



ევროკავშირი
საქართველოსთვის

Project funded by the European Union

**SITUATION AND PROSPECTS OF THE
APPLE VALUE-CHAIN IN GEORGIA
THINK AND ACT TOGETHER**



Anna Sheveleva

Co-Founder and Managing Director, ATIS Sakartvelo

“Digital technologies for improvement of the Environmental and Economical Dimensions of Agriculture in Georgia” (10 mn)





ევროკავშირი
საქართველოსთვის
Project funded by the European Union

**SITUATION AND PROSPECTS OF THE
APPLE VALUE-CHAIN IN GEORGIA
THINK AND ACT TOGETHER**



How reliable are investments in production?

FINANCE

How to provide information about services and products?

INPUT

How do we ensure sector growth and food security?

REGULATOS

How to improve market and price information transparency?

POST-HARVEST

What volume of sales of goods can we predict?

SALES



PRODUCTION





How reliable are investments in production?

FINANCE

How to provide information about services and products?

INPUT

How do we ensure sector growth and food security?

REGULATOS

How to improve market and price information transparency?

POST-HARVEST

What volume of sales of goods can we predict?

SALES



PRODUCTION





How reliable are investments in production?

How to provide information about services and products?

How do we ensure sector growth and food security?

How to improve market and price information transparency?

What volume of sales of goods can we predict?

FINANCE

INPUT

REGULATOS

POST-HARVEST

SALES

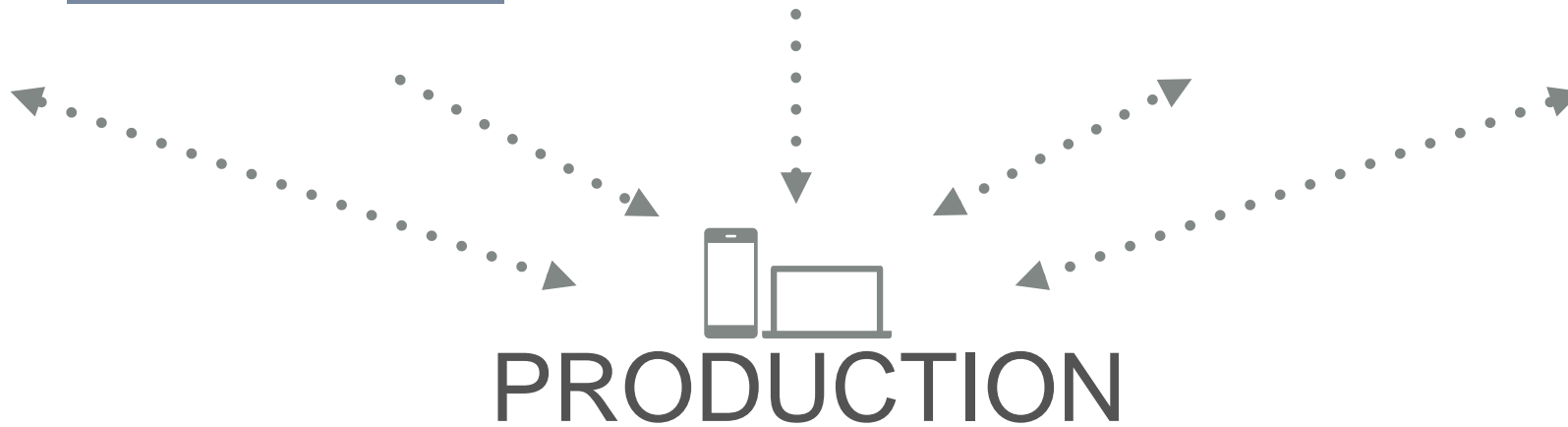
Document Flow

Services Supply and Advisory

Production Standarts

Production Cost

Traceability





- WORK PLAN BY STANDARDS (Global GAP, ISO and etc)
- FINANCIAL MANAGEMENT (REVENUE, EXPENSES, PROFITS PER CROP)
- CROP MANAGEMENT
- AGRONOMIC ADVISORY
- SATELLITE AND WEATHER MONITORING
- PEST RISKS MONITORING

