

# Visualizing Results The ALCP in Infographics



**ALCP** | Alliances Lesser  
Caucasus Programme

November 2016

The Alliances Lesser Caucasus Programme (ALCP) is a Swiss Agency for Development and Cooperation market development project implemented by Mercy Corps Georgia working in the dairy, beef, sheep and honey sub-sectors in the Kvemo Kartli (KK), Samtskhe Javakheti (SJ) and Ajara (AJ) regions in Southern Georgia, regions all highly dependent on livestock production. The programme has been audited according to the Donor Committee for Enterprise Development (DCED) Standard and is committed to the successful implementation and measuring of Women's Economic Empowerment.

**Project Time Frame:** The ALCP began on March 1<sup>st</sup> 2014 and is set to run until February 28<sup>th</sup> 2017, This report covers the second year of the ALCP from March 1<sup>st</sup> 2015 until February 29<sup>th</sup> 2016.

**Our Partners:** The programme works in partnership with the International Association of Agricultural Development (IAAD) and has scope to contract locally grounded technical expertise through sub contracts for Gender, Governance and DRR.

**The Goal of the ALCP** is to contribute to poverty alleviation and the transition to a durable market economy for the livestock sector in the selected regions of KK, SJ and AJ, by creating sustainable changes in the dairy, beef, sheep and honey market systems for the ultimate equitable benefit of small, poor farmers, regardless of gender or ethnicity. The programme is run according to the **M4P (Making Markets Work for the Poor Approach)** a market systems development approach which **facilitates** key market players in the relevant value chains to address key constraints in core markets and supporting functions to exploit pro poor opportunities for growth. Sustainability is built in through a minimum co-investment of 35% from the market players with whom it invests.

**Targets:** The previous phases of the Alliances programme have considerably exceeded their targets, impact which is now being bolstered by the appearance of crowding in. **The ALCP Target** is to reach 24,000 households which is 20% of poor households in the programme area, who will benefit directly and indirectly through improved services, markets and operating environment, with increased income from sales, reduced production & transaction costs, increased net worth and employment. 90% of ALCP supported business will still be operating without programme support by the end of the programme and 49,000 (41%) households will have improved awareness of local Disaster Risk Reduction (DRR) directly related to livestock production.

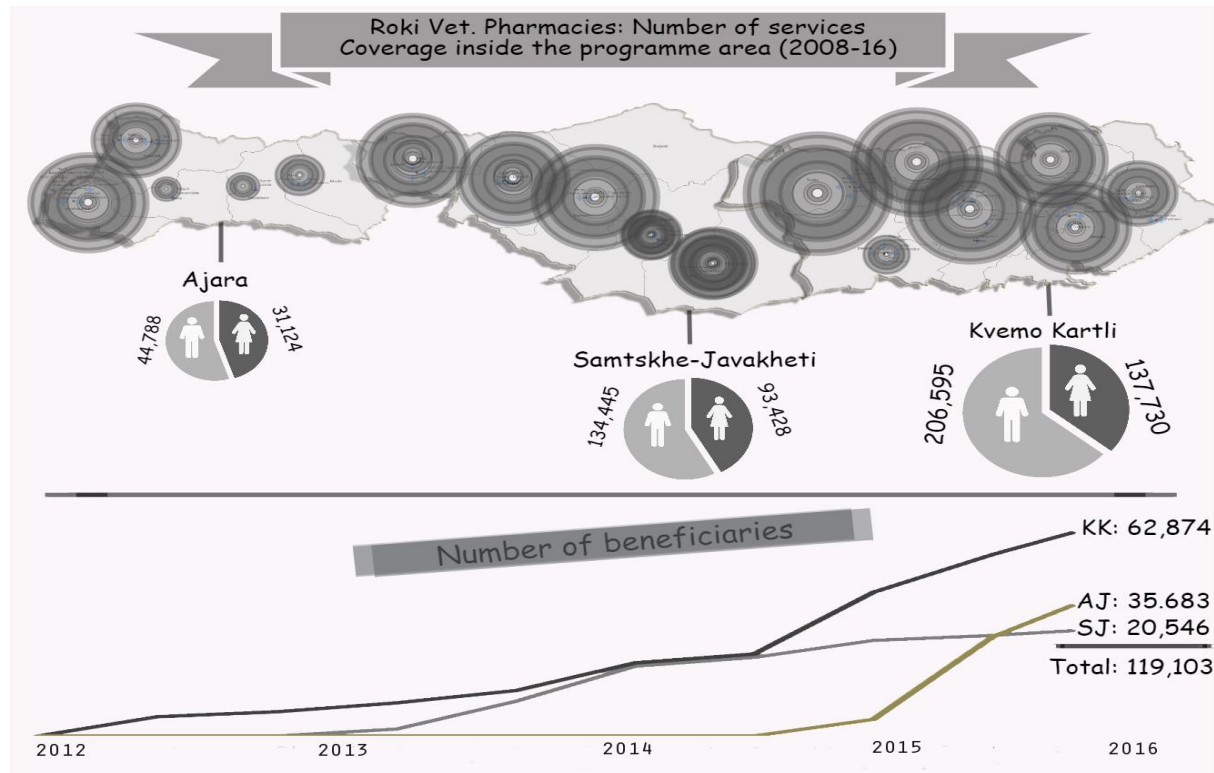
**The Facilitation Approach:** The ALCP will amplify the successes of the Alliances programmes to date in access to quality inputs, improved market access terms of trade and an improved operating environment, promoting scale and long term behaviour change. The ALCP will continue to work with businesses large, medium and small, who have the best potential to generate changes that are economically beneficial for the small farmers who are their clientele or suppliers. The ALCP will also continue to scale up interventions with all levels of government and other key organizations to help influence the operating environment in which the businesses function and farmers exist. Crowding in, copying and sectoral changes already apparent will proliferate to generate long term and lasting change in the lives of small farmers in Georgia. For more information please go to: [www.alcp.ge](http://www.alcp.ge)



