPERATIONAL ENVIRONMENT

1.1 UPDATE OF THE STAKEHOLDER ANALYSIS

A broadening of stakeholders continues: with dairies related to the GMM, Georgian Milk Federation, and dairy stakeholders who recently participated in a survey of supermarket payment practices; new honey entities linking with the Georgian Beekeepers Union, new meat sector stakeholders encountered during a new meat market survey and VET colleges planning to integrate Jara in beekeeping programmes. New stakeholders since the Bi Annual Report April 1st- September 30th 2020 reporting period are in italics:

Georgia: New stakeholders include: *slaughter houses/exporters of live sheep and cattle*¹⁶, *honey export companies*¹⁷, *honey producing companies*¹⁸, VET colleges integrating Jara in their beekeeping programmes¹⁹, Agro Duo, dairy survey participants²⁰, dairy associations²¹, dairy enterprise IE Ramaz Janashvili, cheese exporter companies Laki Ltd, Georgian Imports Ltd, Geoproduct Ltd, TV Pirveli, Imedi TV, Rustavi 2, Agro TV who promoted the GMM animated video, YouTube channel Emili and Emili Family TV, Instagram page ‘The Honey Road’ and Blog ‘Healthy with Honey’ on Jara honey, wine shop/restaurant 8000 Vintages, supermarket chains²², slaughterhouses in Kakheti and Imereti regions: I.E Akhmed Niazov, Kutaturi Ltd; *Wool House*, Honey factory Api Geo Ltd, Vocational College Akhali Talgha *Black Sea* and Batumi State University vocational college in Ajara; College Prestige in Kakheti, The National Agency for Cultural Heritage Preservation of Georgia, *Bio shop in Telavi*, Kakheti Beekeepers Association, United Water Supply Company of Georgia – Kakheti and Tbilisi Departments, ‘Georgian Young Lawyers’ Association, UN Women, Elkana, Caucascert, Multitest Ltd, *Marketing Company Shindi Ltd*, Georgian Hotel, Restaurant and Kafe Federation (HoReKa), Destination Management Organization’s (DMO’s) in Kakheti and SJ regions. Productive relationships with the Ministry of Environment Protection and Agriculture of Georgia (MEPA), *Enterprise Georgia*, the Rural Development Agency (RDA)²³, the NFA, *The National Agency for Sustainable Land Management and Land Use Monitoring of the MEPA*, *The State Property Agency of the Ministry of Economy*, National Intellectual Property Centre of Georgia (Sakpatenti) are ongoing. Government entities include: Head of the State Laboratory of Agriculture²⁴ (honey export), Ministry of Agriculture of Ajara (MoAA), Agro-service Center of MoAA, Ministry of Finance and Economy of Ajara, *the*

¹⁶ Slaughterhouses/exporters: Alali 2015 Ltd, Lasharela Ltd, Kutaturi Ltd, I.E Akhmed Niazov, I.E Aiad Safarovi, Meskheta Ltd, B&S Ltd, Shepherds Association, Irqa Ltd, Kusha Ltd, Meskheta Products Ltd

¹⁷ Taflikatsi Ltd, Geo Natural Ltd, Agro Factory Ltd, Rukhi Queen LLC, MF Company LLC

¹⁸ ApiGeo Ltd, Metaplia Ltd, Cooperative Racha 2014, Ratcha Natural Products Cooperative, Honey House, Irinola Ltd, Cooperative Kodi, Cooperative SKA, Bees Ltd, Eco Pack Ltd, AgriApi Ltd, I. E. Tamaz Glonti, Beekeeper Ltd, Cooperative Arto, I.E. Giorgi Kachkachishvili

¹⁹ Colleges: Iberia in Imereti, Opizari in Samtskhe-Javakheti, Gantiadi in Gori, Farmers’ house in Kakheti, Aisi in Kakheti, Horizonti in Guria, Iliia Tsinamdzvrishvili in Mtskheta Agro Engineering and Food Technology College of N. Nikoladze in Imereti, Shota Meskhia State Teaching University of Zugdidi, Shota Rustaveli State University in Ajara, Black Sea in Keda & Shuakhevi (in Ajara).

²⁰ Georgian Milk Federation has 25 members. 16 dairies out of 25 have GMM. The rest do not have GMM yet: JTA Ltd, Nobeko Ltd, Odlii Ltd, I.E Mikheil Matiashvili, Bochola Ltd, Coop. Truth Ertobis Nobati, I.E Petre Feikrishvili, Alpuri Javakheti Ltd, I.E Ramaz Nazarashvili Five dairies/cheese distributors who are not the members of Georgian Milk Federation also participated in the Supermarkets’ Delayed Payment Survey, Shiraki Ltd, I.E Levan Abashidze, Naturaluri Rzis Products Ltd, Papuna Ltd, Cheeseline Ltd, I.E Tsolak Grigoryan, Tsalka +

²¹ Association Georgian Milk, Association Dairy producers, Guild of Cheese

²² Goodwill, Ori Nabiji, Zgapari, Tserti, Evroproduct, Agro Hub were participated the GMM Cheese evening at 8000 vintages

²³ In September 2020 the Agriculture and Rural development Agency (ARDA) was rebranded as a Rural Development Agency (RDA)

²⁴ The laboratory of the Ministry of Agriculture (LMA) was rebranded as the State Laboratory of Agriculture (SLA)

National Centre for Educational Quality Enhancement of the Ministry of Education, Environment Protection Agency of Ajara, Department of Tourism and Resorts of Ajara, , Ministry of Education, Science, Culture and Sport of Georgia, Zestaponi and Ozurgeti Municipalities (WEE), The Governor's administration in Racha-Lechkhumi, Oni and Ambrolauri Municipalities in Racha regions regarding the creation of Women's Rooms, Telavi Municipality City Hall and in agri journalism: Caucasus International University in Tbilisi and Samtskhe-Javakheti State University in Akhaltsikhe.

Armenia: Agri info: the Media Initiatives Centre of the National Agrarian University of Armenia, Yerevan State University, Bryusov Linguistic University, Vanadzor State University, Armavir College and local ALT TV Governance & Gender: Alaverdi Municipality, Lori province, Tumanyan and Tavush municipalities of Lori province, NGO Association of Lawyers Community, Armenia; The Governor of Lori Province; In DRR related to Veterinary Surveillance Points the Food Safety Inspection Body of the Government of the Republic of Armenia (former the State Service for Food Safety of the Ministry of Agriculture of Armenia).

Azerbaijan: Odlar Iurdu University, Baku, NGO Social Progress, Baku.

United Kingdom: Embassy of Georgia to the United Kingdom of Great Britain and Northern Ireland.

Germany: QSI Laboratory, Eurofins, GERMAN STANDARD LR – UG.

India: Wool intermediary/exporter: Alpha Ltd, Gimach Ltd. Rupesh Kumar & Sons Ltd, Raju D Parakh Wool Co, Ltd, Vinayak Overseas Ltd,

Afghanistan: Wool intermediary/exporter: Arif , Canada: Swezard Co, USA: LM-MAN INC.

Ukraine: Regional Channels Union in Ukraine (NAM) ensuring dissemination Jara Movie among eighty local TVs, QTL Laboratory, Dubai: Future Five Exhibition Organizing L.L.C, Japan: STH Earth, MF Company LLC,

China: Georgian Vine Ltd

1.2 EVOLUTION OF THE CONTEXT (IN PARTICULAR POLITICAL RISKS AND OPPORTUNITIES)

Regional Conflict: On September 27th, conflict in Nagorno-Karabakh restarted between Azerbaijan and Armenia. It ended on November 9th 2020. Cross border trade for one ALCP client resumed in December 2020 and the situation is becoming more normalized.

General: Since parliamentary elections in October 2020, political stalemate has been observed with opposition parties refusing to take their seats in parliament, denying the legitimacy of the elections. At the time of writing most opposition members have now taken their seats in parliament due to EU mitigation, bar the National Movement who continue to reject the results of the election despite EU delegation mediation attempts and have still yet to make a final decision as to whether to join or not the Parliament (as of May 24th 2021).

COVID-19: Restrictions were re-imposed from October 2020 as cases increased with all food outlets and restaurants moving to delivery services. Indoor shopping malls and agri markets also stopped operations. Mask wearing outside became obligatory from October 2020. Some restrictions were lifted for the New Year holiday and then re-imposed. From February 2021 restrictions were slowly lifted including opening schools and restaurants (excepting weekends). The curfew from 21:00 till 05:00 am remained in force²⁵. All the ALCP dairy clients who are supplying dairy products to supermarkets, agri markets and the HoReCa sector have permission to move during the above-mentioned time. At the time of writing, the number of cases is rising across Georgia and includes variants. Thus the period from May 4th to 11th has been declared a public holiday for all governmental entities with public transport suspended, schools closed and non-governmental employers to switch to remote working. Vaccination commenced in March with a total of 38,553 persons vaccinated at the time of writing and is proceeding very slowly.

Food Security: In March 2020, the Government of Georgia approved the 'State Program for Preservation of Prices' and allocated ten million GEL to subsidize the exchange rate in USD and EUR and stabilize the prices of nine imported primary food products²⁶. However, the Georgian lari (Gel) has significantly depreciated against the USD²⁷. Food is noticeably more expensive. Fruit, vegetables, fish, bread, meat, oil and other food products cost

²⁵ Until May 17th when it was reduced till 11pm.

²⁶ Rice, pasta, buckwheat, sunflower oil, sugar, wheat, wheat flour, milk powder and beans.

²⁷ At 3.41, while before COVID 19 it was 2.90 end of March

on average 11% more than in 2019, according to the latest inflation data from the *National Statistics Office of Georgia*.

General: In October 2020, Enterprise Georgia reintroduced and began accepting applications for the Micro and Small Business Support Program. The programme covers any economic activity, except activities related to the primary production of agriculture and aims to support the response to the economic challenges caused by the Covid-19 pandemic. The results were announced in March 2021 and included thirteen beneficiaries applying through the Women's Rooms.

Village Support Programme: The reintroduced programme continued in 2020 and was conducted in all regions. The Village Support Programme for 2021 commenced in February and is ongoing.

Dairy sector: The undifferentiated usage of powder milk, Iranian evaporated milk and insufficient control of unregistered dairy enterprises by the NFA still creates an unfair business environment for dairies processing natural raw milk. Implementation of regulations, which required all dairy producers to be registered in the NFA and in the public registry, has been postponed due to COVID-19. Whilst the NFA focused on assisting the government in controlling the COVID-19 outbreak, the government's control over FS&H standards had decreased. However, in March 2021 the NFA carried out inspections of 1160 different types of businesses related to food production, HoReCa, bakeries, meat shops, school canteens, fast food outlets and agricultural markets across Georgia. Thirty-six business operators were fined for different infringements and suspended operations until incompliance were corrected.

In November 2020, an amendment to a Technical Regulation for Milk and Dairy Products entered into force, to distinguish dairy products²⁸ made from unpasteurized milk. However an awareness-raising campaign has not been conducted yet and the NFA does not have a specific inspection plan for monitoring compliance.

Honey: A new regulation in which, beekeepers owning more than 10 beehives/bee colonies should register as business operators has been approved in the reporting period however its implementation was postponed due to COVID-19. According to another new Government Regulation, 173, which entered into force in January 2021, business operators producing honey are obliged to have HACCP implemented in the factory. The number of honey companies applying for the NFA recognition²⁹ has significantly increased³⁰ in this reporting period. Honey export has increased ten times since 2017 and three times since 2019³¹. Six Georgian companies³² are exporting honey.

Veterinary: Development of the National Animal Identification & Registration System, facilitated by the FAO/NAITS programme, was finalized in 2020 followed by trainings for veterinarians on using the system. Up to 1,000 vets have been trained to date. The NFA is going to add information on apiaries to the system, the data will be provided by the Georgian Beekeepers Union. The NFA's free Brucellosis vaccination campaign continues as a result of which, 137,588 cattle and 8366 small ruminants were vaccinated in 2020. In 2021, 27 019 cattle and 100 sheep have been vaccinated so far. The campaign will continue without charge for the next few years.

Changes in Local, Regional and Central Government: In September 2020, the Agriculture and Rural Development Agency (ARDA), which combines the Agriculture Cooperatives Development Agency (ACDA), the Agriculture Projects Management Agency (APMA) and controls the Municipal Information Consultations Centres (ICC's) was rebranded as the Rural Development Agency (RDA).³³ In 2020 the RDA developed new subsidiary projects to help farmers during the COVID-19 crisis but reduced the amount of grant programmes in 2021. In October 2020 the laboratory of the Ministry of Agriculture (LMA) was rebranded as the State Laboratory of Agriculture (SLA). On September 30th, 2020 Giorgi Surmanidze (former ALCP client, Producer of 'Me Var Fermeri') was

²⁸ As the representative of the NFA stated this change mainly applies to Matsoni, Sour cream, Milk and other dairy products which are made from milk powder, except cheese as in the case of cheese it is already prohibited to call a product containing milk powder cheese.

²⁹ Granted based on NFA inspection of the factory/processing unit according to FS&H standard. The factory/processing unit recognition is a must for compliant honey packaging and labelling, especially for honey export

³⁰ Seven companies applied for and received NFA recognition in this reporting period becoming fourteen in total.

³¹ From 2.2t in 2017 and 6.7t in 2019 to 21.7t in 2020

³² Taplikatsi Ltd, Geo Natural Ltd, Matchakhela Ltd, KTW Agro Keda Ltd, Rukhi Queen LLC and Agro Factory Ltd

³³ Outcome values for NAIC have not been adjusted based on the Impact Assessment they remain a reflection of aggregated data per intervention which does not capture the impact of synergy, information and governance.

appointed Minister of Agriculture of Ajara. In January 2021, Giorgi Romanadze was appointed as the new Chairman of the Ajara Chamber of Commerce and Industry (ACCI). Manana Bolkvadze was re-appointed as the chairwoman of the Ajara Beekeepers Business Association (ABBA).

1.3 BILATERAL OR MULTILATERAL ISSUES OF NOTE FOR POLICY DIALOGUE

COVID-19: The extent to which the global pandemic will alter development programming is as yet unknown. Much will be revealed once lockdown restrictions are fully lifted and the ability of businesses and the economy to bounce back can be fully evaluated. It is anticipated that planning for the impact of pandemics may become more mainstreamed in strategy and planning with a renewed emphasis on green growth. In the short-term, where controls on slaughtering in particular have slipped it is hoped that they will be reinstated quickly.

No change from Bi-annual report. The *National Food Agency* remains pivotal in relation to the livestock market system. Much work remains to be done to systematize and operationalize activities at the producer level. New regulations in the honey and dairy sector from January 2020 (though now somewhat on hold due to the pandemic), will see a massive increase in the requirement for registration of HH's producers and small producers in both honey and dairy sectors (see 1.2 above). In addition, thought should be given as to how to best support what will be an extra burden of regulatory checks in addition to the need for improved control of unregulated dairy enterprises already in existence.

General: Disease notification and control remains a key topic in particular in relation to safe and compliant disposal of carcasses. There is an ongoing need for comprehensive government support to the rehabilitation of the veterinary sector with there still being a serious lack of young large animal veterinarians. Climate sensitive farming should remain a topic to be supported as simple measures of water conservation, conservation agriculture e.g. direct drilling, seed varieties, and afforestation would see easy gains for small holders, especially in areas such as Kakheti, which is experiencing the worst climate-related effects. Emphasis needs to remain on how small holder farmers can learn to co-exist, manage, and benefit from the environment. The role of the small-scale livestock producer within the context of environmental, economic, and social sustainability continues to be in need of ongoing debate. Perhaps more should be made of the amalgamated Ministry of Environmental Protection and Agriculture in providing an opportunity to place these on the agenda.

CHAPTER 2 – OUTCOMES ACHIEVED SINCE APRIL 2017

2.1 QUANTITATIVE RESULTS PER OUTCOME

Table 2: Achievements of Outcome³⁴ Indicators Measured Against Target Values

Note all Outcome impact is only for interventions funded under the current Log Frame

OUTCOME 1: Livestock and Honey Producers in Georgia strengthen their position in the market system and increase their income thanks to reliable market access to diversified opportunities from sustainable SME's in the meat, dairy, honey and wool sectors.	
Indicators	Estimated Alliances Programme Results (2017-to date)
# of LHP's generating tangible positive income changes due to sustainable diversified market access and better terms of trade (Women/men) (7500)	4,920 ³⁵ (61% women, 39% men) (66%)
# of full time job equivalents (Women/Men) (80)	274 ³⁶ (193 Women / 81 Men) (343%)
# of HoReCa/retailer entities integrating food safety hygiene compliance and good management practices into business management (350)	482 ³⁷ (138%)
# of entities crowding in (13)	13 ³⁸ (100%)
# of livestock and honey sector sustainability advocacy initiatives (16)	34 ³⁹ (213%)
# of SME obtaining external funds / finances (20/2 million)	16 / 3,044,385 Gel (80% /152%)
NAIC Value in GEL generated for LHP's with sustainable diversified market access and better terms of trade for LHP's (Women/Men) (5 million)	5,040,209 (101%) (3,074,527 for women and 1,965,682 for men)
NAIC value in GEL generated for programme clients (Women/men) (2 million Gel)	4,996,221 (250%)

³⁴ Outcome values for NAIC have not been adjusted based on Impact Assessment they remain a reflection of aggregated data per intervention which does not capture the impact of synergy, information and governance.

³⁵ These figures come from dairy interventions (including GMM) and from Kutaturi slaughterhouse.

³⁶ Dairy enterprises, GMM intervention, *Impervet* Zugdidi, BSP, GBU and *Women's Rooms* and *WR Access to Financing enterprises*.

³⁷ *Shervasi* provided disinfection service to 290 HoReCa entities and *Star Consulting* trained 192 HoReCa representatives.

³⁸ Women's Rooms (2), Darts group, Honey Sector Advisory Committee (2), ABBA (3), Wool House in SJ, Dairy in KK Tsintskaro+Ltd, Women's Business Forum (Ajara) (3).

³⁹ Meat Advisory Committee Meeting; Honey advisory committee (2), Meeting with honey stakeholders to create Honey Umbrella Association; *ABBA* created a database of honey producers in Georgia; Creation of the GBU; First meeting with Dairy entities to present natural raw milk; Cheese factory, *Natural Produktsia. Ltd* established dairy association of milk suppliers; 2 additional meeting with dairies; GMM official presentation *Hualing Hotel* January 22nd 2019; coordination meeting between BIG GMA and Dairies; Coordination meeting between *GMF* and dairies to lobby GMM in Government (06.12.2019); Coordination meeting between *GMF*, dairies, Associations to lobby for Georgian Raw Milk in Government (06.02.2020); meeting FSIB, former SSF to copy the VSP model; The AMR Advisory Committee on Access to Water for Seasonal Migrating Animals; Presentation/ discussion of the report Livestock Seasonal Migration and BSP (VSP) in Armenia; GBU advocacy to state procurement agency to buy Georgian honey (2019). Online meeting between *GMF* and GMM dairies to plan advocacy campaigns; GBU facilitated meeting with vet collages to add Jara in beekeeping progs; GBA advocacy to *Agroservice* to finance the bio-certification of 24 Jara beekeepers. GBU advocacy prohibiting importing foreign queen bees in order to protect Caucasian grey bees (2020). GBU advocacy to increase of consumption of honey by broadcasting social add in media (2020). GBU successfully advocated for permits for beekeepers during the curfew (2020). GBU gained permits for beekeepers in curfew (2020). GBU, RDA, MEPA advocated with ministry of agriculture to increase awareness regarding most common bee diseases; GBU advocated for usage of local laboratory services; GBU advocated with professional collages to integrate and update Jara beekeeping study modules; GBU advocated with NFA to identify and register bee colonies; GBU advocated for gaining a cultural heritage status for Jara beekeeping; GBU advocated with MEPA and other honey stakeholders to open discussions about honey export; GBA advocated for co-financing bio certification for its member beekeepers and its processing unites by the Agro Service Centre of the Ministry of Agriculture of Adjara; GBU advocated for new regulations to control import of bee colonies in Georgia; GBU advocated for the interest of beekeepers during forest regulation. In March 2021 the BIG with the RDA prepared and printed 10,000 flyers and 100 posters describing changes in regulations for farmers of NFA and promoting the *GMF* which already have been distributed by RDA to Municipal Information Consultations Centres (ICC's) in KK, Kakheti and SJ regions.

OUTCOME 2: Livestock and honey producers increase profitability thanks to stronger regional linkages and cross-border availability of inputs and business

Indicators	Estimated Alliances Programme Results (2017-to date)
# & % of LHP's generating tangible positive income changes due to enhanced regional linkages and services (women/men) (21,500)	36,474 ⁴⁰ (31% women / 69% men) (170%) Armenia: 11,736; Azerbaijan: 1,577
# of full time job equivalents (Women/Men) (70)	29 ⁴¹ (4 Woman / 25 Men) (41%)
# of entities copying &/or crowding in (10)	7 ⁴² (70%)
# of issue specific cross border initiatives (women/men) (5)	12 ⁴³ (240%)
# of service providers &/or input suppliers with improved business practices/acumen & outreach to cross border LHP markets (5)	5 ⁴⁴ (100%)
NAIC value in GEL of cross border LHP's benefitting from supporting functions and compliant processing enterprises (Women/Men) (3 million Gel)	3,651,967 (122%) (1,132,109 Gel Women/ 2,519,858 Gel Men)
NAIC value in GEL generated for programme clients (2 million)	2,209,849 ⁴⁵ (110%)
Value in GEL of cross border trade inputs (5 million)	6,059,922 GEL / CHF 2,123,587 (121%)

OUTCOME 3: Growing cross-border trade and export opportunities both within the South Caucasus and the larger region offers more diversified market access and terms of trade to livestock and honey producers

Indicators	Estimated Alliances Programme Results (2017-to date)
# of LHP's generating tangible positive income changes due to enhanced market access (women/men) (11,000)	11,042 ⁴⁶ (23% women/77% men) (100%)
# of service providers &/or input suppliers with improved business practices / acumen & outreach to export markets (10)	10 ⁴⁷ (100%)
# of entities crowding in (7)	8 ⁴⁸ (114 %)
# of full time job equivalents (Women/Men) (70)	44 ⁴⁹ (8 Women / 26 Men) (63%)

⁴⁰ These figures come from *Mar-Mot Ltd* and *Agro Trading*. Out of it, 11,736 farmers are from Armenia and 1,577 from Azerbaijan.

