



ევროკავშირი  
საქართველოსთვის  
Project funded by the European Union

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



## **Kateryna Poberezhna** **Agribusiness Project Manager EBRD**

“ East Fruit- EBRD Investing for change” (10 mn)





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Over 1mn direct audience in RU,UZ and ENG and around 10mn of total fresh produce sector audience per year

About 35th visitors from Georgia

The screenshot shows the website interface for east-fruit.com/en/. At the top, there are logos for the European Bank for Reconstruction and Development, The European Union for Georgia (EU4Business), and the Food and Agriculture Organization of the United Nations (FAO). The website header includes the 'EAST FRUIT' logo and navigation tabs for Home, News, Horticultural business, Prices, and Retail audit. The main content area features a 'Trending topics' section with three articles: 'The season of local apricots will start at the usual time in...', 'Asparagus is becoming cheaper in Moldovan retail chains', and 'Prices for imported onions have increased in Ukraine'. Below this is a 'News' section with an article titled 'Prices for potatoes in Georgia are at a record high' and another about 'Blueberry season is delayed in Georgia but the main export markets are already known'. On the right side, there is a 'YouTube channel' section for EAST FRUIT with a 'SUBSCRIBE' button, and a 'Discussed now' section featuring a comment from Baburbek on Uzbekistan exports.