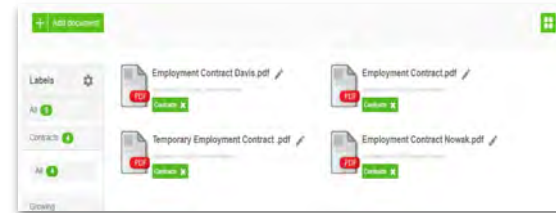




Crop and Production Plan



Daily Work Orders



Contracts

Harvesting summary per field

Field	Facility	Season	Variety	Warehouse	Date	Quantity
Field 01	Barley	2018/2019	Elastrum	Elastrum (Bin)	6/25/2019 12:00:00 AM	243846.00000 Kg
					6/30/2019 12:00:00 AM	224019.00000 Kg
					7/6/2019 12:00:00 AM	223296.95000 Kg
					7/10/2019 12:00:00 AM	224511.85000 Kg
					7/10/2019 12:00:00 AM	224511.85000 Kg
					7/10/2019 12:00:00 AM	244862.32000 Kg

Harvest Summary

Planned Activity	Execution Type	Category	Order
Fertilizing with Insect	Operational production	Fertilizing	1
Seeding	Operational production	Planting	1
Water Irrigation	Operational production	Fertilizing	1
Pruning/Trimming	Operational production	Fertilizing	1
Drainage	Operational production	Fertilizing	1
Plant protection	Operational production	Production	1
Fertilizing with Nitrogen/Fertilizer	Operational production	Fertilizing	1
Harvesting	Operational production	Harvesting	1
Drainage protection	Operational production	Production	1
Plant protection	Operational production	Production	1
Harvesting	Operational production	Harvesting	1

Season Agronomy Plan

Protection product usage report

Farm / crops	Field/Agricultural ID	Usable area	Prod	Protection product	Active substances	Quantity	Product	Dis	Start time	End time
Apple / Apple	Field 01 (2112041)	10 ha	Apple root collar, Apple scab	Blue el (SCC)	Copper (II) Hydroxide - 1.33 (10.00000%), Mineral oils - 7.30 (58.00000%)	13.26 L	1 days	3/9/2021	7:30 AM	12:30 PM
		10 ha	Apple scab	Mineral light oil	Mineral oils - 15.51 (100.00000%)	15.51 L	1 days	3/3/2021	7:30 AM	1:00 PM

