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USAID-ის სოფლის მეურნეობის პროგრამა

Georgian Berry Sector in Development

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Mapping of Berries in Georgia

- **Blueberry** - Samegrelo -Zemo Svaneti, Adjara, Guria & Imereti
- **Raspberry** - All regions
- **Blackberry** - All regions
- **Strawberry** - All regions



Blueberry

Strawberry

Blackberry

Raspberry

Berry Industry Review – Blueberry

Blueberry orchards: **2,114 ha**
In full harvest: **275 ha (13%)**

Yield

2021 – **1,060 tons**

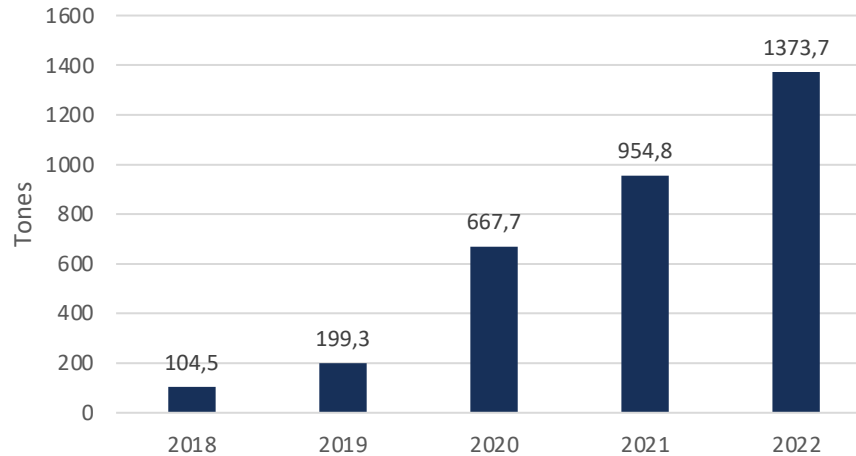
2022 – **1,500 tons**

Export VS Local Consumption: **90% / 10%**

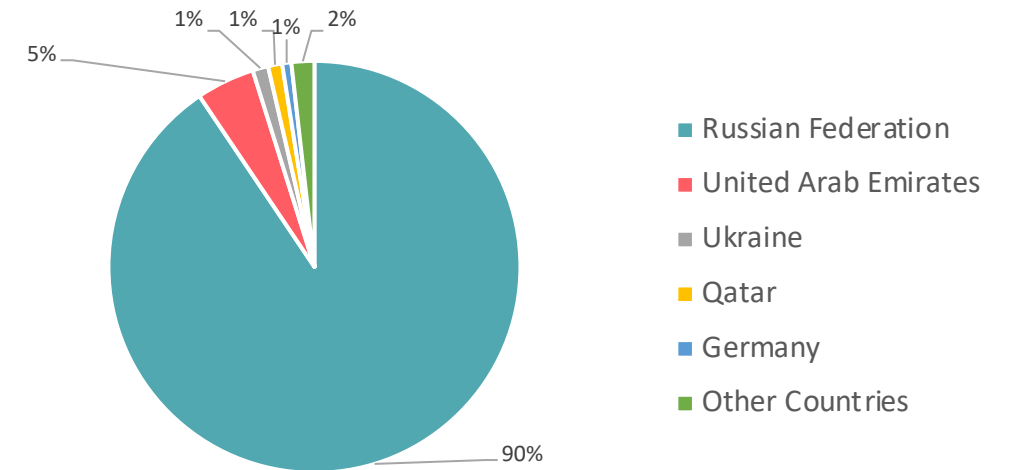
Export Increase 2021-2022: **47%**

Key Export Markets: **Russia, Gulf, Germany & the Netherlands**

Blueberry Export in tons



Export Markets 2017-2021



Blueberry varieties in Georgia : Duke, Bluecrop, Bluegold, O’Neal, Legacy, New Hanover, Top shelf, Alex Blue, Sweethearts, Blue Ribbon.