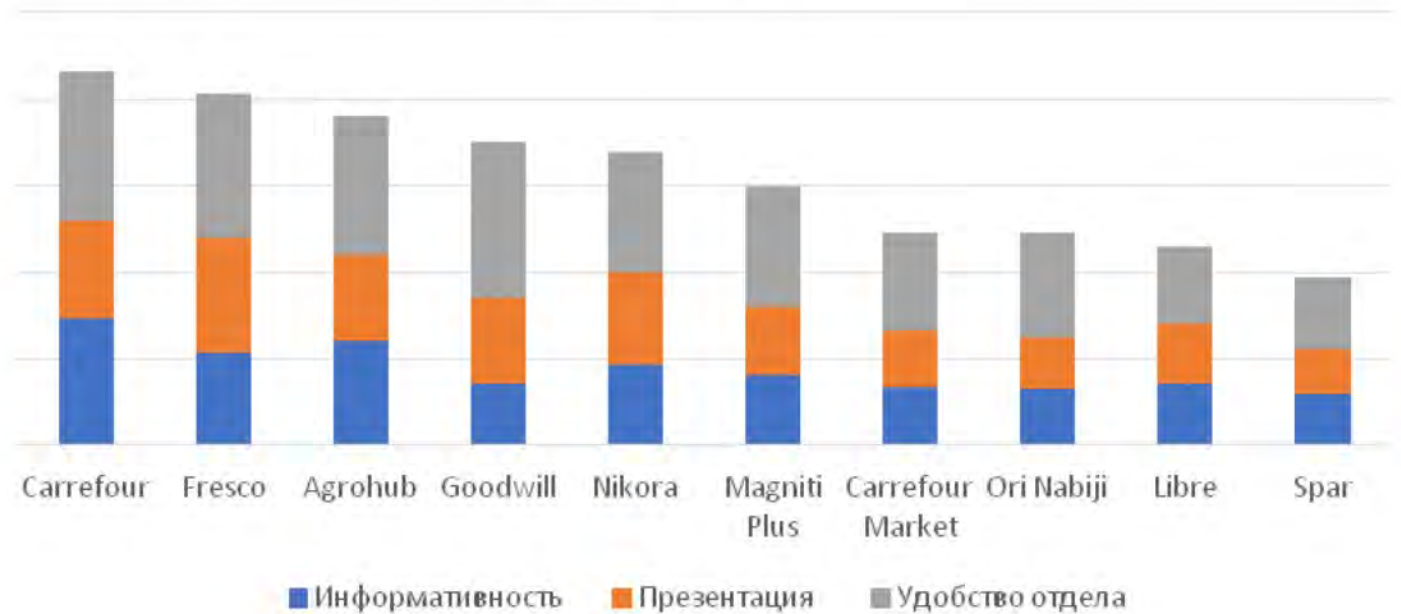




**Retail audits** helping accurately and quickly analyse any food **retail business**

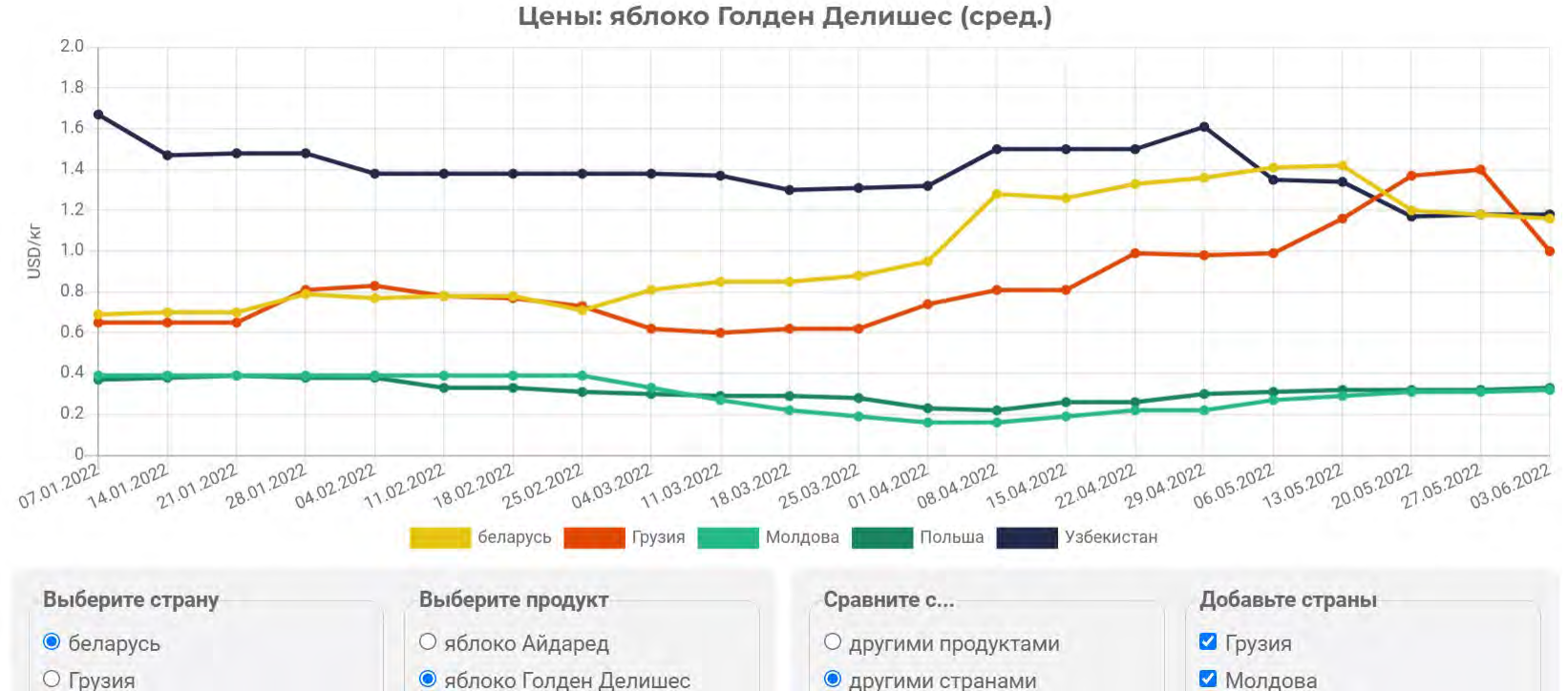
When used as a **benchmark**, it could also help improve efficiency of the retail

Рейтинг супермаркетов Тбилиси по качеству отдела, март 2022





The best **team** of experienced produce experts and 3+ years of **unique market and price data**





