



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

ANNUAL REPORT APRIL 2019 TO MARCH 2020



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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& 3. Annex 4 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
GDCI	Growth Development & Continuous Improvement of your business (name of a company)
GEL	Georgian Lira (currency)
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
HACCP	Hazard Analysis Critical Control Point
IAAD	International Association for Agricultural Development
ICCN	International Centre for Conflict and Negotiation
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

Alliances
Caucasus Programme

REGIONAL MARKET ALLIANCES IN THE SOUTH CAUCASUS

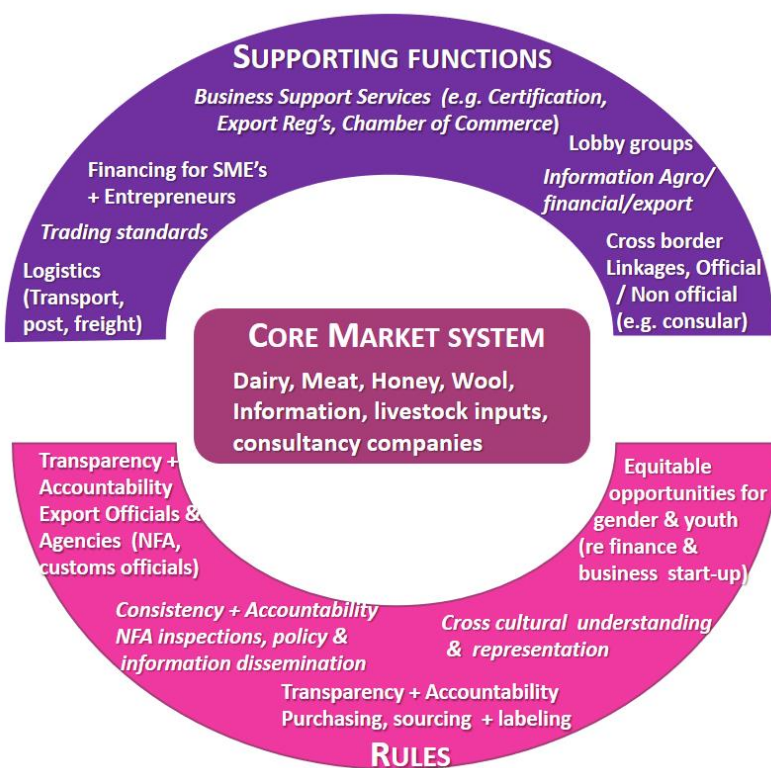
The Alliances programme, a market systems development programme working in the livestock market system in Georgia, is a Swiss Development Cooperation (SDC) project in cooperation with the Austrian Development Cooperation (since January 2020) implemented by Mercy Corps Georgia. It began in 2008 in Samtskhe 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 detail 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.



Representation of Regional Livestock Market System and Key Areas of Focus Diagram (Doughnut)

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 phase still subject to measurement until the end of this reporting period March 31st 2020².

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)	36,508 ⁴ (32% women, 68% men) (91%) 10,269
# of LHP's served through crowding in	22,788
# of full time job equivalents (Women/Men) (220); (Indirect)	209 ⁵ (76 Women / 133 Men) (95%) 31 (11 women/ 20 Men) ⁶
# of entities crowding in (30)	29 ⁷ (97%)
# of entities expanding their businesses (40)	41 ⁸ (102%)
NAIC value in GEL generated for LHP's (11.5 million Gel) (2 million indirect)	9,133,317 Gel / 3,421,371 CHF (79%) 1,619,422 Gel/ 604,207 CHF (81%) 671,635 Gel, 260,425 CHF

² Some of the impact from interventions funded in the previous phase, subject to ongoing measurement as outlined in the RM Manual, is aggregated only on the purpose level, because there are no matching indicators on outcome / output levels in the current logframe. **Measurement of these interventions are all due to end 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.

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 77% of the scale and 92% of the income for farmers comes from interventions under the current log frame.

⁵ Veterinary sector (6), Nutrition (18), Machinery (5), Dairy (51), Meat (12), Wool (18), Honey (2), Governance (*Women's Rooms FS&H, BSPs, Goderdzi Alpine Garden* (97)).

⁶ 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).

⁷ 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 Tsintsarko+ Ltd (2019), Goderdzi Alpine Garden (2020)

⁸ Agro Trading (2, 2017, 2018), GARB, Mar-Mot Ltd (4, 2- 2017, 1- 2018, 1- 2019), 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 (4, 1- 2017, 2- 2019,), Georgian Wool Company (2, 1 -2017, 1- 2018), WR – village, Roki (3- 2018), Impervet., Samkhretis Karibche, Dairy JTA, Dairy in KK Tsalka +, Darts Group/BDS service in AJ, Matchakhela Ltd, EcoFilms Ltd, Journalists Resource Center (2, 1-2018, 1- 2019), Tsintsarko (2, 1- 2018, 1- 2019), Black Sea Eco Academy (2018), Wool House SJ (2019), Goderdzi Alpine Garden (2019), Newspaper in AJ Ajara P.S.(2019)

NAIC value in GEL generated for programme clients (8 million Gel)	8,135,719/ 3,047,886 CHF (102%)
NAIC value in GEL for crowded in entities ⁹	1,427,815 GEL / 525,102 CHF
NAIC value in GEL generated by employees (3.5 million Gel, Direct); Indirect	3,072,382 Gel / 1,156,452 CHF (88%) (851,200 gel for Women 2,221,182 gel for men) Indirect: 294,786 GEL / 104,906 CHF
Total NAIC generated by the programme (Farmers, clients, employees direct/indirect) (25 million GEL)	24,355,077 Gel/9,108,267/ CHF (97%)
NAIC value in GEL SME financing (2 million)	1,164,780 ¹⁰ Gel/ 431,788 CHF (58%)
% Social Return on Investment from Alliances Co-Investments	309 ¹¹ (Targeted 200%)
% ROI of Alliances clients' investment	184 (Targeted 40%)
Productivity increase in milk, meat and honey yield of LHP's. (10%)	10,929 beneficiary household increased productivity by 10%, 24 Jara beekeepers by 30% ¹²

MAIN STEERING IMPLICATIONS FOR THE NEXT PERIOD OF INTERVENTIONS

1. *Programme Extension*: Considerable interchanges¹³ and exchange of documentation undergone between ADC and the ALCP and SDC in summer and autumn 2019, led to the timely commencement of Austrian Development Agency (ADA) inclusion in the ALCP from January 2020, with a contribution of 1.32 million CHF to the programme and an extension of the programme for a further year until March 31st 2022. This has enabled a deepening of activities, which is reflected in impact, see point 2 below.
2. *Assessment of Progress Against New ADA 3rd Party Contribution Targets*: Targets on the ALCP have now been considerably increased twice, in line with increased funding and latterly an extended time frame. The staggered increases in funding and time extension has meant that interventions could be funded and facilitated to generate full momentum and hence begin to engender considerable impact within the programme timeframe. This is shown in the progress against targets in Table A below.

⁹ This indicator has been included as sufficient time has now elapsed to enable us to measure it.

¹⁰ Cheese factory, Tsintsikaro+ Ltd got 57,000 Gel low interest governmental 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, and a local wool processor Matkhlis Sakhli in Akhaltsikhe got a 5000 Gel loan from Produce in Georgia and also 23,000 Gel loan, Georgian Wool Company got low interest government 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 ensuring electricity and hot water supply to the administrative building in the garden; Ajara P.S. was awarded 4,200 USD (12,180Gel) from an EU grant programme to develop the newspaper and its TV content on export issues; A GMM dairy Tsivis Kveli has taken a loan 150,000 Gel from VTB bank to increase its turnover by purchasing more milk from farmers;

¹¹ 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.

¹² This figure is the estimated % of increased productivity due to better livestock feeding practices. The productivity of of Jara hives is expected to be higher than (30%) in previous years. Harvest of Jara honey in autumn 2020 will show the exact increase.

¹³ See previous Bi-Annual Report for a full account.

Table A Progress against Increased Targets

Indicators	Original	Revised January 2019	Bi-Annual September 31 st 2019 % against current targets	ADA 3 rd party contribution January 2020	Current Annual % against current targets
# of LHP's generating tangible positive income changes due to improved services & markets (Women/Men) (20,000)	20,000	33,000	33,783 (103%)	40,000	36508 (91%)
# of full time job equivalents (Women/Men) (150)	150	200	197 (99%)	220	209 (95%)
Total NAIC generated by the programme (Farmers, clients, employees direct/indirect)	14.5	19.5	21.3 (110%)	25 million GEL	24.4 (97%)

3. *Note on COVID-19:* In March and outside the reporting period in April and May i.e. the two months before submission on May 31st, the emergence of Covid-19 has vastly influenced the operating environment and is thus additionally reported on here with additional inclusions made in each relevant section of the report. In addition, the *Third ALCP COVID-19 Status Report* will be provided to SDC on May 25th 2020, providing in-depth information on the ongoing impact of Covid-19 on, and mitigation activities in relation to, programme sectors, clients, employees and target group. This third report also contains an in-depth look at impact on modes of export and logistics for all ALCP commodities¹⁴. Surmises concerning the future implications of the pandemic on development strategy and programming are contained in relevant sections, with the caveat that until the full economic impact is revealed once restrictions are lifted, it will be difficult to fully craft an appropriate response. However, it is clearly apparent that the increased timeframe of the ALCP will be of great utility in light of the epidemic, in terms of the ability to monitor impact and mitigate for effects within its sectors and clients.
4. *Operational Expansion:* The Kakheti office, now fully operational for one year, is significantly contributing to a national field presence and deepening of activities in line with the objectives of the ADA contribution, in the dairy, meat, honey and sheep sectors as well as Women's Economic Empowerment. See *3.4 Activities Proposed and Actual* and *2.2 Transversal Themes* for more information.
5. *Market Development:* The extension until March 2022 has ensured that the vision for the development of the livestock system, which would build on existing SME development, is sustained, and interventions properly supported. These interventions see a previously unprecedented sophistication of market function in the core market of the dairy, meat, wool, and honey value chains. They include the successful launch and growth of the Georgian Milk Mark and development of the Georgian Milk Federation from GMM members, (see *Annex 5 Georgian Milk Mark Progress Report*), the growth of chilled carcass and by-product processing in slaughterhouses for national and export markets, and the testing of new internal and export markets for washed wool. The thickening of the honey sector grows ever more apparent with the consolidation of Bio certification, quality control, the development of the true functionality of the Georgian Beekeepers Association and export. It also includes the development of Jara beekeeping guidelines and a module for inclusion in VET for Georgian beekeepers. The sophistication and regional expansion of supporting functions in veterinary input, agri-information, machinery and nutrition (including a breakthrough in cross-border trade in machinery with Azerbaijan) continues to support this development (For details see *3.4 Activities Proposed and Actual*).
6. *Underpinning Sectoral Success:* The scale, scope and sustainability of systemic programming in transversal themes continues to demonstrate the potential of applying a holistic market systems vision to all aspects of the livestock system. Although now delayed, Government commitment to livestock development was shown in the reporting period with considerable co-financing allocated to new Water Points, a new seventh Veterinary

¹⁴ 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).

Surveillance Point, ongoing registration of the AMR¹⁵ and the transferal of land title to the NFA for water point management. The Government of Armenia is currently engaged in facilitation to replicate the model. The Women's Rooms continue to operate as vital focal points for local women to access financing and public goods and work with UN Women to realize their national potential is ongoing¹⁶. The Goderdzi Alpine Garden has become an internationally recognized focal point for environmental and sustainable rural development with its Jara apriary the focal point of training in the garden set for bio certification this summer (For more information, see 2.2 *Transversal Themes*).

7. *Operating Environment*: The impact of Covid-19 on the new regulations in the honey, dairy and business sectors from January 2020 requiring registrations of HHs and small-scale producers and new occupational safety regulations, as well as the need to regain pre-Covid-19 level of enforcement on issues such as unregulated slaughtering will be monitored carefully going forward. The proposed changes would have significantly increased the regulatory responsibility on the National Food Agency without the additional strain of Covid-19. October 2019 saw cuts to the proposed agricultural budget for 2020 and it will be interesting to observe what now occurs in terms of funding to farmers in light of the pandemic. (For more information, see 1.2 *Evolution of the Context*).
8. *Policy development in Climate Change, Agriculture and Rural Development*: Much global reporting has emphasized the temporary boon to the environment due to the dramatic disruption of economic activity and travel since the pandemic restrictions began. Discussion is ongoing concerning the opportunity this presents to change engrained carbon heavy patterns of working and living for the better. It is important that development in Georgia also harness this sentiment and opportunity supported by the development community. More specifically the ALCP will continue to focus on the development of sustainable and viable livelihoods for rural citizens within the sectors in which it works, going beyond a narrow vision of increased agricultural production to include a broader vision of sustainable development. This vision includes the sustainable use and enhancement of natural resources, of benefit accruing to communities, of careful consideration of rural urban dynamics and a vision of local economic development, which incorporates new technologies and developments for rural communities, linked into a broader network of market development, which capitalizes on regional and international trade.

CHAPTER 1 – OPERATIONAL ENVIRONMENT

1.1 UPDATE OF THE STAKEHOLDER ANALYSIS

A broadening of stakeholders in the dairy, meat, wool and honey sectors continues, as work in those sectors deepens in particular with dairies facilitated to join GMM and the newly facilitated *Georgian Milk Federation*. New stakeholders since the Bi Annual Report September 30th 2019 reporting period are in italics.

Georgia: New stakeholders include dairies which are members of Georgian Milk Federation¹⁷, dairy associations¹⁸, Cheese exporter Laki Ltd, TV Pirveli who promoted the GMM animated video, wine shop/restaurant 8000 Vintages, supermarket chains¹⁹, slaughterhouses in Kakheti and Imereti regions: I.E Akhmed Niazov, Kutaturi Ltd; Vocational College Akhali Talgha and Batumi State University vocational college in Ajara;

¹⁵ A formally unofficial 22km section of the route was officially recognized

¹⁶ The ALCP is supporting the UN Women WEE in the South Caucasus programme to achieve these two latter and under whose mandate they fall.

¹⁷ Georgian Milk Federation has 24 members. 13 dairies out of 24 are GMM dairies and rest 11 dairies are not GMM dairies yet but they are members of federation: Imeruli Ltd, JTA Ltd, Nobeko Ltd, Leanka Ltd, Odlisi Ltd, I.E Tamaz Tagiashvili, I.E Mikheil Matiashvili, Bochola Ltd, Coop. Truth Ertobis Nobati, I.E Petre Feikrishvili, Alpuri Javakheti Ltd

¹⁸ Association Georgian Milk, Association Dairy producers, Guild of Cheese

¹⁹ Goodwill, Ori Nabiji, Zgapari, Tserti, Evroproduct, Agro Hub were participated the GMM Cheese evening at 8000 vintages

College Prestige in Kakheti; The National Agency for Cultural Heritage Preservation of Georgia, Kakheti Beekeepers Association, United Water Supply Company of Georgia – Kakheti and Tbilisi Departments, ‘Georgian Young Lawyers’ Association, UN Women, Elkana, Caucascert, *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), *the Agricultural and Rural Development Agency (ARDA)*, the NFA, National Intellectual Property Centre of Georgia (Sakpatenti) are ongoing. Government entities include: Head of the Laboratory of the Ministry of Agriculture of Georgia (honey export), Ministry of Agriculture of Ajara (MoAA), Agro-service Center of MoAA, *Ministry of Finance and Economy of Ajara*, *Environment Protection Agency of Ajara*, *Department of Tourism and Resorts of Ajara*; Zestafoni and Ozurgeti Municipalities (WEE). In agri journalism and information, the relationship with the Media Initiatives Centre with the National Agrarian University of Armenia, Yerevan State University, Bryusov Linguistic University, Armavir College and local ALT TV are ongoing.

Armenia: 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

India: Wool intermediary/exporter: Alpha Ltd, Gimach Ltd.

Afghanistan: Wool intermediary/exporter: Arif

Canada: Swezard Co

Ukraine: Regional Channels Union in Ukraine (NAM) ensuring dissemination Jara Movie among eighty local TVs

Dubai: Future Five Exhibition Organizing L.L.C

Japan: STH Earth

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

General: COVID-19 as a new emerging global problem first appeared in China, November 2019 and began to spread around the world in late 2019. In February 2020, the first case of the virus was confirmed in Marneuli, Georgia. From mid-March the Government of Georgia closed all borders, imposed a ban on all citizens entering the country and completely halted air travel with other countries, with import of food and animal feed supplies continuing uninterrupted. On March 21st, a state of emergency was declared until April 21st 2020 and extended until 22nd of May 2020. Travel bans were imposed for two weeks from April 15th in major cities. On March 23, 2020, the Prime Minister put Marneuli and Bolnisi municipalities of Kvemo Kartli region under lockdown and quarantine due to the coronavirus pandemic. On March 31st, a countrywide curfew came into force²⁰.

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 products²¹. On March 20, 2020, the National Food Agency (NFA) issued a Decree to close all HoReCa sector entities and limited their operations to delivery services to prevent the spread of COVID-19. Agri markets were closed because of the high risk of spreading COVID-19. However, later, the NFA issued recommendations aimed at preventing the spread of COVID-19 in agri markets and by the end of the April most agri markets began to partially re-open²² under the strict control of the NFA. To avoid shortages of food and animal

²⁰ Movement is restricted to 6am-9pm and is still in place at the time of writing May 18th 2020.