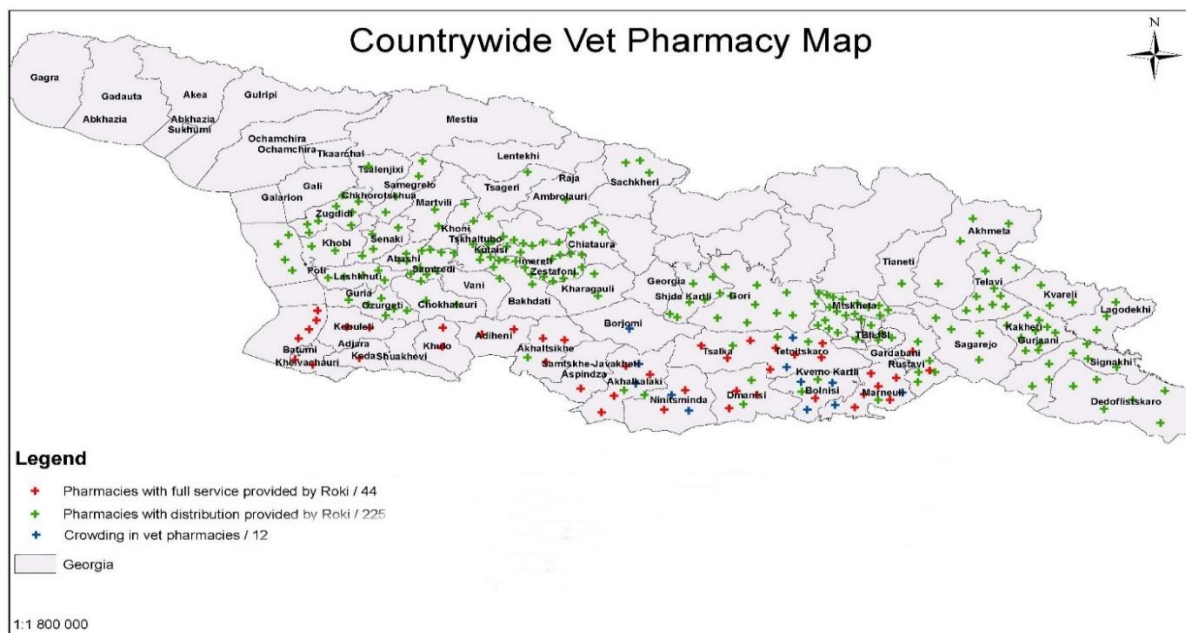
<b>OUTPUT 1.1: VETERINARY .....</b>	<b>3</b>
<i>Graphic #1.....</i>	<i>3</i>
<i>Graphic #2.....</i>	<i>3</i>
<b>OUTPUT 1.2: BREEDING.....</b>	<b>4</b>
<i>Graphic #3.....</i>	<i>4</i>
<b>OUTPUT 1.3: NUTRITION &amp; MACHINERY.....</b>	<b>5</b>
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## OUTPUT 1.1: VETERINARY

