



ევროკავშირი
საქართველოსთვის
Project funded by the European Union

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



Zurab Gojiashvili Apple farmer from Gori

“Real World Challenges” (10 mn)





Few milestones

- Started intensive apple farming using M9 rootstocks in 2014
- After two consecutive hail damages decision was made to invest into anti hail net support system
- iMetos weather station registered with Pessl Instruments
- Global G.A.P. certified since 2017 - so far the only apple growers in Georgia
- Today we operate 31 hectares of covered orchards - over 28 hectares of apples and some early varieties of pears
- The EU supports us in many ways, we participated EU4Business program
- EU support helped us to introduce European standards of labour, HSS, water and waste management
- Starting October 2021 we operate 1,000 ton capacity cold storage
- ISO 22000:2018 certified since 2021



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Current Status

- We have achieved more or less consistent results in pest management using Bayer IPM methods
- Registered our own brand, Gorge
- Local market became used to our product
- Several contacts with international traders to try entering the Middle Eastern market



Challenges

- Biennial bearing
- Exact definition of harvest period by cultivars
- Precise cold storage parameters
- Packaging
- Logistics



Hopes for Solutions

- Several occasions of international adviser help were unsuccessful due to sporadic one time visits - no real feedback and/or follow-up
- FinExCoop program and its star advisor Marc Lancien introduced different approach: we have constant dialogue, this improved feedback, mutual trust between the advisor and our managers, we have now registered our weather station with RimPro and try to elevate pest management to the next level
- We hope to improve quality of our product in the cold storage to extend market period beyond May



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Thank you for your attention!