²¹ Rice, pasta, buckwheat, sunflower oil, sugar, wheat, wheat flour, milk powder and beans.

²² Wholesale part, vegetable sections, grocery, meat and cheese shops located at the agri market territory. Meanwhile, the management of agri markets received recommendations with regards to the retail part to make agri market fully functional.

feed in the country and the distortion of the country's economy, businesses²³ involved in the production of food and animal feed were allowed to operate under strict hygiene rules.

Dairy Sector: The majority of dairies are operational except some dairies in the centre of lockdown zones who were forced to close. Immediately following lockdown and the Easter period, sales of dairy slightly dropped, however demand seems to be increasing. Supplier farmers have remained largely unaffected in a sellers' market for raw milk. Cheese export to the US by sea is ongoing. Dairies are obtaining permits for distribution from MEPA.

Meat Sector: Slaughtering and meat consumption decreased, due to the closure of the HoReCa sector, agri-markets and livestock markets. The travel bans negatively impacted three ALCP client slaughterhouses, as they became unable to collect livestock from farmers. Export of slaughtered Halal Sheep meat for the Iran market ceased. Stakeholders report a resurgence in backyard slaughtering.

Cross border land based trade: Stopped. *Wool export:* Currently stopped, expected to restart at the end of May.

Honey: Export is allowed however internal controls have delayed and destabilized aggregation from regions.

For more detailed sectoral information including on agri-markets and export markets and logistics see the three monthly *COVID -19 Status Reports* submitted to SDC and *3.2 Reference to Interventions/Activities Proposed interventions and Actual*).

General: A new \$16 million livestock programme funded by the International Fund for Agricultural Development (IFAD) was announced on April 10th. It will be implemented in Imereti, Samegrelo-Zemo Svaneti, Samtskhe-Javakheti, Kvemo Kartli, Kakheti, Guria and Racha Lechkhumi regions and will target farmers/producers with from five to twenty milking cows. From September 1st, 2019 it became mandatory for all businesses to have a person²⁴ responsible for Health and Safety according to an amendment in the 'Occupational Safety' code. According to another change in the code, the Ministry of the Health and Social affairs of Georgia now has a right to carry out inspections in enterprises without a Court order, which was obligatory before; however, enterprise monitoring is yet to commence. The Ministry of Environmental Protection and Agriculture (MEPA) announced the launch of the Organic Production and Certification Program in the previous reporting period. However, it was not approved by the Parliament of Georgia due to lack of finance in the budget of MEPA for 2020.

Village Support Programme: The reintroduced VSP programme has continued in 2020 and been conducted in all regions except Ajara.

Dairy sector: The new challenge in the dairy sector along with the usage of powder milk and insufficient control of unregistered dairy enterprises by the NFA is undifferentiated usage of Iranian evaporated milk²⁵ which creates an unfair business environment for dairies processing natural raw milk. A 2012 moratorium on the law requiring all dairy producers to be registered in the NFA and in the public registry finally ended in January 2020. On January 9th, 2020, the Government approved Decree #14 which defines un-regular production²⁶. Following this the NFA inspected thirty-one bakeries in Tbilisi and fourteen unregistered dairies in Kvemo Kartli, as a result twenty-six bakeries and thirteen dairy entities received penalties and were temporarily closed down due to critical non-compliances.

²³ Supermarkets, wholesale shops, cold storages, bakeries, slaughterhouses, food and feed producer/distributors, laboratories, vet. clinics, vet. pharmacies, pesticides and agrochemicals shops, importers of food and feed, farms, agri and livestock markets, household chemicals shops.

²⁴ The appointed person must have a Health and Safety certificate, issued by accredited private organizations.

²⁵ [Evaporated milk](#), known in some countries as 'unsweetened condensed milk', is a shelf-stable canned cow's milk product where about 60% of the water has been removed from fresh milk

²⁶ Household having no more than 5 registered/identified cattle and 15 registered/identified small ruminants producing milk and other dairy products, no more than 10 beehives producing honey, no more than 2 Ha agricultural land producing food and animal feed, no more than 300 poultry producing meat and eggs. Household must be registered at the NFA and have the same ID number in order to have a right to sell dairy products to the final consumer via agri market, shop, supermarkets. They are not a subject to control by the National Food Agency, however they have obligations to cooperate with the NFA and fulfil NFA's recommendations on animal identification/registration, animal diseases, episodic prevention listed in the Decree.

Honey: To improve traceability and to reduce falsification of honey, the MEPA has drafted a regulation according to which, beekeepers owning more than 10 beehives/bee colonies should register as business operators, when subsequently they will become the subject of the state control. The draft regulation is being discussed by the government and should be approved by the end of this year.

Veterinary: On September 27th, 2019, an agreement was signed between the NFA and commercial farm Kvareli Baga as the first pilot for the delegation of Animal Identification & Registration to the private sector facilitated by the FAO/NAITS programme²⁷. The NFA's free Brucellosis vaccination campaign continues as a result of which 210,754 cattle and 251,810 small ruminants have been vaccinated to date. The campaign will continue for free for the next few years.

Veterinary: Since March 1st an amendment to the Decree #430 on the export of live cattle has been put in force. According to the amendment export of cattle under 200kg is restricted, up from 140kg. The restriction does not apply to bulls, however, in this case, the exporter is required to submit a breeding document issued by the Agricultural Research and Development Centre of MEPA.

Changes in Local, Regional and Central Government: The new Agriculture and Rural Development Agency (ARDA) created in July 2019 combining Agriculture Cooperatives Development Agency (ACDA) and the Agriculture Projects Management Agency (APMA) is operational. The Regional Information Consultations Centres (ICC's) are now under the control of this agency.

1.3 BILATERAL OR MULTILATERAL ISSUES OF NOTE FOR POLICY DIALOGUE

COVID-19: The extent to which the global pandemic will alter development programming and consequently policy dialogue 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 meat 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 and the mainstreaming of the key governance principles in their modus operandi, particularly in improved public information which would aid greatly in facilitating market access for livestock sector actors. Georgia is now on the [Third Country lists](#) for wool and honey. Access to the EU markets requires Georgia to be on the lists to allow enterprises to register in the TRACES system. Being on the third country list also instils confidence in other importer countries outside the EU as to the existence of basic in-country control systems. However, much work remains to be done to systematize and operationalize activities at the producer level arising from NFA commitment to requirements such as the Residue Monitoring Plan in the honey sector, operationalizing laboratory testing capacities for honey and maintaining a standard of competent management and upkeep of the Bio security points. New regulations in the honey and dairy sector from January 2020 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), and 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 public notification of zoonosis, and safe and compliant disposal of carcasses is a key issue. 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 welcomed and 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

²⁷ The farm will be provided with free ear tags and access to the database by the NFA and complete AI&R process independently. By delegating AI&R responsibility, about GEL 3 000 per farm will be saved from the state budget annually.

climate-related effects. Emphasis needs to remain on how small holder farmers can learn to co-exist, manage, and benefit from the environment. The direction agriculture in Georgia will take in the future and the role of the small-scale livestock producer within it in 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. The lack of accessibility of donor or other funds disbursed through banks for SMEs in the livestock and honey value chains is an ongoing issue.

CHAPTER 2 – OUTCOMES ACHIEVED SINCE APRIL 2017

2.1 QUANTITATIVE RESULTS PER OUTCOME

Table 2: Achievements of Outcome²⁸ 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)	3,254 ²⁹ (43%) (51% women, 49% men)
# of full time job equivalents (Women/Men) (80)	69 ³⁰ (45 Women / 34 Men) (86%)
# of HoReCa/retailer entities integrating food safety hygiene compliance and good management practices into business management (350)	478 ³¹ (136%)
# of entities crowding in (13)	13 ³² (100%)
# of livestock and honey sector sustainability advocacy initiatives (16)	17 ³³ (106%)

²⁸ 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.

²⁹ This figures come from dairy interventions (Natural Produktsia, Milkeni, J-T-A, Cheese Line, Tsalka+, Tsintskaro+Ltd) and seven dairies with the Georgian Milk Mark: *Milkeni LTD, Tsintskaro LTD, I.E Badri Gogoladze (Cheese Hut), Tsipora-Samtskhe LTD* I.E Gocha Gagashvili (Tsviv Kveli), I.E Levan Bejanishvili (Shuamta), Tsezari LTD, and Impervet's shop in Zugdidi.

³⁰ Dairy enterprises, GMM intervention, Impervet Zugdidi, BSP, GBU and Women's Rooms

³¹ *Shervasi* provided disinfection service to 290 HoReCa entities and *Start Consulting* trained 188 HoReCa representatives.

³² 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)

³³ 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 Georgian Beekeepers Union; First meeting with Dairy entities to present natural raw milk QAM; Cheese factory, Natural Produktsia. Ltd established dairy association of milk suppliers; 2 additional meeting with dairies; one from program region and one from outside program region; GMM official presentation Hualing Hotel January 22nd 2019; Coordination meeting between BIG GMA and Dairies; Coordination meeting between Georgian Milk Federation and dairies to lobby GMM in Government (06.12.2019); Coordination meeting between Georgian Milk Federation, dairies, Associations to lobby for Georgian Raw Milk in Government (06.02.2020); A meeting with the Food Safety Inspection body of Armenia (FSIB, former

# of SME obtaining external funds / finances (20/2 million)	10 / 1,164,780 Gel (50%/58%)
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)	3,111,262 (62%) (1,571,742 for women and 1,539,520 for men)
NAIC value in GEL generated for programme clients (Women/men) (2 million Gel)	2,341,507 (117%)
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)	23,575 ³⁴ (110%) (29% women/ 71% men) Armenia: 9,629 Azerbaijan: 1320
# of full time job equivalents (Women/Men) (70)	23 ³⁵ (1 Woman / 22 Men) (33%)
# of entities copying &/or crowding in (10)	7 ³⁶ (60%)
# of issue specific cross border initiatives (women/men) (5)	8 ³⁷ (160%)
# of service providers &/or input suppliers with improved business practices/acumen & outreach to cross border LHP markets (5)	4 ³⁸ (60%)
NAIC value in GEL of cross border LHP's benefitting from supporting functions and compliant processing enterprises (Women/Men) (3 million Gel)	2,535,017 (735,828 Gel Women/ 1,799,189 Gel Men) (Corresponds to 84% of targeted 3 million)
NAIC value in GEL generated for programme clients (2 million)	1,683,122 ³⁹ (84%)
Value in GEL of cross border trade inputs (5 million)	3,417,499 GEL /CHF 1,262,929 (62%)

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;

³⁴ These figures come from *Mar-Mot Ltd* and *Agro Trading*. Out of it, 9,692 farmers are from Armenia and 1320 from Azerbaijan.

³⁵ 5 FTE jobs created by *Mar-Mot Ltd* and 18 by *Agro Trading*

³⁶ *Agro Trading* (2), *Journalists Resource Center* (2), *Mar-Mot Ltd* (2) *Black Sea Eco Academy*

³⁷ 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

³⁸ *Mar-Mot Ltd*, *AgroTrading*, *Journalists Resource Center*, *Roki Ltd* (improved sales of drugs to Armenia following SDA facilitation)

³⁹ This number includes *Mar-Mot Ltd Ltd* profit from sales in Armenia and Georgia and profit for machinery service providers

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)	9,679 ⁴⁰ (88%) (22% women/78% men)
# of service providers &/or input suppliers with improved business practices / acumen & outreach to export markets (10)	4 ⁴¹ (40%)
# of entities crowding in (7)	5 ⁴² (71 %)
# of full time job equivalents (Women/Men) (70)	31 ⁴³ (3 Women / 29 Men) (44%)
NAIC value in GEL of LHP's benefitting from supplying cross border trade and export enterprises (Women/Men) 3.5 million)	3,487,038 (99.6%) 780,615 Gel Women/ 2,706,423 Gel Men
NAIC value in GEL generated for programme clients (4 million)	3,673,752 Gel (92%)
Value in GEL of cross border trade commodities (5 million)	N/A
Value in GEL of exported products (25 million)	16,714,505 GEL ⁴⁴ (67%)

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

Three years into the five-year phase, indications are highly positive of being able to achieve 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 considerably increased in the last six months, will continue to be boosted by the Georgian Milk Mark, agri-market distribution and two new slaughterhouse interventions in West Georgia and Kakheti. This is anticipated in spite of at present unquantifiable COVID-19 impacts.

2.3 INFORMATION ON UNDEFINED⁴⁵ 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.

COVID-19: Although mostly outside the reporting period of March 31st 2020, the unprecedented responses to the crisis by ALCP clients are being recorded here:

⁴⁰ Slaughterhouse *Alali Ltd*, Wool collector the *Georgian Wool Company Ltd* and the *KTW*, *Tzerari Ltd/Natural Produktsia*.

⁴¹ One slaughterhouse *Alali Ltd* started to export processed meat, one wool collector improved / safeguarded export of wool. *KTW* exported Honey, *Tzerari Ltd/Natural Produktsia* US export

⁴² *Alali Ltd* (2), *Georgian Wool Company* (3)

⁴³ The *Georgian Wool Company* created 18 and *Alali Ltd* created 12 new FTE jobs, *KTW* created 1 Job.

⁴⁴ 4,826,250 Gel value of live weight of bulls to Iraq, 9,116,166 Gel value of processed sheep exported and 1,165,435 Gel value of wool exported, and 1,435,805 Gel dairy US and Israel, 170,849 Gel value Honey Exported by *KTW*

⁴⁵ Undefined: reflects the fact 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. This title now describes what the programme defines in the new RM Manual as 'undefined' effects: i.e. 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 research⁴⁵.

ALCP clients have been responding to the COVID-19 outbreak with kindness and generosity. Inputs: Roki Ltd, the largest veterinary input supplier and producer in Georgia, started production of a new hand sanitizer Septer as a response to increased demand. Agroface, Roki's agricultural portal, has been promoting online consultations to their visitors on how to deal with the outbreak. Agrogaremo TV, the JRC's new agricultural and environmental channel, has been broadcasting recommendations for farmers and on food security during the virus outbreak. The Georgian Milk Mark (www.georgianmilk.ge) Enterprises have been supplying dairy products to those in need:

- * a GMM cheese distributor organized the collection of cheese from eleven GMM dairies and distributed it to the Infectious Diseases and AIDS Center in Tbilisi;
- * a second round of cheese collection from five GMM dairies was distributed to the employees of the Tbilisi Cleaning Service⁴⁶;
- * Tsipora Samtskhe Ltd supplied cheese to the Abastumani Lung Center; Tsintsikaro + Ltd supplied cheese to the Infectious Diseases and AIDS Center in Tbilisi;
- * Tsvivi Kveli Kakheti brought cheese to the hotel Chateau Mere in Kakheti and the Hotel Savaneti for those under quarantine;
- * Natural Produktsia Ltd delivered Sulguni cheese and Matsoni to the Medalpha Hospital in Batumi.
- * Coop. Disveli distributed cheese and Nadughi among locals in Disveli Village.
- * The Georgian Beekeepers Union (GBU) collected 1.2 tonnes of honey for the Ministry of Health, Labour and Social Affairs of Georgia for further supply of honey to medical staff and vulnerable groups.

The Business Institute of Georgia (BIG) helped GMM dairies to apply for distribution permits. With the GBU's help MEPA issued permits/passes for bee transhumance throughout Georgia considering the curfew and related movement restrictions. The GBU also developed a list of recommendations for beekeepers during the COVID-19 outbreak. KTW group's forty-one rooms hotel-complex Akhasheni Wine Resort & Spa became a quarantine zone in Kakheti region; they also supplied food to locals over seventy in Askana Village, Guria and Khobi, Samegrelo. The Director of the Jara Documentary uploaded the movie for free online and it reached 7,000 people in a week. *Gender and governance:* The WRs in Ajara have been providing online business consultations to locals under the Development of Rural Entrepreneurship grant programme of the Agroservice Center. The WR managers have been providing information related to COVID-19 and distributing food among locals.

Successful Advocacy: After successful advocacy of the Georgian Beekeepers Union to MEPA, in December 1 million GEL from a state tender went to two Georgian honey companies. Those companies are now sourcing forty tonnes of honey from local small and medium-scale honey producers in Georgia, instead of cheap Russian honey and supplying to government agencies over the year.

Programme Client Awards: In January 2020, Natural Produktsia Ltd received an Agro award in the category of Local Product organized by the Ministry of Agriculture of Ajara. The Georgian magazine *Adventurer* reported about Tsvivi Kveli, a GMM cheese producer, in an article 'Distinguished Georgian Cheesemakers You Might Want to Check Out'.

Internal market for washed wool: In February 2020 the Georgian Wool Company started washing wool and revealed a hitherto hidden demand for washed wool on the internal market. After posting an advert on Facebook, blanket producing companies started placing orders and the company sold 4.5 tonnes of washed wool in two months.

A New Project for Municipality Development: In March, Shuakhevi Municipality City Hall in Adjara was awarded 68,500 USD from the Embassy of Japan in Georgia to purchase garbage trucks and recycling bins for nine administrative units in the municipality under the Grassroots Human Security Grant programme. The Shuakhevi Women's Room Manager wrote the application form for the project.

⁴⁶ Tsipora Samtskhe Ltd, Khiza Ltd, Shuamta Ltd, Javakhetis Mdeloebi Ltd and Gandza Milk Ltd

Jara Movie Success: Jara Movie was screened at the Malatya International Film Festival 2019 in Turkey and at the Galilee Film Festival 2020 in Israel. The film director and cameraman were invited for panel discussions at those festivals. The panel attracted nature and travel enthusiasts from all over the world.

