



ევროკავშირი
საქართველოსთვის
Project funded by the European Union

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



Jean Marc Stavroulakis
Founder, Eliots

“Market trends for apples” (10 mn)





One option: Partnership between producer and retailer.
Presentation of Filière Qualité Carrefour France.
A Win-Win Collaboration





Customers needs :

Freshness, Healthy, Tasty, Local product.

Situation as of today:

Intermediate collect from farmer and distribute to
Retailers.

No Guarantee of Origins.

No guarantee on non usage of excessive fertilizer or
pesticide.

High commission paid to intermediate that will increase
final price paid by the customer.



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Contract:

Agreement on Yearly volume.

Agreement on purchase price.

Contract signed for a minimum period of 3 years.

Specifications contract defining the full specification of the product and the usage of any chemical.

Packaging, branding, highlight of the produce on the point of sales.



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Cartel aéreo

Banner vertical

Separadores horizontales

Separadores verticales





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Output of this partnership:

Rayons Promotions Catalogues En ce moment

pommes golden

Mes produits Mon compte Aide & contact Panier

Drive Retrait gratuit en magasin Livraison Votre plein de course en 24h Livraison 1h Vos courses d'appoint en 1h

Product Name	Quantity	Price / Unit	Price
Pommes Golden delicious vrac FILIERE QUALITE CARREFOUR	1Kg	1.49 € / KG	1,49€
Prime Bio Pommes Golden Bio	6 pièces	2.49 € / U	2,49€
Pommes Golden delicious vrac	800g	0.99 € / KG	0,79€
Pommes Golden delicious	2Kg	0.90 € / KG	1,79€
Pommes Golden delicious FILIERE QUALITE CARREFOUR	6 pièces	3.12 € / KG	2,50€

Votre Avis

Vous consultez 5 des 5 produits



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Thank you for your attention!