⁴¹ 5 FTE jobs created by *Mar-Mot Ltd* and 18 by *Agro Trading*, 3 jobs by *Roki* (1 Armenia and 2 Azerbaijan), and 1 job created by TV in Armenia.

⁴² *Agro Trading* (2), *Journalists Resource Center* (2), *Mar-Mot Ltd* (2) *Black Sea Eco Academy*.

⁴³ Meeting with Georgian and Armenian governmental officials to establish *Women's Room* model in Lori province in Armenia; Armenian official delegation's visit to Georgia to attend National Women's Business Forum and visit Women's Rooms in Adjara; Memorandum and grant agreement signed with Alaverdi Municipality in Armenia to copy the Women's Room's model; the first municipal *Women's Rooms* Annual General Meeting in Tskaltubo; meeting/hiring an Armenian Gender and Governance Expert to make a Gender Guidelines for Local Self- Government in Armenia; meeting with the State Service for Food Safety of Armenia to copy the VSP model; *Roki's* participation in vet trainings in Armenia organized by SDA; meeting at Alaverdi, Armenia with the neighbouring municipalities for copying and scale up the WR service in other municipalities in Armenia. Online meeting Tumanyan and Tashir. One Women's Room financed in Tumanyan municipality and another in Tashir municipality in Lori Region. International Conference in Agricultural Journalism and education.

⁴⁴ *Mar-Mot Ltd*, *Agro Trading*, *Journalists Resource Center*, *Roki Ltd* (improved sales of drugs to Armenia following SDA facilitation), *Women's Room* in Armenia.

⁴⁵ This number includes *Mar-Mot Ltd Ltd*, *Agro Trading* and *Roki*

⁴⁶ Slaughterhouse *Alali Ltd*, *Georgian Wool Company Ltd*, *KTW*, *Cheese exporters*.

⁴⁷ One slaughterhouse *Alali Ltd* started to export processed meat, one wool collector improved / safeguarded export of wool, *Tzerari Ltd/Natural Produktsia*, *Gocha Gagashvili*, *Tsintsikaro +*, *Milkeni*, *Alpuri Javakheti* and *Cheese Hut* export cheese to US, *KTW* exported Honey and *Api Geo* is just about to start exported honey.

⁴⁸ *Alali Ltd* (2), *Georgian Wool Company* (3), *Honey* (3)

⁴⁹ The *Georgian Wool Company* created 31 (including intermediaries) and *Alali Ltd* created 12 new FTE jobs, *KTW* created one Job.

NAIC value in GEL of LHP's benefitting from supplying cross border trade and export enterprises (Women/Men) 3.5 million)	4,026,141 (115%) 926,012 Gel Women / 3,100,129 Gel Men
NAIC value in GEL generated for programme clients (4 million)	4,428,064 Gel (111%)
Value in GEL of cross border trade commodities (5 million)	1,875,000 ⁵⁰
Value in GEL of exported products (25 million)	47,649,147 Gel ⁵¹ (191%)

2.2 ASSESSMENT OF OUTCOME ACHIEVEMENT AND LIKELIHOOD OF ACHIEVING THE OUTCOMES IN THE CURRENT PHASE.

Four years into the five-year phase the programme is clearly on track to fully achieving the outcomes in the current phase with the percentage impact against the new targets in place from January 2020 mostly achieved or exceeded. Scale in Outcome 1, which is steadily increasing, will continue to be boosted by the Georgian Milk Mark, and will increase further if HoReCa and tourism sectors begin to reopen and boost the meat sector which has suffered most due to COVID-19 effects.

2.3 INFORMATION ON UNDEFINED⁵² AND UNINTENDED EFFECTS OF PROGRAMME INTERVENTIONS

Note: Behaviour change at farmer, business and sectoral level is detailed in Annex 1 and Systemic Change in Annex 2, Annex 4 provides *Stakeholder Perspectives*

Investment for growth within the sectors. In total, ALCP clients invested 773,054 USD in their businesses this year. *Dairy:* five GMM dairies⁵³ invested 210,454 USD of savings (and one grant) for purchasing cheese distribution and milk collection cars, and equipment for producing cheese and other dairy products. *Meat:* *Kutaturi Ltd* obtained a bank loan of 50,000 USD loan for equipment and remodelling for processing by and semi-finished products. *Wool:* *Wool House Ltd* invested 30,000 USD of partial savings and one grant for purchasing a new building in Akhaltsikhe to arrange a wool washing facility. *Inputs Suppliers:* *Mar-Mot Ltd* took a bank loan of 152,600 USD for expanding and renovating its main warehouse and for ordering fifty tractors from China; and *Agri Trading Ltd* took a bank loan of 300,000 USD to upgrade and expand production.

Export Growth: Three more Georgian Milk Mark dairies from Kakheti, Samstkhe Javakheti, and Kvemo Kartli have exported cheese and honey to the USA, Canada and Singapore. *Tsezari Ltd* who first started exporting cheese to the US in 2017 has now added Canada to its regular export to the US exporting 236 kg of cheese. *Tsivis Kveli (Kakheti)* has exported 1,392 kg of cheese since July, *Tsintakaro + (KK)* exported 1.5 tonnes from August to December to New York and Chicago; *Cheese Hut (SJ)* has been exporting different types of GMM cheese 200 kg/month to Canada and 1 tonne/month to Singapore since November 2020. For more detail see *Section 3.2*.

Increased Interest in Georgian Honey Abroad and within the Country: The Georgian Beekeepers Union (GBU) facilitated linkages between the Ministry of Foreign Affairs (MFA) and four honey-producing entities⁵⁴ to promote

⁵⁰ Alali exported 1,250 live bulls to Azerbaijan.

⁵¹ Value of export has been updated according to the meat market research: Alali had significantly higher export figures compared to programme estimations. Alali - 43,588,320 Gel, Cheese factories -2,280,059 Gel, Georgian Wool Company – 1,526,266 Gel, Roki – 2,360,665 Gel, KTW – 269,478 Gel

⁵² Undefined: reflects that the programme is able to capture few changes observable in the system that are genuinely 'unintended' i.e. that there was no plausible expectation or explanation of this type of change occurring. 'Undefined' effects: are changes plausibly attributable to the programme, which although not explicitly detailed in results chains and monitoring plans could nevertheless be logically expected to happen within the logical development of interventions grounded in thorough market research⁵².

⁵³ *Natural Produktsia Ltd* invested 8,000 USD of savings in a new cheese distribution car. *Alpuri Javakheti Ltd* and *Tsipora-Samtskhe Ltd* invested 70,000USD, and 50,000USD respectively of partial savings and a grant for expanding cheese storage capacity. *Tsivis Kveli* invested 43,893 USD of partial savings and a grant for purchasing cheese producing-equipment, milk collection and distribution vehicles and for expanding cheese storage. *Leanka Ltd* invested 38,561 USD of partial savings and a grant for a generator, steam boiler, *Sulguni* cheese mixing tank, and for building a *Nadughi* producing room.

⁵⁴ Two GBU members: Nena, Irinola; and pending members: Rukhi Queen; and Bakhmaro Honey.

Georgian honey brands in the *London Honey Awards 2021* in May. To date the honey promotion video *Discover Georgia: The Land of the Oldest Honey* has had 393,235 views and 7,917 shares on Facebook; 27,000 people have visited www.honeyofgeorgia.com and www.jarahoney.com with the top visits from the USA, China, Lithuania, Russia and the United Arab Emirates. The Minister of Agriculture of Ajara visited a Bio certified [Jara beekeeper](#) and the new JBA Agro-Keda processing unit to see their Bio honey production and packaging process in December 2020. The Minister also listed the *Jara Beekeepers Association (JBA)* as a successful example of associations in an interview on [Radio Ajara](#).

Governmental Advocacy in Honey: Shortly after an online GBU meeting with honey exporters, MEPA organized the third [Honey Sector Development Committee](#) where removing logistical constraints to honey export growth and laboratory capacity improvement were the main topics. MEPA posted honey export growth data on their [Facebook](#) page.

Jara in International & Local Media: A blog *Healthy with Honey* updated an article [What is Jara Honey from Georgia?](#) about the granting of Intangible Cultural Heritage status by the National Agency for Cultural Heritage Preservation of Georgia to Jara honey. Mercy Corps Netherlands [Twitter](#), [Nena](#), [Tourister](#) and [Caucasus Nature Fund](#) also posted about it. [Thehoneyroad](#) a honey enthusiast on Instagram, with more than 42,000 followers, reported about the blog and also posted twice about [What is Jara?](#) with 1,700 likes and [Jara Hives on the Rock](#), which has reached 10,000 views. Jara honey is now on [Wikipedia \(Geo\)](#), and will soon be in English. A Russian language channel Current Time TV under Radio Free Europe/Radio Liberty reported on Jara honey within a documentary film about Adjara, to date [the film](#) has reached 583,000 views on Facebook. A tourism information portal Tourister [posted](#) about Jara honey. Rustavi 2 [reported](#) on Jara beekeeping, reaching 27,000 views on Facebook. [Es Shuadge](#) on Ajara TV invited the chairman of the JBA to talk about Jara and Bio certification.

Jara in VET: The GBU became a working group member of the National Center for Educational Quality Enhancements under the Ministry of Education to work on updating modules in beekeeping VET programmes to include Jara honey production due to colleges beginning to uptake Jara into their beekeeping courses. The Jara VET has now been made a mainstream intervention in the second half of the reporting period.

GMM in Media: [Agronavi](#)⁵⁵ the Georgian Farmers Association online forum, talked about the GMM and the Business Institute of Georgia (BIG) in a live [Facebook](#) session. [Our Village](#), the MEPA magazine with a circulation of 10,000 copies/month published an article about the GMM in October. Rural farmers across Georgia receive the magazine through fifty-four MEPA Information Consultation Centers (ICCs). *GMM Dairy Success Story:* The director of the GMM enterprise Tsintskaro+ Ltd submitted an article on [Challenges Emerge for Women Entrepreneurs as a Result of the Covid-19 Pandemic](#) and won 500 USD in an essay competition of the Civil Society Portal.

An Act of Kindness during COVID-19: In December 2020, the managers of the municipal Women's Rooms in Kakheti held an online [Christmas Charity Auction](#) on Facebook to help families affected by the pandemic. Up to five hundred people joined the auction, which raised more than six hundred USD over two weeks. Seven families in need received sweets, books, gifts; as well as special food for a girl with celiac disease. *Formalization of the Women's Rooms:* In January 2021, thirty Women's Rooms initiated the creation of the Women's Rooms Union, a platform for sharing ideas and holding monthly online meetings. The Union also manages a [blog](#) dedicated to portraying stories of the WR managers and successful women from regions. *New Project for Supporting Women's Businesses:* In 2021, for the second time, Shuakhevi Municipality City Hall allocated 3,000 USD to finance women's business ideas in agriculture, eco-tourism and education initiated by the Women's Room in Shuakhevi.

⁵⁵ A mobile application for farmers.

In a market systems development programme transversal themes mainly relate to the Rules section of the doughnut (See P7 *ALCP Market System diagram*). In the ALCP they include facilitation with Government stakeholders and other civil society and private sector actors at National, Regional and Local levels in relation to key governance issues underpinning the livestock sector. These include food safety and hygiene regulations, gender related to equitable governance and access to resources and animal disease control⁵⁶. For detailed account of all activities being carried out in relation to ADA recommendations addressing the DRR themes of **reduced environmental damage and waste from livestock based enterprises and production** please see *Annex 5 ALCP Progress on the Integration of ADA Recommendations*.

National Animal Health Programme (NAHP) Steering Group: The NAHP meeting was not conducted during the reporting period⁵⁷.

Veterinary Surveillance Points (VSP): During the 2020 spring and autumn movements 694,448 head of livestock were dipped/showered. In total, over 3.2 million heads have been dipped/showered in six VSPs between 2016 and 2020. According to a co-investment agreement between the ALCP and the NFA in 2020⁵⁸, the NFA funded the construction of a 7th VSP in Dusheti municipality, Mtskheta Mtianeti region and the ALCP financed four key water points (see below). The new point was finished in February 2021. It will be open for the 2021 spring movement and around 100,000 head of sheep will be dipped there. For more detail please see the [Monitoring of Livestock Seasonal Movement on the Animal Movement Route](#) Report (July 2020).

Survey of Private Sheep Dips: According to the NFA in total 700,000 sheep are moved between seasonal pastures in Georgia annually half of which are treated in the existing six VSPs and the other half bathed in private dipping facilities by owners. A survey of private sheep baths was done by the programme to understand how they operate, and what kind of environmental challenges they face. Private sheep bath owners are not aware of environmental regulations regarding wastewater disposal and lack information on how dispose of wastewater safely. The programme plans to facilitate the NFA to make a simple guideline for private sheep dipping facilities to mitigate environmental damage. For more detail, please see [A Survey of Private Sheep Dipping Facilities in Georgia](#) (November 2020) and *Annex 5 ALCP Progress on the Integration of ADA Recommendations*.

Water Points on the AMR: Development of four key water points on the Animal Movement Route was finalized in September 2020 despite delays due to COVID-19. In November 2020, the ALCP handed-over the points to the NFA. Up to 500,000 heads of sheep and cattle will benefit from the new water points during transhumance. For more details see the [Further Animal Movement Route Development and Water for Migrating Animals Report](#) (November, 2020)

AMR Land Management: In tandem with AMR infrastructure development, the ALCP has facilitated AMR land related issues over many years; mainly securing the registration of unregistered parts of the route and arbitrating land overlaps. During the reporting period, the ALCP started to work with the newly established (2020) *National Agency for Sustainable Land Management and Land Use Monitoring*, which is now the key stakeholder for the sustainable development of the AMR. The agency has requested that the ALCP help them develop a sustainable management strategy for the AMR based on which the route will be developed and maintained in the future.

Copying the VSP Model to Armenia: All related activities have ceased since COVID-19⁵⁹.

⁵⁶ A main mechanism of the governance interventions is the Advisory Committee, where diverse stakeholders, often with intractable viewpoints are brought together in working meetings to overcome key constraints in the sector often insurmountable without external impartial facilitation based on existing relationships and market intelligence. They involve meticulous planning and preparation over months.

⁵⁷ For the background information, please, refer to the same section of the previous report.

⁵⁸ and a quadrilateral MOU with the ALCP, MEPA, the NFA and the Georgian Shepherds Association (GSA)

⁵⁹ For the background information, please, refer to the same section of the previous report.

Women's Rooms Impact Assessment: An in-depth qualitative impact assessment of the Women's Rooms was finalized in the reporting period - please see: [A National Qualitative Review of the Municipal Women's Rooms \(June 2020\)](#). A [Womens Access to Financing Impact Assessment](#) was also conducted and finalized in March 2020. The study showed that in 2017-2020 through the Women's Rooms, 137 grants with a total value 2.2m Gel were awarded to 94 women and 16 men for their business ideas (with 20% of applicants reapplying successfully), an average of 16,115 Gel per successful application. 88 new businesses were started, 22 existing businesses expanded, and 184 new jobs were created (75% for women and 25% for men).

Facilitation of National Women's Room Scale Up: In 2019 and 2020 the ALCP supported the Women's Information Center contracted by the UN Women SDC WEE in the South Caucasus programme to develop the *Supporting Gender Equality Policy Institutionalization at LSGs by Standardizing and Scaling up the Women's Rooms Guidelines* as the main step to getting the MRDI recommendation to develop the WR service in all municipalities in Georgia. The MRDI then decided that it was not their remit to make this recommendation to LSG's and had referred this matter to the Intra Agency Commission of the Prime Ministers administration. The UN Women programme is now working with the National Association of Local Authorities of Georgia⁶⁰ (NALAG) to get their support for issuing the above-mentioned recommendation to all LSGs in Georgia.

In December 2020, thirty Women's Rooms managers created an informal Women's Room Union. The union has a head, an information coordinator and regional coordinators. They are conducting monthly online meetings to share the experience and contacted NALAG. The executive director of NALAG attended the Women's Rooms meeting in March 2021 and expressed their willingness to support and formalize the Union.

In February 2021, the Gender advisor of the Governor of Racha-Lechkhumi region applied to the programme and asked for the ALCP facilitation to open Women's Rooms in Oni and Ambrolauri municipalities, having chosen the two municipalities in discussion with the Governor.

Women's Rooms Operations: All Women's Rooms in Georgia and Armenia have mostly been working remotely with brief periods of being open in summer 2020. However, they have been conducting meetings and trainings online.

New Women's Rooms in Guria and Imereti regions: Ozurgeti municipality and Zestaponi municipality, applied to the ALCP in 2019 to open Women's Rooms and in June both rooms opened. [The President of Georgia attended the Zestaponi WR's opening ceremony](#) on July 6th, 2020 and met with local women entrepreneurs. Zestaponi municipality signed an MOU with the Red Cross and they screened women in the WR for tuberculosis. Both are continuing to support women remotely.

Women's Rooms in Kakheti: Nine Women's Rooms in eight municipalities of Kakheti have been open since 2018. During the COVID-19 pandemic, all municipal buildings were closed and the managers continued work remotely. Many of them were involved in information provision about COVID-19 and state subsidy programmes released by the government. Kakheti WRs managers helped rural women to apply for the one off Government assistance for children under 17 (200 GEL per child) totalling 12,000 Gel. Kakheti WRs created [a common Facebook Page](#) to reach more women and share information about events, free online courses, ongoing grant programmes and available funds for business start-ups. In December 2020, Kakheti Women's Rooms' managers organized an online [Christmas Charity Auction](#) for seven families in need, on Facebook, up to five hundred people participated. During the reporting period, Kakheti Women's Rooms had 502 unique visitors (female 70%) and 81 meetings attended by 1,572 people (69% female). In total since opening in 2018, Kakheti Women's Rooms have served 3,845 unique visitors (70% female) and conducted 606 meetings/trainings with 7,887 participants.

Armenia: The first WR in Armenia opened in July 2019 in Alaverdi municipality, Lori Province. The manager helped the municipality provide COVID-19 information to local women, organizing a remote information campaign through a network of women who receive information from the WR manager and disseminate it in their villages. From March 2020 to March 2021 Alaverdi Women's Room had 530 unique visitors, five trainings, seven

⁶⁰ NALAG is an NGO founded by all existing LSGs of Georgia

sessions of the ‘Guardianship Committee’⁶¹ and ten meetings of rural women with the Alaverdi Mayor. The room organized two short courses for women in carpet making and confectionery. According to the Alaverdi Mayor, the room is helping the municipality to involve more women in local decision-making and exchange information with rural communities. Grant agreements with Tumanyan and Tashir municipalities to establish WR’s were signed in August 2020. Renovation works under the supervision of ALCP implementation partner the *Lawyers Association* were finished in February 2021. Funds for purchasing furniture and computers will be transferred soon. Gender Guidelines for Armenia LSG based on the programme facilitated Georgian version⁶² were finalized in Armenian in June 2020 and are in use in the Alaverdi WR.

Women’s Access to Decision Making, Public Goods and Financing: In March 2021⁶³ the village meetings (where spending projects for public funds are decided) were conducted in Kvemo Kartli, Samstkhe-Javakheti, Ajara and Kakheti regions. The Women’s Rooms continue to ensure the participation of rural women. Village meeting data is being processed and will be reported in the next bi-annual report. All 30 WRs in Georgia again assisted citizens in applying for the *Enterprise Georgia Micro & Small Grants scheme* in 2020, identifying local women with business ideas, offering consultations and help in writing business proposals and plans. Due to COVID-19 a smaller number of women applied, but the WRs still managed to support 157 citizens out of whom 95 were women. 13 beneficiaries of Women’s Rooms from Ajara, SJ and Kakheti regions were successful and will receive a total of 311,640 GEL. In February 2020 the new Ministry of Agriculture of Ajara project *Supporting Rural Entrepreneurship Development* chose Batumi Women’s Room to provide business consulting services. To date 150 business consultations have been given and eighteen business projects funded, out of which four projects were women’s with total value 310,720 Gel.

Azerbaijan: The planned visit of an Azerbaijani delegation from a local NGO to Georgia to share best practices in WEE through WR’s is on hold due to COVID-19.

Goderdzi Alpine Garden (GAG) Sustainability: The Garden is closed in winter, but was [officially opened](#) on July 30th 2020. 20,000 people have since visited. The GAG was included in the tours of two media and twenty tourist agencies. The Department of Tourism and Resorts of Ajara (DTRA) has allocated 12,000 USD in its 2021 budget for signs in the GAG. The 161 species first recorded on commencing the garden have increased to 209 in the last two years. *Local Business Development GAG:* 15 guesthouse owners (12 women) from rural Ajara participated in a [four-hour seminar in the GAG](#) demonstrating best practices in sustainable rural development and opportunities for rural farmers in high mountainous Ajara, including the market for local products. *Jara Honey:* The Jara Apiary of the Goderdzi Alpine Garden became bio certified in the reporting period.

2.5 ILLUSTRATION OF THE PERSPECTIVES OF INVOLVED STAKEHOLDERS

Please see Annex 4 for perspectives of different programme stakeholders.

⁶¹ Social care entity for children being cared for by the municipality.

⁶² Developed by Gender Expert, Director of the Center for Gender and Leadership Studies at Yerevan State University

⁶³ In February 2020 in Kvemo Kartli, Samstkhe-Javakheti and Kakheti regions a total of 788 Village Meetings⁶³ were held with 63,374 participants. Women’s participation was 36%. Funds have been pledged for 124 women’s instigated community initiatives including water projects, kindergartens, village ambulances, children’s playgrounds, roads and public toilets. Due to COVID-19 the village meetings in Ajara were held in April-May instead of February see Bi-Annual Report for more details.

CHAPTER 3: OUTPUTS AND PERFORMANCE PER REPORTING PERIOD 2017

3.1 SUMMARY OF OUTPUT DELIVERY UNDER THE THREE OUTCOMES

Table 4 below provides a breakdown of impact per output. Only outputs where interventions are ongoing are included. Interventions/activities are being undertaken in all applicable⁶⁴ outputs and indicators in the LogFrame excluding Output 3.1⁶⁵ *Facilitated access to cross border trade opportunities for dairy, meat honey and wool entities in Georgia, Armenia and Azerbaijan*. The ALCP has pursued options (in tandem with SDA) with dairy, wool and honey actors in Armenia, which have not succeeded due to price points and product specification further exacerbated by COVID-19 and the Nagorno Karabakh conflict. Thus despite facilitation, all current cross border trade activities barring the export of live bulls to Azerbaijan, are focussed on inputs: agri info (Arm, Az), machinery (Arm, Az), feed (Arm), veterinary drugs (Arm, Az) or rules, Women’s Rooms (Arm) biosecurity points (Arm). Please see Section 3.2 and 2.4 for descriptions of intervention activity in all sectors.