Increased Interest in Georgian Honey: The honey promotion video “Discover Georgia: The Land of the Oldest Honey” has reached 353,900 views/7,780 shares on Facebook. 6,600 people have already visited www.honeyofgeorgia.com and www.jarahoney.com with the top visits from the USA, Lithuania, Germany, Russian Federation and the United Arab Emirates.

2.4 INFORMATION ON PROGRESS OF THE IMPLEMENTATION OF SCO TRANSVERSAL THEMES INTERVENTIONS

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 control⁴⁷.

National Animal Health Programme Steering Group: SDC is a member of the Steering Group of the National Animal Health Programme (NAHP) of MEPA. It has been agreed that the ALCP deliver information related to animal health and welfare to the Steering Group through the SDC representative of the group. The last meeting was an emergency meeting on March 5, 2020, but the ALCP was not informed about it⁴⁸.

Veterinary Surveillance Points (VSP): In April 2019, a new VSP on the Animal Movement Route (AMR) started operation in Bolnisi municipality financed by the NFA. During the 2019 spring and autumn movements 707,909 head of livestock were dipped/showered in all six VSPs⁴⁹. In spring 2019, with the involvement of shepherds, the location of the 7th VSP was selected, in July the land for the construction was allocated by the central government near Kubriantkari Village, Dusheti municipality, Mtskheta-Mtianeti region. It will be constructed by MEPA/NFA, the engineering plans financed by the ALCP were delivered to the NFA in April, 2020. This point will form the government’s co-investment for the Water points on the AMR. Construction has been postponed due to COVID-19.

Water Points on the AMR: Seven key points where the development of water points is feasible were identified. In May 2019, an engineer developed plans with budget for each location. Meetings were conducted with MEPA, the NFA, National Agency of State Property (NASP) and a water supply national company to agree details including the water provision for each point. In September 2019, transfer of the ownership earmarked of the land parcels allocated for the water points, from the Ministry of Economy and Sustainable Development to the NFA began, as the NFA will be responsible for the maintenance of the points. A focal point was appointed at the NASP to accelerate the process. In October 2019, the ownership of three land parcels was transferred to the NFA⁵⁰. One of these parcels, a 22 km long unregistered route (297 ha) in Dedoplistskaro municipality, Kakheti, used for seasonal movement for decades, was officially registered for the first time as the part of the official AMR to allow water point allocation. In January, 2020 the ALCP signed a quadrilateral MOU with MEPA, NFA, GSA and a Grant Agreement with the NFA, with the government co-investment making up 76% of the budget. In February 2020, a

⁴⁷ 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.

⁴⁸ The Steering Group was a function of a USDA/GIPA National Health Programme funding ended on February 28th 2019. Based on the premise that MEPA would run the group themselves but so far little political will to do this has been observed only one meeting has been held since.

⁴⁹ In total, 2.4 million head have been dipped/showered between 2016 and 2019.

⁵⁰ For developing the water point with the partnership of the NFA and for signing the grant agreement the land parcels needed to become the property of the NFA. Only one was previously owned by the NFA. So far three land parcels have been registered as the property of the NFA and three more cases have been delayed. The grant agreement was signed to develop the first four.

construction company was contracted to develop the water points but the COVID19 outbreak and the State of Emergency situation has postponed the start of works. The process will continue once the State of Emergency has been lifted.

Copying the VSP Model to Armenia: In May 2019, representatives of the Food Safety Inspection Body of the Government of the Republic of Armenia (FSIB), with interest in copying the VSP model, visited Georgia. The Armenian delegation observed Bolnisi and Rustavi VSPs. A meeting was also held in the National Food Agency, and the Head of the Georgian Vet Department to share Georgian experience in systemic health control of migrating livestock. In June 2019, an MOU with FSIB was signed to support experience sharing between Armenia and Georgia on animal disease management and biosecurity practices. In June 2019, the ALCP contracted international expert Edward Hamer Ltd, to carry out a feasibility study on the livestock transhumance system in Armenia and to design appropriate infrastructure. Field visits took place in Ararat and Armavir regions. The Animal Movement Routes were mapped and sites for placing Bio Security Points (BSP) were marked. In October 2019, the study was submitted to the FSIB⁵¹. A discussion of the study with the involvement of all stakeholders was held in Yerevan in December, 2019, SDA attended the discussion. The report was highly appreciated by the Armenian side. If funds can be found they would construct eight VSPs in Armavir and Ararat regions according to report recommendations. In February, 2020 they requested a document depicting the significant impact of VSPs on sheep sector development in Georgia. All related activities have since ceased since COVID-19.

UN Women: Facilitation of National Women's Room Scale up: The ALCP is continuing to provide ground truthing and support to the SDC funded UN Women WEE project in standardizing and scaling up Women's Rooms to all municipalities of Georgia. During the reporting period several coordination meetings were held with the UN Women and detailed written inputs provided on the Women's Information Centre report, which forms the basis of the common vision on the future of the Women's Rooms to be transmitted to the Ministry of Rural Development and Infrastructure. All related activities have since ceased since COVID-19.

Women's Rooms in Kakheti: Nine Women's Rooms are now open in eight municipalities of Kakheti. Each room has on average 79 visitors per month with 521 different types of meetings, events and trainings focusing on local women needs were held during the reporting period. Four victims of domestic violence were provided with accommodation, food and clothes; two girls were prevented from early marriage in one of the Azeri communities; nineteen children from poor families had free six months English language courses in two municipalities. Public officials⁵² and NGOs are using these spaces to meet with people. In June 2019, the Georgian Institute of Public Affairs (GIPA) provided business plan writing and fundraising training to ten WR managers to facilitate the access of women entrepreneurs to funds, including the government's Enterprise Georgia small grants programme⁵³. During the COVID-19 outbreak all municipal buildings were closed but the WRs' managers continued work. Many of them were involved in information provision about COVID-19 and welfare available.

Pilot Women's Rooms in Guria and Imereti regions: Ozurgeti municipality, Guria and Zestaponi municipality, Imereti pioneered opening the first WRs in their regions in 2019, inspired by the Ajara women's rooms network. They allocated a space and appointed managers but absence of funds in local budgets prevented the renovation and equipping of the rooms. Both municipalities applied to the ALCP for further facilitation, and grant agreements were signed in March 2020.

Women's Access to Decision Making, Public Goods and Financing: In 2019, the Government reinstated the Village Support Programme and in February/March 2019 and in February 2020 all 28 Women's Rooms were actively involved in organizing Village Meetings, where villagers decide which infrastructure projects will be undertaken under municipal budgets in their communities. In Kvemo Kartli, Samstkhe-Javakheti and Kakheti

⁵¹ Report on Livestock Seasonal Migration and Biosecurity Points in Armenia

⁵² Mayors, the State Attorney in Kakheti region, the Public Defender (Ombudsman) of Georgia, the Ministry of Environmental Protection and Agriculture

⁵³ however no call for the programme was announced in 2019.

regions a total of 788 village meetings were held with 63,374 participants⁵⁴. Women's participation was 36%⁵⁵. Funds have been pledged for 124 women's instigated community initiatives including water projects, kindergartens, village ambulances, children's playgrounds, roads, public toilets⁵⁶. In February 2020 the Ministry of Agricultural of Ajara (MAA) started a new programme Supporting Rural Entrepreneurship Development and chose Batumi Women's Room (ACCI) to provide business consulting services and write business plans. The programme includes all five municipalities of Ajara.

National Women's Business Forum (NWBF): The Ajara Chamber of Commerce and Industry (ACCI) and Ajara Business Women's Association (ABWA) have become the main focal points for organizations who want to organize conferences, forums, and trainings for business women in Batumi. In June 2019, ACCI and ABWA helped UN Women and the Federation of Women for Tomorrow to conduct a Women's Business Forum in Batumi. The next NWBF, planned to be held in March 2020, has been postponed for the late Autumn.

Armenia: The first WR in Armenia was opened in July 2019 Alaverdi municipality, Lori Province. The Governor of Lori Province and Head of the Department of Family, Women and Youth of the Ministry of Labour and Social Issues attended the opening ceremony. Up to 100 women and girls used the WR and fifteen local women and girls have improved their English language skills to date. In March, 2020 Tumanyan and Tashir municipalities applied to the ALCPs to establish WRs. The paperwork is under completion. In 2019 the programme contracted a Gender Expert, Director of the Center for Gender and Leadership Studies at Yerevan State University, to develop Gender Guidelines for Armenia local self-government bodies based on the programme facilitated Georgian version. The Guidelines have been sent to Alaverdi and Tumanyan for comments.

Azerbaijan: Social Progress NGO, an organization working on women's economic empowerment and municipalities in Azerbaijan, contacted the ALCP in July through the ALCP website and expressed interest in introducing the Women's Room model to their partner municipalities in Azerbaijan. The planned visit of an Azerbaijani delegation in Georgia is on hold because of COVID-19.

Goderdzi Alpine Garden (GAG) Sustainability: In 2019, the garden was open from the end of May until the end of November. In May, 2019 the manager of the GAG introduced the garden at the 5th International Congress of Alpine and Arctic Botanical Gardens in Villers-les-Nancy, France. The International Association of Alpine Botanical Gardens has chosen the Goderdzi Alpine Garden as the location for the International Congress of Alpine and Arctic Botanical Gardens 2022. In June, botanists from twelve countries visited GAG under an International Botanical Garden Symposium⁵⁷ in June. The garden hosted students of Tbilisi Free University and Tbilisi Agricultural University for field practice in protected areas and eco-systems. In June 2019, the GAG continued the construction of picnic, camping, and parking areas and Alpinarium. The programme supported the garden to create walking paths, information signs, plant labelling, waste management and eco-friendly construction of buildings and the Jara Beekeeping Zone (Jara apiary and Beekeepers' House). The Zoning Map of GAG was also updated. Bio certification of the GAG Jara honey apiary is ongoing. GAG employee numbers have increased to fifteen locals, out of whom eight employees work full-time and the rest are seasonal gardeners hired during the summer season. The GAG is strongly supported by the Government of Ajara and the Department of Tourism and Resorts of Ajara. The Chairman of the Ajara Government has promoted GAG in his public speeches. The Department has added the GAG to their tourist destinations and conducted study tours for tourist agencies and journalists.

⁵⁴ In Ajara 2020 village meetings have not been held yet because of COVID19.

⁵⁵ Kakheti 42.5%, Kvemo Kartli 32%, Samtskhe-Javakheti 33%

⁵⁶ In total, during last five years, 678 such initiatives were funded in municipal budgets through the Women's Rooms worth \$2,074,000 out of which 345 projects were building/renovation of kindergartens and water points in 301 villages, benefiting 42,374 HHs and 2,594 children in the kindergartens.

⁵⁷ Botanical Excursions in Colchis

2.5 ILLUSTRATION OF THE PERSPECTIVES OF INVOLVED STAKEHOLDERS

See Annex 3 for an assortment of illustrative statements representing the perspectives of different programme stakeholders.

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 applicable⁵⁸ outputs and indicators in the LogFrame excluding Output 3.1⁵⁹ *Facilitated access to cross border trade opportunities for dairy, meat honey and wool entities in Georgia, Armenia and Azerbaijan*. The ALCP and SDA in Armenia worked in tandem during the reporting period in dairy and the ALCP has pursued options with wool and honey actors in Armenia, which have not succeeded due to price points and product specification. Thus despite facilitation, all current cross border trade activities 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). Further investigation of potential in the honey sector for Georgian import to Azerbaijan is underway. 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	11⁶⁰
Number of suppliers with more positive experience of supply/sales	9⁶¹
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	17 ⁶²
Number of desired objectives reached by advocacy initiatives/groups	4 ⁶³

⁵⁸ 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.

⁵⁹ Currently only input supply companies are successfully trading cross border under Outcome 2.

⁶⁰ Spar, Nikora, Madagoni, Fresco, Zgapari, Willmart, Careffour, Goodwill Batumi, Liderfood, Ori Nabiji, Natural Produktsia Ltd shop in Batumi selling cheese with GMM mark

⁶¹ Milkeni, Tsintsikaro, Cheese Hut (Badri Gogoladze), Tsivis Kveli (Gocha Gagashvili), Shuamta (Levan Bejanishvili), Tsipora Samtskhe, Tsezari, Coop.Khiza and Tsaka + supplying retailers with cheese with GMM mark; 7 Enterprises: Tsolak Grigoryan, Karen Symonian, Co. Tanadgoma, Coop.Imedi., Hakob Hambaryan, Co. Disveli, Coop.Dertseli have signed an agreement on using GMM and will be reported in the next reporting period

⁶² 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 Georgian Milk Federation 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;

⁶³ After the Meat Advisory Committee Meeting NFA intensified monitoring of backyard slaughtering and provided information to meat sector representatives in Kvemo Kartli; The MEPA used the ALCP advisory committee model and created the Honey Committee; The GBU met with the minister of MEPA, they agreed on further cooperation on honey sector related issues; After the Coordination meeting between

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	14 ⁶⁴
Number of advocacy initiatives from consumer groups towards government, supermarkets and media	2 ⁶⁵
Output 1.4: Facilitated leveraging of access to funding and improved business management for SME's	
Indicators	Estimated Programme Results (2017-to date)
Number of SME's leveraging funding from external sources to the programme e.g. IFI's and government schemes	10 ⁶⁶
Value of funding leveraged from external sources	1,164,780 Gel
Number of SME's where funding has allowed development of business vision.	10 ⁶⁷
Output 1.5: Increased value added production and product diversification for SME's.	
Indicators	Estimated Programme Results (2017-to date)
# of SMEs with increased capacity/utilization of meat and milk, honey and wool	13 ⁶⁸
# of LHPs supplying supported entities (Women/Men)	2,291 (68% Women)
Number of value-chain actors in dairy, meat, honey and wool sectors gaining access to diversified markets	11 ⁶⁹
Output 1.6: Increased equitable (gender, ethnicity and youth) access to and diversification of rural/livestock market system related economic/entrepreneurial opportunities.	

Georgian Milk Federation, dairies, Associations to lobby for Georgian Raw Milk in Government (06.02.2020) 24 dairies joined GMF and following the meeting in order to encourage raw milk production Georgian Milk Federation sent a letter to the Ministry asking to check information about consistence of the Iranian milk and traceability of dairy products

⁶⁴ Two consumer interest supplements 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 (40), 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 TV Pirveli showed the GMM Animation for free as a social advert five times/day in March, reached up to 230,000 viewers; The GMM animation has been promoted through Media: Me var Fermeri, Agroface.ge, Ferma, PSnews.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 Tsintskaro+ and Tsipora Samtskhe Ltd participated at the Cheese and Hot Drinks Festival in November in Tbilisi. Tsezari's new cheese shop exterior has been promoting the GMM, plus 2,000 GMM flyers have been disseminated among customers. Tsivis Kvili in Kakheti is promoting the GMM through their Facebook reaching 6,500 followers.

⁶⁵ Social Network- consumer's engagement in GMM Facebook page, comments, feedback, etc. On 16th of 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.

⁶⁶ Milkeni, Tsintskaro+, Matklis Sakhi, GWC, Tanadgoma, Ori Gio Ltd, Goderdzi Alpine Garden, Ajara P.S, Tsivis Kvili Jaba Khozrevanidze (MC Tsintskaro+)

⁶⁷ Milkeni, Tsintskaro+, Matklis Sakhi, GWC, Tanadgoma. Ori Gio Ltd, Goderdzi Alpine Garden, Ajara P.S, Tsivis Kvili Jaba Khozrevanidze (MC Tsintskaro+)

⁶⁸ Hakob Hambaryan, Samvel Darbinyan, Co. Dertseli, Cheesline, Levan Bejanishvili, Tamaz Tagiashvili, Leanka, 5 Cheese factories Tsalka +, JTA, Tsintskaro+, Milkeni, Natural Produktsia, and the Georgian Wool Company;

⁶⁹ 6 Cheese factories, one local wool processor in Akhaltsikhe, Georgian Wool Company, Alali Ltd, Honey KTW and Marmot (selling rakes in Armenia and Azerbaijan markets) diversified their production

Number of women/youth rural businesses started	80 ⁷⁰
Number of initiatives for women/youth rural business	617 ⁷¹ (plus 104 men)
Value of financing for women/youth entrepreneurs from external agencies (gel)	2,074,747 GEL
Number of jobs in diversified women owned enterprises	62 ⁷²
Output 1.7: Improved consistency, resilience and reduced risk in livestock market system.	
Number of Veterinary surveillance initiatives	12 ⁷³
DRR Coordination initiatives	6 ⁷⁴
% of households registered their cattle in the NFA	62% ⁷⁵
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	8 ⁷⁶
% women representatives involved in consultation fora	50%

⁷⁰ 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 women 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) women 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

⁷¹ Through *Women's Rooms*: 398 women and 104 men applied for the state project, *Enterprise in Georgia*, 10 *Women* got bank loans / grants. 200 *Women* applied for USAID grants, 8 EMPARDII, 1 IFAD;

⁷² 57 micro businesses start-ups, financed by *Enterprise in Georgia* have on average one employee.