Berry Industry Review – Raspberry & Blackberry

Raspberry & Blackberry orchards: **698+287 ha**
In full harvest: **280 ha**

Export VS Local Consumption: **2% / 98%**

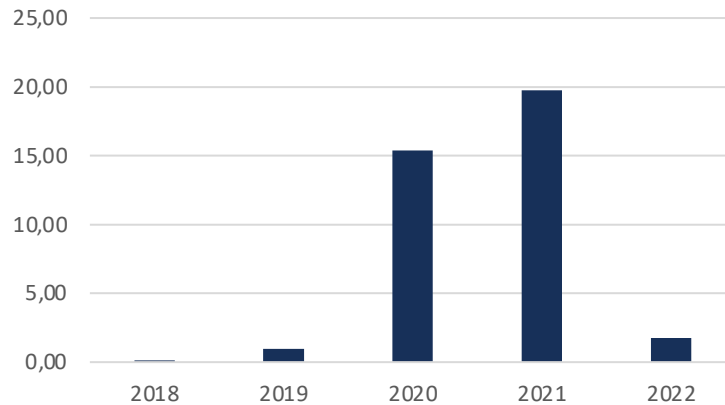
Key Export Markets: **Russia & Gulf**

Yield

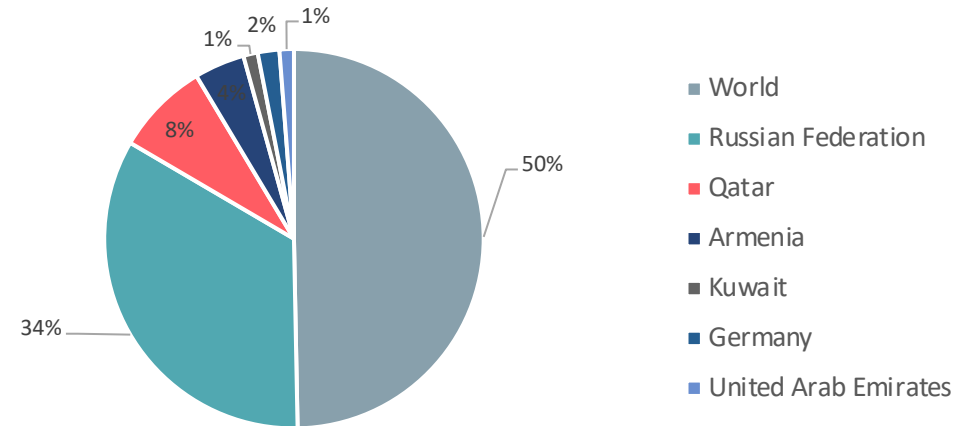
2021 – **1,600 tons**

2022 – **2,100 tons**

Raspberry & Blackberry Export in tons



Export Markets 2017-2021



Blackberry: Loch Ness, Chester, Triple Crown & Natchez

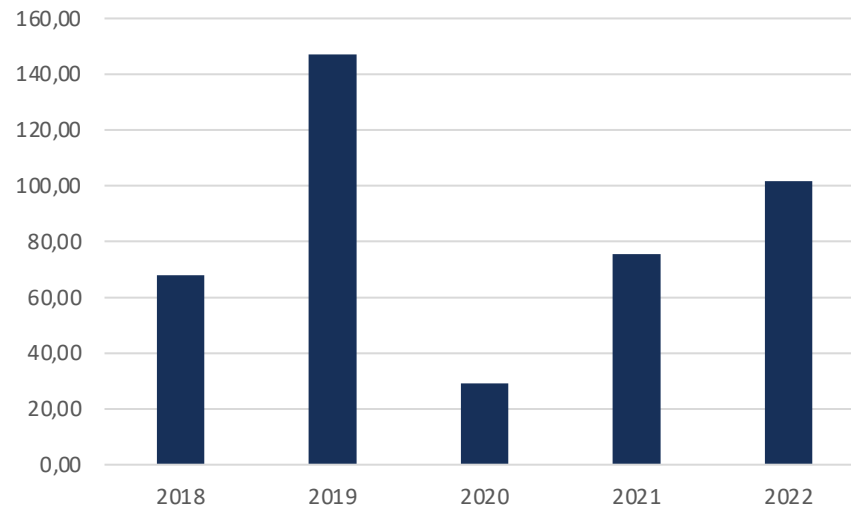
Raspberry: TulaMagic, Amira, Regina, Nova, Carolina & Polka