Table 4: Summary of Outputs Against Logframe Indicators

Output 1.1: Increased accountability and transparency in sourcing, purchasing and sales practices by retailers. (supermarkets, mini markets, agro markets, wholesalers)	
Number of retailers making changes to inspection procedures, sourcing, purchasing and marketing/sales practice	23 ⁶⁶
Number of suppliers with more positive experience of supply/sales	14 ⁶⁷
Output 1.2: Increased self-representation, empowerment and advocacy by livestock & honey system processors & manufacturers.	
Indicators	Estimated Programme Result (2017-to date)
Number of advocacy initiatives/groups	34 ⁶⁸
Number of desired objectives reached by advocacy initiatives/groups	16 ⁶⁹
Output 1.3: Increased consumer awareness of dairy, meat, and honey food safety and hygiene related issues and advocacy	
Number of advocacy initiatives from government, supermarkets and media towards consumer groups	20 ⁷⁰

⁶⁴ As reported in the Steering Implications of the Bi-Annual Report Outputs one indicator under 3.3 and one under 3.4 are not applicable due to a change in programming please see number 3 P10 for details.

⁶⁵ Currently only input supply companies are successfully trading cross border under Outcome 2.

⁶⁶ Spar, Nikora, Madagoni, Fresco, Zgapari, Willmart, Carefour, Goodwill Batumi, Liderfood, Ori Nabiji, Natural Produktsia Ltd shop in Batumi, Milkeni Ltd shop in Rustavi, Dairly, Smart, Foodmart, Universami, Libre, Biloni, Vejini, selling cheese with GMM mark, Tsipora-Samtskhe shops (2), Magniti, Tserti.

⁶⁷ *Milkeni, Tsintsikaro, Cheese Hut* (Badri Gogoladze), *Tsivis Kveli* (Gocha Gagashvili), *Shuamta* (Levan Bejanishvili), *Tsipora Samtskhe, Tsezari, Coop.Khiza* and *Tsaka +, I.E Tamaz Tagiashvili* and *Disveli*, supplying retailers with cheese with GMM mark; *I.E. Tsolak Grigolian, Leanka, Imeruli*.

⁶⁸ See next footnote for list.

⁶⁹ After the Meat Advisory Committee Meeting NFA intensified monitoring of backyard slaughtering and provided information to meat sector representatives in Kvemo Kartli; MEPA used the ALCP advisory committee model and created a Honey Committee; The GBU met with the minister of MEPA, they agreed on further cooperation; Coordination; GMF, dairies, associations to lobby for raw milk in Government (06.02.2020) 24 dairies joined GMF to encourage raw milk production. GMF sent a letter to the Ministry asking to check information about consistence of the Iranian milk and traceability of dairy products. Vet college Akhali Talga started teaching of Jara in its one-year beekeeping programme in Kobuleti and Khulo (2020). *Agroservice* centre of the MOA Ajara agreed to finance the bio-certification of 24 Jara beekeepers inc GAG apiary in 2021. GBU gained permits for beekeepers in curfew (2020). GBU, RDA, MEPA advocated with ministry of agriculture to increase awareness regarding most common bee diseases; GBU advocated for usage of local laboratory services; GBU advocated with professional collages to integrate and update Jara beekeeping study modules; GBU advocated with NFA to identify and register bee colonies; GBU advocated for gaining a cultural heritage status for Jara beekeeping; GBU advocated with MEPA and other honey stakeholders to open discussions about honey export; GBA advocated for co-financing bio certification for its member beekeepers and its processing unites by the Agro Service Centre of the Ministry of Agriculture of Adjara; GBU advocated for new regulations to control import of bee colonies in Georgia; GBU advocated for the interest of beekeepers during forest regulation. In March 2021 the BIG with the RDA prepared and printed 10,000 flyers and 100 posters describing changes in regulations for farmers of NFA and promoting the Georgian Milk Federation which already have been distributed by RDA to Municipal Information Consultations Centres (ICC's) in KK, Kakheti and SJ regions.

⁷⁰ Two consumer interest segments were launched in TV programmes Hashtag and *MeVarFermeri* at Adjara TV; Reports related to Do's & Don'ts Antibiotic Use (20), Reports related to the Georgian Milk Mark (51), 500 Infographics of Do's & Don'ts Antibiotic Use were distributed to Azeri (300) and Armenian (200) beekeepers in KK region; 400 – by Association of Future Farmers, 1000- by ten largest wax producer/ printing service providers, 250 – shared with beekeepers and 22 - beekeeping cooperatives by nine ICCs, 100 – shared with beekeepers by eight LAGs (*ENPARD*); GMM Animation: The national channel

Number of advocacy initiatives from consumer groups towards government, supermarkets and media	2 ⁷¹
Output 1.4: Facilitated leveraging of access to funding and improved business management for SME's	
Number of SME's leveraging funding from external sources to the programme e.g. IFI's and government schemes	16 ⁷²
Value of funding leveraged from external sources	3,044,385 Gel
Number of SME's where funding has allowed development of business vision.	16 ⁷³
Output 1.5: Increased value added production and product diversification for SME's.	
# of SMEs with increased capacity/utilization of meat and milk, honey and wool	19 ⁷⁴
# of LHPs supplying supported entities (Women/Men)	3,154 (68% Women)
Number of value-chain actors in dairy, meat, honey and wool sectors gaining access to diversified markets	20 ⁷⁵
Output 1.6: Increased equitable (gender, ethnicity and youth) access to and diversification of rural/livestock market system related economic/entrepreneurial opportunities.⁷⁶	
Number of women/youth rural businesses started	110 ⁷⁷
Number of initiatives for women/youth rural business	653 ⁷⁸ (108 men)
Value of financing for women/youth entrepreneurs from external agencies (Gel)	2,207,755 Gel
Number of jobs in diversified women owned enterprises	184 ⁷⁹

TV Pirveli showed the GMM Animation for free five times/day in March, reached up to 230,000 viewers; GMM animation promoted through Media: *Me var Fermeri*, *Agroface.ge*, *Ferma*, *PNews.ge*, *Agrogaremo TV* and by the *Destination Management Organization* (DMO) in SJ; 33,500 leaflets disseminated through *Spar*, *Zgapari*, *Goodwill*, *Willmart* and *Madagoni* supermarkets; The GMM dairies Tsintsarko+ and Tsipora Samtskhe Ltd participated at the *Cheese and Hot Drinks Festival* in November in Tbilisi. *Tsezari's* new cheese shop exterior promoting GMM, plus 2,000 GMM flyers have been disseminated among customers. *Tsivis Kvili* in Kakheti is promoting the GMM through their Facebook, 6,500 followers; *Rustavi 2*, *Imedi* and *Agro TV* showed the *GMM Animation* for free (3); *Emily TV* showed GMM advertisement; BIG provided information to HoReCa entities (74 in WG and 50 in Kakheti regions) about GMM to spread it with their consumers. MEPA's newspaper advertised GMM;

⁷¹ Social Network consumer engagement in GMM Facebook page, comments, feedback; December 2019, thirteen GMM dairies participated at the *Georgian Cheese and Wine Evening* at 8000 Vintages to introduce cheese with the GMM to supermarkets and encourage them to pass the information on the advantages of the GMM cheese to consumers.

⁷² Milkeni, Tsinsarko+, Matklis Sakhi, GWC, Tanadgoma, Ori Gio Ltd, Goderdzi Alpine Garden, Ajara P.S, Tsivis Kvili Tsintsarko+ (Jaba Khozrevanidze), Leanka Ltd, Akhasheni Dairy Enterprise, Marmot, Tsipora Samtkhe, Kutaturi, Agro Traiding.

⁷³ Milkeni, Tsinsarko+, Matklis Sakhi, GWC, Tanadgoma, Ori Gio Ltd, Goderdzi Alpine Garden, Ajara P.S, Tsivis Kvili Tsintsarko+ (Jaba Khozrevanidze), Leanka Ltd, Akhasheni Dairy Enterprise, Marmot, Tsipora Samtkhe, Kutaturi, Agro Traiding.

⁷⁴ Hakob Hambaryan, Samvel Darbynian, Co. Dertseli, Cheesline, Levan Bejanishvili, Tamaz Tagiashvili, Leanka, 5 Cheese factories Tsalka +, JTA, Tsintsarko+, Milkeni, Natural Produktsia; the Georgian Wool Company; Wool House, KTW, Api-Geo, Akhasheni Dairy Enterprise, Tsipora Samtkhe, Sene.

⁷⁵ 14 Cheese factories, one local wool processor in Akhaltsikhe, *Georgian Wool Company*, *Alali Ltd*, *Honey KTW*, *Api-Geo*, and *Marmot* (selling rakes in Armenia and Azerbaijan markets) diversified their production, Sene.

⁷⁶ Figures for 1.6 output is actual, adjusted through Women's Access to Financing Impact Assessment 2021.

⁷⁷ Three women funded following business forum by *EBRD* (Flower shop, poultry, green-housing). 59 rural women were funded by the *Enterprise in Georgia* through the *Women's Rooms* with total value 357,340 GEL. Three men were funded during April- October 2019 by the *Enterprise in Georgia* through the *Women's Rooms* with total value 40,350 Gel; In this reporting period (April- October 2019) 11 businesses (7 females, 4 male owned 244,000 Gel, 223,000 Gel) were funded by the donors with the total value of 467,000 Gel; *Women's Rooms* helped 7 men to obtain the fund (46,100 GEL). Women's Room also helped one woman to obtain grant (10,600 Gel) from Innovation and Reforms Center and employed two women (IRC); 7 women (Gel 442,000) SME taking Bank Business loans for expanding business; 1 (Gel 160,000) woman funded by IFAD for business expansion; These figures include the number of SMEs who received funds for business start-ups and for expanding their businesses; 5 women were funded by Donor NGOs in Ajara since September 2018. 13 applicants (9 women / 4 men) funded by the *Enterprise in Georgia* in 2020 (Gel 311,640). 6 women funded by Shuakhevi Municipality in 2021 (Gel 20,000).

⁷⁸ Through *Women's Rooms*: 434 women and 166 men applied for the state project, Enterprise in Georgia, 10 Women got bank loans / grants. 200 Women applied for *USAID* grants, 8 *ENPARD II*, 1 *IFAD*; new applications for Enterprise Georgia were in October and will be reported in the next report.

⁷⁹ 88 new businesses started and 22 business expanded; In total 184 jobs created (75% women and 25% men) and their salaries amounted to 1.3 mln Gel.

Output 1.7: Improved consistency, resilience and reduced risk in livestock market system.	
Number of Veterinary surveillance initiatives	14 ⁸⁰
DRR Coordination initiatives	8 ⁸¹
% of households registered their cattle in the NFA	64% ⁸²
Output 2.1: Stimulation of cross border linkages (e.g. gender, local government, national government agencies e.g. NFA equivalent, border trade relations, society, media, academia)	
# of consultation fora between peer to peer actors to address livestock related cross border initiatives	9 ⁸³
% women representatives involved in consultation fora	50%
# of study tours / regional meetings facilitated between cross border stakeholders	10 ⁸⁴
Output 2.2: Facilitated outreach of inputs and input related services in the meat, honey, dairy and wool sectors in Armenia, Azerbaijan and Georgia.	
# of entities outreached sales in cross border regions	3 ⁸⁵
Number of customers accessing inputs	36,474 ⁸⁶
Value of sales of inputs / Value of sales to women/Value of sales to LHP (Gel)	9,419 524 Gel
Number and increased trust towards exported products (from Georgia, Azerbaijan, Armenia)	1,327 ⁸⁷

⁸⁰ 3 (VSPs) opened, and construction of one new (6th) VSP in Bolnisi finished; one advisory committee meeting was held to ensure sustainability of the VSPs and one regional meeting with NFA & Kvemo Kartli Governor and local municipalities to discuss construction of the 6th VSPs in Bolnisi and local governments' involvement in the VSPs management; One more Veterinary Surveillance Point (VSP) will be constructed by the MEPA in Mtskheta- Mtianeti region. The ALCP will facilitate the MEPA/ NFA/ Shepherds Association to develop water points on the AMR. June-October 2019, an international expert Edward Hamer visited Armenia and prepared a report; MOU between the ALCP, MEPA, the NFA and the GSA on cooperation, between the parties on improving the AMR, a grant agreement between the ALCP and the NFA on developing the four water points on the AMR and 7th VSP in Mtskheta-Mtianeti region; engineering plans for the 7th VSP of Mtskheta-Mtianeti Region, Dusheti municipality prepared in April 2020 by the architect contracted by the ALCP. Anti mud aggregation work including placing a geotextile membrane layer and gravel. Construction of the 7th VSP.

⁸¹ One meeting with regional and municipal governmental officials to ensure sustainability of DRR working groups and facilitation with NFA & FAO/NAITS to develop a comprehensive public information provision campaign on animal identification & registration; Meeting Deputy Minister of MEPA to assign focal point and create working group on animal movement route issues; observer at National Animal Health Programme Steering Group at the MEPA; ongoing Coordination with the SDC funded UNDP project to involve the Ajara municipal DRR WGs; In November 2019, a 22 km (297 ha land), unofficial route in Shiraki pastures, Dedoplistskaro municipality, used for livestock seasonal migration for decades, registered as the part of the official AMR, June 2020. Permission from the United Water Supply Company for the Dedoplistskaro BSP water point and BSP. ALCP meeting with National Agency of Sustainable Land Management about AMR land issues in Marneuli.

⁸² In Georgia 237,000 HH (64% out of 369,392 Rural HH who own cattle) have registered their cattle in the NFA database;

⁸³ Linkages between Lori municipality in Armenia and Dmanisi Municipalities in Georgia; ALCP team Meeting with Strategic Development Agency (SDA) in Armenia; SDA client cheese producer Lori cheese in Georgia met ALCP in Georgia and SDA (Armenia) met the Georgian Wool Company and Mar-Mot Ltd cross border opportunities; Media Initiative Center in Armenia and JRC discussion/consultation over the Armenian Public Broadcaster to start an agricultural program and estab of agri course at four universities in Armenia (2); in May 2019, Food Safety Inspection Body of the Government of the Republic of Armenia (FSIB) visited the NFA and the VSPs; meeting at Alaverdi, Armenia with the neighbouring municipalities for copying and scale up the WR service in other municipalities in Armenia. International Agri- Journalism and Agri Education Conference (Geo, Arm, Az, BR, Moldova and Ukraine)

⁸⁴ 13 Armenian journalists and University representatives study tour by JRC in Georgia on 25-29 April 2018; September 2018 Caucasus International University Tbilisi and Head of the JRC visited Odar Iurdu University in Baku to introduce Agri Journalism Module; October 2018 the JRC met Media Initiative Center in Armenia to discuss the Agri Journalism Study Module and its introduction to universities in Armenia; January 2019 the JRC representatives met the Media Initiative Center and a local ALT TV to launch regular agri reports; JRC visited Armenia to produce a Film about Agriculture in February 2018; meeting with Alt TV in Armenia on March 2019; Armenian Regional Television ALT TV visited Georgian regions Kakheti and Kvemo Kartli and reported on the dairy sector and winemaking, interviewed the Deputy Minister of Agriculture, dairy enterprise Tsintskaro + and its supplier farmers and employees (2) in May and September 2019; GMM study tour in 2020; GAG, fifteen guesthouse owners from Keda, Shuakhevi and Khulo educational seminar on how biodiversity, conversation and Jara beekeeping can be used for business promotion and attracting more tourists (2020).

⁸⁵ Machinery input supplier Mar-Mot Ltd and nutrition input supplier Agro Trading, Roki Ltd (the Roki numbers are not included in the Outcome 2 LHP's generating positive income change as it is too hard to prove in Armenia.

⁸⁶ Of these 16,332 are in Armenia and Azerbaijan.

⁸⁷ Machinery Service providers in Armenia and Azerbaijan buy equipment from Mar-Mot Ltd partners in Armenia whose prices are at least 10% cheaper than in other shops in Armenia and Azerbaijan. Over the last year spare parts have been available in rural machinery shops and they are buying and repairing their equipment on time. These machinery service providers are positive about the quality of machinery equipment and choice they have related to new modern equipment.

Output 2.3: Facilitated outreach of business support services in the meat, honey, dairy and wool sectors in Armenia, Azerbaijan and Georgia.	
Number of value-chain actors in dairy/ meat/honey and wool sector receiving trainings on food-safety & hygiene/business management	68 ⁸⁸
Number of milk/meat/honey & wool supplier LHP's and businesses receiving trainings / information on quality, food-safety, hygiene & business management standards	173,804 ⁸⁹
Number of HoReCa sector actors receiving trainings on food safety and hygiene	482 ⁹⁰
Number of value-chain actors gaining business management certifications e.g. GMP HACCP (e.g. Global Gap, SALSA)	107 ⁹¹
Number of value chain actors with business/marketing plans (including for rural tourism)	20 ⁹²
Number of value-chain actors gaining BEAT assessment & Health and Safety and Environmental Trainings	23 ⁹³
Output 2.4: Facilitated outreach of agri-information and agri-information initiatives to Armenia, Azerbaijan and Georgia.	
Number of information consumers of products that have agricultural content/Women readership/ LHP's readership	209,588 ⁹⁴
Number of information channels with agricultural content / of newspapers/of TV programmes/ of internet sites	14 ⁹⁵
Number of agro reports/programmes on cross border trade /export	58 ⁹⁶
Number of information channels with coverage in cross border regions	4 ⁹⁷
# of universities integrating agro journalist study model	21 ⁹⁸
Number of degrees gained with agri journalism content	499 ⁹⁹

⁸⁸ 68 meat, dairy, wool, honey and livestock feed producers were trained by *Star Consulting*. 159 businesses were trained by *Star Consulting* in other sectors (bakery, vegetable, alcohol & mineral drink, nuts production, rabbits, kindergartens).

⁸⁹ Web based information channel *Business.org.ge* includes information related to BDS. Number of unique web-site visitors from Georgia 173,530 and 179,314 from other countries. *Star Consulting* has 1,719 regular visitors and 273 milk supplier farmers received FS trainings.

⁹⁰ *Shervasi* provided disinfection services to 290 HoReCa entities *Star Consulting* trained 192 HoReCa sector representatives (37 in Tbilisi, 151 in Regions: Batumi, Akhaltsikhe, Rustavi and Kaspi, Guria, Kakheti, Shida Kartli).

⁹¹ *Star Consulting*: 20 Slaughterhouses, 31 Cheese factory, one animal feed producer, 56 other non-value-chain enterprises

⁹² Business plans for 2 ALCP co-financed wool companies & JRC, APMA 5, private orders 12.

⁹³ *Gergili Ltd* provided BEAT assessment to local wool processor in Akhmeta region and GWC, 1 Slaughterhouse and 5 dairies in Kakheti, Slaughterhouse *Kuaturi* in Imereti & provided online trainings for 4 dairies on health and safety, and environmental assessment; *Gergili Ltd* provided new assessments to dairies (7), slaughterhouse (1), nutrition input supplier (1) and honey enterprise (1).

⁹⁴ Radio listeners. 4 radio stations, *Roki's Agri Portal (Agroface.ge)* with 70,857 Unique visitors, *ALT TV* programme viewers in Armenia who has produced and aired 30 agri reports (twice a month) since February 2019

⁹⁵ *JRC* produced agricultural programme for 11 local radio stations in Georgia, *Hereti, Rioni, Tbilisi and Argo Apkhazeti, Vrastan FM, AG FM, Samkhetis Karibche, Odishi, Harmonia, Mtis Temi's Radio* radio stations and one TV station TOK TV, and *Roki's Agri Portal; Agro Garemo TV* channel through local broadcasters.

⁹⁶ 6 reports/ programmes prepared and aired by Armenian journalists after the agri training; *ALT TV* has produced 52 agri reports (twice a month) since February 2019.

⁹⁷ Local TV's in Armenia aired programmes with Agro content prepared with help of *JRC: Jam news, ALT TV, Agropress.am, Public Broadcaster of Armenia.*

⁹⁸ Georgia 15: *Gori State University, Akhaltsikhe State University, Samtskhe- Javakheti State University, Batumi Shota Rustaveli State University, Kutaisi State University, Telavi Javakishvili State University, International Black Sea University (IBSU) , Georgian European Higher Education University, National University of Georgia (SEU), Tbilisi State University, Tbilisi Georgian Technical University, Alma Mater Grigol Robakidze University, Tbilisi Caucasus International University (CIU), David Aghmashenebeli University of Georgia; Armenia 4: Yerevan State University, Bryusov Linguistic University, Vanadzor State University, National Agrarian University of Armenia; Azerbaijan 2: *Odlar Iurdu University Baku (Azerbaijan); Baku State University.**

⁹⁹ 446 students in Georgia and 53 in Armenia.

Output 2.5: Facilitated outreach of equitable public goods to Armenia, Azerbaijan and other areas of Georgia	
Number of gender related cross border initiatives	10 ¹⁰⁰
Number of women using women's room services Number & % of women participants in community meetings	11,732 ¹⁰¹ ; 56,676 (36%) ¹⁰²
Number of women instigated community/livelihood related initiatives	359 ¹⁰³
Value of women instigated community/livelihood related initiatives	5,453,771 Gel
Output 3.2: Facilitated access to export markets for dairy, meat, honey and wool entities in Georgia, Armenia and Azerbaijan.	
# of processors of meat and milk, wool and honey starting to export	10 ¹⁰⁴
# & % of LHP producers supplying supported entities (Women/Men)	11,042
Value of exported products	47,649,147 Gel
Output 3.3: Facilitated improvements to efficiency of outreach of key export supporting functions (freight, shipping, documentation, distribution) in dairy, meat, honey and wool value chains.	
Number of key entities with improved function/business practices	4 ¹⁰⁵
Number of representatives of the key export supporting entities trained	1 ¹⁰⁶
Output 3.4 Improved transparency, accountability and efficiency of function and information transfer of key export related stakeholders to exporting entities in dairy, meat, honey and wool value chains (port officials, NFA and regional equivalent officials, border officials).	
Number of information initiatives from stakeholders to exporters	8 ¹⁰⁷
Increased understanding and confidence in job remit (e.g. port/border officials)	4 ¹⁰⁸

¹⁰⁰ One meeting with Georgian and Armenian governmental officials to establish *Women's Room* model in Lori province in Armenia and Armenian official delegation's visit in Georgia to attend *National Women's Business Forum* and visit *Women's Rooms* in Adjara; *MOU* and a grant agreement was signed with Alaverdi Municipality in Armenia to copy the *Women's Room's* model and establish a municipal *Women's Room* service; first municipal *Women's Rooms* Annual General Meeting in Tskaltubo. Hiring an Armenian Gender and Governance Expert to make a Gender Guidelines for Local Self- Government of Armenia; opening first pilot WR in Alaverdi municipality, Armenia; meeting at Alaverdi, Armenia with the neighbouring municipalities for copying and scale up the WR service in other municipalities in Armenia. One Women's Room financed in Tumanyan municipality and another in Tashir municipality in Lori Region.