⁷³ Three veterinary Surveillance Points (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;

⁷⁴ 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 with the Deputy Minister of MEPA to assign a focal point and create a 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

⁷⁵ In Georgia 227,462 HH (62% out of 369,392 Rural HH who own cattle) have registered their cattle into the *NFA* database;

⁷⁶ 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 who imports Lori cheese in Georgia met ALCP in Georgia and SDA (Armenia) met the Georgian Wool Company and Mar-Mot Ltd to discuss potential cross border opportunities; Media Initiative Center in Armenia and JRC discussion/consultation (skype call meetings) over the Armenian Public Broadcaster to start an agricultural program and discussion related to the process of establishing of agricultural course at four universities in Armenia (2); in May 2019, representatives of the 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

# of study tours / regional meetings facilitated between cross border stakeholders	8 ⁷⁷
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 ⁷⁸
Number of customers accessing inputs	28,267 ⁷⁹
Value of sales of inputs / Value of sales to women/Value of sales to LHP (Gel)	3,417,499 Gel
Number and increased trust towards exported products (from Georgia, Azerbaijan, Armenia)	641 ⁸⁰
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	58 ⁸¹
Number of milk/meat/honey & wool supplier LHP's and businesses receiving trainings / information on quality, food-safety, hygiene & business management standards	100,463 ⁸²
Number of HoReCa sector actors receiving trainings on food safety and hygiene	478 ⁸³
Number of value-chain actors gaining business management certifications e.g. GMP HACCP (e.g. Global Gap, SALSA)	81 ⁸⁴
Number of value chain actors with business/marketing plans (including for rural tourism)	20 ⁸⁵
Number of value-chain actors gaining BEAT assessment	9 ⁸⁶

⁷⁷ 13 Armenian journalists and University representatives study tour organized by JRC in Georgia on 25-29 April 2018; September 2018 Caucasus International University Tbilisi and Head of the JRC visited Odlar 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 22 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 *Tsintsarko* + and its supplier farmers and employees (2) in May and September 2019

⁷⁸ Machinery input supplier *Mar-Mot Ltd 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.

⁷⁹ Of these 15,698 are in Armenia and Azerbaijan.

⁸⁰ Machinery Service providers in Armenia buy equipment from *Mar-Mot Ltd* partners in Armenia whose prices are at least 10% cheaper than in other shops in Armenia. 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. The qualitative data about Azerbaijani Partners and Service Providers will be added in the following reporting period.

⁸¹ 58 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).

⁸² Web based information channel *Business.org.ge* includes information related to BDS. Number of unique web-site visitors from Georgia 98,501 and 81,763 from other countries. *Star Consulting* has 1,692 regular visitors and 270 milk supplier farmers received FS trainings.

⁸³ *Shervasi* provided disinfection services to 290 HoReCa entities *Star Consulting* trained 188 HoReCa sector representatives (37 in Tbilisi, 151 in Regions: Batumi, Akhaltsikhe, Rustavi and Kaspi, Guria, Kakheti, Shida Kartli).

⁸⁴ *Star Consulting*: 19 Slaughterhouses, 24 Cheese factory, one animal feed producer, 37 other non-value-chain enterprises

⁸⁵ Business plans for 2 ALCP co-financed wool companies & JRC, APMA 5, private orders 12

⁸⁶ *Gergili Ltd* provided BEAT assessment to local wool processor in Akhmeta region and the Georgian Wool Company, 1 Slaughterhouse and 5 dairies in Kakheti, 1 Slaughterhouse *Kutatari* in Imereti

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	153,208 ⁸⁷
Number of information channels with agricultural content / of newspapers/of TV programmes/ of internet sites	14 ⁸⁸
Number of agro reports/programmes on cross border trade /export	36 ⁸⁹
Number of information channels with coverage in cross border regions	4 ⁹⁰
# of universities integrating agro journalist study model	20 ⁹¹
Number of degrees gained with agri journalism content	396
Output 2.5: Facilitated outreach of equitable public goods to Armenia, Azerbaijan and other areas of Georgia	
Number of gender related cross border initiatives	7 ⁹²
Number of women using women's room services Number & % of women participants in community meetings	7,867 ⁹³ ; 55,149 (36%) ⁹⁴
Number of women instigated community/livelihood related initiatives	310 ⁹⁵

⁸⁷ Radio listeners. 4 radio stations, *Roki's Agri Portal (Agroface.ge)* with 14,477 Unique visitors, ALT TV programme viewers in Armenia who has produced and aired 30 agri reports (twice a month) since February 2019

⁸⁸ JRC produced agricultural programme for 11 local radio stations in Georgia, Hereti, Rioni, Tbilisi and Argo Apkhazeti, Vrastan FM, AG FM, Samkhretis 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

⁸⁹ 6 reports/ programs prepared and aired by Armenian journalists after the agri training; ALT TV has produced 30 agri reports (twice a month) since February 2019

⁹⁰ Local TV's in Armenia aired programs with Agro content prepared with help of JRC: Jam news, ALT TV, Agropress.am, Public Broadcaster of Armenia

⁹¹ 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, Armavir College, National Agrarian University of Armenia;* Azerbaijan 1: *Odlar Iurdu University Baku (Azerbaijan)*

⁹² 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

⁹³ This figure was reported by mistake in the previous reporting period therefore the current corrected number is less than previously reported figure (8697)

⁹⁴ 1026 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 20,175 were female participants of the meetings in the respective years which is 36% of total number of attendants.

⁹⁵ 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). Also, 22 women submitted applications for civil budgeting initiatives, out of which 8 were funded with 189,000 Gel. 284 (173 in 2019, 111 in 2020) women's instigated community initiatives (water projects, kindergartens, village ambulances, roads, public toilets)

Value of women instigated community/livelihood related initiatives	5,374,966 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	4 ⁹⁶
# & % of LHP producers supplying supported entities (Women/Men)	9,679
Value of exported products	16,714,505
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	2 ⁹⁷
Number of representatives of the key export supporting entities trained	N/A
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 ⁹⁸	4 ⁹⁹
Increased understanding and confidence in job remit (e.g. port/border officials)	2 ¹⁰⁰
Increased transparency of function and information transfer of key export related stakeholders to exporting entities in dairy, meat, honey and wool value chains (qualitative)	1 ¹⁰¹

⁹⁶ One slaughterhouse Alali Ltd started to export processed meat, one wool collector improved / safeguarded export of wool. KTW exported Honey, Tzerari Ltd/Natural Produktsia US export

⁹⁷ Improved NFA functions in issuing necessary documentations for honey export; Improved MEPA function through the MEPA Honey Committee

⁹⁸ Information campaign against using antibiotics in honey sector by GBU

⁹⁹ Honey Advisory Committee, Honey Umbrella Association; Honey Lab testing Subsidy Scheme initiated by GBU on Second Honey Advisory Committee and Honey Export guidelines (October).

¹⁰⁰ Regional NFA representatives in Ajara and Kakheti to prepare documentation regionally for exporting honey.

¹⁰¹ NFA how to fill in hygiene certificate export to UAE.

Overview: Please see *Annex 4* for the list of interventions undertaken in the reporting period. Please see *Annex 1 and 2* for detailed qualitative and systemic impact. See *Transversal Themes Section 2.4* for activities related to WEE and animal disease notification and control. Although outside the reporting period, the impact of COVID-19 up to the time of writing are integrated below. Additional COVID-19 information is also provided separately in the *Third ALCP COVID 19 Status Report* provided separately to this report on May 25th 2020, which includes a detailed examination of the current export status related to ALCP commodities.

General sectoral Impact of COVID-19: Dairies are for the most part proving relatively resilient, employing mitigation strategies where markets have closed. Overall the strong demand for dairy products both locally and nationally and the strong competition for raw milk is resulting in negligible negative impact on the target group of milk producer farmers who have been able to either start producing dairy products from home for local consumption or sell to alternative buyers. The picture for formal dairy entities is more varied with those supplying to agrarian markets or producing speciality cheeses to the HoReCa sector the hardest hit. Sales of dairy products initially dropped, however demand seems to be increasing again. Dairy export by sea continues¹⁰². The travel ban affected slaughterhouses in obtaining animals and farmers' ability to buy inputs including vet medicines and combined feed. The restrictions on land-based export impacted cross-border trade based interventions in combined feed and machinery and the processed sheep overland trade with Iran the main season of which should commence in May. Lockdown areas and the ongoing state of emergency affected confidence in the aggregation of honey and potentially wool, and uncertainty persists on when processed sheep export can resume with Iran. Some unrest was seen in agrarian communities with farmers protesting about limitations on sales of certain commodities mostly vegetables. Many client businesses engaged in social responsibility and aid efforts; these are listed in *Undefined and Unintended Effects*.

Expansion into Kakheti: The new sub-office in Telavi has been fully operational since March 2019. Five dairies in Kakheti are in the process of either using or gaining HACCP certification and compliance in order to apply for and use the Georgian Milk Mark. Work on a slaughterhouse diversifying into processed sheep meat for export to Iran/Dubai and other foreign markets has been completed, but the COVID-19 border shuts downs has impacted commencement. The Kakhetian Beekeepers Association was facilitated to become a member of the Georgian Beekeepers Union in February. Applications for small grants to Enterprise Georgia through the nine Kakhetian Women's Room and a training in Business Plan Writing and Fundraising for all nine Women's Room managers was carried out in July. (See 2.2 *Transversal Themes* for more information). Dairy clients have promoted the GMM at selling points, disseminating GMM flyers; and displaying GMM advertising on distribution vehicles and through facilitated linkages with BIG and Destination Management Organization (DMO) 'Visit Kakheti' to promote the GMM in the HoReCa sector in Kakheti. During the COVID-19 outbreak, dairies in Kakheti region are adapting to the situation by changing their product range to fit different and accessible markets e.g. moving from the production of speciality cheeses e.g. Swiss to the production of Imeruli and selling direct to HH's via telephone and internet orders.

Georgia and Cross Border Supporting Functions: Mar-Mot LTD: A major breakthrough in this reporting period was the beginning of trade with a business partner in Azerbaijan. Sales and distribution of agricultural machinery, equipment and spare parts, continued to increase through the eight stable business partners' machinery shops in Armenia, the new partner in Azerbaijan, eight machinery shops in Georgia and Marmots own two outlets. In the reporting period, forty-seven trips (forty-four to Armenia and three to Azerbaijan) were made by the company's distribution truck, saving 22,000 Gel in transportation costs. 9,614 hydraulic hoses were sold in Armenia, 613 rakes and mowers (433 Armenia and 180 Azerbaijan) to a value of 1.4 million Gel (73% Arm and 27%

¹⁰² Cheese exporter Tsezari Ltd is currently preparing a consignment for the cheese export to USA.

Az). 5,715 farmers were served (4,395, 77% Armenian, 1320, 23% Azeri).¹⁰³ Cross border trade has currently ceased due to COVID-19.

Agro Trading Ltd combined feed producer: Production increased massively in the reporting period (56%) 1,741 tonnes of combined feed as well as 6,007 tonnes of milled grain were produced and sold in Georgia. Currently Agro Trading distributes to 25 independent selling points in Georgia¹⁰⁴. Following the successful export of three tonnes of bran and 25 tonnes of grain to a contact in Armenia which fell through, a new partner was found and three tonnes of combined feed exported. A new shipment was being prepared for February/March but has been delayed due to COVID-19. Programme co-funded expansion works, which will increase storage and greatly reduce transactions costs, were stalled due to COVID-19 but have since resumed (May). Otherwise grain supplies are still being imported to Georgia. Agro Trading LTD received grain shipment through a special importation license from government, but cross-border feed export remains suspended.

Cross border facilitation: In May 2019, the ALCP programme facilitated linkages between veterinary input supplier importer/exporter Roki Ltd and the *Strategic Development Agency* (SDA) to deepen the company's links with veterinary networks in Armenia. In September 2019, Roki visited Armenia and met up to forty vets, vet pharmacists, veterinary input suppliers and promoted their products and services. The company has since increased their sales by 86% through these improved linkages.

Information: Armenia: In 2019, the programme facilitated *Journalism Resource Centre (JRC)* facilitated the *National Agrarian University of Armenia* to establish the *Agri Journalism* module as a part of the *Agricultural Extension Bachelor's* programme to be delivered from Autumn 2020. The JRC and their partner the *Media Initiative Centre in Armenia (MIC)* are now helping three more universities to establish the module¹⁰⁵ this year. The JRC has helped a regional channel *ALT TV* to launch regular agri reports. As a result, about 101,549 rural people have been reached. Since October 2019 the *Public Broadcaster* of Armenia has renewed an agri TV programme that had been cancelled for four years. The JRC is planning a workshop/TOT *Teaching Agri Journalism* for twenty representatives of universities and media in Armenia this year. *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 *Baku Odlar Yurdu University* will work together to establish the *Agri Journalism* module at two more universities in Baku¹⁰⁶. The JRC is planning a study tour and agri journalism training in Georgia for ten universities and media representatives from Azerbaijan. *Regional:* This year the JRC is planning an event *Regional Dissemination of Agricultural Information Initiatives in Georgia, Armenia and Azerbaijan*. Thirty participants will attend the event from Armenia and Azerbaijan. Fifteen video/online lessons will be added to the agri journalism module. Present facilitation is concentrating on the online component due to the COVID-19 outbreak.

Dairy Sector: Georgian Milk Mark: Please see Annex 5 for a detailed GMM progress report. The Georgian Milk Mark (GMM) is proceeding very well. Since January 2019, when the GMM was presented to a wider audience, forty-one 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, sixteen dairy enterprises have been granted permission to use the mark. Nine¹⁰⁷ of these have already started to use the mark, on their cheese label, while another seven¹⁰⁸ are in the process of redesigning their labels to include the

¹⁰³ A total of 106 trips, a saving of 53,000 gel, 27,393 hydraulic hoses, 1595 rakes and mowers, 18,489 farmers (Armenia and Azerbaijan only). 2.4 million value of sales from the beginning of the phase April 2017.

¹⁰⁴ A total of 2,697 tonnes of CF and 15,000 tonnes of milled grain from the beginning of the phase April 2017.

¹⁰⁵ *Yerevan State University, Bruysov Linguistic University and Armavir State Colleague.*

¹⁰⁶ Baku State University and one other.

¹⁰⁷ Milkeni Ltd Rustavi, KK; Tsintskaro + 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 'Tsvivi Kvili' Telavi, Kakheti; Levan Bejanishvili I.E, brand name 'Shuamta', Telavi, Kakheti, Tsifora Samtskhe Ltd, Akahltsikhe, SJ, Coop. Khiza, Akahltsikhe, SJ, Tsalka + Ltd, Gumbati, KK

¹⁰⁸ Tsolak Grigorian I. E Ninotsminda, SJ; Karen Simonian, I. E Akhalkalaki, SJ, Coop.Tanadgoma, Kumisi, KK,Coop. Disveli, Bolnisi, KK; ,Hakob Hambaryan I.E Ninotsminda, SJ, Coop.Imedi, Adigeni, SJ, Coop. Dertseli, Adigeni, SJ,

mark. The remaining twenty-five dairy enterprises (six¹⁰⁹ of whom are being facilitated by the ALCP) are in process of improving traceability and implementing HACCP in order to become eligible to use the mark. GMM cheese is now available in eleven mainstream shop chains. Information about each enterprise is uploaded on <http://georgianmilk.ge/home>. The Georgian Milk mark was promoted to supermarkets by Media: *TV Pirveli, Me var Fermeri, Agroface.ge, Ferma, PSnews.ge*. The [GMM animated video](#) fully describing the Mark has had 285,000 views¹¹⁰. In December the Georgian Milk mark also was promoted at a high profile Cheese and Wine event attended by the Minister of Agriculture in [8000 Vintages](#).

In June 2019, The *Georgian Milk Federation* was created from a coalition of twenty-four dairies currently using or applying for the mark, facilitated by the Business Institute of Georgia (BIG). Currently they are advocating against the use of Iranian evaporated milk the debate over which has had significant press coverage. E.g. [Business Media Georgia](#) and [Business Partner](#). During COVID-19 the BIG liaised with MEPA in market monitoring and individual mitigation for GMM members for obtaining permits for distribution or collection during lockdown and ensuring dairy entities are fully notified with the latest relevant news.

Promotion drive GMM in HoReCa sector: During the reporting period three key institutions were identified in different regions of Georgia, to support GMM promotion in the HoReCa Sector: Georgian Hotels, Restaurants, Cafes Federation (HoReCa) based in Tbilisi; Department of Tourism and Resorts of Ajara AR and Destination Management Organization (DMO's) based in Kakheti and Samtskhe Javakheti region. In March meetings were held with them to introduce and promote the GMM¹¹¹. The institutions are ready to support GMM promotion¹¹², The *Covid-19* outbreak has obviously seriously hindered this activity, which will resume once lockdown is eased.

Consulting Companies: Following new Health and Safety Law requirements that entered into force in September 2019, the ALCP facilitated Gergili Ltd to update their Business Environmental Audit Tool and train Occupational Safety specialists for dairy, meat, wool and honey businesses based in the regions, to ensure that enterprises comply with the new national legislation and environmental laws. They are currently focusing on the development of online training materials including a module on how to operate in an emergency situation e.g. COVID-19

Meat: Halal chilled sheep meat exporter and slaughterhouse Alali Ltd has exported 50 tonnes of sheep by-products to Iran from the new slaughterhouse since April 2019 and exported 30,500 chilled processed Halal sheep to Iran. The slaughterhouse also had a potential new buyer for frozen Halal sheep and beef to Iran was in negotiation in March, 2020. In August 2019, the programme co-financed Kutaturi Ltd, the largest pig and cattle slaughterhouse in Western Georgia, to diversify its production line for by-products. BDS assessments were conducted and equipment purchased which increased throughput of pig slaughter. However, planned interior remodelling for by product processing has been delayed. The internal travel ban and cross border controls, imposed outside the reporting period due to COVID-19, negatively impacted Kutaturi and the two other ALCP client slaughterhouses Niazovi Ltd in Kakheti and Alali, as they became unable to collect or be brought livestock from farmers for service slaughtering of cattle or process sheep. Export of slaughtered Halal Sheep meat - mainly an overland trade - with Iran has ceased. During the reporting period the NFA was carrying out strict monitoring of slaughterhouses and meat shops throughout Georgia, penalizing incompliances, and especially requesting meat shops to provide Form 2 (the official document issued by slaughterhouse vet verifying that cattle was slaughtered in compliant slaughterhouse). Demand for meat seems to have decreased since lockdown however there also seems to have been an upswing in backyard slaughtering since the COVID-19 outbreak and particularly during the Easter period.

