



GI Development in Georgia

July 2022, Montpellier France

For **BIO**tiful Life!
Organic product. Rural diversity.



History



- ❖ Georgian law on GIs adopted in 1999 entered into force in 2002. Since 2017 the law is under revision.
- ❖ The first products protected internationally were 5 wines of Protected Appellation of Origin (PAO) in 2005 – Khvanchkara, Mukuzani, Akhasheni, Tsinandali and Gurjaani, followed by other PAO wines and mineral waters; after 2011 chacha, dairy and other products registered as PGIs
- ❖ Currently registered:
 - 34 PAO - wine (25), mineral water (8), and a cheese “Tushetian Guda”
 - 23 PGI – chacha, churchkhela, dairy (13), honey (3), Qvevri, tea, greens, potato, tangerine

About the project

- ❖ FAO EBRD project - “Support to Sustainable Value Chains through the Development of Geographical Indications in the Dairy Sector”, 2017-2019
- ❖ Partners – Ministry of Environmental Protection and Agriculture (MEPA) & National Intellectual Property Center (Sakpatenti)
- ❖ Implementing partners – Elkana (Georgia), REDD (Switzerland)
- ❖ Main objective - to help improve and further implement the existing national institutional framework for Geographical Indications (GIs), as well as explore the potential benefits offered by a well-developed GI system in the country



Project outcomes

- ❖ The Sulguni and Tushetian Guda specifications upgraded and internal control system has been developed.
- ❖ The control plan for the two pilots developed with participation of producers, NFA and local certification body CaucasCert and with the help of international experts.
- ❖ The study tour organised in France and Switzerland, for producers, certification staff and public authorities
- ❖ Producers participated in CHEESE! Fest in Bra and Terra Madre-Salone del Gusto in Turin.



Project outcomes



The marketing strategy, quality logos and promotional material developed

Logos - Sulguni PGI



Logos – Tushetian Guda PAO



Project outcomes

- ❖ In cooperation with the Ministry of Environmental Protection and Agriculture (MEPA) and the National Food Agency (NFA) a food safety guidelines for Sulguni and Tushetian Guda developed; at legislative level, Decree n. 173 on food safety flexibility measures for small holders and traditional products revised and upgraded, for the introduction in the Decree of Georgian PGI and PAO to be entitled for specific flexible rules.
- ❖ Capacity building for public authorities involved in GIs (MEPA, NFA and Sakpatenti) and Elkana staff carried out on procedures for application and examination of a GI request, sharing the French experience and system through the participation of INAO and French GI Associations.
- ❖ An atlas of 56 origin-linked products developed



სახელმძღვანელო მითითებები

უკნეველი და ხარისხიანი
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Conclusion

- ❖ The project helped on triggering policy dialogue between private and public sector stakeholders, allowing to discuss, negotiate, and find commonly agreed solutions to different issues.
- ❖ Showed importance of producers' associations in managing GI products.
- ❖ Built local capacities for supporting producers' associations in development of internal control system for the GI product management



Thank you for your attention!