¹⁰¹ Female users / beneficiaries who participated in Meetings/Trainings and other Events from 9 newly opened *Women's Rooms* in Kakheti region.

¹⁰² 1,026 female 19 *Women's Rooms* users, 6,841 female users/ beneficiaries who participated in Meetings/Trainings and other events from 9 newly opened *Women's Rooms* in Kakheti region which started to operate from July 2018, and one *Women's Room* in Alaverdi, Armenia which opened in August 2019. In February-March 2019 and 2020 village meetings were held under the Village Support Programme in the whole country, 34,974 and 21,702 were female participants of the meetings in the respective years which is 36% of total number of attendants.

¹⁰³ 4 Women instigated community livelihood initiatives in Ajara funded with 439,000 Gel (a centre for the people with disabilities in Shuakhevi municipality, a kindergarten in Shuakhevi municipality, psycho-neurological hospital and brochures about artisans to promote traditional crafts). 22 women submitted applications for civil budgeting initiatives, 8 were funded with 189,000 Gel. 284 (173 in 2019, 160 in 2020) women's instigated community initiatives (water projects, kindergartens, village ambulances, roads, public toilets, parks and medical centres).

¹⁰⁴ One slaughterhouse *Alali Ltd* started to export processed meat, one wool collector improved / safeguarded export of wool, *Tzerari Ltd/Natural Produktsia*, *Gocha Gagashvili/Tsivis kveli*, *Tsintskaro +*, *Milkeni*, *Alpuri Javakheti* and *Cheese Hut* export cheese to US, Canada and Singapore, *KTW* exported Honey and *Api Geo* is just about to start exporting honey.

¹⁰⁵ Improved *NFA* functions in issuing necessary documentations for honey export; Improved *MEPA* function through the *MEPA Honey Committee*. Improved *State Laboratory of Agriculture* (SLA) function in conducting honey lab tests. Improved functions of shipping companies in sending honey samples overseas through increased knowledge of required documentation.

¹⁰⁶ Training of *NFA* regional representatives in preparing Vet Certificate for honey export is planned (postponed because of COVID 19)

¹⁰⁷ Information campaign against using antibiotics in honey sector by *GBU*. *Honey Advisory Committee*; *Honey Umbrella Association*; Honey Lab testing Subsidy Scheme initiated by *GBU* on Second *Honey Advisory Committee* and Honey Export guidelines (October, 2019); The Honey Export Guidelines by the *Business Institute of Georgia* (BIG) was uploaded on *MEPA* and *GBU* website, was shared with nine regional office centers of the *Rural Development Agency* (RDA), the *Agroservice Center of the Ministry of Agriculture* of Adjara and ten honey producing companies. *GBU* meeting with honey producing / export companies (February, 2021); Information about honey shipping companies was disseminated among honey export companies by the *GBU* (March, 2021). Embassy of Georgia to the UK has facilitated honey export companies to participate in London Honey Award in May 2021.

¹⁰⁸ Regional *NFA* representatives in Ajara and Kakheti to prepare documentation regionally for exporting honey. Key stakeholders (*NFA* and *SLA*) increased competence to support honey export.

Increased transparency of function and information transfer of key export related stakeholders to exporting entities in dairy, meat, honey and wool value chains (qualitative)	3 ¹⁰⁹
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3.2 REFERENCE TO INTERVENTIONS/ACTIVITIES PROPOSED AND ACTUAL

Overview: Please see *Annex 3* for the list of interventions undertaken in the reporting period. Please see *Annex 1 and 2* for detailed qualitative and systemic impact, which includes reference to behaviour change wrought by COVID-19. See *Transversal Themes Section 2.4* for activities related to WEE and animal disease notification and control. Reference to COVID-19 is made where appropriate below and is being included as a factor in all ongoing surveys and impact assessments¹¹⁰.

Kakheti: The new sub-office in Telavi has been fully operational since March 2019. Out of the six existing dairy clients in Kakheti, five are now HACCP certified and the other is in the process of gaining it. Four dairies are using the Georgian Milk Mark; and two are in the certification process with the Business Institute of Georgia (BIG¹¹¹), one of whom is now in the process of getting the GMM and the other working to satisfy the conditions of the mark including HACCP certification. Work on IE Niazovi slaughterhouse diversifying into processed sheep meat for export to Iran/Dubai has been completed, the sheep slaughterhouse HACCP certified and has recognition from the NFA, but COVID-19 has impacted new business ventures and the slaughterhouse remains open on a local service basis only. The Kakhetian Beekeepers Association became a member of the Georgian Beekeepers Union in February 2021. In the reporting period, Enterprise Georgia opened a call for applications for Micro and Small Business Support Programme. Women's Room Managers were actively involved in supporting rural women and men to develop their business ideas and submit applications. As a result, two applicants received grants totalling 50,640 Gel. During the lockdown when Women's Rooms were shut in Kakheti, the managers organized two webinars about *promoting mental health in children and teens* and *Prospects of the development of domestic tourism in Kakheti region*. Kakheti Women's Rooms managers, together with all other WR managers in Georgia created an informal Union of the Women's Rooms for better cooperation and future development; they are now working to receive legal status. Tsivis Kveli dairy enterprise started making Guda cheese, traditionally made in the mountains, using sheep and cows' milk. Tsivis Kveli dairy products labelled with the GMM were exported by air to Chicago last year and are now being exported monthly. Telavi Municipality city hall organized a trade fair for local entrepreneurs where one dairy enterprise promoted its GMM dairy products. One dairy from Kakheti participated in the Gergili Ltd, *Environment Protection, Health and Safety* online training. All dairy clients in Kakheti have also established evacuation plans following new Health and Safety Law requirements.

Georgia and Cross Border Supporting Functions: Agricultural input suppliers have faced restrictions in cross border export and the increased cost of imported raw materials due to COVID-19.

Mar-Mot Ltd has a decreased profit margin due to COVID-19 and the halt in cross border trade due to the Nagorno Karabakh conflict in October 2020. However *Mar-Mot* restarted export to Armenia in December 2020 with one partner out of eight, the rest have been in contact and want to restart cooperation. In May 2021, *Mar-mot* are going to export rakes to Azerbaijan. Sales have increased in 2021 due to the commencement of the agricultural season. Transportation/distribution costs to Armenia have increased by 20% and this is being reflected in an increase in prices. In January, *Mar-mot* moved his warehouse from Marneuli to Tbilisi, where he is renting 3500 square metres near his shop in Lilo. *Mar-mot* decided to change the location of his warehouse in Marneuli due to the difficulties incurred when Marneuli was placed under quarantine for two months and he could not supply implements and

¹⁰⁹ NFA how to fill in hygiene certificate export to UAE. *Caucascert Ltd* to use EU BIO logo on the Jara honey label for export. *DHL* has increased understanding of required documentation for honey export.

¹¹⁰ Please also see [Effects of COVID-19 on the ALCP Client Businesses in the Dairy, Meat, Honey, Wool and Agricultural Impact Sectors](#) report submitted in October to SDC, covering the sixth months from the onset of the virus in Georgia to the end of September 2020. All clients' companies bar one dairy have remained open and have shown considerable resilience in adapting to the constraints brought about by the pandemic.

¹¹¹ Owner and auditor of the mark

equipment to his shop in Tbilisi. The Tbilisi warehouse is three times bigger and more convenient for the company's customers. In the reporting period, nineteen trips to Armenia were made by the company's distribution truck, saving 9,500 Gel in transportation costs for the partner. 8,419 hydraulic hoses were sold in Armenia, 355 rakes and mowers (100% Armenia) to a value of 0.6 million Gel (100% Arm). 2,493 farmers were served (2,493, 100% Armenian,).¹¹² Mar-mot is due for an impact assessment this summer.

Agro Trading Ltd combined feed producer: In January 2021 Agro Trading Ltd took a bank loan of 300,000 USD to upgrade their enterprise to produce additional combined feed products. *Agro Trading* increased the price of combined feed by 10% as the price of imported grain rose by 10%. However, demand for combined feed has not decreased during the outbreak and the client does not have financial problems. Sales and distribution are continuing within the country as before the COVID-19 pandemic. Negotiations with partners in Armenia will restart after finishing the construction of their new building for the expansion. In the reporting period, 963 tonnes of combined feed as well as 4,500 tonnes of milled grain were produced and sold in Georgia. *Agro Trading* has the same amount of sales as before COVID-19. Currently, the company is selling five types of products, after expansion, the company plans to have sixteen types of products. *Agro Trading's* impact assessment is being conducted in April/May.

Cross border facilitation: Programme facilitation in May 2019 with SDA to improve sales networks for *Roki Ltd* veterinary inputs supplier, in Armenia resulted in an 89% increase in sales. Roki has continued to export its products to Azerbaijan without any difficulties. However, export to Armenia was suspended due to the expiration of the registration period for the sale of medicines to Armenia. Roki has applied for and is waiting for the renewed registration form from Armenia. The company has an order from Armenia worth 12,000 USD for April 2021. The company continues to produce hand sanitizer in response to COVID-19. The price of imported materials increased three times due to limited flights during the lockdown period. The company increased their prices by 10-15%. Flights are now gradually being reinstated; consequently transportation costs are decreasing again.

Information: Over the past year the *Journalism Resource Centre* has delayed some activities related to agricultural journalism in Azerbaijan and Armenia due to the COVID-19 pandemic and the Nagorno Karabakh conflict. However, as soon as the situation improved, the JRC resumed its work online in Armenia and Azerbaijan. *Armenia:* In 2019, the programme facilitated *Journalism Resource Centre (JRC)* facilitated the National Agrarian University of Armenia, Bryusov Linguistic University and Vanadzor State University to establish the Agri Journalism module as a part of their journalism Bachelor degree. The JRC and their partner the Media Initiative Centre in Armenia (MIC) are now helping two more universities *Yerevan State University* and *Armarvir State College* to establish the module in 2021. The JRC has helped a regional channel *ALT TV* to launch regular agri reports, reaching up to 105,000 rural people. Since October 2019, the *Public Broadcaster* of Armenia has been showing an agri TV programme that was cancelled for four years. The JRC is planning a *Teaching Agri Journalism* workshop for twenty university and media representatives in Armenia in May 2021. *Azerbaijan:* In 2019 the JRC facilitated *Baku Odlar Yurdu University* to establish the Agri Journalism module under their vocational education programmes in agriculture which is currently going through the accreditation process. This year the JRC and the University will work together to establish the Agri Journalism module at two more universities in Baku¹¹³. *Regional:* On April 13th, the JRC hosted a regional online conference, the *Agricultural Journalism and Agricultural Education Conference* where journalists from Georgia, Azerbaijan, Armenia, Ukraine and Moldova attended and shared their experience in agri journalism. In October 2020, the JRC had announced a call for Armenian, Azerbaijani and Georgian universities to present case studies in agri journalism. Moldova and Ukraine were included following the Nagorno Karabakh conflict to help dilute potential tensions but retain participation from the two countries. The JRC will publish a book of the case studies in three languages and share it with all universities. Subject materials; a *Catalogue of Agricultural Topics* and the *Constructive Agricultural Journalism Book* were sent to Azerbaijan and Armenia in November. The JRC also added fifteen new video/online lessons to the agri journalism module. The JRC is also planning a study tour and two days agricultural training in Georgia

¹¹² A total of 106 trips, a saving of 53,000 gel, 27,393 hydraulic hoses, 1595 rakes and mowers, 18,489 farmers. 2.4 million value of sales from the beginning of the phase April 2017. (Armenia and Azerbaijan only)

¹¹³ Baku State University and one more

for five representatives of three universities and five TV and press journalists from leading media in Azerbaijan. The proposed date is October 2021 if the pandemic allows.

Dairy Sector: Despite COVID-19 and the closures of the HoReCa sector, the high demand for dairy products was maintained and ALCP facilitated dairies entered new supermarket chains and small shops and three more dairies expanded into export. Delayed payments and highly unfavourable if not punitive trading conditions from the supermarkets have increasingly become a major threat to the sustainability of these enterprises. In autumn 2020, the ALCP team with BIG (Business Institute of Georgia) began research into the issue. Phone interviews with thirty dairy enterprises were conducted. The key findings of the survey so far are delayed or partial payments, selling on consignment, percentage charges levied on the producer on sold and unsold products¹¹⁴, high entry fees, one off payments, unexpected expenses levied on the producer, and at best a level of asymmetry and at worst an element of coercion when producers complain of any of the aforementioned issues. Those who do leave the relationship often forfeit large sums they are owed for goods received or the initial up-front payments they are obliged to make to enter the supermarket. Timely payments are vital for the smooth operation of the cheese factories, directly related to having cash to ensure continuous sourcing of milk from the farmers who need regular cash payment as well as staff salaries, operational and transaction costs and making investments in their business growth. Unfortunately, the large sums tied up in supermarkets can seriously impact investment. The ALCP together with Georgian Milk Federation is going to raise these issues in Parliament of Georgia through the Agrarian Committee and outside the reporting period has begun collaboration with the Georgian Distributors Business Association who are supporting disgruntled suppliers and advocating for changes in legislation to offer better protection to producers and suppliers.

Georgian Milk Mark (GMM): The GMM is proceeding well. Since January 2019, when the GMM was presented to a wider audience, fifty-two dairy enterprises have submitted applications to the Business Institute of Georgia (BIG), which is a programme facilitated independent body administering the Georgian Milk Mark. Out of these applicants, twenty-one dairy enterprises have been granted permission to use the mark. Fourteen¹¹⁵ of these have already started using the mark on their cheese label, while the other seven¹¹⁶ are in the process of redesigning their labels to include the mark. The remaining thirty-one dairy enterprises (three¹¹⁷ of whom are being facilitated by the ALCP) are in the process of improving traceability and implementing HACCP in order to become eligible to use the mark. GMM cheese is now available in twenty three mainstream shop chains. Information about each enterprise is uploaded on <http://georgianmilk.ge/home>. In this reporting period the mark was promoted by *Imedi TV*, *Rustavi 2*, *Agro TV* and *TV Pirveli*. The GMM animated video describing the mark has had 413,054 views. Popular family YouTube channel [Emili TV](#) was facilitated to test GMM products and the resultant videos have had 890,419 views. ALCP facilitated GMM dairy company Milkeni Ltd to produce and sell [Erbo](#) (clarified butter), successfully in five supermarket chains across Georgia. Following the COVID-19 lockdown Milkeni Ltd diversified its production and started to produce Swiss type high-value cream cheese with different flavours (pepper and mint), which have rapidly become popular among consumers, available in Madagoni, Tserti and Kalata supermarket chains. The cheese will be labeled with the GMM soon. Milkeni is now working on the design of the packaging.

The *Georgian Milk Federation (GMF)* was created in June 2019 from a coalition of twenty-five dairies currently using or applying for the mark and facilitated by the Business Institute of Georgia (BIG). In March 2021, the BIG with the Rural Development Agency (RDA) prepared and printed 10,000 flyers and 100 posters describing changes in regulations for farmers and promoting the Georgian Milk Federation. 9,500 flyers and 90 posters have already

¹¹⁴ The producer has to pay an agreed % of the cost of unsold products, the products are returned to them but are usually beyond or near their sell by date. Retro-bonus it is the way of returning the cost of sold products back to supermarket, it is calculated in percentages from the difference between value of products sold last and value of products to the producer.

¹¹⁵ Milkeni Ltd Rustavi, KK; Tsintsikaro + Ltd Tetrtskaro, KK; Badri Gogoladze I.E brand name Cheese Hut, Bolnisi, KK; Dairy Products Company Tsezari, Tsalka, KK; Gocha Gagashvili I.E, brand name 'Tsvivis Kveli' Telavi, Kakheti; Levan Bejanishvili I.E, brand name 'Shuamta', Telavi, Kakheti, Tsifora Samtskhe Ltd, Akahltsikhe, SJ, Coop. Khiza, Akahltsikhe, SJ, Tsalka + Ltd, Gumbati, KK, Coop. Disveli, Bolnisi, KK, I.E Tamaz Tagiashvili, Akhmeta, Kakheti; Lianka Ltd, Dedoflistskaro, Kakheti I.E Tsolak Grigorian Ninotsminda, SJ, Imeruli Ltd, Koda, Kvemo Kartli

¹¹⁶ Karen Simonian, I. E Akhalkalaki, SJ; Hakob Hambaryan I.E Ninotsminda, SJ, Coop. Imedi, Adigeni, SJ, Coop. Dertseli, Adigeni, SJ, Heretuli Ltd Lagodekhi, Kakheti, Teleti Ltd KK, coop. Tanadgoma, Kumisi, KK is currently stopped operational,

¹¹⁷ Odlisi Ltd, Telavi, Kakheti, Apluri Javakheti Ltd, Ninotsminda, SJ; Cheeseline Ltd, KK,

been distributed by the RDA to Municipal Information Consultations Centres (ICC's) in Kvemo Kartli, Kakheti and Samtskhe Javakheti regions, the RDA is going to cover other regions of Georgia as well.

Promotional drive for GMM in the HoReCa sector: A promotional drive for the GMM in the HoReCa sector planned for March 2020 and delayed due to the lockdown, resumed in July, once lockdown was eased. However, later in autumn when restrictions were re-imposed planned meetings and events in Ajara, Kakheti and Samtskhe-Javakheti regions with leading hotel chains and 100 HoReCa entities (30 in Western Georgia, 50 in Kakheti and 20 in Tbilisi and other regions of Georgia) were delayed again. The meetings were arranged by BIG together with the Department of Tourism and Resorts of Ajara and Destination Management Organization's in Kakheti and Samtskhe Javakheti. These HoReCa entities received a list of GMM dairies who could potentially supply them with dairy products. Activities will resume when possible.

Business Development Consultancy Services: Since December 2020, Gergili Ltd¹¹⁸ has conducted the first ten enhanced Business Environmental Assessment Tool assessments, which include additional aspects on Occupational Health and Safety for ten ALCP clients (dairy, slaughterhouses, wool, honey). The company was co-financed in March 2020 to integrate these new requirements into their existing BEAT tool, a vital component of the co-investment process with ALCP clients dealing with waste and significant resource use or production. Since September 2019, Georgian legislation has required all businesses with more than ten employees to have a trained Health and Safety representative on staff or a contracted consultant. In May 2020 the ALCP programme facilitated Gergili to introduce SMEs working in Dairy, Meat, Wool and Honey to a new online course explaining these new requirements for business and the prevention of COVID-19. The first online trainings with dairies were conducted on July 8-9th, 2020 more will be conducted in October 2021. Currently due to changes made in the course in January 2020, which remain un-finalized no training organization can become fully re-accredited and thus neither is their training¹¹⁹. However, the finalized course should be available in autumn 2021. Gergili Ltd is also facilitating the process of managing the disposal of waste water from the wool washing process at the Georgian Wool Company. A waste water laboratory analysis was conducted and a contract signed with a private sanitation company to dispose of the waste water in accordance with Georgian Water & Power Company¹²⁰ (GWP) designations.

Meat: COVID-19 has negatively affected the income of slaughterhouses. COVID-19 restrictions have highlighted the dependence of the domestic meat sector on the HoReCa sector. The demand for domestic slaughtering services decreased by 30-50% during the lockdown in March and April 2020 and have not yet fully recovered. As for the export of processed sheep meat to Iran, it had been declining in 2019 and finally stopped in 2020 partially due to COVID-19 related restrictions. Processed sheep meat has been exported to the United Arab Emirates, Kuwait, Iran and Qatar but only in small quantities. For further detail, please refer to the *Meat Market Survey* (March, 2021) developed as a follow up to the Effects of COVID survey conducted in September 2020, to monitor the changes wrought in the sector most hard hit by COVID-19 and develop follow up activities. These activities will focus on the promotion of processed meat to gulf countries and redoubled regulation of incompliant slaughtering and trade. Consequently, one of the biggest processed sheep exporters ALCP client Alali Ltd slaughterhouse in Kvemo Kartli stopped exporting processed sheep and started exporting live sheep and cattle instead. During the reporting period Alali Ltd exported 6,000 heads of sheep to Kuwait and 1,250 live bulls to Azerbaijan where demand for live cattle is increasing. In August 2019, the programme co-financed Kutaturi Ltd, the largest pig and cattle slaughterhouse in Western Georgia to diversify its by-product production line. BDS assessments were conducted and equipment purchased which increased pig throughput. However, the planned reconstruction works for the by-product processing premises were delayed due to the financial constraints caused by the pandemic. The pig slaughtering business however has grown due to the increased throughput and the business took a business loan worth 50,000

¹¹⁸ALCP facilitated Environmental, Health and Safety Consulting Company

¹¹⁹ The companies were initially accredited in 2019.

¹²⁰ The GWP issues the permit for the private company to dispose of the waste water.

USD to finalize the reconstruction of the building and purchase additional equipment for processing the semi-finished products.

Wool: Georgian Wool Company (GWC): local demand has remained steady or grown, the main challenge is related to export. There is demand for unwashed wool in the UK, India and Afghanistan with India as the main market, but global prices have decreased by 20-25%, due to the effects of COVID-19 and transportation costs have increased by 1000 USD per ship container from Georgia to India. The GWC is therefore focusing on the domestic market: washing and selling wool and producing and selling mattresses. In an unanticipated COVID-19 effect that has benefitted the company the cost of imported synthetic materials¹²¹ used to make mattresses has increased opening the market for well washed wool. However just outside the reporting period the company has received an order from India for twenty 20t containers of unwashed wool and is preparing the consignment. The company has collected 300 tonnes of wool during the reporting period and is due to collect around 400t's in this shearing season. The shearing season has just started and the group of GWC shearers with the shearing machines of the Georgian Wool Company are going to summer pastures after April 20th.

*Wool House*¹²² has been collecting wool from farmers as normal since its temporary closure due to the COVID 19 outbreak in October-November of 2020. The company increased the volume of collected wool from farmers to 12 tons/year in 2020 from 9.5 tons/year in 2019 and 8 tonnes/year in 2018. Wool House continued to grow with annual net profit of 42,000 GEL in 2020 despite being partially closed due to COVID-19, which is 15% more compared to 2019 and 33% more compared to 2018. Wool House is creating greater and more secure access to farmers as well as influencing other crowding in entities at this moment. Now ALCP is facilitating Wool House to set up a shop in Akhaltsikhe Town, expand further and obtain a new market segment of potential customers.