Wool: In May 2019, the ALCP co-financed the building of a wool washing facility to facilitate the export of washed wool. This is in response to the emergence of a more diversified demand from regular buyers in India and potential opportunities in China, which will only import washed wool. During the reporting period, the company

¹⁰⁹ I.E Tamaz Tagiashvili, Akhmeta, Kakheti; Lianka Ltd, Dedoflistskaro, Kakheti; Odlisi Ltd, Telavi, Kakheti, Apluri Javakheti Ltd, Ninotsminda, SJ; Cheeseline Ltd, KK, Teleti Ltd KK

¹¹⁰ 55,341 through Facebook and YouTube and 230,00 through main channel TV.

¹¹¹ Highlight the importance of its promotion among HoReCa entities, emphasize positive effects that GMM promotion can have on service quality offered to customers and discuss possible ways of its promotion in HoReCa sector.

¹¹² Ensure online dissemination of GMM materials among HoReCa entities and facilitate organization of a meeting with HoReCa sector representatives.

collected 370 tonnes of wool and will exceed 500 tonnes by the end of this year. The company's six collection centres' improved sorting and shearing services have meant better quality and easier sourcing for the company, making investment in the washing facility possible. In February, the company started to wash wool in small quantities and had already sent samples of washed wool to India and Afghanistan, which has emerged as another new market for washed and unwashed wool. An unsuspected local market for washed wool also seems to be emerging with the company selling 4.5t's internally. COVID-19 has highly affected the Georgian Wool Company, which as a non-food producer factory was closed, a permit was applied for from the Ministry of Economy at the beginning of May to reopen for the shearing season (end May).

Honey: Core Market: Implementation with KTW to facilitate Georgian honey export is fully underway. To date, honey consignments have been delivered to Japan, Canada and UAE (Dec, 2019) and Georgian honey under the brand name *Nena* is successfully being sold in shops in Toronto. A repeat order with diversified products (four types of honey + honey with nuts) was shipped to Canada in March 2020. Export to Canada continued under COVID-19 with a new order for 750kg shipped at the end of April. In Georgia, KTW honey is being sold in supermarket chains: Carrefour, Goodwill and Europroduct. After successful sale of Jara honey in KTW shops in Georgia, the company doubled the purchase of the Jara honey crop in autumn 2019. KTW prioritized purchase from Jara beekeepers who were in the process of BIO certification to increase motivation to become Bio certified. Soon after aggregation, eighteen beekeepers received BIO certification following honey testing at the end of one-year conversion periods. In December 2019, KTW changed the designation of the Agro Keda fruit and honey processing factory to honey only. Facilitation to implement HACCP in the Agro-Keda factory in order to qualify for BIO certification for the packaged Jara honey¹¹³ is underway though delayed by COVID-19. Test results of thirty-eight samples of five types of honey¹¹⁴ were received from QTL Laboratory (Ukraine) in March, nearly all the samples complied with quality requirements, meaning that aggregation from tested sources can continue. Honey aggregation commenced in Ajara at the end of April delayed by COVID-19 lockdowns and for a staggered amount (4.2 from an expected 20t) due to the difficulty of travel for aggregation and reduced cash flow as sales of wine and brandy for export have decreased.

Rules: As a result of a national information campaign carried by the Georgian Beekeepers Union, who developed and disseminated the [Do's and Don'ts of Antibiotic Use](#) infographic and facilitated [breakthrough legislation](#)¹¹⁵ adopted by the Government of Georgia among others, only eight percent of honey samples collected under the [Residue Monitoring Plan](#)¹¹⁶, compared to fifty-four percent in 2018, tested positive for prohibited substances in 2019. A subsidy scheme was presented by the Georgian Beekeepers Union (facilitated by ALCP) at a second Honey Advisory Committee held at the beginning of October 2019 to decrease the costs of honey testing for export and ensure fit for purpose testing support services. MEPA offered to contribute 100,000 GEL for the subsidy in 2020 and to discuss it at the second meeting of MEPA Honey committee planned in March. However, this was cancelled due to COVID-19. Based on KTW export experience, [Honey Export Guidelines](#) were developed by the Business Institute of Georgia, who has disseminated them among potential exporters in Georgia and MEPA, to be uploaded on its website.

Facilitation of Honey sector associations: In this reporting period, the Georgian Beekeepers Union (GBU) - the ALCP-facilitated umbrella association advocating for and representing beekeepers' interests¹¹⁷, as well as the promotion of Georgian honey - has disseminated a [Honey promotion video](#), the websites www.honeyofgeorgia.com and www.jarahoney.com and promotion catalogues for [Jara Honey](#) and [Georgian](#)

¹¹³ Sold in honeycombs directly after harvest without treatment

¹¹⁴ Aggregated from seven regions of Georgia

¹¹⁵ Which prohibits registration of the beekeeping vet medicines containing restricted antibiotics

¹¹⁶ Made by the National Food Agency in the BIOR laboratory in Riga, Latvia. As part of the agreement which allows Georgian Honey to be exported to the EU, the government annually carries out a Residue Monitoring survey. Worryingly high residues of prohibited antibiotics were found in previous years.

¹¹⁷ Now with 13 member organisations.

Honey. The video was disseminated through all Georgian consulates and embassies following facilitation with the Ministry of Foreign Affairs. MEPA represented Georgia at APIMONDIA, held in Montreal, Canada in September, 2019¹¹⁸. Three member companies¹¹⁹ of the GBU exhibited different kinds of honey, out of which KTW Chestnut and Jara honey were preferred. A new GBU website www.geobeekeepers.ge was created, which will open up new learning opportunities for beekeepers, and a database of up to 4,300 beekeepers (to date) was created to keep its members informed about relevant topics via SMS. *The Kakheti Beekeepers Association (KBA):* The KBA was facilitated to become a member of the GBU in February 2020. Eighty percent of KBA members are small-scale female beekeepers. *COVID-19:* In March, the GBU developed a list of recommendations for beekeepers to be considered during the COVID-19 outbreak and offered free consultations to all beekeepers. In April the GBU gained permission from MEPA for night-time transhumance in spite of the curfew.

BIO Certification: Eighteen Jara beekeepers were BIO certified in February and five more are due to receive it in July, including the Jara apiary in the Goderdzi Alpine Garden, which entered into the BIO conversion process in July 2019. 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, as a result of which the productivity of bee colonies has increased by 30%. Jara Beekeeping Guidelines and Bio-certification Guidelines are being developed with the JBA for its members and those seeking to become Jara beekeepers. Several agreements to include a Jara component in beekeeping courses have been concluded with vocational colleges including in both the Kobuleti and Khulo branches of the Akhali Talga vocational college and Batumi State University Professional college. Quality assurance standards for the production of Jara honey were developed and a [Jara honey mark](#) registered at *Sakpatenti*, the National Intellectual Property Agency to protect authentic Jara honey production. A JBA application to The National Agency for Cultural Heritage Preservation of Georgia asking that the status of ‘intangible cultural heritage’ be granted to the tradition of producing honey in Jara hives, is pending¹²⁰.

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 lockdown 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.

Other main constraints remain consistent with previous phases of the programme and those reported in the Bi-Annual Report. Models and entry points facilitated by the ALCP are leveraged by other donors, projects and government entities with different *modus operandi*. Projects and private initiatives are often keen to work directly with the ALCP on certain initiatives. However, these require considerable time and inputs and often the project finds that though accepted gratefully and fully utilized, efforts are not fully acknowledged or sharing reciprocated. It is also imperative that any initiative does not abandon core sustainability practices. If managed well by all parties, these opportunities can amplify and add to the sustainability of impact and growth; at worst, they can diminish sustainability and even disrupt the functionality of a new sector. 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 raw milk and unregistered factories. Additional upcoming registration requirements in the honey and dairy sectors may place additional strain on the agency unless operational capacity is increased. Cuts to the Agricultural budget for 2020 may also affect programming. 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*.

¹¹⁸ This is in contrast to 2018 when the ALCP facilitated Ajara Beekeepers Business Association represented Georgia and the government did not think Georgian honey worthy of representation.

¹¹⁹ KTW, Putkari Ltd and one cooperative supported by GIZ.

¹²⁰ Other cultural phenomena such as Georgian dance, polyphonic singing and *qvevri* wine-making have this status as well as certain food stuffs and festival. It will further boost the status of Jara honey.

Regular and rapid change in key political actors at all levels due to elections and sudden replacements being made of key figures can have the effect of temporarily impeding ongoing interventions in which these key figures are involved, requiring a rebuilding of political and social capital. However, in many cases this is mitigated by successful interventions coming to the attention of new individuals and then communication and cooperation being naturally reinstated. The private sector and representative business associations are also increasing their legitimate presence and providing more stability within sectors.

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. Much will be revealed once lockdown restrictions are fully lifted and the effect on businesses, the economy, climate and climate related initiatives can 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*.

CHAPTER 4 – FINANCES & OPERATIONS

4.1 PERCENTAGE OF BUDGET SPENT VS. PLANNED PER OUTCOME

The ALCP investment support facility increased in the January 2020¹²¹ revised budget by 51,230 CHF (3.7%), from 1,377,136 to 1,428,366 CHF. Thus for the ALCP support lines^[1] as of March 31st, 2020, the spending percentage of 90.19% is on track, reflecting robust investment in interventions sufficiently within the remaining time frame to record impact. See 3.2 *References to Activities Proposed and Actual* for details. The percentages represent the rate for the full five-year phase.

Table B. Budget Support Funds and Spending Percentages

ALCP Support Facilities (CHF)	Total Budget from January 2020	Funds remaining March 31st 2020
Alliances Investment Support Facility (Including Gender and Governance)	1,428,366	140,184 (90.19% spent)
Technical and Transversal Themes Sub Contractors	42,000	15,867 (62.22% spent)

4.2 BUDGET DEVIATIONS AND OUTLOOK FOR THE REST OF THE PHASE

As noted above and taking into account the increased budgets in January 2019 and 2020, spending is on track at the three year mark, showing that the programme has successfully accommodated the increase in funds and translated it into investments in interventions well within the new increased time frame. Please see *Annex 3 List of Investments made in the reporting period*. The remaining funds will be channelled into supporting activities for existing sectoral initiatives.

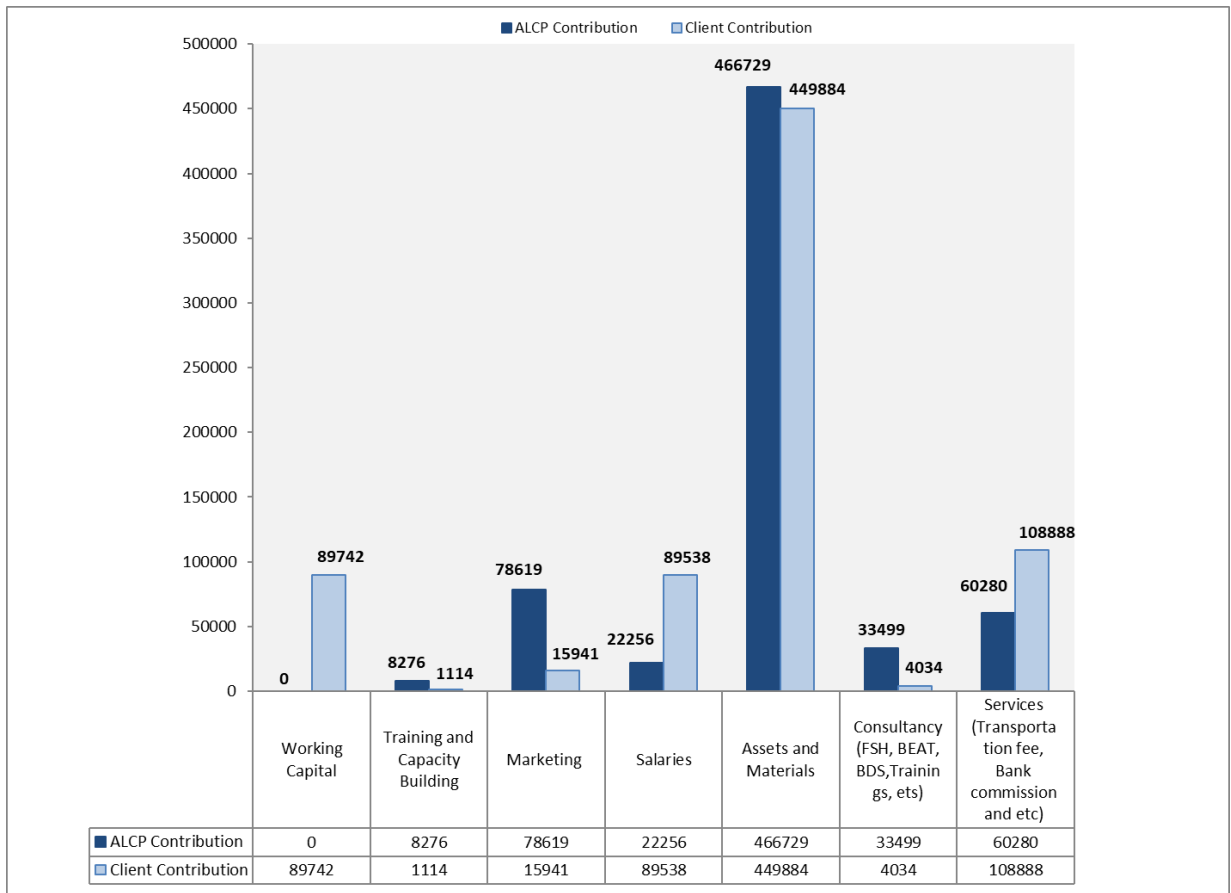
4.3 APPRAISAL ON HOW EFFICIENTLY INPUTS WERE CONVERTED INTO OUTPUTS

The efficiency of input conversion is enhanced through the use of the co-investment mechanism. Programme co-investment is currently running at an average of 47%, down from 57% (Bi- annual report September 30th 2019), reflecting the financing of assets and materials for peak rate implementation. This includes facilitating dairies to

¹²¹ Additional funds of 1.32CHF were mainly directed towards programme costs for an additional year.

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

acquire GMM, supporting the National Food Agency to develop water points on the AMR and a new seventh BSP of Mtskheta-Mtianeti region, establishing two new Women’s Room in Ozurgeti and Zestaponi Municipalities, supporting the export of combined feed to Armenia, washed wool, chilled sheep meat and sheep sub-products and honey to Canada.



4.4 HUMAN RESOURCES & TEAM MANAGEMENT¹²²

All offices are working successfully and maximizing the geographical synergy of their locations to enhance interventions. The new office in Telavi, Kakheti is working successfully and has integrated rapidly into the overall ALCP structure both in terms of strategy, programming and personnel. The current organogram reflecting minimal staff changes and new office organization submitted as part of the budget submission for January 1st 2019 was re-submitted for the ADA submission in October 2020.

¹²² 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.

CHAPTER 5 – GOOD PRACTICE & LESSONS LEARNED

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

Georgia: SCO in Georgia: 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 national expansion. Work with SCO concentrated on preparations for the visit of the First Speaker of the Swiss Parliament and delegation, the ADA submission and a field visit in Kakheti in January, which involved programmatic discussion. *COVID-19:* the programme has worked closely with the SDC Media and Communications Officer to develop COVID-19-related materials for dissemination. These include several articles; the [Kindness of Strangers](#), [Kindness is Contagious](#) and helping facilitate the [When a Pandemic Strikes Just Play Along](#).

The USDA SQIL programme has been in ongoing communication with the ALCP. Collaboration is ongoing to prevent overlapping. Considerable collaboration and facilitation of the MicroInsurance at Milliman centre consultant on an IFAD pilot project from 2018 has resulted in a [Mortality of Dairy Cows Study](#) a practical step forward in discussions concerning livestock insurance in Georgia.

Cross border: Coordination is ongoing with SDA in Armenia. In April team members met with key opposite members at Lake Sevan. Concrete entry points for cross-border initiatives were identified resulting in linking Roki Ltd with veterinary networks in Armenia for cross border expansion into Armenia.

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 research was carried out through the summer with field research in October. The Report *Better Cheese Better Work: The Alliances Caucasus Programme's Impact on Informality and Working Conditions in Georgia's Dairy Sector* is due out at the end of May 2020 and will be widely disseminated.

Self-Evaluation: [Impact in the Livestock Sector in Khulo](#) highlights the synergistic impact and local economic development stemming from clustered interventions. [Visualizing Results the ALCP in Infographics Book II](#) is an updated version with data to September 2019 of synthesized programme impact presented in infographics. To ensure a robust Impact Assessment in line with the end date of the programme, a DCED consultant was engaged for a week in January and a complete Impact Assessment Timetable and methodologies to capture the complex programming at multiple levels and countries are now in place.