GRAPHIC #1



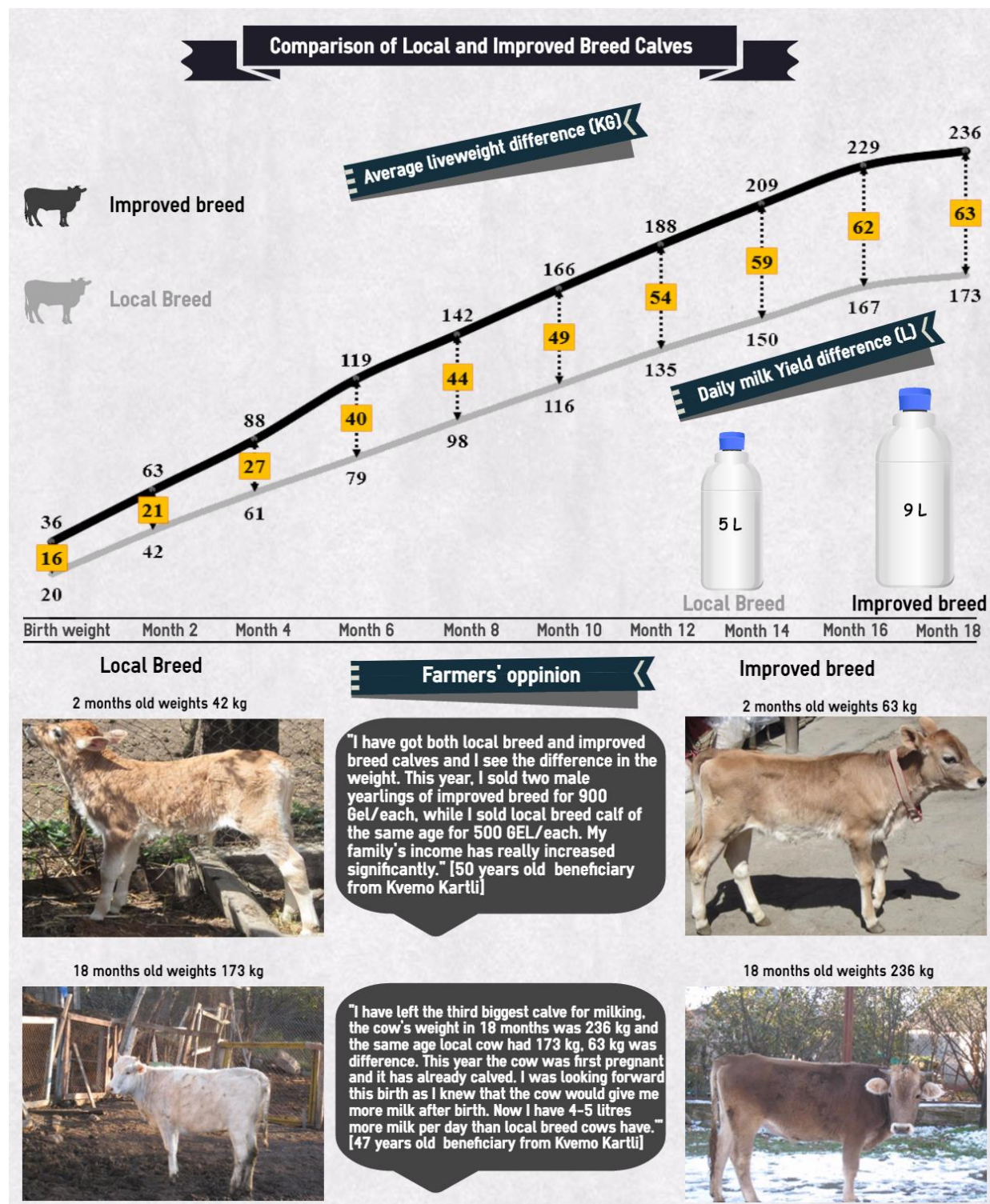
GRAPHIC #2





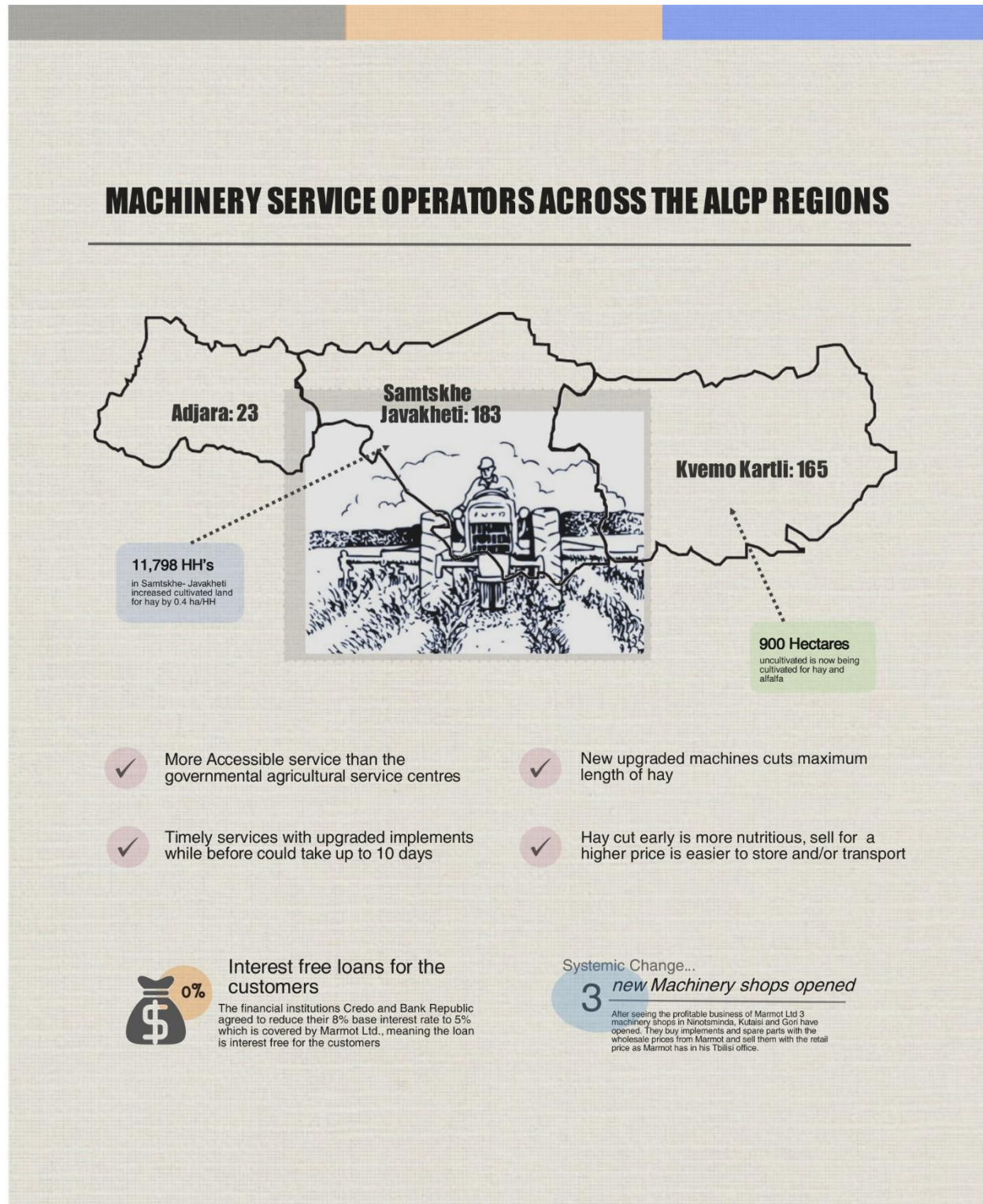
## OUTPUT 1.2: BREEDING

GRAPHIC #3



## OUTPUT 1.3: NUTRITION & MACHINERY

GRAPHIC #4