The relationship between Wool House and the Georgian Wool Company has been evolving successfully since 2018 when the latter expanded its scale and coverage for greasy wool collection in SJ with the help of Wool House's contacts. Last year the GWC purchased 150 tons of greasy wool through its new collection point in Ninotsminda with value of 82,500 GEL. Currently, Wool House is negotiating with GWC to purchase washed wool regularly.

Honey: Core Market: Facilitation of Georgian honey export with KTW is fully underway. To date, honey consignments have been delivered to Japan, Canada, UAE and USA under the brand name *Nena* which is being sold in shops in Toronto, New York, Pennsylvania and New Jersey¹²³. In the fourth order since October 2020, Nena honey in portioned stick packaging was shipped to Canada to disseminate for tasting and increasing awareness of Georgian honey. An order has been dispatched for five types of honey (including Jara honey) from KTW's existing partners in Hong Kong and Azerbaijan, which will be delivered in May, 2021. To date the company has exported 5,158 kg's of five different honeys (including BIO Certified Jara honey) and four types of honey with nut products. In Georgia, KTW honey is being sold in supermarket chains Carrefour, Goodwill, Europroduct and Agro Hub and small shops and KTW's own shops throughout Georgia¹²⁴, however in considerably lower volumes than in 2019 as demand in Georgia has considerably decreased as a result of reduced tourist numbers and reduced domestic demand¹²⁵. For the first time in Georgia bio honey has been sold. Nena BIO Jara honey has been sold in shops and [online](#) in Georgia since December 2020. In 2020, the company aggregated a staggered amount of 4.2t of five types of honey 4.2t from an expected 20t, due to reduced cash flow. The company anticipates collecting at least the same amount in 2021. Implementation of HACCP in KTW's Agro-Keda factory in order to qualify for BIO certification for packaged Jara honey¹²⁶ was successfully completed in October 2020, with a Bio certificate issued by Caucascert Ltd. The company aggregated 1t of Jara honey (out of

¹²¹ From 5gel/kg to 8gel/kg

¹²² Mattresses production in Akhaltsikhe

¹²³ See photos [here](#)

¹²⁴ 168 shops in total

¹²⁵ Due to a reduction in HH income.

¹²⁶ Sold in honeycombs directly after harvest without treatment

which 83.4% was BIO Certified) in autumn, 2020 and is about to commence another round of Jara honey aggregation (mainly bio) of around 400 kg in spring, 2021.

In a bid to diversify its market¹²⁷, the Jara Beekeepers Association (JBA)¹²⁸ has started to aggregate Jara honey from its members and sell directly to two shops in Tbilisi and Batumi and directly to consumers. The JBA have also secured premises to run their own processing unit¹²⁹ in Keda (previously all sales were from hive to consumer or to KTW) and HACCP implementation is expected to be completed in April 2021. The JBA plans to aggregate 1t of Jara honey from its members and distribute with compliant JBA brand packaging and labelling by May 2021. BIO-certification of the processing unit is planned in May 2021 with the financial support of the Agro Service Center of the Ministry of Agriculture of Ajara. Negotiations with interested companies in Germany and Japan are ongoing with a pilot order to be shipped in June 2021. Programme facilitation in 2020 has included co-investment in a vehicle and processing unit equipment to deepen market sustainability and the spread of services across Georgia for the expansion of JBA certified production. Beekeepers from across Georgia including Guria, Samegrelo, Racha and Kakheti have expressed interest in becoming Jara beekeepers and some have even started production. The JBA is guiding and supporting them to ensure that it is being done to JBA standards and to become JBA members.

Facilitation of Api Geo Ltd¹³⁰ to export Georgian honey (in bulk amounts) is ongoing, the company is currently negotiating with companies in France and Italy offering 22t of its own honey, homogenized in the factory. The company is also offering its homogenization service to other beekeepers and is currently homogenizing 17t for export to Bulgaria.

Rules: Laboratory Capability and Reduced Antibiotic Use: In autumn 2020 the State Laboratory of Agriculture of Georgia (SLA)¹³¹, conducted the honey testing for the annual Residue Monitoring Plan (RMP), itself after five years of sending samples for testing in the *BIOR* laboratory in Riga. Programme facilitation has significantly contributed to the process¹³². According to the RMP test results, only 6% of the samples (6 out of 100) were contaminated in 2020, the second year of low contamination¹³³ since the active anti antibiotic campaign and other facilitation in partnership with the GBU and government.

Export Facilitation: A comprehensive set of main export stakeholders of the honey sector were brought together online by the Georgian Beekeepers Union (GBU) on February 17th, 2021 to tackle ongoing barriers to the smooth process of honey export and thus export growth. The meeting was a success. Ten new private sector entities applied to join the GBU. Comprehensive information about how to export and shipping companies¹³⁴ in Georgia was gathered and disseminated to honey export/producing companies including the programme facilitated Honey Export Guidelines¹³⁵ developed by the Business Institute of Georgia (BIG). These have also been uploaded on MEPA's website under [sectoral guidelines](#) and disseminated among the eight regional centres of the MEPA Rural Development Agency (RDA) and Agro Service Center of the Ministry of Agriculture of Adjara.

Facilitation of Honey sector associations: In this reporting period, the Georgian Beekeepers Union (GBU)¹³⁶, the ALCP-facilitated umbrella association advocating for and representing beekeepers' interests and promoting

¹²⁷ Addressing the risk of dependency on KTW and problems with sales

¹²⁸ www.jarabeekeepers.org, JBA [Facebook page](#)

¹²⁹ With ALCP support. Processing unit space was allocated by the Agro Service Center of the Ministry of Agriculture of Ajara as a result of the programme facilitation

¹³⁰ Honey factory in Imereti with the capacity to homogenize 20t at a time, Api Geo Ltd is the first factory in Georgia to have it

¹³¹ Formerly the Laboratory of the Ministry of Agriculture (LMA).

¹³² [Discussion](#) at the ALCP Honey Sector Advisory Committee meetings and linkages, improving the information exchange between the laboratory and NFA, speeding up the process of implementing testing standards in the laboratory and increasing its reputation among honey sector stakeholders

¹³³ 8% in 2019, 56% in 2018, 54% in 2017

¹³⁴ Mainly for sending honey samples to interested parties overseas for tasting and testing purposes

¹³⁵ Developed by the Business Institute of Georgia (with ALCP facilitation) based on KTW experience

¹³⁶ Now with 13 member organisations with more 10 honey companies applied for membership to increase private sector representation and advocacy of private sector interests. Legal procedures have been started and will be finished in May, 2021

Georgian honey, has created a new SMS service (SMS) for the now 5,500 beekeepers (605 women)¹³⁷ in its database. Information on relevant topics such as disease control and the timing of feeding are sent via SMS with links to the GBU's website www.geobeekeepers.ge and [Facebook page](#). The RDA invited the GBU to provide a training of trainers on bee treatment for four beekeeping lecturers¹³⁸, who will then conduct a series of trainings for beekeepers in the regions. The GBU developed a guideline for *Varroa* treatment, which will be disseminated at the trainings. On October 8th 2020, the GBU and sectoral skills organization Agro Duo signed a Memorandum of Understanding following months of facilitation, pledging to work together to integrate new Jara materials (see below) into the beekeeping programmes in all VET colleges in Georgia. Representatives of thirteen VET colleges from across Georgia attended. This year Akhali Talga VET College in Kobuleti and Khulo have been the first to integrate the Jara materials into their one-year beekeeping programme, which twenty seven beekeeper students are attending. Akhali Talga's VET College experience and the Jara materials were shared at the [event](#) on October 8th. Participants received the [Jara Honey Production Handbook](#) and [Bio Certification Guidelines for Beekeepers](#) materials produced in joint facilitation by the ALCP team and the GBU, JBA and external expert consultants. In February 2021, Batumi Shota Rustaveli State University's VET programme integrated the Jara materials into their programmes; twelve students are now attending the course. Eleven more VET colleges are going to integrate the Jara materials in their beekeeping programmes from September 2021. With programme facilitation, twelve (eleven plus Batumi Shota) VET colleges will be equipped with Jara hives and inventory and will be trained in Jara beekeeping by the JBA in May 2021.

Jara Beekeepers Association: Producing honey in Jara hives was officially granted Intangible Cultural Heritage status by the National Agency for Cultural Heritage Preservation of Georgia in January 2021. Twenty-three Jara beekeepers and the Goderdzi Alpine Garden became bio certified¹³⁹ in this reporting period. The Agro Service Center of the Ministry of Agriculture of Ajara will be financing BIO certification of these beekeepers in 2021 with a 10% contribution¹⁴⁰ from the beekeepers. The Jara Beekeepers Association (JBA), facilitated by the programme, is supporting the process and promoting the use of bio drugs, better husbandry and hygiene practices in Jara apiaries. Productivity of Jara bee colonies has increased by 30% and thirty-six new beekeepers¹⁴¹ started producing Jara honey. To date, the JBA unites ninety-three¹⁴² Jara beekeepers in its database from a baseline of 57 when it was created.

3.3 IMPLEMENTATION CONSTRAINTS AND WAYS TO OVERCOME THEM

COVID-19: The extent to which the effects of COVID-19 restrictions and constraints will further affect programming is as yet unknown. Much depends on when restrictions are fully lifted, the ability of businesses and the economy to recover and what the full effect on the operational environment and stakeholders will be. During the reporting period, the COVID-19 pandemic and remote working impacted on interventions that usually involve face to face meetings to galvanize key government entry points although this improved somewhat in the second half of the reporting period. The regulatory focus of the NFA still has gaps, which increase constraints for clients such as insufficient policing of milk powder usage and sale as natural milk, unregistered factories and backyard slaughtering. Additional upcoming registration requirements in the honey and dairy sectors may place additional strain on the agency unless operational capacity is increased. With regard to external constraints in the operating environment see 1.2 *Evolution of the Context* and 1.3 *Bilateral and Multilateral Issues of Note for Policy Dialogue*. Other main constraints remain consistent with previous phases of the programme. The current political stalemate is not as yet a constraint although there is concern it may impact the will and divert the energy of government entities in the spheres of programme intervention if it continues.

¹³⁷ Insertion of new members into the database continues it was 4,300 in the last reporting period.

¹³⁸ From the VET colleges. The list was provided by the GBU.

¹³⁹ Certificates are valid for one year. Therefore, BIO certification is conducted every year

¹⁴⁰ 1,100 USD Jara beekeepers' contribution out of 11,000 USD (in total)

¹⁴¹ Who have taken up or revived Jara beekeeping. 11% are from other regions (outside Ajara)

¹⁴² 63% increase compared to baseline - 57 Jara beekeepers in JBA database (2018)

3.4 EVENTUAL CHANGES TO MAIN ASSUMPTIONS

COVID-19: The extent to which the global pandemic will alter development programming and consequently programmatic assumptions is as yet unknown. The effect on businesses, the economy, climate and climate related initiatives cannot yet be fully evaluated. It is anticipated that planning for the impact of pandemics may become more mainstreamed in strategy and planning including in project assumptions. Otherwise, there have been to date no major changes to programmatic assumptions following the *Bi-Annual Report*, barring concern over the detrimental effect the current political stalemate may have on progress within the operating environment, should it continue.

CHAPTER 4 – FINANCES & OPERATIONS

4.1 PERCENTAGE OF BUDGET SPENT VS. PLANNED PER OUTCOME

For the ALCP support lines^[1] as of March 31st, 2021, the spending percentage of 97.80% reflects robust investment spending aimed at maximizing impact within the remaining time frame. See 3.2 *References to Activities Proposed and Actual* for details. The percentages represent the rate for the full five-year phase.

Table A. Budget Support Funds and Spending Percentages

ALCP Support Facilities (CHF)	Total Budget from January 2020	Funds remaining March 31st 2021
Alliances Investment Support Facility (Including Gender and Governance)	1,428,366	31,470 (97.80% spent)
Technical and Transversal Themes Sub Contractors	42,000	15,140 (63.95% spent)

4.2 BUDGET DEVIATIONS AND OUTLOOK FOR THE REST OF THE PHASE

As noted above, the project has spent the majority of current funds and has allocated the rest. Please see *Annex 3 List of Investments made in the reporting period*. In addition 516,342 CHF of underspent funds will be allocated to further boost existing interventions, rationalize car and computer inventory and a proposed two month no cost extension, considered justifiable due to the constraints in programming and resultant underspend caused by COVID-19. The underspent amounts in the rest of the budget mostly stem from a reduction in the number of staff (with three moving to the SDC Rural SME Programme and one senior staff member's position being filled at a greatly reduced rate) and unspent lines related to travel and accommodation due to COVID-19 restrictions. A revised budget for the final year with a proposed two month no cost extension and budget notes detailing the underspends and proposed actions will be submitted with this report as well as the unaudited financial statement for the reporting period.

4.3 APPRAISAL ON HOW EFFICIENTLY INPUTS WERE CONVERTED INTO OUTPUTS

The efficiency of input conversion is enhanced through the use of the co-investment mechanism. Programme co-investment is currently running at an average 61%, up from 47% (Annual Report March 31st 2020) reflecting the financing of asset purchase, materials development, trainings and capacity building for peak rate implementation and marketing activities. This includes establishment of two new Women's Room in Tashir and Tumanyn Municipalities in Armenia, facilitation of the Journalism Resource Centre to increase outreach of agri information initiatives to Azerbaijan and Armenia and development of Jara teaching materials for VET colleges and support to the export of Georgian honey. See Figure 1 overleaf.

[1] ALCP Investment Support Facility including (DRR Gender and Governance) Support Facility and Technical and Transversal Themes Sub Contractors.

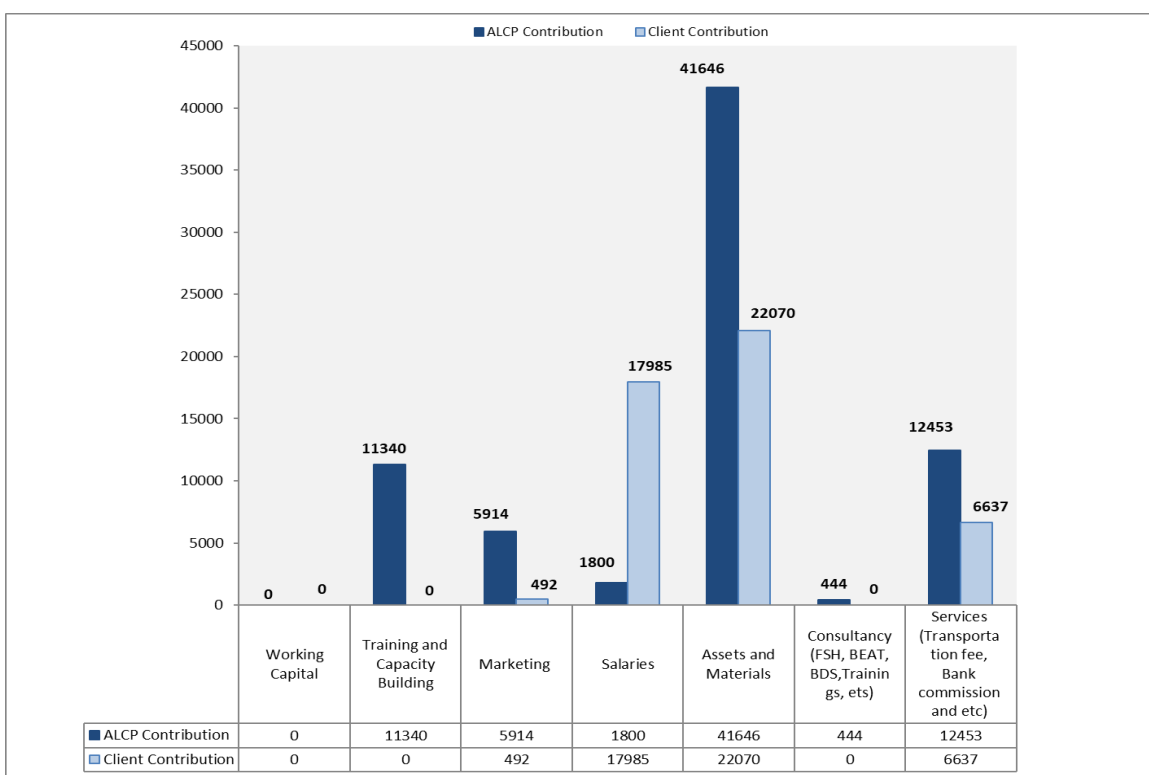


Figure 1. Showing the Outlay of ALCP and Client Contributions

4.4 HUMAN RESOURCES & TEAM MANAGEMENT¹⁴³

All offices are working successfully and maximizing the geographical synergy of their locations to enhance interventions. The ALCP offices reopened on May 18th and remained open, operating according to strict hygiene and distancing regimes until November 10th 2020 moving to a hybrid remote working model with rotations of small numbers of team members in offices, excepting Batumi office, which moved to remote working due to a high number of cases on September 14th 2020. Field work is ongoing. Three current and one former staff member who left to study a Masters in Switzerland transferred to the new SDC Rural SME Development Programme in December 2020.

CHAPTER 5 – GOOD PRACTICE & LESSONS LEARNED

5.1 NETWORKING & INTERAGENCY COLLABORATION WITH KEY REGIONAL & NATIONAL PARTNERS, & STAKEHOLDERS

SCO in Georgia: Since December 2020 Swiss Contact in consortium with Mercy Corps and the Springfield Center launched the SDC funded Rural SME's Development programme to increase employment and income opportunities for rural men and women aiming to contribute to the reduction of poverty and inequalities, including gender inequality in Georgia. The programme and the ALCP programme are in active coordination and held meetings in February and March 2021 sharing experience and collaborating with intervention design and stakeholder engagement.

¹⁴³ NB: it must be continually noted that though requiring effort to manage and document, flexibility in staffing and altering staffing to suit needs as the programme develops rather than slavishly following fixed budgets is one of the key tenets of the organisational 'adaptive' culture that allows for effective MSD implementation.

Working relations with the NAITs programme and UN Women are ongoing. Support to UN Women continued in relation to facilitating inputs into the model for the national expansion of women's rooms. Regular communication with the SCO has included working closely with the SDC Media and Communications Officer to relay news stories developed on the ALCP website highlighting ongoing developments and sharing new research. The project liaised with the UNIDO and SECO funded *Products for Market Access for Typical Food Products (PAMPAT)* in the reporting period to ensure inclusion of relevant value chain products in the project's National Contest for Terroir Products.

The USDA SQIL programme has been in ongoing communication with the ALCP.

Cross border: Communication is ongoing with SDA in Armenia; further coordination has been disrupted by COVID-19 and the regional conflict.

5.2 REVIEWS, SELF-EVALUATIONS, RESEARCH AND DISSEMINATION & INTERNATIONAL NETWORKING

External Review: ILO's Enterprise Formalisation division contacted the programme in early summer 2019 to posit the idea of carrying out research on the linkages between MSD, business formalization and decent work. The Report [*Better Cheese Better Work: The Alliances Caucasus Programme's Impact on Informality and Working Conditions in Georgia's Dairy Sector*](#) came out in May 2020 and has been widely disseminated to SDC, the BEAM Exchange, and within Mercy Corps worldwide. A [*BEAM webinar*](#) based on the research was held in March 2021 with ILO representatives and Team Leader as speakers. Two further ILO publications produced in tandem with the ALCP in the reporting period include case study examples of the programme. Please see [*Child's Play: The Case for Developing Child Care Services to Boost WEE*](#) and [*Bending the Rules: How to Use a Systemic Approach to Change the Rules of the Game*](#). Both examples focus on the Women's Rooms. In July through to September, the ALCP was part of a global SDC independent evaluation of SDC's Agricultural Market Development programmes from 2013 to 2019. Key team members as well as the veterinary company Roki and a veterinary pharmacy engaged with the evaluator, sending programme documents, links to resources and data, to best illustrate and verify decision-making rationale, implementation and impact.

Self-Evaluation: As noted in the steering implications the ALCP close out Impact Assessment Cycle has begun, according to a timetable and methodologies developed with the programme's DCED consultant backstopper in January 2020. These are:

Impact Assessments: [*Measuring Urban Dairy Consumers' Awareness of the Georgian Milk Mark September 2020*](#) proving the growing awareness and uptake of products bearing the mark amongst consumers, [*A National Qualitative Review of the Municipal Women's Rooms \(June 2020\)*](#), two animal movement route monitoring reports [*Monitoring of Livestock Seasonal Movement on the Animal Movement Route Report*](#) (July 2020) and [*Further Animal Movement Route Development and Water for Migrating Animals Report*](#). Through the reporting period preparation, desk study, field work and analysis was ongoing for the [*Productivity in ALCP Dairy Suppliers Impact Assessment February 2021*](#), the assessment clearly demonstrates the impact accruing to suppliers of ALCP dairies and also revealed the larger impact for all milk suppliers, including their choice of livestock production as the farming choice associated with an avenue for future investment and growth (treatment group) and lowest risk farming activity (control). The [*Womens Access to Financing Impact Assessment*](#) collated the impact of the women's access to financing intervention where WR's and their managers facilitated access to funds for business expansion and development and included local job creation as part of the impact.

Market Research: In depth market research for the purpose of shaping interventions for the next year and post project are vital in the shifting and dynamic meat and honey markets which have also had to account for Covid-19, please see the [*Meat Market Survey*](#), and [*Honey Sector Development Survey*](#). Emphasis on environmental risk management resulted in [*A Survey of Private Sheep Dipping Facilities in Georgia*](#) with recommendations for interventions to mitigate environmental risk over the final year of the project.

Knowledge Sharing: In October 2020, an in-depth report was submitted to SDC, covering the sixth months from the onset of the Corona virus in Georgia to the end of September 2020. Please see: [Effects of COVID-19 on the ALCP Client Businesses in the Dairy, Meat, Honey, Wool and Agricultural Impact Sectors](#) report. The report has been shared with Mercy Corps and SDC E + I network. This was in addition to four *ALCP COVID-19 Status Reports* provided to SDC throughout the first half of the reporting period providing in-depth information on the ongoing impact of Covid-19 on, and mitigation activities in relation to, programme sectors, clients, employees and target group¹⁴⁴. *Intra agency learning:* Outside the reporting period on October 21st the Team Leader was a guest speaker on a Mercy Corps Employment webinar series on incorporating MSD in employment programmes, entitled *What Does MSD have to Offer?* and on December 8th 2020 was a guest presenter for the MC MSD Global Leaders Workshop. Ongoing knowledge sharing included advising Mercy Corps East Africa in developing SDC livestock position paper for the horn of Africa and development of [a blog](#) featured on the homepage of the MC website based on a female GMM dairy entrepreneur.