Knowledge Sharing: An SDC delegation led by the Head of the Asian division and SDC outgoing Regional Director, travelled with the ALCP through Samtskhe Javakheti, over the Goderdzi pass and down into Batumi in May 2019. A delegation from Kyrgyzstan of an SDC Helvetas livestock programme including the SDC Programme officer, Aga Khan Representative and CD of Helvetas came from a week long study tour at the end of April. Linkages in the world of gender and WEE have led to the ALCP providing ongoing technical inputs and support to the DFID Arab Women's Enterprise Fund. A programme overview, aggregated impact of SDC livestock sector investment, and field visit to a dairy and women's room were presented on October 29th 2019 in the form of GIS interactive maps¹²³, infographics, and field visits, to the President of the Swiss National Council Marina Carobbio Guscetti, First Vice President of the National Council Isabelle Moret, Second Vice President of the National Council Heinz Brand, Secretary General of the Federal Assembly at Swiss Parliament Philippe Schwab, Ambassador of Switzerland to Georgia Patric Franzen, Deputy Head of Embassy of Switzerland in Georgia Alvaro Borghi, and the Regional Director of the Swiss Cooperation Office in Georgia, Danielle Mewly Monteleone. Planning for the [visit](#) took place throughout the latter part of the reporting period and successfully

¹²³ Based on the initiative of SDC the data of RED, MOLI and the ALCP has been amalgamated into GIS interactive maps created by GeoLand in [dairy](#), [meat](#), [wool](#), [veterinary](#), [machinery](#) and [honey](#) was presented to the delegation of the First Speaker of the Swiss Parliament

conveyed a measure of ALCP's work in the livestock sector in the region. On February 29th 2020 the ADA Director of Department Programmes and Projects International and Advisor for Gender and Development with the ADC Head of Mission came on a field visit to the ALCP as part of their regional planning meeting.

Intra agency learning: Key Mercy Corps technical support unit members travelled to Georgia to further develop learning from the ALCP for use in MC in August. The ALCP featured in a Mercy Corps webinar on Monitoring Evaluation and Learning (MEL) for MSD webinar in September. ALCP Team members did a full review of Mercy Corps Technical Support Unit MSD Tip Sheets providing ALCP resources and links throughout the whole. During COVID-19 the Team Leader and Deputy Team Leader represented Georgia in feeding in information into the [Mercy Corps Covid-19 Global Rapid Market Impact Report](#).

MSD Best Practices, Gender and WEE dissemination: The Team Leader contributed to the SDC E+I [Forming Partnerships with the Private Sector: A Summary of Lessons Learned by Market Systems Development Practitioners \(May 2019\)](#) The Team Leader taught the course¹²⁴ on integrating gender and WEE into market analysis on the Springfield Training course in Bangkok in November. In April, the Team Leader presented in a [DCED results measurement troubleshooting webinar](#) and in July was invited to speak at the [DCED Annual Meeting in Vienna](#) at the Results Measurement group on the practicalities of using the DCED standard and the WEE group where she presented on the topic of *Getting Beyond Champions: Making Women's Economic Empowerment the Norm*. The Beam Exchange produced an excellent resource '[An MSD Advocate's Arsenal No. 2 ALCP's Healthy Herds': Transforming Veterinary Services for women smallholders in Post-Soviet Georgia](#)' with team input¹²⁵. In February 3rd, 4th 2020, the Team leader was invited as speaker to the ILO Lab Event in Geneva for *Creating More and Better Jobs* and co-presented a break out session on the joint research and presented in plenary the topic *Opportunities for Public and Private Innovation in Market Facilitation* and '*Gender and WEE More than just a Tick Box Exercise*' at ILO HQ the following day. The TL was engaged one of six reviewers on the now published SDC and DFAT supported, [A Pragmatic Approach to Assessing System Change](#) published outside the reporting period. The Team Leader is contributing to a DCED initiative to capture adaptations to RM practices due to COVID-19.

CONCLUSION

Despite the considerable impact of COVID-19 on programme operations, team morale and cohesion is high as the synergy of complex sectoral interventions years in the building, particularly in dairy and honey, are coming to fruition and momentum in these interventions is clear and recordable. The team has seen that the intensive efforts to include ADC into the programme as a new donor happened smoothly and according to schedule, instilling yet more confidence in the donor programme relationship. The programme now therefore has two years from the end of this reporting period in which to maximize facilitation of interventions for optimum impact and sustainability, with the added bonus that the extra year, thanks to ADC's contribution and SDC support, means that the impact of COVID-19 can probably be absorbed and mitigated within the extended timeframe. Discussions have been held concerning programming post ALCP and the team is committed to using the vast resources, linkages and synergies of Alliances to continue to look ahead, develop and husband experience in likely areas of future programming in Georgia.

¹²⁴ Entitled Laying the Foundation for WEE: Conducting a gendered market analysis.

¹²⁵ It is part of a planned set showing strong examples of the efficacy of successful MSD to donors or practitioners who have less experience of, or exposure to MSD.

ANNEX 1 MAIN QUALITATIVE FINDINGS PER REPORTING PERIOD¹²⁶

QUALITATIVE IMPACT PER SECTOR April 2019-March 2020	
VETERINARY	
BUSINESS	<ul style="list-style-type: none"> * <i>Roki Ltd</i> is now improving their position in beekeeping as they see the demand from beekeepers. <i>Roki</i> is now producing four vet medicines against parasites and viruses; five feed additives and two disinfectants in beekeeping. In 2016 the company only produced one bee feed. * <i>Roki</i> is now supplying 418 vet pharmacies in total, distributing to fifty-six¹²⁷ new vet pharmacies throughout Georgia. The majority of them are the business expansion of existing vet pharmacies to new locations. * The majority of vet pharmacists have now studied an eight months course of veterinary medicine at vocational training centres in Kachreti and Akhaltsikhe. <i>Roki Ltd</i> provided them with information and contacts about the centres.
MACHINERY	
BUSINESS	<ul style="list-style-type: none"> * <i>Mar-Mot Ltd</i> hired four new full-time employees for the production of hydraulic hoses and rakes last year; the production master with a salary of 1100 Gel/month and three employees with a salary of 700 Gel/month. Those employees have written employment contracts that make them feel secure and act as a guarantee for them when taking loans. They also get the overtime payment and annual paid vacation.
NUTRITION	
BUSINESS	<ul style="list-style-type: none"> * <i>Combined feed Universal's</i> share among other cattle feed is 20% per shop, from a baseline of zero. * The <i>Agro Trading</i> 'distribution point in Zestaponi has increased sales of combined feed Universal from two tonnes to twenty-one tonnes/month. Combined feed is only slightly more expensive than bran and farmers are starting to prefer to buy CF. * In November 2019 <i>Agro Trading</i> employed six more people part-time. They are working for 12 days /month/ 6 hours/day with a salary 30 Gel/day/person.
FARMER	<ul style="list-style-type: none"> * Farmers are now feeding cows with combined feed (CF) in summer as well to get more milk even in the high milking season, while before they used to feed their cows with CF only in winter.
INFORMATION	
ARMENIA	<ul style="list-style-type: none"> * Last year the <i>Journalism Resource Centre</i> helped a regional channel <i>ALT TV</i> to launch regular agri reports: daily agri news reports on their primetime news and weekly in-depth agri reports. They have already shown thirty in-depth weekly reports, some of them have been translated into Georgian and shared with <i>Agri News</i>. As a result, about 101,549 rural people in Armenia have been reached through the agri reports.
HONEY	
BEEKEEPERS	<ul style="list-style-type: none"> * The majority of the <i>Kakhetian Traditional Winemaking (KTW)</i> company's honey suppliers invested their one off payment for their entire crop from <i>KTW</i> into beekeeping. Before 2018 it took from six to eight months to sell their entire crop of honey harvest which hindered investment in beekeeping.

¹²⁶ 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.

¹²⁷ *Roki* is now supplying 418 vet pharmacies in total.

	<ul style="list-style-type: none"> * <i>Sectoral systemic changes</i>: the two largest beekeepers in Imereti are now building a honey processing factory; a beekeeper and honey/ wax producer in Guria constructed a small facility for bottling honey; another large beekeeper is planning to build a processing facility in Guria. All those beekeepers named increased honey export opportunities as a motivation to improve their production.
BUSINESS	<ul style="list-style-type: none"> * <i>KTW's</i> honey has entered the Georgia market in <i>Carrefour, Goodwill</i> and <i>Europroduct</i> supermarkets; three of their own shops in Batumi, Mtskheta, and Patardzeuli; plus, about fifty small markets throughout Georgia. * <i>KTW</i> has already exported 2.6 tonnes of honey to Japan, Germany¹²⁸, Canada, and the United Arab Emirates. As a result of the linkages established after <i>Apimondia Congress in Montreal, 2019</i>, Canada has proved itself as a promising honey export market with three successive orders for increasing amounts.¹²⁹ <i>KTW</i> is now motivated to aggregate up to twenty tonnes of honey this year, doubling the volume compared to last year. * Business offers on honey along with Georgian honey/Jara honey catalogues, have been disseminated among forty potential buyers abroad. * <i>KTW</i> has re-branded jams, compotes and sauces under <i>Nena</i> to be more sophisticated after the rebranding of honey. A new honey product with nuts is now being sold in Georgia and 74 kg was sent to Canada last month. The demand for this new product is growing. * The <i>KTW</i> branch <i>Ago-Keda Factory</i> has fully shifted to honey-production (rather than fruit processing) recognized by the NFA, while in 2017 honey was only a test product for the company. * The <i>Business Institute of Georgia (BIG)</i> developed the <i>Honey Export Guidelines</i> and disseminated it among potential exporters in Georgia and the <i>Ministry of Environmental Protection and Agriculture of Georgia (MEPA)</i>. <i>KTW</i> shared their knowledge with the <i>BIG</i>. * Over the last two years <i>KTW's</i> management skills have been improved in the honey sector. They are now independently managing negotiations with beekeepers and the <i>National Food Agency</i>, aggregating honey, taking honey samples, sending them to the <i>QTL</i> laboratory in Ukraine and covering costs, while in the previous years the programme's help was essential. * This year only 13% of <i>KTW's</i> honey samples were contaminated with antibiotics, while last year it was 75%. The NFA's honey laboratory tests are also good, only 8% of honey samples were tested positive for prohibited substances, compared to 54% last year. This is a result of the <i>Georgian Beekeepers Union's</i>¹³⁰ (<i>GBU</i>) national <i>Do's and Don'ts of Antibiotic Use</i> information campaign and their facilitation of breakthrough legislation adopted by the Government of Georgia, which prohibits the registration of beekeeping vet medicines containing restricted antibiotics. * As a result of <i>GBU</i> meetings/discussions, the majority of the beeswax producers are now more careful to avoid any kind of contamination¹³¹. Last year one beeswax importers removed 5,000 Gel of contaminated wax worth from the market; another of the largest producers changed the production process and bought new equipment to ensure clean beeswax. * Three new beeswax producers have been emerged there are now are eighteen in total due to high demand good quality clean beeswax among beekeepers. * The <i>GBU</i> has so far entered up to 4300 of its registered members in a new database who receive information via SMS.
HONEY PROMOTION	<ul style="list-style-type: none"> * Visitors at the 46th Apimondia Congress 2019 were especially interested in chestnut honey and the packaging and labelling of Georgian honey. * <i>Randox</i> - quick testing results for the sulphonamide group of antibiotics, conducted for free at <i>Apimondia</i>, showed that Georgian honey was one of the cleanest samples of honey there. * Thirteen in-depth media reports were developed involving key speakers from the <i>GBU</i> and <i>KTW</i> emphasizing honey export opportunities and the improvement of honey quality.

¹²⁸ Honey was sent to Germany in September 2019, but has not reached the destination yet due to complications with the export documentation veterinary certificate was filled in inaccurately. Now the consignment is at the border of Belarus. *KTW* is negotiating to sell honey along with wine and other products of *Nena* in Belarus. The process was suspended due to the Covid-19

¹²⁹ The first order - 134 kg of Acacia and Blossom honey sent in October 2019; the second order - 468 kg of Acacia, Blossom, Chestnut, Alpine + honey with nuts shipped in March 2020 expected delivery at the end of April. *KTW* received a third order for 2.2 tonnes of four types of honey.

¹³⁰ The Programme both instigated and facilitates the *GBU* in an ongoing intervention.

¹³¹ Honey can be contaminated by beeswax containing prohibited antibiotics.

	<ul style="list-style-type: none"> * The President of Georgia visited the GBU's chairman's apiary, who presented the <i>GBU</i>, two honey websites www.honeyofgeorgia.com www.jarahoney.com, the promotional honey video Discover Georgia: the Land of the Oldest Honey and the Do's and Don'ts of Antibiotic Use infographic.
LEARNING (VET) IN BEEKEEPING	<ul style="list-style-type: none"> * The <i>Georgian Beekeepers Union</i> developed seasonal calendars in beekeeping and shared them with five vocational education colleges throughout Georgia. * The <i>Jara beekeepers Association (JBA)</i> is now working on a study module on Jara beekeeping to be added to courses at the <i>Akhali Talga VET</i> college. * The <i>Kakheti Beekeepers Association</i> became an official and registered association at the <i>Public Registry</i> and joined the <i>GBU</i>. 70% of their members are women and the support of female beekeepers is one of their priorities.
GODERDZI ALPINE GARDEN	<ul style="list-style-type: none"> * The <i>International Association of Alpine Botanical Gardens</i> has selected the <i>Goderdzi Alpine Garden (GAG)</i> as the location for the <i>International Congress of Alpine and Arctic Botanical Gardens 2022</i>. * Botanists from twelve countries visited the <i>GAG</i> within the <i>International Symposium: Botanical Excursions in Colchis</i> organized by the <i>Batumi Botanical Garden</i> in June. The beekeeping showcase was one of their favourite experiences. * The manager of the <i>GAG</i> introduced the garden at the <i>5th International Congress of Alpine and Arctic Botanical Gardens in Villers-les-Nancy, France</i> in May 2019. * The <i>GAG</i> hosted students of <i>Tbilisi Free University</i> and <i>Tbilisi Agricultural University</i> for field practices in order to increase awareness of protected areas and eco-systems. The students were also involved in cleaning, plant inventory and other work in the garden. * Ten Jara hives have been placed in the garden for on-site training courses with the help of the <i>JBA</i> Chairman. They overwintered successfully in Paksadzebi Village in Khulo. All the bee colonies are alive and working productively, which is important as the Jara apiary is under the Bio certification conversion and is due to obtain certification in July this year. * The <i>Akhali Talga VET</i> college's Khulo branch is going to conduct some beekeeping lessons/practices for students in the <i>GAG</i>'s beekeeping zone in summer. * <i>The Director of Social Topics at Adjaristskali Georgia LLC</i> promoted the <i>GAG</i> in which they donated 100,000 USD, through Business Media Georgia
GMM DAIRIES	
BUSINESS	<p><i>Since the ALCP facilitated dairy factories have been granted permission to use the GMM:</i></p> <ul style="list-style-type: none"> * <i>Milkeni</i> has increased sales of <i>Sulguni</i> cheese by 20% and improved the design of their products. * <i>Tsintskaro+</i> has increased milk supply from Tsalka by 50%. * <i>Tsezari</i> has started supplying 1t of <i>Sulguni</i> /month to six new <i>Carrefour</i> shops in Tbilisi. * <i>Tsezari</i> has increased the number of its milk suppliers, collecting 500 litres milk/day /30 farmers from Nardevani Village, Tsalka. * The distribution company <i>Papuna</i> has increased sales by 30%, added eighty new shops in western Georgia. The company has employed one new cheese distributor with a salary 1000 Gel/month. * <i>Tsezari</i>'s new products the GMM <i>Matsoni</i> and bottled milk are the most demanded in their new cheese shop. Up to seven tonnes of <i>Matsoni</i> and 900 liters of milk were sold in January and March. Five local women have been employed in the shop.
FARMER	<ul style="list-style-type: none"> * The majority of <i>Tsintskaro+</i>'s new milk suppliers in Avranlo Village, Tsalka have increased the number of their cows on average by two cows. * Farmers in Tsalka are positive about the increased prices for milk, farmers are receiving an additional 0.20 Gel/litre compared to the same period of the last year due to a high competition among milk collectors to buy raw milk. * <i>Tsivis Kvili</i> has twenty-seven new milk suppliers, they have switched from making cheese to selling milk as those milk suppliers prefer to sell raw milk as they shops they used to supply with cheese now require them to have a label. <i>Shuamta Ltd</i> has eleven new milk suppliers who have bought one or two new cows to increase milk yield. * <i>Tsiphora Samtskhe Ltd</i> has added ninety new milk suppliers in SJ, they have switched from making cheese to selling milk. The majority of those milk suppliers are satisfied with the increased demand for milk, the price paid and on-time payment. Those milk suppliers are motivated to buy one or two new cows.