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Trend discovery and niche  
business **idea generation** system



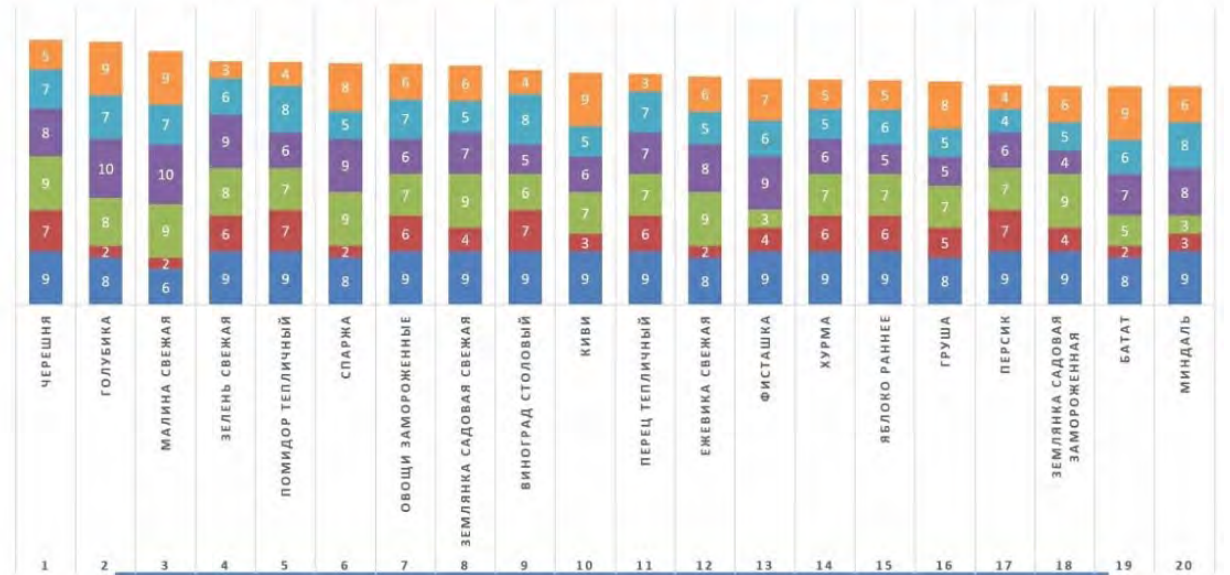
Food and Agriculture Organization  
of the United Nations



European Bank  
for Reconstruction and Development

РЕЙТИНГ ПРИВЛЕКАТЕЛЬНОСТИ ОВОЩЕЙ И ФРУКТОВ ДЛЯ  
ИНВЕСТИЦИЙ В УЗБЕКИСТАНЕ

- Климатические преимущества
- Развитие технологий, опыт
- Удельный вес затрат на р/с
- Цена к затратам на транспорт
- Тренды экспорта
- Перспектива роста внутреннего рынка





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**Trading platforms to boost market linkages with combined audience of over 20,000 from 50+ countries**

**Торговая площадка  
EastFruit Trade**



Купить или продать  
ПЛОДООВОЩНУЮ ПРОДУКЦИЮ:

овощи, фрукты, ягоды, зелень, орехи

**Смотреть предложения**

**Торговая площадка  
EastFruit Technology**



Купить или продать  
ТОВАРЫ И УСЛУГИ ДЛЯ САДОВОДСТВА ИЛИ ОВОЩЕВОДСТВА:

саженцы, семена, удобрения, техника, защита, орошение, хранение, упаковка, маркировка

**Смотреть предложения**





Unique system of **trade alerts** and price alerts critical for smoothing the price shocks