MSD Best Practices, Gender and WEE dissemination: [A Pragmatic Approach to Assessing System Change](#) was published in May 2020 supported by SDC, DFAT, the DCED and the Dutch Ministry of Foreign Affairs, the Team Leader was engaged as one of the six reviewers of the publication.

CONCLUSION

ALCP programming remains dynamic, augmented by the infusion of the fresh round of market intelligence and impact data from the sectoral and intervention specific market research and impact assessments. The team is energized by clear outgoing intervention and assessment goals to be completed in the final year of the programme. They are also buoyed by the anticipation of a further programme in an expanded field; one which they are highly enthusiastic about and by the clear momentum and achievements in all interventions, particularly in honey export and the Georgian Milk Mark, which are the culmination of years of complex programming and coordination across Georgia between the offices of the ALCP.

¹⁴⁴ The First ALCP COVID-19 Status Report was provided to SDC on March 25th and the Second on April 27th 2020 (the 25th was a Saturday). The Third on May 25th and the Fourth on June 24th 2020.

ANNEX 1 MAIN QUALITATIVE FINDINGS PER REPORTING PERIOD¹⁴⁵

QUALITATIVE IMPACT PER SECTOR March 2020 – March 2021	
MACHINERY	
BUSINESS	<ul style="list-style-type: none"> * <i>Marmot Ltd</i>: In recent years, the demand for tractors from machinery service providers has increased in Georgia. Over the last three years, the number of his customers/shops who buy equipment, spare parts at a wholesale price has increased by 30%. To date they are supplying fifty-eight machinery shops in all regions of Georgia and fourteen shops in Tbilisi. In January 2021, they moved their warehouse from Marneuli to Tbilisi, where they have rented a 3,500 square meters area and warehouse near their shop in Lilo and has opened another shop there. The Tbilisi warehouse is three times bigger. * In August Mar-Mot Ltd won a 147,000 USD tender announced by the <i>UNDP Modernization of Vocational Education and Training (VET) System in Agriculture</i> project. Under the project, three vocational colleges in Mestia, Tsalenjikha, Khobi and two universities in Batumi and Senaki purchased four tractors and thirty-three pieces of machinery equipment from Mar-mot to teach their students how machinery service works. * Mar-Mot Ltd established an online ordering and delivery service through <i>Facebook</i>.
MILKING MACHINES	<ul style="list-style-type: none"> * <i>Mar-Mot Ltd</i> and <i>Roki Ltd</i> are reporting a considerable increase in the sale of milking machines this year. Last year Mar-Mot increased the sales of milking machines by 30%; during the last three months they sold fifty milking machines while before they used to sell on average a hundred milking machines/year. This year (2021) Roki is also expecting to increase the sale of milking machines by 50% as they see the demand. Roki surveyed their customers and revealed that their trust toward milking machines is high and they recommend them to their neighbours and relatives. Both companies have free repair services. In the both companies, 50% of the sales of milking machines are through in-store credit. With Marmot Ltd, Credo Bank agreed to reduce its 8% base interest rate to 5%, which is covered by the company, meaning that the loan is interest-free for customers. Roki has from 3 to 5 % interest rate through MFI Crystal and Credo. * This year, the price of milking machines has increased by 15% but farmers are still buying them, mostly those owning more than five milking cows. Female farmers are now saving more than an hour/ milking/five cows. It now takes 20 minutes/five cows before it took an hour and a half. They use the saved time and energy for other activities. With milking machines female farmers get cleaner and safer milk.
NUTRITION	
BUSINESS	<ul style="list-style-type: none"> * Since August <i>Agro Trading</i>'s newly established truck weighing service, has had a stable income of 1000/month and saved 1,200¹⁴⁶ Gel/month. In August, <i>Agro Trading</i> hired one new full-time employee for the service with a salary of 600 Gel/month. * <i>Agro Trading</i> has increased the price of combined feed by 10% as the price of imported grain has risen due to COVID-19 However, demand for combined feed has not decreased and the client does not have financial problems: sales and distribution are continuing within the country as before. <i>Agro Trading Ltd</i> took a bank loan of 300,000 USD for upgrading its enterprise to produce additional combined feed products.
FARMER	<ul style="list-style-type: none"> * <i>Agro Trading</i>'s farmer customers say that regular sales of milk and the good price paid for milk are helping them cover the increased price, they are continuing to buy combined feed as normal, and the demand from dairy factories for raw milk is high. Farmers using combined feed regularly report significant increase in milk yield, a minimum of 4l/day.
INFORMATION	
GEORGIA, AZERBAIJAN AND ARMENIA	<ul style="list-style-type: none"> * 396 students in Georgia and fifty-three in Armenia have studied the agri journalism module. Agri-related information has reached 28,261 rural HHs (62% of rural HHs in Georgia), representing 639,174 people; + 105,000 HH in Armenia through television, radio, newspaper and online videos. About half of surveyed viewers report changing their agricultural practices because of information accessed through media, to which most attribute income increases. * Just outside the reporting period (April) an online event of the <i>JRC International Conference in Agricultural Journalism and Agricultural Education</i> brought together regional academic and media representatives from Georgia, Armenia, Azerbaijan, Moldova and Ukraine. The enthusiasm for, dedication towards and interest in agri journalism and its importance for people and youth were striking compared to baseline attitudes in 2008/2011. The representatives from Georgia showed that they understand the demand for and are fully engaged in the media market for agri journalism The representative from <i>Brusov State University</i> in Armenia discussed ways for

¹⁴⁵ Note: Qualitative Data is measured annually. 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.

¹⁴⁶ Out of 2,200 Gel - 1000 Gel/month is income from the service and 1,200 Gel/month is the company's savings, as before their scale, they were buying the service from other companies.

	<p>further development of agri journalism within their Curriculum. A freelance journalist from Baku talked about the usage of multimedia tools in agri journalism. The field of agri journalism is attractive but seems difficult to attain to media representatives from Moldova and Ukraine. Reflecting the state of affairs in Georgia in 2008-11. A Producer of <i>Volinsk Branch of National Public TV and Radio Company of Ukraine</i> expressed his willingness to co-operate with the Journalism Resource Centre to copy some activities related to agri journalism. The <i>LikTV</i> Founder in Moldova empathised with the difficulties expressed by the representative of Ukraine and stated that universities in Moldova need to work on establishing agricultural journalism.</p>
HONEY	
BEEKEEPERS	<ul style="list-style-type: none"> * Eighteen tonnes of Jara, Acacia, Blossom, Chestnut, Linden and Alpine honey have been aggregated from sixty-six beekeepers of seven regions of Georgia in compliance with international standards for honey export. * The majority of the beekeepers invested their one off payment for their entire crop from KTW into beekeeping. Before 2018 it took from six to eight months to sell their entire crop of honey harvest which hindered investment in beekeeping. * <i>Sectoral systemic changes</i>: two medium-scale beekeepers in Samegrelo and one medium-scale beekeeper in Imereti are now building honey-processing facilities. One beekeeper added new Jara hives. All those beekeepers named increased demand for honey and Jara honey in the domestic market and honey export opportunities as a motivation to improve their production.
BUSINESS	<ul style="list-style-type: none"> * Honey export has increased three times since 2019, from 6.7 tonnes in 2019 to 21.7 tonnes in 2020. The number of Georgian companies exporting repeat orders is increasing¹⁴⁷. Key export markets are the USA, Canada, Japan, Germany, Italy, Bulgaria, UAE, and Qatar. * The <i>Georgian Beekeepers Union (GBU)</i> and <i>Jara Beekeepers Association (JBA)</i> websites are working well among international honey buyers. * The <i>Kakhetian Traditional Winemaking Company (KTW)</i> Has expanded their honey selection¹⁴⁸ which now includes 700 kg of Linden honey¹⁴⁹. The company planned the aggregation of 20 tonnes of honey in 2020 but only aggregated 4.2 tonnes from eleven beekeepers¹⁵⁰ due to limited export orders during the COVID-19 pandemic. * <i>KTW Export: Canada</i>: since October 2019 1.6 tonnes of <i>Nena</i> honey Acacia, Chestnut, Alpine, Blossom, Jara and Bio Jara honey has been exported to Canada and is now being sold in thirty-three shops in Toronto. The majority of consumers are from Eastern Europe; Chestnut honey is their favourite. <i>USA</i>: the first consignment of Chestnut and Jara honey is now being sold in twenty shops in New York, Pennsylvania and New Jersey with repeated orders, 957 kg in total. <i>Japan</i>: in December the company sent 44 kg of Bio Jara honey as a test product, an importer found about Nena honey on the internet. <i>China</i>: 965 kg of five types of honey was shipped in March 2021. * Since the COVID-19 outbreak, sales of Jara honey have decreased through KTW shops aimed at the international tourism market. The company now has honey (including Jara and Bio Jara honey) in 168 selling points in Goodwill, Europroduct, Carrefour, Agro Hub and KTW shops. Nena honey is also being sold online with a delivery service. * <i>Api Geo</i> the only honey-producing factory with a homogenizer of twenty tonnes capacity received NFA recognition in December. Now the company is providing a homogenization service starting with seventeen tonnes of honey to an exporter in Bulgaria, for 0.4 Gel/ kg. The company is negotiating with exporters in the EU for bulk honey export of their own honey.
BIO CERTIFICATION	<ul style="list-style-type: none"> * Bio Jara Honey is now being sold in Georgia. The <i>Agro-Keda KTW Factory</i> became Bio certified since October and has already packaged one tonne of Bio Jara honey. * There are now 93¹⁵¹ Jara beekeepers in the database of the JBA from a baseline of 57 in 2018. Among those new beekeepers, 11% are from other regions¹⁵². * 43% (40) are commercially harvesting Jara honey and selling to the KTW¹⁵³ and JBA. <i>Challenges</i>: Other Jara beekeepers are still limited to neighbours and private sales in small amounts.

¹⁴⁷ Six Georgian companies have exported honey: Taplikatsi Ltd, Geo Natural Ltd, Matchakhela Ltd, KTW Agro Keda Ltd, Rukhi Queen LLC and Agro Factory Ltd

¹⁴⁸ Six types of honey: Acacia, Chestnut, Blossom, Alpine, Linden and Jara (Bio and non-Bio)

¹⁴⁹ The company could not find good quality, desired amount Linden honey in 2018

¹⁵⁰ Out of planned 30 beekeepers.

¹⁵¹ Baseline was 57 in 2018, out of whom 15 were not actively in production.

¹⁵² Samegrelo – 4 (including, *Khareba Winery* company); Guria – 1; Racha - 1; Imereti – 1; Samtskhe-Javakheti - 1; Kakheti – 1; Tbilisi – 1.

¹⁵³ In total, KTW has aggregated 2.6 tonnes of Jara honey since 2018.

	<ul style="list-style-type: none"> * Twenty-four¹⁵⁴ Jara beekeepers are now Bio certified. The Bio certified Jara beekeepers are using bio medicine <i>Oxalic Acid</i> for treatment, recommended and provided as a service by the <i>Jara Beekeepers Association</i>. As a result, the mortality rate of bee colonies in Jara hives has decreased by 80%. The productivity of Jara hives has increased by 30%¹⁵⁵. <i>Challenges</i>: the recent spread of <i>Varroa</i> has damaged 60% of bee colonies throughout Georgia, including Jara hives in Ajara. However, there is a 10% loss among certified beekeepers compared to an estimated 40% loss for other Jara beekeepers who are following traditional bee treatment. * The majority of the Jara beekeepers have improved their husbandry practices, paying more attention to the cleaning of hives, burning off inner parts for hygiene purposes, replacing old wax. * For the majority of Jara beekeepers, Jara honey production is now a priority. For some of them Jara honey production and stable income were a motivation to stay in their villages. * The <i>Agroservice Center</i> under the <i>Ministry of Agriculture of Ajara</i> has allocated a 12,000 USD fund for the Bio certification of twenty-four Jara beekeepers and Bio certification of the new JBA processing unit, which is in Keda under the <i>Agroservice Centre</i>. * In January 2021, producing honey in Jara hives was officially granted <i>Intangible Cultural Heritage</i> status by the <i>National Agency for Cultural Heritage Preservation of Georgia</i>. Eleven local media sources reported on it and it is on Wikipedia in Georgian and will soon be on in English. * The <i>Public Broadcaster, Ajara TV</i> and seventeen regional televisions aired <i>Jara the Movie</i> during the New Year holiday.
LEARNING (VET) IN BEEKEEPING	<ul style="list-style-type: none"> * Akhali Talga VET College in Ajara was the first college, which integrated Jara teaching in their beekeeping programme. Since October 2020, they have been teaching the integrated one-year programme to twenty-seven students (four women). In February, another beekeeping VET programme at Batumi Shota Rustaveli State University integrated the Jara materials and twelve students are attending the course. They invited the GBU chairperson as a lecturer. <i>Challenge</i>: due to the pandemic, teaching is online which limits practical lessons. * In total, there are thirteen VET colleges in Georgia with either a two-month or a one-year beekeeping course. The GBU and JBA are now facilitating the integration of a Jara module into beekeeping programmes of these thirteen colleges in cooperation with the sectoral skills organization Agro Duo and the Ministry of Education, Science, Culture and Sport of Georgia. The JBA developed the Jara Honey Production Handbook: for Beekeeping Programmes at VET Colleges. MEPA uploaded the Jara Honey Production Handbook and Bio Certification Guidelines for Beekeepers on their website. * The National Centre for Educational <i>Quality Enhancement of the Ministry of Education</i> invited the Head of the GBU to be among seven people who are updating beekeeping programmes in VET colleges. * The <i>Black Sea College</i> branches in Keda and Shuakhevi are in the process of accrediting a beekeeping module with integrated Jara materials.
GODERDZI ALPINE GARDEN	<ul style="list-style-type: none"> * Officially opened in July (2020), the <i>Goderdzi Alpine Garden (GAG)</i> has already attracted twenty thousand visitors since its opening, making it the most prominent tourist destination in mountainous Ajara. * The <i>GAG</i> hosted fifteen guesthouse owners from <i>Keda, Shuakhevi</i> and <i>Khulo</i> to an educational seminar on how biodiversity, conversation and Jara beekeeping can be used for business promotion and attracting more tourists. The seminar participants agreed on further coordination and information dissemination. * The media has produced forty articles about the <i>GAG</i> since July. * The <i>Department of Tourism and Resorts of Ajara (DTRA)</i> is promoting the <i>GAG</i> under their social campaign for internal tourism encouragement <i>#DiscoverGeorgia</i>. It has allocated 12,000USD in its 2021 budget for placement of information signs and boards in the <i>GAG</i>. * The <i>GAG</i> has been included in two media and twenty tourist agency tours. * In the first year, 161 species were recorded in the garden now it is 209 due to protection from cattle and human damage.
GBU	<ul style="list-style-type: none"> * The beekeeper database of the GBU now has 5,500 (11% female) beekeepers from across Georgia. * Beekeepers registered in the database received three SMS notifications from the GBU on <i>Varroa</i> treatment and bee feeding. The GBU is increasing the number of beekeepers receiving in-depth information related to beekeeping from the GBU. The GBU shared the database with the <i>Rural Development Agency (RDA)</i> under the MEPA to use it for sending SMS notification to beekeepers on Pharosana treatment activities to avoid damaging apiaries. * The GBU conducted an online survey to collect data on the reasons of frequent massive collapse of bee colonies this year. According to the GBU, the estimated loss is about 60% of all apiaries translating into about six million Gel throughout Georgia. 488 beekeepers filled in a questionnaire. <i>Varroa</i> was identified as a main reason. The GBU advocated the topic with the MEPA and proposed training for beekeepers on new approaches in bee treatment and registration of bee apiaries as a solution. The

¹⁵⁴ 18 Jara beekeepers got Bio certification in February, 2020; 4 Jara beekeepers and the GAG Jara apiary – in August, 2020.

¹⁵⁵ The numbers will be adjusted according to the Jara Beekeepers Impact Assessment Survey planned in May 2021.

	<p>RDA invited the GBU to provide Training of Trainers on bee treatment for four VET beekeeping lecturers in April. The lecturers will then conduct series of trainings for beekeepers in all regions. The GBU also developed a guideline for <i>Varroa</i> treatment. MEPA has decided to start the identification-registration of apiaries with the help of FAO. The GBU database will be used as a primary source.</p> <ul style="list-style-type: none"> * The GBU is now a member of the <i>Agrarian Committee of the Parliament of Georgia</i> representing the honey sector, they initiated updating beekeeping legislation according to EU regulations and the importance of apiary registration. * The GBU hosted an online meeting with fifty honey export stakeholders and discussed challenges and achievements related to honey export. After the meeting, the GBU collected information on the terms of shipping companies in Georgia for sending honey samples to exporters. The GBU has a volunteer in charge of export related consultations. Nine honey-producing companies are joining the GBU after the meeting. * The GBU developed an advertisement on Georgian honey as a response to a negative comment about honey made by one of the TV programme hosts of the <i>Public Broadcaster's MasterChef</i>. The <i>Public Broadcaster and Ajara TV</i> broadcast the advertisement several times a day at primetime in January. The video reached 134,700 people on <i>Facebook</i>. Feedback from consumers and beekeepers was positive. The Chairman of the GBU received messages of appreciation for creating such an important video, which, according to beekeepers, might be considered as a breakthrough in increasing the awareness of consumers and breaking negative perceptions towards Georgian honey. * The GBU developed eleven information materials on bee treatment, by-products and bee diseases, and disseminated them through <i>Facebook</i>, <i>webpage</i> and the RDA regional <i>Information Consultation Centers (ICCs)</i>.
GMM DAIRIES	
BUSINESS	<ul style="list-style-type: none"> * In spite of the pandemic, GMM dairies are expanding their export market. Four new GMM dairies have exported cheese to the USA, Canada and Singapore during the past year. <i>Tsivis Kveli</i> has exported 1.3 tonnes of cheese since July; <i>Tsintakaro +</i> exported 1.5 tonnes from August to December to New York and Chicago; <i>Cheese Hut</i> has been exporting 200 kg/month to Canada and 1 tonne/month to Singapore since November 2020; and <i>Tsezari Ltd</i> exported 236 kg of cheese to Canada since December. In addition to the Canada market, <i>Tsezari</i> is exporting steadily to its usual export market in the USA, which has increased by 39% over the last year. * <i>Tsezari</i> hired five additional staff during high milking season despite Covid-19, to produce smoked <i>Sulguni</i> and paid 700 Gel/month/employee * <i>Tsezari's</i> new Batumi shop is accounting for 10% of the total company sales. The rest is distributed as follows: 35% supermarket chains, 5% - fifty small shops in Batumi, 50% - cheese export to the USA. * <i>Tsezari</i> placed branded refrigerators stocked with their products in Carrefour branches in Batumi. The company hired a new employee to promote the products in Carrefour and developed a promo <i>video</i> about the Khulo factory that was shown in the main branch of Carrefour Batumi. * Despite the pandemic, the enterprise <i>Tsolak Grigoryan</i> added thirty new farmers and now has 450 milk suppliers in total. These farmers have increased the number of milking cows by 10% since autumn 2020. Last year the dairy started supplying GMM cheese to <i>Magniti</i> supermarket chains; and since January, they have been supplying GMM cheese to I.E Levan Abashidze, a cheese distribution company selling cheese to the <i>Nikora</i> supermarket chain. Currently the dairy has five types of cheese. * In April, the dairy enterprise <i>Tsalka+</i> is opening a clothes, household appliances, groceries, and dairy products shop in Tsalka center. They are investing savings from their dairy income. Seventeen women and three men will be employed there with a salary of 750 Gel/month. There will be in-store credit available. * <i>Tsivis Kveli</i> is promoting the GMM through their Facebook and has reached more than 8,101 followers, 598 are new. However the dairy which made high value chees for the HoReCa sector decreased the number of staff members from forty to twelve after the pandemic.
FARMER	<ul style="list-style-type: none"> * The milk price is either the same as last year or has increased due to the high demand for raw milk from <i>GMM</i> dairy factories. * Many GMM supplier farmers are developing their farms using bank loans and during the crisis, they had 3 months free from paying bank loans. However, most farmers selling raw milk stated that they have had no problems with paying bank loans.
MEAT	
BUSINESS	<ul style="list-style-type: none"> * Live export of sheep has remained steady; however, processed sheep export has stayed low after the onset of COVID-19. * The COVID emergency also showed the dependence of the domestic meat sector on the HoReCa sector. On the whole, low demand for meat and slaughtering services has been caused mainly by the closure/reduced demand of the HoReCa sector, and slackened control over backyard slaughtering. Three cattle slaughterhouse have closed since the pandemic in KK, SJ and Ajara. * A pig dehairer has allowed <i>Kutaturi Ltd</i> to increase its pig slaughtering service by 50%. The pig dehairer facility has allowed the company to slaughter a pig in six minutes, instead of half an hour/pig. The pork is better quality. The slaughterhouse's new pig gut cleaning equipment allows the company to produce products using gut for 0.6 Gel/meter, previously the product imported from the Ukraine costs 0.66Gel/meter. Negotiation with potential clients is ongoing. The slaughterhouse is now developing sausage production.