MEAT	
BUSINESS	<ul style="list-style-type: none"> * <i>Kutatari Ltd</i> increased pig slaughtering services by 25% in December and January. * A <i>pig dehairer</i> facility allowed the company to slaughter a pig in six minutes, instead of half an hour/pig. * The new electric generator allowed the company to minimize the risk of spoiling semi-finished products which used to happen twice a month before.
FARMER	<ul style="list-style-type: none"> * 80% of sheep farmers have increased the number of their sheep, as they see the market opportunity. * The slaughterhouse <i>Alali</i> was negotiating with Iranian buyers to supply frozen sheep and beef to Iran before the COVID-19 outbreak. The negotiation has been temporarily suspended due to the virus outbreak.
WOOL	
FARMER	<ul style="list-style-type: none"> * <i>Wool House Company</i> has seventy regular wool suppliers, from a baseline of seven. * <i>Wool House Company</i> pays the highest price for greasy wool 1.20 Gel/kg in Spring and 1.00 Gel/ kg in Autumn, last year it was 0.80 and 0.60 Gel/ kg. None of its greasy wool supplier farmers had any experience of selling wool, they either buried or threw it away. * Wool suppliers have improved sheep shearing practices and now have better quality wool after the director of <i>Wool House</i> instructed them on proper practices.
BUSINESS	<ul style="list-style-type: none"> * A wool dryer facility allowed the company to collect and wash wool in spring, which has increased production by 30%. * The company is now supplying up to twenty-five guesthouses and twelve kindergartens. From a baseline of five kindergartens. Note: supply has been suspended due to the COVID-19 outbreak. * The Director of the <i>Wool House</i> helped the owner of the <i>Georgian Wool Company</i>, who is ethnic Azeri, to set up wool collection points in Poka and Gorelovka villages of Ninotsminda municipality, based on the experience of working with Armenian communities. As a result, the <i>Georgian Wool Company</i> collected thirty-four tonnes of greasy wool from fifty-six farmers.
WOMENS ACCESS TO DECISION MAKING AND PUBLIC GOODS IN ARMENIA	
WR in Alaverdi, Armenia	<ul style="list-style-type: none"> * The <i>Women's Room</i> in Alaverdi, Armenia has provided about 600 services to 350 people, 85% were women. The majority of the services were about how to fill in forms and write requests to their local government. Those women also needed social and infant allowance or judicial information/ assistance. * Up to fifty visitors have already used the children's corner while visiting the municipality office. * Eleven women had three months of basic English courses, four out of them are from the nearby villages. * <i>UNICEF</i>, <i>World Vision</i> and other NGO's have already used the WR's space to conduct meetings with people from the nearby villages.
BSP IN TELAVI	
	<ul style="list-style-type: none"> * The <i>BSP</i> is now managed by the government it is a free service, shepherds save 285 Gel per 600 head, plus before they paid extra 100 Gel in cash per dip or gave a head of lamb or some cheese to an owner of a private dipping facility. The only cost sheep farmers now have at the <i>BSP</i> is that they hire two or three people/600 sheep and pay 30-50 Gel/day/person to help the NFA's vets, this is a seasonal one-month job twice a year. * Wool is now softer after dipping sheep at the <i>BSP</i> as they are using better quality chemicals than at private sheep dips. * <i>Challenge</i>: some sheep farmers in Kakheti burn or throw autumn wool away as they shear wool in the mountains and the price paid for wool does not cover the transportation cost of wool.

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	Dairy in KK Tsintskaro+Ltd	Crowding in	STO, Client, Crowding in entity	Verified/ February 2020	Y Indirect Both	Lagodekhi	December 2019	Last year an unregistered, uncompliant cheese producer Lasha Matiashvili registered his dairy factory <i>Hereti Ltd</i> and built a new enterprise in Lagodekhi. The factory is collecting 1,200 litres milk/day from twenty small farmers and four bigger farms. The enterprise is producing Imeruli and Sulguni cheese. Six people are employed at the factory. After demand from shops, <i>Tsintskaro+ Ltd</i> started producing cream, 2.2 tonnes/month and supplying eight <i>Madagoni</i> shops and fifteen small vegetable shops in Tbilisi.	Lasha got consultation about the production technology, process and equipment from <i>Tsintskaro + Ltd</i> . He is going to hire <i>Star Consulting</i> to get HACCP and the <i>Georgian Milk</i> mark. Programme client
		Business Expansion	Client	Verified/ September 2019	Y Direct Both	Tsintskaro village, Tetrtskaro	May/2019		
2	Dairy in AJ <i>Natural Produktsia Ltd</i>	Business Expansion	STO	Verified/ February 2020	Y Direct Both	Ajara	February/ 2020	<p><i>Natural Produktsia Ltd</i> has been supplying 500 kg/week of <i>Matsoni</i> to thirty-one kindergartens of Kobuleti municipality since January this year.</p> <p>Note: Supply has been suspended due to the COVID-19 outbreak and the closing of kindergartens. The enterprise will continue supplying as soon as the kindergartens are opened.</p> <p><i>Natural Produktsia Ltd</i> is supplying 1.5 tonnes/month of Imeruli/Sulguni/Smoked cheese to one of the largest hotels in Georgia the <i>Paragraph Resort & Spa Shekvetili</i></p> <p>Note: Supply has been suspended due to the COVID-19 outbreak and the closing of the hotel. The enterprise will continue supplying as soon as the hotel is opened.</p>	An intermediary company which won a state tender contacted <i>Natural Produktsia Ltd</i> as the only local producer to supply <i>Matsoni</i> . Programme client. The hotel was looking for a HACCP certified local producer.
		Business Expansion	STO	Verified/ July 2019	Y Direct Both	Ajara	August/ 2019		
3	Association of Business Women in Ajara (ABWA)	Crowding in	Client	Verified /January 2020	Y Indirect Qual	Tbilisi, Georgia	November/ 2019	Last year the Association of Businesswomen of Abkhazia Autonomous Republic (AR) organized the <i>Abkhazia AR Women's Business Forum</i> for up to sixty female entrepreneurs with a status of an internally displaced person. The invited women were from Tbilisi, Imereti and Zugdidi. The forum was supported by the <i>Ministry of the Abkhazia AR Chamber of Commerce and Industry</i> . <i>Ozurgeti Municipality City Hall</i> organized a <i>Women's Business Forum</i> for up to forty local	The Association's Chairwoman attended the programme facilitated <i>Ajara Women's Business Forum</i> and initiated the same model.
			Client	Verified	Y	Ozurgeti,	September/		

		Crowding in		/September 2019	Indirect Qual	Guria	2019	female entrepreneurs with the support of the <i>Agriculture Projects Management Agency (APMA)</i> .	<i>City Hall's</i> representatives attended the programme facilitated the <i>Ajara Women's Business Forum</i> and initiated the same model.
		Crowding in	Client	Verified/ June 2019	Y Indirect Qual	Ajara	June/ 2019	The <i>Federation Women for Tomorrow</i> held a <i>Women's Business Forum</i> in Batumi, with the support of the <i>US Embassy in Georgia</i> and <i>UN Women</i> .	<i>UN Women</i> asked the <i>Ajara Chamber of Commerce and Industry</i> to help them with organizing the forum. They used the same agenda and invited the same speakers.
4	<i>Journalism Resource Centre</i>	Partially Crowding in	STO, Client, Crowding in entity	Verified/ December 2019	Y Indirect Qual	Yerevan, Armenia	October 2019	In October, 2019 the <i>Public Broadcaster of Armenia</i> renewed an agri TV programme that had been canceled for four years. Now the <i>Public Broadcaster in Armenia</i> has a regular weekly agricultural TV programme which is shown nationally.	The <i>Media Initiative Centre</i> shared all the JRC's materials with the <i>Public Broadcaster of Armenia: Perma's</i> programmes and content, training materials, study modules in agri journalism and guidelines. The <i>Public Broadcaster in Armenia</i> was considering renewing its agricultural TV programme by themselves and the meeting with the <i>MIC</i> helped them with making this decision faster. Programme client
		Business Expansion	STO, Client	Verified/ July 2019	Y Direct Both	Georgia	July/ 2019	The <i>Journalism Resource Centre</i> and <i>Broadcasters Alliance</i> launched a new agri channel <i>Agro Garemo TV</i> . The TV channel has its agri programmes: weekly <i>Agri News</i> and the first live studio talks on agriculture. It also broadcasts agri programmes developed by <i>Deutsche Welle</i> .	
5	<i>Goderdzi Alpine Garden (GAG)</i>	Partial crowding-in	STO	Verified/ October 2019	Y Direct Qual	Ajara	June/ 2019	Last year the <i>Ministry of Finance and Economy of Ajara</i> arranged infrastructure, paths and parking areas, in one of the tourist attractions area around <i>Green Lake</i> Khulo municipality.	An engineer of the GAG supervised works around <i>Green Lake</i> . He copied the same model of paths and parking area from the GAG.
		Business Expansion	Client	Verified/ April 2019	Y Direct Both	Same as above	April/2019	<i>ENPARD II</i> awarded the <i>Goderdzi Alpine Garden</i> 28,000 Gel to purchase solar panels for their administrative building.	Programme client
6	Dairy in KK <i>Milkeni Ltd</i>	Business Expansion	Client/ STO	Verified/ September 2019	Y Direct Both	Rustavi	November/ 2018	<i>Milkeni Ltd</i> started producing ghee <i>Erbo</i> , 150kg/month and selling through their own and <i>Madagoni</i> shops in Rustavi. <i>Milkeni</i> also doubled the production of butter to 400kg/month.	Programme client
7	Machinery implements and spare parts distribution company <i>Mar-Mot Ltd</i>	Business Expansion	Client	Verified/ September 2019	Y Direct Both	Sumgait, Azerbaijan	July/2019	Aleksandre Vershinin, a machinery shop owner in Sumgait, has stopped importing rakes from Turkey after 10 years and is now buying from <i>Mar-Mot Ltd</i> instead. Aleksandre receives rakes at a 15% cheaper price with <i>Mar-Mot</i> compared to Turkey. Adil has a delivery service which additionally saves 4% of transportation costs for the importer.	<i>Mar-Mot</i> presented the programme facilitated rakes at an agricultural exhibition in Baku Aleksandre Vershinin was one of the exhibition visitors who negotiated with <i>Mar-Mot</i> to import rakes.

8	Meat in KK <i>Alali Ltd</i>	Crowding in	STO	<i>Verified/ August 2019</i>	Y Indirect Both	Koda, Tetrtskaro	<i>December 2018</i>	A new <i>Slaughterhouse Akhali Khortsi 2018 Ltd</i> is slaughtering 100 cattle, 40 sheep and 600 pigs per month. Their clients are meat shops in Tbilisi.	The slaughterhouse owner Nodar Sigiashvili is a relative of the owner of <i>Alali Ltd</i> slaughterhouse. The owner provided him with information about equipment and business model and suggested that Ekaterine Burkadze further help him to implement <i>HACCP</i> .
9	Wool in SJ IE Manana Tsikarishvili <i>Wool House</i>	Crowding In	Client	<i>Verified/ July 2019</i>	Y Indirect Both	Aspindza	2016	Nino Melikidze has been been making quilts, mattresses and pillows since 2016. <i>Produce in Georgia</i> awarded her 5,000 Gel, she also received a 3,600 Gel loan from <i>TBC Bank</i> to purchase wool processing and pillow making equipment. The majority of their customers are locals, visitors, and <i>Vardzia Resort Hotel</i> . She is buying washed wool from <i>Wool House</i> .	Nino Melikidze started producing quilts, mattresses and pillows after her mother visited <i>Wool House</i> to get their service and decided to copy the business model.
			Client	<i>Verified/ July 2019</i>	Y Direct Both	Khashuri	2018	<i>Wool House</i> is now supplying wool to up to twenty-five guesthouses and twelve kindergartens, in 2015 the baseline was five kindergartens. In 2018, <i>Wool House</i> added a new service of producing over wintering pillows for apiaries and is now supplying them to up to twenty beekeepers. In 2018, <i>Wool House</i> started supplying 450 kg of washed wool/month to <i>Wool Processing Enterprise in Khashuri</i> . Before the enterprise used to buy washed wool in Lilo, now they prefer buying it from <i>Wool House</i> as it has a wool delivery service and higher quality \ wool than in Lilo.	Programme client
10	Meat in AJ <i>Ori Gio Ltd</i>	Business expansion	Client	<i>Verified/ April 2019</i>	Y Direct Both	Khulo	<i>April/ 2019</i>	<i>ENPARD II</i> awarded <i>Ori Gio Ltd</i> 174,000 Gel for the processing of entrails.	Programme client

ANNEX 3: STAKEHOLDER PERSPECTIVES

Social Responsibility



THE KINDNESS OF STRANGERS DURING THE COVID-19 OUTBREAK: 'It is now important to show our support to each other and I initiated the collection of cheese from eleven *Georgian Milk Mark* dairies and distributed it to the *Infectious Diseases and AIDS Center in Tbilisi* to support medical staff during the virus outbreak. They were very surprised and thankful. I think those *GMM* enterprises set a very good example for others.' **Papuna Koridze, the owner of a GMM cheese distribution company.**

'*Roki Ltd* has started the production of a new hand sanitizer *Septer* as a response to increased demand. We sold out our supplies in a day to banks, the *Ministry of Education* and clinics and there is a new order for four tonnes of *Septer* from the government. We closely cooperated with the government in developing this product.' **David Bostashvili, representative of Roki Ltd.**

Machinery



SATISFIED EMPLOYEE: 'A year ago I attended the *Production of Hydraulic Hoses and Rakes* course organized by *Marmot Ltd* and became their staff member. I am very satisfied with this job and salary. Over the last year my salary has increased from 900 Gel/month to 1,100 Gel/month. *Adil* is also paying into my *Pension Fund*. This job allowed me to take a loan and buy a minivan which is helping my youngest brother with running our family's business.' **Elchin Piriev, the overseer of hydraulic hoses and rakes production at Marmot Ltd.**

Agri Journalism



AGRI REPORTING IN ARMENIA: 'In 2019 we launched daily agri news reports on our primetime news and weekly in-depth agri reports. Since then we have shown thirty in-depth weekly reports, some of them have been translated into Georgian and shared with *Agri News* in Georgia. As a result, about 101,549 rural people have been reached through the agri reports.' **Anjela Stepanyan, journalist of ALT TV in Armenia**

AGRI JOURNALISM GROWTH: 'This year our university updated the agri journalism module of the *Journalism Resource Centre* by ourselves and submitted it for accreditation as a mandatory subject of the department of journalism. We have many students from villages and they see the importance of agri reporting. I think the course is crucial and I am trying my best to support the teaching process.' **Mzia Tadumadze, lecturer at the Akaki Tsereteli State University in Kutaisi.**



IMPORTANCE OF THE GODERDZI ALPINE GARDEN (GAG): 'This is a unique project for Georgia. It has already become an important tourist destination. The *GAG* has six full-time local employees with very good salaries. The project is attracting tourists/visitors interested in the biodiversity.' **Vakhtang Beridze, the Mayor of Khulo Municipality.**

Dairy



INCREASING MILK YIELD: 'After the opening of the dairy factory *Natural Produktsia Ltd* next to our village, I saw the possibility of selling milk, took a loan and bought three improved breed cows to get more milk. Now we have up to sixty litres milk/day from eight cows, while before we had fifty litres milk/day from fourteen cows.' **Tina Dzirkvadze, a female farmer from Maniaketi, Khulo municipality.**



THE IMPACT OF THE GEORGIAN MILK MARK (GMM): 'Last year I was granted permission to use the *Georgian Milk Mark*. A newly opened hotel *Holiday Inn Telavi* saw my GMM cheese on *Facebook*. They were looking for cheese made of raw milk and found out that the GMM ensured this. They signed an agreement with us and we were supplying nine kg pressed cheese with different flavors once every four days with different flavors on each supply before the COVID-19 outbreaks.' **Levan Bejanishvili, the owner of dairy factory Shuamta Ltd.**



'*Tsintsarko +* was granted permission to use the GMM in March 2019. I have a GMM sign on my milk collection car, I am very proud of it and am feeling motivated. After getting this job, I bought a house and seven milking cows. I took a 75,000 Gel loan, bought a new milk collection car and built a big cowshed. I will cover this loan in three years, then I will take another loan and buy fifty cows.' **Jaba Khozrevanidze, milk collector of dairy factory Tsintsarko+ Ltd.**



'Two dairy enterprises, whose cheese I have been distributing for six years, were granted permission to use the GMM in August 2019 and since then I have increased sales by 30%, adding eighty new shops in Western Georgia. Those shops wanted cheese only with the GMM. I am now buying 90% of the cheese produced by those two enterprises, whilst before the GMM, I could only buy 50% of their cheese. They now prefer to work only with me, as I am paying on time and they see that I have a stable market for the GMM cheese. I hired another cheese distributor and pay him 1000 Gel/month.' **Papuna Koridze, owner of a cheese distribution company.**



'Last year I was granted permission to use the GMM and I improved the design of our packaging, conducted very good marketing activities and the sales of cheese increased immediately by 20%. There is a high demand for cheese produced with raw milk that makes us sure that we will stay on board.' **Iveri Gabarauli, owner of dairy factory Milkeni Ltd.**



'This year the price of milk increased by 0.20 Gel/litre due to high competition among milk collectors. There are two milk collectors in our village, I am supplying milk to a GMM enterprise's milk collector and I am proud of that, they are using only raw milk to produce dairy products. Several months ago I took a loan and increased the number of cows from seven to ten, so I am now supplying more milk.' **Gia Kakhadze, a male farmer from Avranlo Village, Tsalka municipality.**

HONEY



JARA BEEKEEPERS ASSOCIATION SUPPORT TO JARA BEEKEEPERS: 'For the first time in Georgia, eighteen Jara beekeepers in Ajara have just received Bio certification. Six more Jara beekeepers, including the Jara apiary in the [Goderdzi Alpine Garden](#), are currently undergoing the certification process and are due to obtain certification in July this year. Since November 2018, we, the [Jara Beekeepers Association \(JBA\)](#) have facilitated training, on-site recommendations and provided treatment of hives with Bio vet medicines using special equipment. Our beekeepers are now following the bio requirements including keeping records. Interest in Jara honey production and Bio certification is growing throughout Georgia.' [Aslan Shakaradze](#), [Chairman of the Jara Beekeepers Association](#).