### ALCP: Access to Finance: Marmot - Machinery Shops

**Legend**

- Marmot: Starting points
- Business expansion
- Crowding in

**Benefits of ALCP KK supported machinery operators**

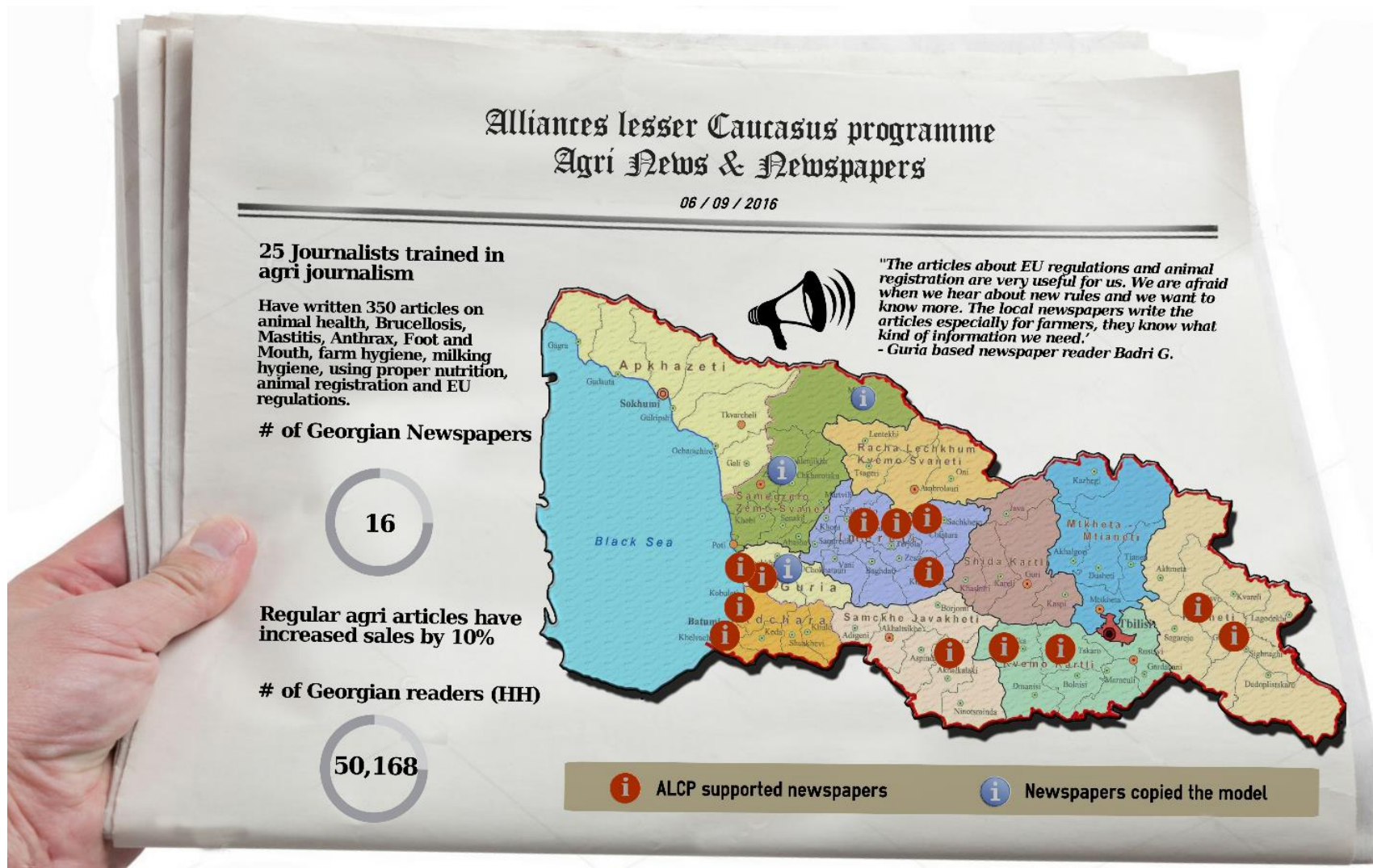
NAIC for Clients	NAIC for farmers	Number of farmers
2 Million	4.7 Million	11,498

82% (Male icon)

18% (Female icon)