Agrochemical Usage

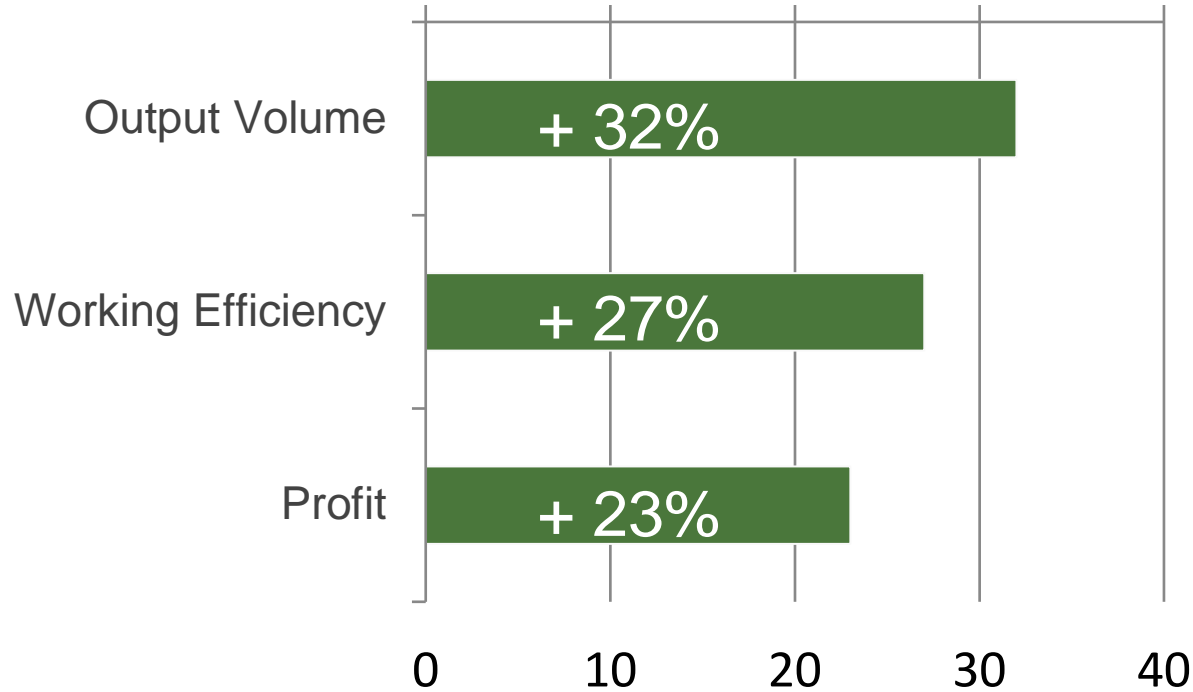
Сведения о количестве обработок за отчетный период

Дата проведения работ	Объект обработки	Объем обработанной площади	Средство защиты растений	Состав действующих веществ	Средство	Количество	Единица измерения
2021-03-03	Field 01	10 ha	Blue el (SCC)	Copper (II) Hydroxide - 1.33 (10.00000%), Mineral oils - 7.30 (58.00000%)	13.26 L	1 days	3/9/2021 7:30 AM - 12:30 PM
2021-03-03	Field 01	10 ha	Mineral light oil	Mineral oils - 15.51 (100.00000%)	15.51 L	1 days	3/3/2021 7:30 AM - 1:00 PM

Financial

Amount	Amount per ha
Apple	
Field 02	61.97 Kg
Field 01	48.91 Kg
Total: 108.88 Kg	
Amount	Amount per ha
Apple	
Mineral oils	49.66 Kg
	3.98 Kg

Active Substance



Grow More

Increase
Quality

More Income

Production
Costs

OPEX

Inventory
Costs

-9%

-16%

-15%

*calculations were carried out in 185 production companies that implemented ERP



ევროკავშირი
საქართველოსთვის
Project funded by the European Union

**SITUATION AND PROSPECTS OF THE
APPLE VALUE-CHAIN IN GEORGIA
THINK AND ACT TOGETHER**



FINANCE: Transparency of the economic activity of the production

INPUT: Improved price transparency, access to transportation and storage

REGULATORY: GDP sector growth. Ensuring environmental and food safety

POST-HARVESTING: Regulated pricing. Reduced logistic and storage costs

SALES: Providing quality products. Waste reduction





- Objectively assess the state of affairs in order to provide targeted support to an enterprise or region.
- Make decisions on concessional lending and subsidies
- Predict export and import performance
- Engage more youngster
- Significantly optimize the process of controlling the expenditure of public funds
- Establish a relationship between the farmer and the producer on a contract basis



Monitoring of the production through Farm Management Systems helps to improve the exact amount of fertilizer and pesticide applications

50%

forecast by 2023 for reducing pesticides for all farmers in the EU by European Innovation Council (EIC)

European
Innovation
Council





ევროკავშირი
საქართველოსთვის
Project funded by the European Union

**SITUATION AND PROSPECTS OF THE
APPLE VALUE-CHAIN IN GEORGIA
THINK AND ACT TOGETHER**



Thank you for your attention!

a.y.sheveleva@gmail.com

+995 599 054 862