BENEFITS OF JARA HONEY PRODUCTION: 'I am very proud that I was able to get Bio certification. It was not easy, as I did not have any information before, but the support from the [JBA](#) was crucial. The process has already contributed to minimizing disease risk and increasing the productivity of my Jara hives by thirty percent. I am planning to increase my Jara hives from six to fifteen this year because there is now a stable market. Over the last two years, I have sold [Jara](#) honey to the [Nena](#) company, which paid on time and helped with harvesting. I am also planning to get Bio certification for other types of honey.' [Ramin Jjavadze](#), [a Jara Beekeeper from Keda Municipality](#).

HONEY EXPORT GROWTH: 'Last year the [Nena](#) company exported honey to different countries and we are now receiving orders for the next batch which is a significant achievement. We are dealing with some unforeseen circumstances, but it is getting easier every time. Last week we also received an order for two tonnes of [Jara](#) honey from Poland to be delivered this Spring. Jara honey has already got Bio certification, which will make it even more attractive for foreign honey consumers.' [Mariam Mamulashvili](#), [the Export Manager of the Kakhetian Traditional Winemaking Group, Nena Ltd.](#)

SUCCESSFUL ADVOCACY IN THE HONEY SECTOR: 'This year, only eight percent of honey samples tested positive for prohibited substances, compared to fifty-four percent last year, according to the results of the [Residue Monitoring Plan of the National Food Agency](#). This reduction is thanks to our [Do's and Don'ts Antibiotic Use](#) national information campaign and [breakthrough legislation](#) we facilitated which was adopted by the [Government of Georgia](#), which prohibits registration of beekeeping medicines containing restricted antibiotics. Another successful case of advocating was that this year two Georgian honey companies won a state tender to source up to forty tonnes of Georgian honey to the [Ministry of Internal Affairs](#) during one year, which was previously tendered to cheaper Russian companies.' [Aleko Papava](#), [the Chairman of Georgian Beekeepers Union \(GBU\)](#).

WEE



RECOGNITION for KEDA WOMEN'S ROOM: 'Two months ago the [Women's Information Center \(WIC\)](#) did a national survey of Womens Rooms and found that the [Keda Women's Room](#) in Ajara was the best in Georgia for its successful activities related to women's economic empowerment and positive influence on rural women. I am very pleased about it.' [Tea Sharashidze](#), [Women's Rooms Manager in Keda Municipality](#).

WOMEN'S ROOMS ARE MOVING FORWARD IN KAKHETI: 'The role of Women's Rooms is proving significant in raising awareness of the issues related to defeating stereotypes and vicious traditions existing in our society. The more initiatives and ideas the Women's Rooms' managers are instigating, the more effective this municipal service becomes.' [Benq Gegechkori](#), [Head of Local Self-Government Relations Department in Kakheti region](#).

'The Women's Room helped me to feel more equal and integrated into society as I am a Baptist and sometimes in our society, especially in rural areas, people struggle to accept someone with a different religion. The manager helped me become more integrated and I became motivated to help other people in need. I would like to set up a space like the Women's Room in my village to serve as a retirement house or shelter for victims of domestic violence.' [Manana Vashakmadze](#), [a visitor of Akhmeta Municipality Women's Room](#).

'Last year I attended almost all the meetings held in villages. I had constant communication with the Mayor's representatives in villages to ensure women's active involvement in those meetings. As a result, fourteen women's business ideas were funded by the village support programme. The majority of those initiatives were about the renovation of kindergartens and rehabilitation of water pipes' [Eka Zurabashvili](#), [Manager of Lagodekhi Municipality Women's Room](#).

WOMEN'S ROOM SUPPORTS RURAL WOMEN IN ALAVERDI, ARMENIA: 'I attended a three month English language course at the [Alaverdi WR](#) several months ago. The course is not enough to fully learn English, but I managed to learn basics to communicate with tourists. I am going to work at a shop near to the Georgian border, as there are many foreigners and the shop owner needs consultants who have some English.' [Anahit Ananikvan](#), [a visitor of Alaverdi WR](#).

BSP



BSP IN KAKHETI: 'Bio Security Points are very important for sheep farmers – water is available, the chemicals for dipping are free, the infrastructure is in a very good condition, the dipping place is fenced and the sheep do not run away, vets are there and the location is very convenient. The conditions are much better than the private sheep dips, where I used to leave one head of lamb to an owner for receiving this service, I also had to buy the chemicals for dipping and bring water there myself.' [Mamuka Kvarelashvili](#), [a male sheep farmer from Napareuli Village, Telavi Municipality](#).

APPENDIX 4: LIST OF INTERVENTIONS UNDERTAKEN IN THE REPORTING PERIOD APRIL 1ST TO MARCH 31ST 2020

Intervention #	Name	Contact	Location	Type	Date	Total Investment & % Contribution		ALCP	Client	3rd Party	Rating		
						\$	%						
1	1.1.1 GMA/Theme 1 KK-1	GMA	Jaba Burjaliani	Tbilisi	Develop promotional activities of the Georgian Milk Mark (festivals, events, administering web and Facebook pages)	22/07/2019	\$ 19,431	100%	19,431	100%		Very Good	
2	1.1.1 GMA/Theme 1 KK-2	GMA	Jaba Burjaliani	Tbilisi	Develop promotional activities of the Georgian Milk (promotional video of GMM, replacement at TV 1channel)	07/10/2019	\$ 12,230	100%	12,230	100%		Very Good	
3	1.2.1-3.4.1 The Georgian Beekeepers Union /Theme – 1 WG - 1	NNLE Georgian Beekeepers Union	Nino Glonti	Tbilisi	Creation and empowering of an umbrella association uniting nine beekeeping associations and three companies	03/04/2019	\$ 22,352	100%	15,187	68%	7,165	32%	Very Good
4	1.5 Batumi Botanical Garden/WG-1	NNLP Batumi Botanical Garden	Irakli Archaia	Ajara	Development of Beekeeping zone in the Goderdzi Alpine Garden	08/05/2019	\$ 16,029	100%	6,558	41%	9,471	59%	Very Good
5	1.5/3.1/3.2 Georgian Wool Company /Theme - 2 KK - 2	Georgian Wool Company Ltd	Zaur Kulievi	Tbilisi	Wool exporter Product diversification /construction of a new wool washing facility	08/05/2019	\$ 237,025	100%	124,385	52%	112,640	48%	Very Good
6	1.5.1 Natural Produktsia / Theme-1 WG-1	Natural Produktsia Ltd	Arkadi Kakhadze	Batumi	Market Diversification/ FS&H compliant dairy shop in Batumi	03/07/2019	\$ 63,200	100%	32,100	51%	31,100	49%	Very Good
7	1.5.1 Kutaturi / Theme-1 WG-1	Kutaturi Ltd	Zurabi Bregadze	Kutaisi	Slaughterhouse - Product diversification	23/08/2019	\$ 48,532	100%	30,692	63%	17,840	37%	Very Good
8	1.5.1/3.2.2 Akhmed Niazovi/Theme - 1 Kakheti - 1	IE Akhmed Niazovi	Akhmed Niazovi	Telavi	Sheep Slaughterhouse - to be HACCP certified and access to the export markets	06/09/2019	\$ 27,370	100%	13,610	50%	13,760	50%	Very Good
9	1.5.2 Batumi Botanical Garden/WG-2	NNLP Batumi Botanical Garden	Irakli Archaia	Ajara	Eco-friendly sustainable development of the Goderdzi Alpine Garden	11/09/2019	\$ 23,589	100%	7,478	32%	16,111	68%	Very Good
10	1.5.3 Cheese line/Theme - 1 KK- 1	Cheese line Ltd	Zurab Dzmanashvili	Gardabani	Dairy company - to be HACCP certified and apply for GMM and sell GMM cheese at Agri Market	23/05/2019	\$ 16,050	100%	8,400	52%	7,650	48%	Good

11	1.5.3 Alpuri Javakheti/Theme - 1 SJ – 1	Alpuri Javakheti Ltd	Simion Darbinyan	Ninotsminda	Dairy company - to be HACCP certified and apply for GMM	12/09/2019	\$	19,841	12,421	7,420	Good
							%	100%	63%	37%	
12	1.5.3 Dertseli's Nobati/Theme - 1 SJ – 1	Cooperative Dertseli's Nobati	Revaz Beridze	Adigeni	Dairy company - to be HACCP certified and apply for GMM	12/09/2019	\$	11,620	5,200	6,420	Good
							%	100%	45%	55%	
13	1.5.3 Hakob Hambaryan/Theme - 1 SJ – 1	IE Hakob Hambaryan	Hakob Hambaryan	Ninotsminda	Dairy company - to be HACCP certified and apply for GMM	12/09/2019	\$	24,563	15,143	9,420	Good
							%	100%	62%	38%	
14	1.5.3 Levan Bejanishvili/Theme - 1 Kakheti – 1	IE Levan Bejanishvili	Levan Bejanishvili	Telavi	Dairy company - upgrade equipment and continue to use the Georgian Milk mark which is already being used by the enterprise	26/09/2019	\$	40,020	23,911	16,109	Very Good
							%	100%	60%	40%	
15	1.5.3 Tamaz Tagiashvili/Theme - 1 Kakheti – 1	IE Tamaz Tagiashvili	Tamaz Tagiashvili	Akhmeta	Dairy company - to be HACCP certified and apply for GMM and sell GMM cheese at Agri Market	26/09/2019	\$	26,940	16,269	10,671	Good
							%	100%	60%	40%	
16	1.5.3 Leanka/Theme - 1 Kakheti – 1	Leanka Ltd	Ketino Chalakhashvili	Dedoplistskaro	Dairy company - upgrade equipment, to be HACCP certified and to apply for GMM	26/09/2019	\$	34,387	17,040	17,347	Good
							%	100%	50%	50%	
17	1.5.3 Gocha Gagashvili – Nikusha/Theme - 1 Kakheti – 1	IE Gocha Gagashvili – Nikusha	Gocha Gagashvili	Telavi	Dairy company - upgrade equipment and continue to use the Georgian Milk mark which is already being used by the enterprise	11/10/2019	\$	53,913	30,421	23,492	Very Good
							%	100%	56%	44%	
18	1.5.3 Teleti/Theme - 1 KK – 1	Teleti Ltd	Davit Kikolashvili	Teleti	Dairy company - upgrade equipment, to be HACCP certified and to apply for GMM	16/10/2019	\$	44,383	24,663	19,720	Good
							%	100%	56%	44%	
19	1.5.3 Papuna/Theme- 1Kk-1	Papuna Ltd	Papuna Koridze	Tbilisi	Cheese distribution company- upgrade with car refrigerator to supply GMM cheese to supermarkets	01/11/2019	\$	12,524	8,024	4,500	Very Good
							%	100%	64%	36%	
20	1.5.3 Odlisi/Theme-1 kakheti-1	Odlisi Ltd	Maka Giorganashvili	Telavi	Dairy company - upgrade equipment, to be HACCP certified and to apply for GMM	02/12/2019	\$	40,463	24,316	16,147	Very Good
							%	100%	60%	40%	
21	1.5.3 Business Institute of Georgia/Theme-1 KK-3	Non Entrepreneurial (NonCommercial) Legal Entity Business Institute of Georgia	George Gigolashvili	Tbilisi	An independent body, who administers the Georgian Milk mark	25/12/2019	\$	46,150	39,878	6,272	Very Good
							%	100%	86%	14%	

22	1.5.3 Milken/Theme-1Kk-2	Milken Ltd	Iveri Gabarauli	Rustavi	Market Diversification/ FS&H compliant dairy shop in Rustavi	23/01/2020	\$	30,319	16,499	13,820		Very Good
							%	100%	54%	46%		
23	1.6 Ozurgeti Municipality/ALCP-WG-1	Ozurgeti Municipality	Aleksandre Sulrguladze	Ozurgeti	Establishing a Municipal Service Women's Room in Ozurgeti Municipality	12/03/2020	\$	6,992	3,623	3,369		N/A Covid -19
							%	100%	52%	48%		
24	1.6 Zestaponi Municipality/ALCP-WG-1	Zestaponi Municipality	Giorgi Goglichidze	Zestaponi	Establishing a Municipal Service Women's Room in Zestaponi Municipality	13/03/2020	\$	7,164	3,163	4,001		N/A Covid -19
							%	100%	44%	56%		
25	1.7.1 MoU with FSIB of Armenia/KK-1	Food Safety Inspection Body of the Government of Armenia	Georgi Avetisyan	Erevan, Armenia	Hire an international expert to study livestock transhumance system in Armenia and to plan infrastructure for animal disinfection against ectoparasites	04/06/2019	\$	6,600	6,600			Very Good
							%	100%	100%			
26	1.7.1 The National Food Agency/ALCP-001	The National Food Agency	Zurab Chekurashvili	Tbilisi	Development of 4 Water Points on the AMR and preparation of architectural and engineering plans for the BSP of Mtskheta-Mtianeti region	16/01/2020	\$	86,524	21,171	65,353		Very Good
							%	100%	24%	76%		
27	2.2.2. Agro Trading /Theme - 2 KK - 2	Agro Trading Ltd	Lajvardi Shavadze	Marneuli	Importer/Exporter livestock feed Cross border trade	21/01/2020	\$	300,759	43,129	257,630		Very Good
							%	100%	14%	86%		
28	2.3.6 Gergili/KK-1	Gergili Llc	Revaz Enukidze	Tbilisi	To provide Environmental, Occupational Safety and Social Risks Assessment and occupational safety trainings for dairy, meat, wool and honey value-chain actors in rural areas of Georgia	18/03/2020	\$	84,743	23,658	61,039	104	Very Good N/A Covid -19
							%	100%	27.9%	72%	0.1%	
Service Contracts												
29	2.3.6 Gergili/ALCP KK-2	Gergili Llc	Revaz Enukidze	Tbilisi	Environmental, Occupational Safety and Social Risks Assessment Consulting company	07/08/2019	\$	3,000	3,000			Very Good
							%	100%	100%			
30	1.5.1/ 3.2.1 KTW Agro-Keda Ltd	Caucascert Ltd	Davit Bedoshvili	Tbilisi	Bio certification of Jara honey	07/10/2019	\$	13,340	13,340			Very Good
							%	100%	100%			
31	1.5.1/ 3.2.1 KTW Agro-Keda Ltd	Star Consulting Ltd	Ekaterine Burkadze	Tbilisi	HACCP implementation in honey producing company	12/03/2020	\$	660	278		382	Very Good
							%	100%	42%		58%	

 Georgian Milk Mark 






95% of visitors are women, aged between 25-35 the majority of them are from Tbilisi, followed by Batumi

14,071 subscribers

13,969 likes

1,236,870 posts views

  GMM related information reached **198,023 people** on Facebook & YouTube out of which 55, 341 viewed the *GMM Animation*

 The national channel TV *Pirveli* showed the *GMM Animation* for free as a social advert five times/day in March, reached up to **230,000** viewers.



33,500 leaflets disseminated through *Spar*, *Zaapari*, *Goodwill*, *Willmart* and *Madagoni* supermarkets

 **9,070 unique visitors**
www.georgianmilk.ge



40 articles & videos published in media related to GMM since April



3,345 people checked the enterprise section. The majority of them viewed *Tsifora-Samtskhe Ltd* and *Tsezari's* enterprises

The *Georgian Milk Federation* a coalition of 24 dairies using and applying for the mark facilitated by the *Business Institute of Georgia*, advocated against the unchecked use of Iranian evaporated milk, developing action points to government and the public. The Federation will continue its work, advocating for concerns regarding its members.



Eleven leading supermarket chains + *Tsezari's Shop in Batumi* are promoting cheese under the GMM and getting positive feedback from their cheese consumers as they are now able to differentiate cheese made of milk powder and raw milk; after the positive feedback from the consumers, supermarkets have made the cheese under GMM more visible in refrigerators/shelves.

Business

- On 16th of 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.
- The GMM dairies *Tsintskaro+* and *Tsipara Samtskhe Ltd* participated at the *Cheese and Hot Drinks Festival* in November in Tbilisi.
- The GMM animation has been promoted through Media: *TV Pirveli*, *Me var Fermeri*, *Aaroface.ge*, *Ferma*, *PSnews.ge*, *Aarogaremo TV* and by the *Destination Management Organization (DMO)* in SJ.
- Tsezari's Matsoni*, *Milkeni's* ghee & butter have also got the GMM.
- Tsezari's* new cheese shop exterior has been promoting the GMM, plus 2,000 GMM flyers have been disseminated among customers. *Tsivis Kvili* in Kakheti is promoting the GMM through their Facebook reaching 6,500 followers.
- Over the last year sixteen jobs have been created out of which fifteen are women.
- COVID-19: thirteen GMM enterprises have contributed to the common good and supplied cheese to the hospitals and those under quarantine during the virus outbreak.
- The *Business Institute of Georgia (BIG)* has been providing continuous support to the GMM dairies to get permits for their distribution vehicles throughout Georgia during the curfew and related movement restrictions.

Ongoing observation of consumers' feedback



Some consumer say that they cannot find GMM cheese in their local shops and supermarkets