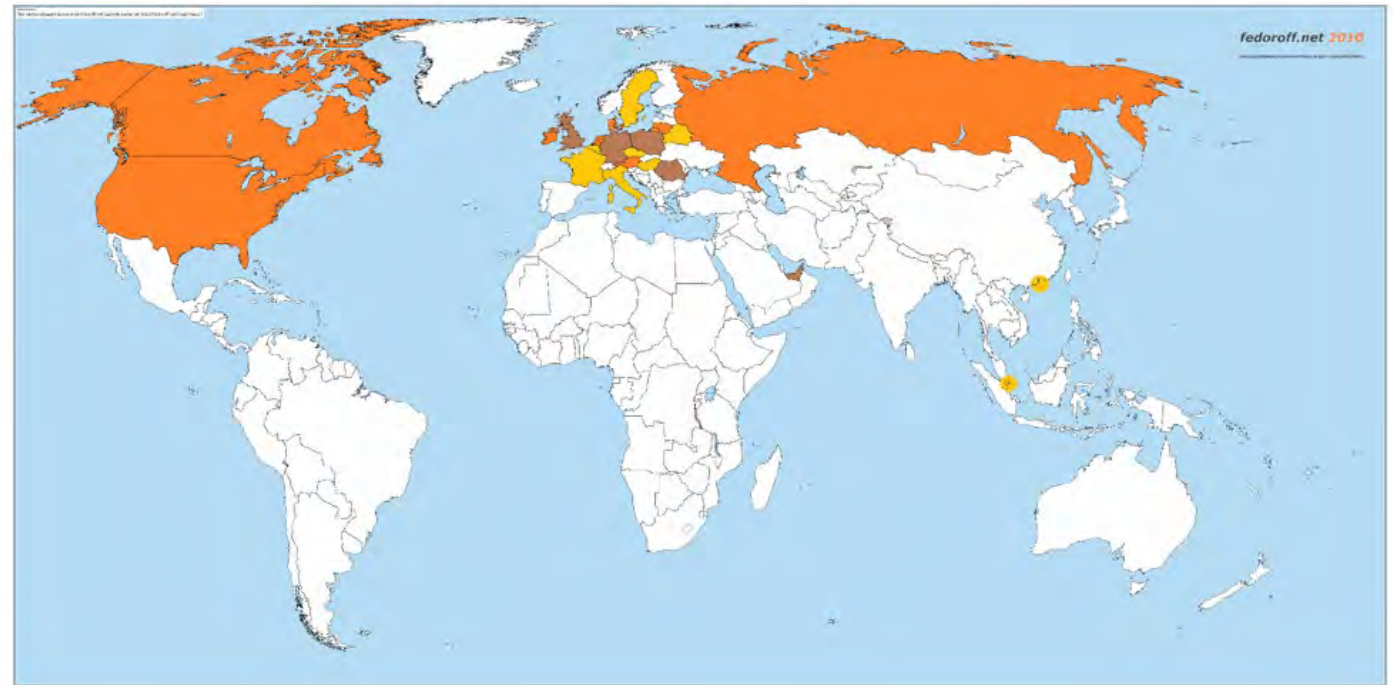
↕↑					
	Польша	Молдова	Грузия	Узбекистан	Таджикистан
<b>ЯГОДЫ</b>					
Земляника садовая		<b>-37%</b>	<b>+19%</b>		
<b>КОСТОЧКОВЫЕ</b>					
Черешня (калибра свыше 26 мм)				<b>-22%</b>	
<b>ЯБЛОКИ И ГРУШИ</b>					
Раннее яблоко					<b>-38%</b>
Голден Делишез			<b>-29%</b>		
Конференция	<b>+31%</b>				
<b>ТЕПЛИЧНЫЕ ОВОЩИ</b>					
Огурец	<b>+59%</b>		<b>-37%</b>		
Томат			<b>-29%</b>		
<b>ОВОЩИ БОРЩОВОГО НАБОРА</b>					



Unique system of **prioritising markets** for each product helping get quick results and excellent return on investments in export promotion

## Top-15 potential global importers of fresh herbs from Georgia

Top-5    Top-10    Top-15







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# Thank you for your attention!