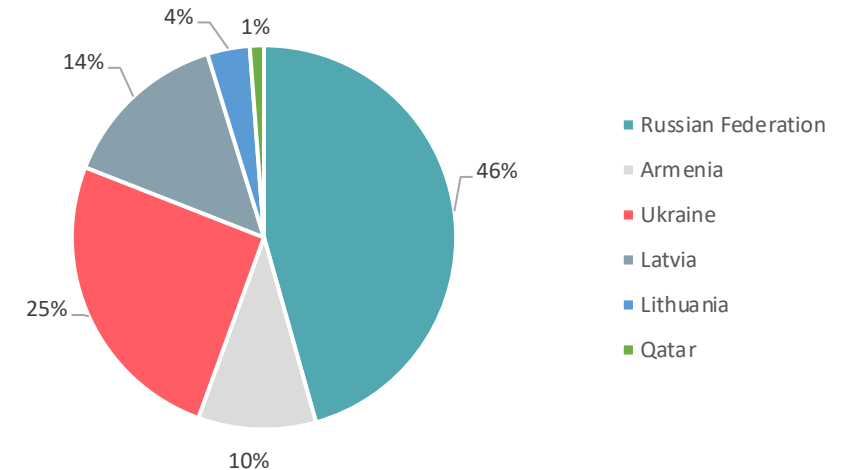
Berry Industry Review – Strawberry

- Strawberry: **400 ha**
- Yield in 2021: **1,600 Tons**
- Open Field VS Greenhouse: **98% / 2%**
- Local Consumption vs Export **90% / 10%**
- Key Export Market: **Russia & Ukraine**

Strawberry Export in tons



Export Markets 2017-2021



Strawberry: San Andreas, Cabrilo, Sandra, Arianna, Camarosa, Clery, Alba, Scala, Malga, Albion, Portola

Promoting Best Practices by the USAID Agriculture Program

Piloting New-for-Georgia Technologies :

- Berry Production **in tunnels**
- Berry production **in pots**
- Local production of **anti-hail nets & punnets**
- Mobile **solar-panel pre-coolers**

Developing Modern Nursery Infrastructure and Promoting New Varieties:

- Support to introduce **EPPO certification** scheme for local nurseries
- Support to local nurseries to obtain **propagation licenses from international breeders**
- Facilitated purchase of **modern, virus-free planting** material through negotiations with reputable international breeders

Promoting Digital Technologies in Agriculture:

- **Mobile harvest application** to ensure traceability in harvest and storage
- **Web-based extension platform** to develop individual plant protection and nutrition schemes
- **Farm management portal** to calculate financial performance and plan investment
- **Crop2Shop** to assist local exports to comply with market requirements



Promoting Best Practices by the USAID Agriculture Program

Facilitating Export of Local Berries:

- Introduction of international food safety standards – GlobalGAP, GRASP, ISO 22000, FSSC 22000
- Support to local agribusinesses to participate in international trade fairs – Gulfood, Anuga, SIAL, Fruit Logistica
- Facilitate establishment of business linkages – Business Lead Generation Program, TradewithGeorgia platform, FAM trips, Export Catalog
- Warehouse infrastructure management with Eximcrop



Promoting Best Practices by the USAID Agriculture Program

Improving Technical Knowledge of Local Growers and Agribusinesses

- **Individual Consultations** – 335 farmers & agribusinesses
- **Group Trainings** – 3,610 farmers & agribusinesses
- **Study Tours** – 20 companies
- **Certification Course in Berry Production** - 46 certified specialists



Where are Looking for Cooperation & Technical Expertise

- Modern post-harvest handling technologies
- Tunnel and pot production
- Extended shelf life techniques for a long transportation
- Climate control management
- Pollination in berry production



Thank You!



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