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Swiss Cooperation Office
South Caucasus

Market Opportunities for Livelihood Improvement (MOLI) in Kakheti



Project title

Market Opportunities for Livelihood Improvement (MOLI) in Kakheti

General information

Region: Kakheti (Georgia)
Duration: July 1, 2011 – October 31, 2014
Budget: CHF 1'080'000

Project partners

- Implementing partner: HEKS-EPER (Switzerland)
- Institutional partner: Ministry of Agriculture of Georgia, Ministry of Regional Development and Infrastructure, regional and local authorities.

Project objectives

The purpose of the project is to enable the livestock market system to function more inclusively for subsistence and semi-subsistence livestock farmers in Kakheti, resulting in improved incomes, well-being and resilience to livelihood related disaster risks.

Background

The Kakheti region is one of the leading agricultural regions in Georgia and shows high levels of unemployment and poverty. Its population relies to a large extent on subsistence agriculture. Some eighty percent of the population live in rural areas and are engaged in agriculture, supplying Tbilisi and other regions of Georgia with agricultural products. Although women are actively involved in farm work, their role is often underestimated and they face difficulties in securing land and getting access to extension services, inputs and credits.

Livestock farming in Kakheti is a promising agricultural sector because of its potential for further growth, among others owing to the low cost of key

inputs (hay and animal feed), good pastures and adequate land for fodder production, low pressure on pasture for livestock (0.25 cattle heads per hectare), and relatively favorable marketing opportunities due to the vicinity to the capital Tbilisi. For the vast majority of rural households with cattle in the targeted municipalities, livestock farming is the most important contributor to income and food needs.

Project activities

The project targets the municipalities of Sagarejo, Signagi and Dedoplistskaro, where livestock farming is the main economic activity for the majority of poor households and has the potential to support pro-poor growth. Through better access to services, inputs and markets, poor farmers can improve their economic situation.

The project supports public and private market players of the dairy and meat market systems in Kakheti with two main instruments: 1) co-grant scheme for specific investments aimed at improving specific market system functions and incentivizing assistance by target enterprises to farmers 2) capacity development of relevant markets players so that they deliver better services to farmers.

The project works with local governments and support them in the planning and implementation of disaster management measures at the same time facilitates advocacy action of local governments towards the national level on such policy issues as taxation and legal framework for farmers' cooperatives and associations; implementation of the food safety law and livestock registration and the use of local land and pasture resources.

Project results

Some 6'500 households will benefit directly from improved access to services, inputs and markets by the end of the first phase of the project. The subsistence and semi-subsistence livestock farmers will be able to increase production due to improved access to services, inputs and information on animal health, breeding and nutrition. The project will facilitate creation of more favorable market access and terms of trade for dairy and meat products. As a result of more efficient production and better sales opportunities, farmers will be able to increase their income by 10 to 20%.

The assistance provided to local and regional governments will aim enhancement of their capacities to promote the inclusive and coherent growth of the agricultural sector which is more resilient to livelihood related disaster risks.



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