	<p>* The company invested 15,000 Gel in renovation to comply with NFA requirements took a bank loan of 50,000 USD for arranging premises and buying equipment to process by and semi-finished products.</p>
FARMER	<p>* The majority of farmers could not sell or only partially sold their sheep¹⁵⁶ and cattle from August to October 2020 to be exported live. The demand for sheep, cattle and pigs decreased by about 40-60% due to the closure of the HoReCa sector and processed meat export market. Due to the limited demand, farmers kept an excess number livestock over winter, resulting in additional expenses both due to the higher numbers and increased feed prices. The price for winter pastures has increased by 20% due to increased demand. Prices for animal feed¹⁵⁷ have also increased due to increased import cost being added to the sales price. The price for bran has increased by 25%, hay - 70%, maize - 50% and barley - 45%. Interviewed farmers in Kakheti and Kvemo Kartli paid 855 Gel/ cow and 60 Gel/head of sheep more during the five months from November to April.¹⁵⁸ For more detail see the new Meat Market Survey (April, 2021).</p> <p>* However, during the last week of January and beginning of February (2021) a growing trend of cattle purchases by intermediaries has been observed. They are collecting high quality live cattle for exporters. The number of the visits by intermediaries has increased by 50% -70% compared to the end of 2020.</p> <p>* Farmers are motivated and still waiting for the opening of the HoReCa sector and export markets. The majority of farmers were planning to increase the number of sheep, cattle and pigs before the pandemic; however, they have not increased numbers, due to the pandemic. Some farmers borrowed money from their relatives/friends to pay bank loans during the pandemic.</p>
WOOL	
BUSINESS	<p>* Wool export is ongoing; however, due to the pandemic i.e. decreased global wool price and increased transport costs it is not currently very profitable. Diversification into washed wool has strengthened the <i>Georgian Wool Company</i> business. In March 2021, the GWC started to produce mattresses and is selling 500 pieces/week in the Lilo market. The company has employed eight women and five men with a salary 40 Gel/day/person for the mattress production.</p> <p>* The GWC is also selling 10 tonnes/month of <i>low</i>-quality washed wool for 2 Gel/kg to local mattress producers who formerly used synthetic materials. The GWC's low-quality wool became a preferred alternative for them, as it does not smell due to the washing process and the cost of imported synthetic materials increased due to COVID-19¹⁵⁹. There is also less waste for the GWC, as mattress makers are buying the lower quality, formerly waste wool.</p> <p>* The GWC is also selling 8 tonnes/month of <i>high</i> quality washed wool for 4 Gel/kg to blanket/mattress producing enterprises formerly used to buying washed wool from wool sellers in agri markets in Marneuli, Kvemo Kartli and Iormuganlo, Kakheti. They prefer to buy washed wool from the <i>Georgian Wool Company</i> as the price is 1 Gel/kg lower compared to prices in agri markets and the supply is stable (not seasonal available all the time). Expansion of the GWC has come at the expense of the market share of other washed wool sellers in agri markets in Marneuli and Iormuganlo, who noted that there is a decreased demand for washed wool in the agri markets, resulting in some displacement. However this has been modified through some washed wool sellers now selling washed wool door to door in villages as well as agri markets. Local Farmers are still selling their wool to the GWC.</p> <p>* The GWC has been providing a shearing service to sheep farmers since 2018. In 2020 the company's twelve sheep shearing machines shored a hundred thousand sheep. The service is available on the pastures at the beginning of spring and at the end of summer, when sheep are usually sheared. <i>Before</i> the wool suppliers of the company sheared sheep by hand, and the quality of the wool was often poorer¹⁶⁰. It took time with only up to thirty sheep sheared a day. The sheep farmers had to ensure the workforce for shearing by hand, they also had to arrange wool storage space in pastures and transportation of wool from pastures to wool collection centers. Incompliant shearing and storage caused about a ten percent loss, which was usually left on pastures polluting the local environment. <i>Now</i> the sheep shearing machines helps prevent damaging of wool fiber, the shearing and collection process has been standardized and the quality of wool has been improved. The company's sheep shearing machine service includes storage and transportation of wool from pastures to the company's warehouse in Tbilisi. Sheep shearing is now time-efficient with up to hundred sheep/day sheared by one trained shepherd. While shearing of thousand sheep by hand took at least three days, now the same is done just in one day. For the company it means a stable supply of wool of better, cleaner quality;</p>

¹⁵⁶ The interviewed farmers usually sell adult cattle and male lambs

¹⁵⁷ The interviewed farmers usually feed sheep with barley or maize, cattle with bran and hay, pigs with maize and bran. From November to April cattle are either on cow-shed feeding or in winter pastures and sheep in winter pastures, in both cases the farmers give them additional feed.

¹⁵⁸ Combined feed – price for combined feed is 1 Gel/kg; total cost is 81 Gel/cow/month (2.7 Gel/day); 405 Gel for 5 months. Hay – price for hay is 7 Gel/bale; total cost is 90 Gel/cow/month (3 Gel/day); 450 Gel for 5 months.

¹⁵⁹ Increased transportation costs. Fewer air and freight transports.

¹⁶⁰ Less clean and uniform.

	<ul style="list-style-type: none"> * In 2020, <i>Wool House</i> in SJ increased its production capacity from 8 tonnes/year in 2018 to 12 tonnes/year in 2020. Note: In 2014 when the programme started facilitating <i>Wool House</i>, it was producing only 2 tonnes/year. Moreover, the annual net profit of the company in 2020 was 42,000 Gel from seven operational months (Covid-19), while it was only 28,000 GEL from eleven operational months in 2018.
FARMER	<ul style="list-style-type: none"> * The <i>Georgian Wool Company</i> has so far continued wool collection as normal since the COVID 19 outbreak. Farmers selling wool to GWC have reduced transaction costs, time and 0.7 Gel saved per sheep due to the shearing service. * Sheep farmers from Tusheti and Tianeti pastures cannot sell a hundred tonnes of wool as they cannot bring wool to Kakheti due to high transportation cost and wool buyers including the <i>Georgian Wool Company</i> cannot go to the Tusheti and Tianeti pastures due to poor road conditions. * Farmers prefer to sell wool regularly to the <i>GWC</i> instead of selling wool to other wool collectors who are washing wool by hand and selling in agri markets. The wool collectors are sorting wool and buying only 70% of wool while the <i>GWC</i> is buying all kinds of wool from farmers. Some washed wool sellers in agri markets noted that there is a decreased demand for washed wool in agri markets; however, they are selling washed wool door to door in villages, in addition to the agri markets.
WOMENS ACCESS TO DECISION MAKING AND PUBLIC GOODS	
National Scale Up	<ul style="list-style-type: none"> * In February, the Women's Rooms in Georgia established a <i>Union of Women's Rooms</i> to cooperate better, share experiences with each other, and plan joint activities. They selected a head of the Union, regional coordinators in six regions, and a person responsible for disseminating information about WR activities on their <i>Facebook</i>. They created a <i>Blog</i> where visitors find stories about successful women in their regions; and information about the managers of the Women's Rooms. * Two New Women's Rooms opened in Zestaponi, Imereti and Ozurgeti, Guria in July have suspended in person service provision as the public services moved to remote working due to COVID-19 outbreak. * <i>Women's Room in Zestaponi</i>: The President of Georgia attended the <i>opening of the WR</i> in <i>Zestaponi City Hall</i> and met with women entrepreneurs. The Women's Room formed a women's initiative group uniting twelve women: entrepreneurs, doctors and public service representatives. The Organization for Security and Co-operation in Europe (OSCE) visited the room and they have signed an MOU with the Red Cross to screen women for tuberculosis.
Rural Women Users	<ul style="list-style-type: none"> * For the majority of the visitors, the Women's Room is the only place where they received help with getting grants or funds. Ninety-four women and sixteen men have received grants and the majority of them started new businesses. Women opened greenhouses, guesthouses, hotels, fruit processing units, sewing factories, or beauty salons, while men opened automobile repair shops and guesthouses. These businesses created new jobs for 184 women (75%) and men; with an average salary of 471 Gel/month. Economic empowerment has impacted women's sense of social cohesion and political engagement. The women stated that after receiving grants, they have increased confidence and self-esteem. They are participating in community life and improving living conditions and a general sense of well-being.

ANNEX 2 SYSTEMIC CHANGE LOG

#	Programme Client's & Intervention Name	Type of Systemic Change	Verification		Impact Calculation added to system (Y/N) (Direct/Indirect/Quant/Qual/Both)	Location (Region, Municipality)	Starting Date	Business Description & Stability	Systemic Changes Attribution to the Programme
			Source	Verified/not Verified (& date if verified)					
1	<i>Georgian Wool Company Ltd</i>	Business Expansion Mitigated displacement for seasonal wool sellers	Client/STO/ Washed wool market research	<i>March /2021</i> <i>September /2020</i>	Y Direct Both Y Direct Both	Tbilisi Tbilisi	<i>March/ /2021</i> <i>September/ 2020</i>	The <i>Georgian Wool Company</i> expanded and started producing mattresses in March due to the high demand from Lilo market. For this new business, the company employed eight women and five men with a salary of 40 Gel/day/person. The company also increased the salary of the employees who are washing wool from 600Gel/month to 900 Gel/month. Local mattress makers have started using GWC washed wool, as the price is 1 Gel/kg lower compared to prices in agri markets, and the supply is stable. Washed wool sellers in agri markets in Marneuli and Iolmuganlo have a decreased demand from mattress makers. However, they are now also selling washed wool door to door in villages to local women who make their own bedding.	The Programme initiated opening of the wool washing facility.
2	Machinery implements and spare parts distribution company <i>Marmot Ltd</i>	Business Expansion Business Expansion	Client/STO Client/STO	<i>January/2021</i> <i>August /2020</i>	Y Direct Both Y Direct Both	Tbilisi Tbilisi	<i>January/2021</i> <i>February/2020</i>	In January, <i>Marmot Ltd</i> moved his warehouse from Marneuli to Tbilisi, where he is renting a 3,500 square meters area near his shop in Lilo. He has opened a new warehouse and another shop there. <i>Marmot</i> decided to change the location of his warehouse in Marneuli due to the Covid-19 lockdown, as he could not supply implements and equipment to his shop in Tbilisi when Marneuli was under quarantine for two months and the Tbilisi warehouse is three times bigger. <i>Mar-Mot Ltd</i> took a bank loan of 140,000 Euro (152,600 USD) to expand/renovate their warehouse in Marneuli and order fifty tractors from China. In recent years, the demand for tractors has increased from machinery service providers in Georgia. Over the last three years, the number of customers/shops who buy equipment, spare parts at a wholesale price has increased by 30%. To date they are supplying to fifty-eight machinery shops in all regions of Georgia and fourteen shops in Tbilisi.	Programme client.

3	<i>Cheese Distribution Company I.E Levan Abashidze</i>	Mitigated displacement for <i>Asko Cheese Cooperative</i>	Client/ STO	<i>March/2021</i>	Y Direct Both	Tbilisi	<i>December/2020</i>	Until December 2020, I.E Levan Abashidze a cheese distribution company was buying Georgian Factory cheese from Asko Cooperative, a non-GMM dairy in Gorelovka Village. In December, Levan started buying cheese from I.E Tsolak Grigoryan, a GMM dairy in Gandza Village; since then he has sourced 60% of cheese from Tsolak and the other 40% from the cooperative. The cooperative has not cut down the number of milk suppliers; however, it has started making Sulguni cheese in addition to Georgian Factory cheese and is selling to local cheese intermediaries.	The Programme initiated consumers' access to compliant branded and labeled cheese in agri markets and supermarkets through the distribution company <i>I.E Levan Abashidze</i>
4	<i>Honey Export</i>	Sectoral Change/ Partial Attribution	STO/ Export entity/ NFA	<i>January/2021</i>	Y Direct Both	Tbilisi	<i>December/ 2020</i>	<i>Agro Factory Ltd</i> exported ten tonnes of Acacia honey to Italy through their Italian partner.	Beekeeper level: the factory collected honey from three beekeepers. One of them was a large-scale beekeeper from Guria, whose honey samples showed contamination by a lab analysis funded by the programme client <i>Kakhetian Traditional Winemaking (KTW)</i> in 2018. However, this beekeeper started improving honey quality with the help of the GBU, resulting in no contamination next year. He showed this lab analysis to the Italian exporter. Enterprise-level: people involved in this export visited programme client <i>ApiGeo Ltd</i> , saw the homogenizer and received information on homogenizing. Stakeholder level: the NFA issued a vet certificate and provided all needed information based on the experience they gained from KTW.
				<i>January/2021</i>	Y Direct Both	Zugdidi, Samegrelo	<i>November/2020</i>	<i>Rukhi Queen LLC</i> exported one tonne of Acacia and Chestnut honey to Qatar.	The GBU helped the company with consultation, linkages with beekeepers and honey export-related information.
				<i>January/2021</i>	Y Direct Both	Akhmeta, Kakheti	<i>2019</i>	<i>Taplikatsi Ltd</i> has exported five tonnes of Acacia, Chestnut and Alpine honey to the USA and Japan since 2019. Their honey is also available on Amazon .	The company improved their honey quality and branding after the GBU started a Do's and Don'ts of Antibiotic Use campaign, providing guidelines on the proper usage of antibiotics and preventing the contamination of honey and beeswax.

5	<i>Matchakhela Ltd</i>	Business Expansion	STO/Client	<i>January/2021</i>	Y Direct Both	Batumi, Ajara	<i>November/2020</i>	<i>Matchakhela Ltd</i> exported 22.2 tonnes of Acacia and Blossom honey to Bulgaria: 2.8 tonnes in 2020 and 19.3 tonnes in 2021.	Programme client. The programme facilitated the linkages with an exporter in 2019, resulting in honey export in 2020.
6	<i>New Jara Beekeepers</i>	Crowding In	Client/ RM Officer	<i>February 2021</i>	Y Direct Both	Georgia	<i>2019-2020</i>	There are twenty-three new Jara beekeepers across Georgia.	The programme facilitated the first- ever commercial sale of Jara honey, the establishment of the Jara Beekeepers Association, national/international Jara honey promotion, branding and development of guidelines and Bio certification. This has motivated these beekeepers to start Jara beekeeping.
7	GMM dairy factory <i>Cheese Hut</i>	Business Expansion	Client/ STO	<i>February/2021</i>	Y Direct Both	Bolnisi	<i>November/2020</i>	Since November 2020, <i>Cheese Hut</i> has been exporting 200 kg/month of different types of GMM cheese to Canada and 1 tonne/month to Singapore through a distribution company <i>Georgian National Products Ltd.</i>	The dairy is a member of the <i>Georgian Milk Mark</i> . The distribution company started cooperating with <i>Cheese Hut</i> after they received the mark.
8	<i>Peace Fund for Better Future</i> in Tbilisi	Crowding In	Client	<i>January /2021</i>	Y Direct Both	Abkhazia	<i>November/2020</i>	<i>Peace Fund for Better Future</i> in Tbilisi is implementing an agricultural grant project, including financing Jara production in villages around the administrative boundary line of Abkhazia, on the Akhazian side. The fund is disseminating information on Jara beekeeping among farmers, and one beekeeper is already going to start up Jara beekeeping, the fund hopes that other beekeepers will copy from him.	The head of the fund was interested in initiating the project after seeing the Jara Documentary and visiting Jara honey Bio production in Ajara.
9	<i>Khareba Winery</i>	Crowding In	Client	<i>January /2021</i>	Y Direct Both	Mukhuri, Samegrelo	<i>October/2020</i>	<i>Khareba Winery</i> purchased 300 Jara hives to settle Mountain Grey Caucasian Honey Bees and start producing Jara honey. Bio certification is starting from May 2021.	The winery was motivated to start Bio production after seeing Jara promotion/information on the Internet. Caucasert Ltd, which certified the first Bio Jara production in Ajara, will be involved in the certification.
10	Dairy in Kakheti <i>Leanka Ltd</i>	Business Expansion Business Expansion/partial attribution to programme Business Expansion	Client/ STO Client/ STO Client/ STO	<i>October/2020</i> <i>September /2020</i> <i>April/2020</i>	Y Direct Both Y Direct Both Y Direct Both	Dedoplistskaro Dedoplistskaro Dedoplistskaro	<i>October /2020</i> <i>July/2020</i> <i>April/ 2020</i>	Since October, <i>Leanka Ltd</i> has produced 980 kg of <i>Nadughi</i> , a new product, and sold to eight <i>Fresco</i> shops in Tbilisi. <i>ENPARD III</i> awarded <i>Leanka Ltd</i> 71,000 Gel (23,202 USD) to buy a generator, steam boiler and <i>Sulgumi</i> cheese mixing tank. The dairy also invested 47, 000 Gel (15,359 USD) of savings to build a <i>Nadughi</i> producing room. After demand from shops, <i>Leanka Ltd</i> started producing <i>Imeruli</i> cheese. Since April 2020, it has produced up to 22.6 tonnes and supplied to eight <i>Fresco</i> shops in Tbilisi.	Programme client Compliant FS&H and efficient operation helped the enterprise with getting the grant and new market. Other donors also helped the client, however, the ALCP help was crucial for the client to achieve compliant FS&H and efficient operation

11	GMM Dairy in Kakheti <i>Tsivis Kveli IE Gocha Gagashvili</i>	Business Expansion Business Expansion Business Expansion	Client/STO Client/STO Client/STO	<i>September /2020</i> <i>August /2020</i> <i>May/2020</i>	Y Direct Both Y Direct Both Y Direct Both	Telavi Telavi Telavi	<i>September/2020</i> <i>July/ 2020</i> <i>May/2020</i>	<i>USDA/ Land O' Lakes</i> awarded <i>Tsivis Kveli</i> 67,705 Gel (21,425 USD). The dairy also invested 71,000 Gel (22,468 USD) to buy cheese producing equipment, milk collection and distribution vehicles, and expand a cheese storage space. Since July 2020, <i>Tsivis Kveli</i> has exported 1,392 kg of different types GMM cheese through a distribution company <i>Georgian Imports</i> , for sale in hypermarkets and cafés throughout Chicago. In May, <i>Tsivis Kveli</i> started producing <i>Guda</i> cheese from sheep and cow milk. To date, the dairy has produced up to four tonnes of <i>Guda</i> cheese, which has been stored and is being sold upon demand from customers.	Programme client Compliant FS&H and efficient operations helped the enterprise in getting the grant. Other donors also helped the client; however, the ALCP help was crucial for the client to compliant FS&H and efficient operation. The programme facilitated a high capacity pasteurizer and cheese maturing room allowed the dairy to start producing <i>Guda</i> cheese.
12	GMM Dairy in KK <i>Tsintskaro+ Ltd</i>	Business Expansion	Client/STO	<i>September /2020</i>	Y Direct Both	Tsintskaro	<i>August /2020</i>	From August to December <i>Tsintakaro + Ltd</i> exported 1.5 tonnes of different types cheese through a distribution company <i>Geoproduct Ltd</i> , for sale in New York.	Compliant FS&H and efficient operations helped the enterprise in getting the market.
13	Dairy in AJ <i>Elguja Baramidze Ltd</i>	Business Expansion	Client	<i>September 2020</i>	Y Direct Both	Ajara	<i>July/ 2020</i>	<i>USAID ZRDA</i> awarded <i>Akhashenuri Dairy Enterprise</i> (former <i>Elguja Baramidze Ltd</i>) 230,000 Gel (75,163 USD). He also took a 100,000 Gel (32,679 USD) preferential loan from the <i>Start- Up Georgia</i> of the <i>State Investment Fund</i> . The owner is building a new cheese enterprise in Rukhi, Samegrelo. The enterprise is going to collect milk from small and medium-scale farmers.	Programme client. Compliant FS&H, knowledge and experience received from ALCP helped the enterprise with getting the grant and loan.
14	Wool in SJ IE Manana Tsikarishvili <i>Wool House</i>	Business Expansion	Client/STO	<i>July/2020</i>	Y Direct Both	Akhaltzikhe	<i>July/2020</i>	<i>Wool House</i> invested 30,000 USD in purchasing a new building in Akhaltzikhe to expand its production. 15,000 USD was savings and another 15,000 USD was a bank loan. The owner is going to arrange a wool washing facility and supply washed wool to sewing shops in Tbilisi and SJ. In 2020, <i>Wool House</i> increased its production capacity from 8 tonnes/year in 2018 to 12 tonnes/year in 2020. Note: In 2014 when the programme started facilitating <i>Wool House</i> , it used to produce only 2 tonnes/year. Moreover, the annual net profit of the company in 2020 was 42,000 Gel from seven operational months due to the pandemic, while it was only 28,000 GEL from eleven operational months in 2018.	Programme client
15	GMM Dairy in SJ <i>Tsipora Samtskhe Ltd</i>	Business Expansion	Client/STO	<i>July/2020</i>	Y Direct Both	Akhaltzikhe	<i>July/2020</i>	<i>USDA/Land O' Lakes</i> awarded <i>Tsipora Samtskhe Ltd</i> 25,000 USD; he also invested 25,000 USD of savings to arrange a new 25 tonnes of capacity freezer room to store Sulguni cheese in the high milking period from February to July and sell cheese in winter when the demand and price for cheese are high. The enterprise opened two cheese shops in Akhaltzikhe and has added 128 new milk supplier farmers since January 2021.	Programme client Compliant FS&H and efficient operations helped the enterprise in getting the grant.

