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Swiss Cooperation Office
South Caucasus

Rural Development in Kvemo Kartli (Alliances KK)



Project title	Rural Development in Kvemo Kartli (Alliances KK)
General information	Region: Kvemo Kartli (Georgia) Duration: February 2011-February 2014 Budget: CHF 2'750'000
Project partners	<ul style="list-style-type: none">• Implementing partner: Mercy Corps Scotland• Institutional partner: Ministry of Agriculture and the office of the President's Representative in Kvemo Kartli
Project objectives	<p>The value chain for dairy and meat (beef and sheep) products in Kvemo Kartli are strengthened. The project will support change the market system for the benefit of the poor.</p> <p>Market actors' capacities will be developed to enable delivery of better services, to help the small producers improve the quality and quantity of their production. Small livestock producers will have improved access to markets, information and technologies and increase their incomes by 10 percent.</p> <p>The project will engage in policy dialogue with the competent authorities to improve rules and regulations relevant for the target value chains, enhancing the business enabling environment.</p>
Background	<p>The Kvemo Kartli region is one of the leading agricultural regions in Georgia with high levels of unemployment and poverty. Some 60 percent of the region's population lives in rural areas and relies to a large extent on subsistence agriculture. Livestock farming is the main economic activity of the households and has the potential for pro-poor growth, owing good mountain pastures and adequate land for fodder production and favorable marketing opportunities - closeness to Tbilisi. The small-</p>

scale producers access to markets is limited due to low production quantities and unreliable qualities, as well as poor transport connection to key consumption and processing markets.

The region is prone to landslides, avalanches, flooding, washout of the river banks and mudflows, which is aggravated by often unsustainable agricultural practice.

Project activities

The project targets the municipalities of Tetrtskaro, Dmanisi and Tsalka and focuses on the dairy, beef and sheep value chains. The main focus is to work with existing market actors such as small-size processors, input suppliers, local traders, service providers, business development service organizations, as well as local, regional and national government representatives. The stakeholders will benefit from training and capacity building and improve their business and behavior practices.

The following concrete actions will be undertaken:

- Introduce good management practices for dairy value chain actors to increase hygiene and efficient management
- Veterinary medicine suppliers update on new medicines to provide adequate vaccination services
- Assist livestock (beef and sheep) intermediaries to improve their linkages with small producers through co-investing in handling and transport infrastructure

Project results

Some 4'000 (out of around 25'000 in the target area) small-scale farmer households (men and women) will have improved access to veterinary services and agricultural inputs. The small producers will be able to make informed decisions on their animal health, breeding and nutrition. The farmers will have improved linkages to traders and processors and will supply them with better quality product. As a result of this they have an average of 10 percent increase in income from livestock production.

The integration of DRR programming will enhance the project's sustainability and provide ways to reduce the vulnerabilities of key stakeholders. Some 8'000 households will increase awareness on DRR issues.



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