16	Dairy in SJ <i>Alpuri Javakheti Ltd</i>	Business Expansion	Client/ STO	<i>July//2020</i>	Y Direct Both	Ninotsminda	<i>May/2020</i>	In May 2020, <i>Alpuri Javakheti Ltd</i> invested 70,000 USD to expand cheese storage capacity from 70 tonnes to 140 tonnes. The enterprise has added fifty new milk suppliers since January 2021; and over the last year cheese export to the US has increased by 15%, which amounts 3 tonnes/ month.	Programme client
17	GMM Dairy in AJ/KK <i>Natural Produktsia Ltd/Tsezari</i>	Business Expansion	Client	<i>May-July/2020</i>	Y Direct Both	Ajara	<i>May-December/2020</i>	<i>Natural Produktsia Ltd</i> expanded distribution to <i>Zgapari</i> and <i>Carrefour</i> supermarkets in Zugdidi and Poti, five small shops in Kutaisi, 110 branches of <i>Magniti</i> in western Georgia. Tsezari's shop in Batumi, induced <i>Spar</i> , <i>Billion</i> , <i>Liderfood</i> and <i>Daily</i> supermarket chains in Batumi to stock their products. In December, the dairy exported 236kg of different type of cheese to Canada through a distribution company <i>Sweezard Inc</i> , the same company which is helping <i>Nena</i> honey with exporting.	Programme client including co-vestment in shop. The supermarkets decided to buy <i>Tsezari's</i> dairy products after they visited the shop and saw clean selling and storage facilities. The shop allows the company to ensure continuous supply of larger volumes on time. Compliant FS&H and efficient operation helped the enterprise with getting the export market.
18	Slaughterhouse in Imereti <i>Kutaturi Ltd</i>	Business Expansion	Client/ STO	<i>January/2021</i>	Y Direct Both	Kutaisi	<i>December/2020</i>	<i>Kutaturi Ltd</i> expanded its business, took a bank loan of 50,000 USD for arranging premises and buying equipment to process by and semi-finished products.	Programme client

APPENDIX 3: LIST OF INTERVENTIONS UNDERTAKEN IN THE REPORTING PERIOD APRIL 1ST 2020 TO SEPTEMBER 30TH 2020

Intervention #	Name	Contact	Location	Type	Date	Total Investment & % Contribution		ALCP	Client	3rd Party ¹⁶¹	Rating
						\$	%				
1	1.5.1 Ramaz Janashvili/Theme - 1 Kakheti - 1	IE Ramaz Janashvili	Ramaz Janashvili	Signagi, Kakheti	To upgrade equipment in the enterprise according to FS+H requirements in order to comply with Georgian Milk mark criteria	02/12/2020	\$	10,624	6,830	3,794	Good
							%	100%	64%	36%	
2	1.5.3 Jara Beekeepers Association /Theme - 1 WG- 1	Jara Beekeepers Association (JBA)	Aslan Shakradze	Keda, Ajara	Facilitate JBA to expand outreach of its services, diversify sales channels and promote organic Jara beekeeping	08/12/2020	\$	14,488	10,124	4,364	Very Good
							%	100%	70%	30%	
3	1.5.3 Jara Beekeepers Association /Theme - 1 WG- 2	Jara Beekeepers Association (JBA)	Aslan Shakradze	Keda, Ajara	Facilitate the JBA to integrate Jara in beekeeping programmes of VET colleges and to increase JBA branded Jara sales via compliant packaging/labelling	15/03/2021	\$	21,284	10,670	10,614	Good
							%	100%	50%	50%	
4	2.4.1 Journalism Resource Centre/Information KK-2	Non-Commercial Legal Entity	Natia Kuprashvili	Tbilisi	Facilitate the Journalism Resource Centre to expand their agri information initiatives in Azerbaijan and Armenia	14/04/2020	\$	74,029	39,669	34,360	Very Good
							%	100%	54%	46%	
5	2.5.1 Tashir Municipality/Theme -2 KK - 2	Tashir Municipality	Edgar Arshakyan	Tashir, Armenia	Establishing Municipal Service Women's Room in Armenia	08/05/2020	\$	14,132	7,266	6,866	Good Small Covid-19 delay
							%	100%	51%	49%	
6	2.5.1 Tumanyan Municipality/Theme -2 KK - 2	Tumanyan Municipality	Levon Zavaryan	Tumanyan, Armenia	Establishing Municipal Service Women's Room in Armenia	08/05/2020	\$	12,215	6,209	6,006	Good Small Covid-19 delay
							%	100%	51%	49%	
7	3.2.1 API GEO LLC /Theme – 3 WG - 1	API GEO LLC	Ambrosi Lezhava, S Ioseliani	Bashi, Samtredia	Facilitate Api-Geo Ltd to export Georgian honey	15/06/2020	\$	51,084	28,084	23,000	Good
							%	100%	55%	45%	
Service Contracts											
8	1.1.1 GMM/Theme 1 KK-1	Youtube channels Emili TV	Levani Alimbarashvili	Tbilisi	Promote the GMM by popular Georgian Youtube channels Emili TV and Emili Family TV (children and family entertainment channels)	16/07/2020	\$	1,486	1,486		Good
							%	100%	100%		
9	1.5.3. /Theme - 1 WG- 1 Bio Certification of Jara Beekeepers	Caucascert Ltd	David Bedoshvili	Tbilisi	Conduct inspections of Jara beekeepers and grant BIO Certificates	21/09/2020	\$	5,565	5,565		Very Good
							%	100%	100%		
10	1.5.1/ 3.2.1 KTW Agro-Keda Ltd	Elkana	Vakhtang Ghlonti	Tbilisi	Assess and monitor Jara beekeepers towards requirements of Bio standards	26/06/2020	\$	1,279	1,279		Good
							%	100%	100%		

¹⁶¹ Third party contributions in the legal language of the ALCP grant agreements specifically refers to part payment or investment for services specified as part of the grant agreement. *Additional Investment: Including low interest government loans, bank loans and grants are recorded in Annex 2 Systemic Change Log under 'Business Expansion'..

Insights from the Field Highlighting Sectoral Impact

Business expansion

Crowding in

Sector growth

Sustainability

Cross border trade

Dairy



GMM DAIRIES EXPANDING THEIR COVERAGE: 'To counter the decreased demand caused by the HoReCa sector closure, we expanded distribution to Western Georgia. We entered Liderfood, Magniti, Carrefour, Nikora branches in Poti, Zugdidi, and Kutaisi. They liked our Georgian Milk Mark products and capability for regular supply.' – Tsezari Kakhadze, Director, dairy factory Tsezari Ltd.

'An exporter company contacted us after we were granted permission to use the Georgian Milk Mark. They were looking for cheese made of raw milk and found out that the GMM guaranteed this. Since November 2020, we have been exporting 1 t/month of different types of cheese to Singapore, and 200 kg/month to Canada. Without the GMM we couldn't do this.' Keti Zakaidze, accountant, dairy factory Cheese Hut.

FARMERS BENEFITTING FROM GMM DAIRIES: 'The COVID-19 outbreak has significantly affected our livelihood. However, the good thing is that the dairy enterprise Natural Produktsia Ltd in Khulo is buying milk from me regularly. This is an important source of income to deal with increased prices, for example, of cattle feed. There were few intermediaries buying cattle in autumn. Thus, I slaughtered my bull in the slaughterhouse Ori Gio Ltd, sold meat there and spent the money on household needs.' – Gocha Paksadze, a male farmer from Paksadzebi Village, Khulo municipality.

MILK YIELD GROWTH: 'Despite the COVID-19 crisis, farmers are supplying milk to Tsezari regularly. There is a high demand for milk. We do not have any difficulties with covering bank loans. During the pandemic we took a bank loan and bought two additional milking cows to increase income from milk sales.' Meri Gobadze, a female farmer from Sakdrioni Village, Tsalka municipality.

'Last year, Alpuri Javakheti dairy enterprise gave me 5,000 Gel in advance to buy additional milking cows to increase milk supply to his enterprise. I was able to repay the advance in milk, which was a very favorable option.' Mishkinaz Gasparyan, a male farmer from Uchmana Village, SJ

SATISFIED EMPLOYEE: 'During high milking season, for five months, dairy company Tsezari Ltd employed me to help them producing smoked Sulguni. My husband and teenage children helped me with farming and taking care of our three cows so I could work at the factory. I got 700 Gel/month and I managed to renovate of my childrens room, and bought a big new TV set.' Khatuna Bolkvadze, an employee at Dairy Products Company Tsezari.



Meat



BUSINESS EXPANSION 'In January we rented a new 3500 square meters place in Lilo. We moved our warehouse from Marneuli to there. This new place is more convenient for our customers; they are visiting us from different regions and checking equipment and implements. Despite COVID-19, we increased sales of milking machines by 30%; selling fifty milking machines over the last three months, which is very good as before we only used to sell an average of 100 milking machines per year.' Adil Piriev, the owner of machinery input supplier Mar-Mot Ltd

BENEFITS FROM IMPROVED PIG SLAUGHTERING SERVICE: 'I have a small pig farm. I started using the pig-slaughtering service of Kutaturi Ltd last year, as they offered a fast high-quality service. In addition, buyers are there. They see and check the meat quality and that makes me easier for me to sell.' – Rati Burjanadze, pig farmer and intermediary, Imereti.

AGRI JOURNALISM IN ARMENIA: 'Last year the Agro Business and Economy Department at the National Agrarian University of Armenia integrated the Agri Journalism module in the Agrarian Policy, Consultation, and Information course. Last year thirty students attended the course. We saw the importance of teaching agri reporting at the right time. Now six more students are attending the course.' Ira Panosyan, lecturer, National Agrarian University of Armenia.

SOCIAL MEDIA TRAINING IMPACT: 'I am social media manager for the TV programme Dilis Talaha on Ajara Tv and participated in a Journalism Resource Centre training on managing social media. I improved my skills and significantly contributed to the content quality improvement of my programme's Facebook. The number of likes has increased by 30%.' – Salome Gegeshidze, Social Media Manager at Ajara TV.

VET COLLEGES TEACHING JARA BEEKEEPING: 'We are proud that Akhali Talaha VET College was the first to integrate Jara materials into its beekeeping programme. Beekeeper students are very interested in the topic. We are planning to even create a separate teaching module for Jara beekeeping.' Gia Romanadze, lecturer, Akhali Talaha VET College.

HONEY



GOVERNMENT SUPPORTS HONEY SECTOR: ‘Quality honey production and branding are crucial for export growth. I strongly believe that Jara and Alpine honey are the most distinguished honey types in Georgia. We are ready to support business development in the honey sector and simplify export procedures.’ – Giorgi Mikadze, *Head of the Food Safety Department at the NFA*.



‘The tradition of Jara honey is amazing, and it is BIO certified now. It has great export potential. Even though the pandemic has significantly limited our budget, we will support the JBA to ensure the sustainability of Jara honey production and BIO certification.’ – Giorgi Surmanidze, *Minister of Agriculture of Ajara Autonomous Republic*.



IMPROVED LABORATORY CAPACITY: ‘In 2020, for the first time, we tested in country, one hundred honey samples for the annual Residue Monitoring Plan (RMP), which we used to send to the *BIOR* laboratory in Riga. This illustrates that we have enough capacity to do comprehensive honey analysis in the country. I am a supporter of Georgian honey and am sure that it will be more prized in export markets soon.’ – Irakli Guledani, *Director of the State Laboratory of Agriculture (SLA)*.



HONEY EXPORT GROWTH: ‘Honey export is increasing every year, so we expect that orders will double this year. We are receiving high interest from our business partners, especially for BIO Jara honey, which is our flagship product.’ – Mariam Mamulashvili, *Export Manager of the Kakhetian Traditional Winemaking Group, Nena Ltd*.



INTEREST IN STARTING UP JARA BEEKEEPING: ‘I found out about Jara beekeeping on the internet and was interested to start up Jara hives two years ago. My family lives near Kojori. I wanted to make pure honey there. I already have clients who want to buy Jara honey. I am increasing the number of Jara hives from two to thirty.’ – Khatuna Babunashvili, *new Jara beekeeper, Kojori, Tbilisi*.



I have had Jara hives since 2020. I love trying new things. Jara seems an innovation to me. I made the hives by myself and want to make a tasting room to introduce it to tourists along with other types of honey.’ – Mirza Buadze, *new Jara beekeeper, Baghdati, Imereti*.



WEE

WOMEN'S ROOM SUPPORTS RURAL WOMEN BUSINESSES: ‘The Women’s Room in Khulo helped me to get a grant to set up a sewing workshop. Having my own business made me more independent and courageous. I feel empowered. I am getting support from my family members who had not believed I would get financing. I always spread the word about the Women’s Room and promote participating in training and information meetings. We are lucky that we have this service in our municipality.’ Lia Makaharadze, *visitor, Khulo Municipality Women’s Room*.

‘Before receiving a grant through the Khelvachauri Women’s Room and starting up my own business, I was employed in the public sector with a fixed salary of 500 Gel/month. Quite often, I had to work late and for the amount of work, the salary was low. Now I am satisfied. Without the Women’s Room, I could not have moved forward. My whole perception has changed. Most importantly, my motivation to become more active has significantly increased, which is linked to my income.’ Mzia Davitadze, *user, Khelvachauri Municipal Women’s Room*.

‘My guesthouse is the first one in our gorge owned by a female entrepreneur and that fact itself is remarkable and an example for other women living there. I think that this activity will bring the most successful years in my life and the Women’s Room’s role is significant in this.’ Shushana Putkaradze, *user, Shuakhevi Women’s Room*

BSP



NEW BSP IN MTSKHETA-MTIANETI: ‘This year all shepherds in our region can use the Bio Security Point. That is a great achievement and comfort for our farmers. Before there was a confusion in private ship dips, we used to pay on average 400 Gel per 500 sheep. Now we get a free service, improved infrastructure and veterinary service.’ Uta Tsiklauri, *a male sheep farmer from Mtskheta Mtianeti*

ANNEX 5: ALCP PROGRESS ON THE INTEGRATION OF ADA RECCOMENDATIONS

This Annex was based on ADA recommendations to the 2020 May *Annual Report* and shows how attention has been focused on further developing aspects of interventions pertaining to the areas described in ADA's comments and recommendations. Sustainability based on market actor ownership of said activities is built in to ensure continuation after the project ends; farmer behaviour change is also being facilitated through information and subsequent market opportunities. DRR components addressed in the following interventions are *reduced environmental damage and waste from livestock based enterprises and production*.

ADA Recommendation: That in the facilitation role, the project shall ensure that safeguards and mitigation measures can be put in place to avoid, or at least minimize pollution, degradation and depletion of natural resources (water, soil, nutrients, biodiversity).

ADA Recommendation: That to this end waste (e.g. from slaughterhouses, manure etc.) and waste water as well as integrated pasture/grazing shall be managed sustainably and in a climate-smart way to ensure their long-term availability and quality, at the basis of the improvement of a durable livestock market development.

Improved Environmental Consulting to Rural SME Companies: Health, Safety and Environment Consulting Company Gergili Ltd has been conducting BEAT (Business Environmental Audit Tool) assessments for dairy, meat, honey and wool enterprises for programme clients since 2009. Following a new Health and Safety Law that entered into force in September 2019, Gergili Ltd with ALCP facilitation updated their Business Environmental Audit Tool to include new health and safety sections, to ensure that enterprises comply with national legislation and environmental law. Since December 2020, Gergili Ltd has conducted the first ten enhanced Business Environmental Assessment Tool assessments, which include additional aspects on Occupational Health and Safety for ten ACLP clients (dairy, slaughterhouses, wool, and honey). During COVID-19 outbreak, Gergili has developed and conducted an online training for five dairy SME's to date, covering topics about national requirements of Environmental protection, Health and Safety and prevention of COVID-19, more will be conducted in October 2021. Currently due to changes made by the government in the course in January 2020 that remain un-finalized, no training organization can become fully re-accredited and thus neither is their training¹⁶². However, the finalized course should be available in autumn 2021.

Safeguarding Against Environmental Damage: Waste Water Disposal: Gergili Ltd is facilitating the process of managing wastewater in the Georgian Wool Company, which commenced its new wool washing facility this year. Wool washing involves the use of chemicals and therefore wastewater management is an environmental priority. Gergili provided the designs for the soak away system installed in the company as it has for all programme clients producing waste water. The programme facilitated Gergili Ltd to aid the Georgian Wool Company to carry out wastewater laboratory analysis and then contract a sanitation company to dispose of waste water via sanitation truck to the central sewage system in accordance with stipulations of the Georgian Water & Power Company (GWP)¹⁶³. As in many regulatory spheres in Georgia, initial investigation into the wastewater regulations and systems revealed an opaque and disjointed picture. Contracting a 'formalized' wastewater disposal car was difficult. Regulation and control of wastewater disposal should stem from the *Ministry of Environment Protection and Agriculture* but this is currently minimal at best. Gergili Ltd can outline what should and must be done by businesses but being able to carry out those actions is much more difficult. More research will be carried out including current wastewater practices and constraints for dairies and slaughterhouses.

Survey of Private Sheep Dips: A survey on the use and disposal of harmful chemicals in private informal sheep dips was undertaken in the reporting period. According to the NFA in total approximately 350,000 sheep are dipped on the ALCP facilitated and the National Food Agency (NFA¹⁶⁴) owned six Veterinary Surveillance Points (VSPs) per season, 50% of the estimated 700,000 sheep seasonally migrating on the Animal Movement Route (AMR). NFA data shows the other 50% as already treated by farmers and the agency assumes that they are using private self-made private or abandoned Soviet sheep baths. The survey showed that private sheep bath owners are not aware of environmental regulations regarding wastewater disposal or operational health and safety practices and lack information on how

¹⁶² The companies were initially accredited in 2019.

¹⁶³ The GWP issues the permit for the private company to dispose of the waste water.

¹⁶⁴ The NFA is a governmental agency under the Ministry of Environment Protection and Agriculture responsible for the monitoring and control of animal diseases in the country.

dispose of wastewater safely or protect themselves and employees. The programme plans to facilitate the NFA to make a simple guideline for private sheep dipping facilities to mitigate environmental damage and include operational health and safety requirements. For more detail, please see [A Survey of Private Sheep Dipping Facilities in Georgia, November 2020](#).

Reduced Waste, Increased Efficiency: Sheep Shearing: In 2018, the Georgian Wool Company purchased twelve sheep shearing machines and trained a group of twelve shepherds, to provide [a shearing service](#) to sheep farmers. The service is available on the pastures at the beginning of spring and at the end of summer, when sheep are usually sheared in Georgia. This year, up to five-hundred farmers were served, with hundred thousand sheep sheared. Before, the wool suppliers of the company sheared sheep by hand, which damaged the wool fibre and the quality of wool was poor. Incompliant shearing and storage was decreasing the quality of wool and causing about a ten percent loss, **which was usually left on pastures polluting the local environment**. Now, the sheep shearing machines prevent damaging of the wool fibre and respectively, the quality of wool has been improved, and so all wool is bought by the company.

ADA Recommendation: To support and facilitate the system to develop so as to be able to support increase of production and quality for increased market penetration and volumes with a parallel enhancement of the natural inputs (water, fodder) and improvement of stress conditions (temperature, humidity) under a changing climate.

The ALCP works with farmers mainly through market actors including the private sector and government who relate to farmers as either customers, consumers (of information), members (of an association) suppliers or citizens. This is reflected in the facilitation below:

Animal Welfare and Improved Productivity: Access to water for seasonally migrating livestock has been a critical issue related to transhumance for decades. Without sufficient water, the animals are placed under stress and their condition declines during transit. In addition to the water points created at existing Biosecurity points (BSP's) several critical stretches of the routes were in urgent need of water points for the provision of water to migrating animals. A major challenge however to the creation of water points was land ownership and the difficulty of obtaining water at critical sites, hence the reason why the issue had not been solved before. A multi stakeholder effort with government and public agencies described in detail in 2.2 *Transversal Themes* resulted in four water points for migrating animals finalized in 2020 and a further 7th BSP and a 5th water point in Dusheti municipality (part of the same agreement) will be open for the 2021 spring movement in May. For more detail please see the [Monitoring of Livestock Seasonal Movement on the Animal Movement Route](#) Report (July 2020). Up to 500,000 heads of sheep and cattle will benefit from a new water point during the transhumance season.

Reduced Antibiotic Use in the Honey Sector: Do's and Don'ts Antibiotic Use in Honey: Following the laboratory test results of the Residue Monitoring Plan 2015-2018 that showed alarming high level of antibiotic residues in honey, the programme facilitated the Georgian Beekeepers Union (GBU) to develop a [Do's and Don'ts of Antibiotic Use](#) campaign, providing guidelines for the beekeepers on proper usage of antibiotics and preventing honey and beeswax from contamination. To date, the majority of beekeepers in Georgia have accessed this information. The campaign was disseminated through all programme facilitated media outlets and the largest beekeepers Facebook group *Georgian Bee* with 14,000 followers where it prompted discussion between the beekeepers. The GBU sent infographics to the Ministry of Environmental Protection and Agriculture (MEPA), which shared it through nine regional offices of the Rural Development Agency and the Agroservice Center of the Ministry of Agriculture of Adjara. It was also shared with eight Local Action Groups (LAG, financed by ENPARD) in Borjomi, Lagodekhi, Kazbegi, Tetrtskaro, Dedoplistskaro, Akhalkalaki, Khulo and Keda, which are uniting up to 700 farmers (about 20 beekeepers). The Beekeeping Research Base in Mukhuri of the Scientific Research Center under the MEPA disseminated it among beekeepers. The information was shared on Agrofance reaching up to 71,000 unique visitors/year; the Association of Georgian Agricultural Journalists (AGAJ) printed out 1000 copies of the campaign infographic. The infographic was inserted in a *Catalogue of Agricultural Topics in the Georgian Livestock Sector*, which was developed for journalists and those interested in covering and reporting on agriculture.

Mitigating Varroa: The GBU conducted an online survey to collect data on the reasons of frequent collapse of bee colonies in Georgia this year. According to the GBU, 60% of all apiaries have been lost, translating into about six million Gel. 488 beekeepers filled in a questionnaire. *Varroa* was identified as a main reason. The GBU advocated the topic with the MEPA and proposed training for beekeepers on new approaches in bee treatment and registration of bee apiaries as a solution. The RDA invited the GBU to provide Training of Trainers on bee treatment for four VET beekeeping lecturers in April. The lecturers will then conduct series of trainings for beekeepers in all regions. The

GBU also developed a guideline for *Varroa* treatment. MEPA has decided to start the identification-registration of apiaries with the help of FAO. The GBU database will be used as a primary source.

Bio Production: Twenty-three Jara beekeepers are now registered as Bio producers. Goderdzi Alpine Garden Apiary (which is used as a training and demonstration centre) and the KTW honey production factory are now Bio certified. A new production unit for the JBA should also soon be bio certified. Material explaining Bio Honey production are part of the Jara module being inserted into VET beekeeping courses across Georgia. Jara production is the production of honey from wild swarms in hollowed logs, it is sustainable, produced in tandem with nature and non-invasive. Please see the [Bio Certification Guidelines for Beekeepers](#) produced through facilitation with the Jara Beekeepers Association and Caucasus Cert.

Sustainable Production: Improved Resource Use, Information to Farmers: The programme facilitated agricultural Portal [Agroface](#) is negotiating with Caucascert Ltd and Elkana to develop a series of videos related to organic and bio production, processing, certification and marketing. The *portal* is connecting farmers and enterprises with programmes, services, agencies and educational materials that can help farmers and enterprises to start or improve their *farms* and businesses. Agroface developed by veterinary medicines and inputs suppliers company Roki is reaching up to 71,000 unique visitors/year; Caucascert is the first organic certification company in Georgia; Elkana is a Biological Farming Association. Its main purpose is to inspect and certify organic products. Programme facilitated *Me var Fermeri* on Ajara TV developed a report on [bio fertilization](#) and [Agrogaremo TV](#) has broadcast ten studio discussions and 100 in-depth reports later shared with eighteen regional TVs¹⁶⁵ since 2019 related to environmental issues and sustainable production with the participation of public officials and farmers.

Supporting Sustainable Production: Georgian Milk Mark: the Georgian Milk Mark safeguards and adds value to low input, grass based community production of milk. In contrast to high intensity no graze systems based on a high proportion of concentrate feed. Local jobs are created in local enterprises and for a high proportion of women. Please see 3.2 *Reference to Interventions and Activities* and *Annex 5* for more details of intervention progress. Please also see the ILO's [Better Cheese Better Work: The ALCP's Impact on Informality and Working Conditions in Georgia's Dairy Sector](#), which highlights the benefits of a sustainable community based industry on the creation of decent work.

¹⁶⁵ Also 500 entries on Facebook