## OUTPUT 1.4: INFORMATION

GRAPHIC #6



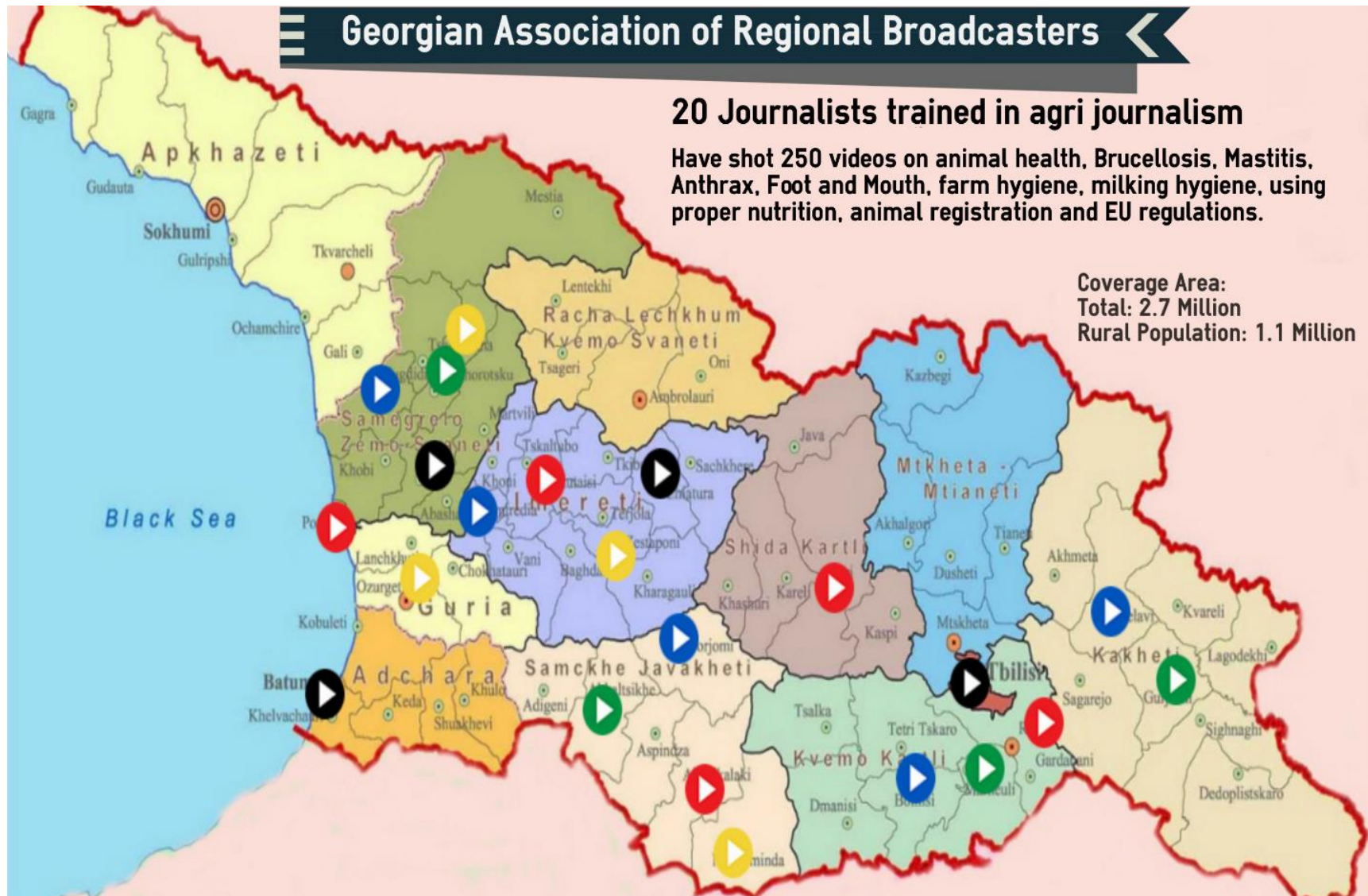


Georgian Association of Regional Broadcasters

## 20 Journalists trained in agri journalism

**Have shot 250 videos on animal health, Brucellosis, Mastitis, Anthrax, Foot and Mouth, farm hygiene, milking hygiene, using proper nutrition, animal registration and EU regulations.**

**Coverage Area:**  
**Total: 2.7 Million**  
**Rural Population: 1.1 Million**



## AGRICULTURE IN SOCIAL MEDIA

YouTube

facebook



**FERMA**

The Public Broadcaster's unique national agricultural magazine programme

8,800 page Like



30,000

*reaches per episode on average*

25,759

*Tsalka based cheese factory video visitors on YouTube*

The increased ratings of Ferma allowed it to win a public tender (October 2015) to facilitate agro programming on public radio twice a week



Ferma is a weekly program on Georgian Public TV dedicated to Agriculture. It features useful information about all fields of agriculture, technological news, introduces successful farmers and provides expert's advice

## MOMAVLIS FERMERI



➔ 51,123

*unique visitors within 11 months of launch from a baseline of 100 visitors a month*

➔ 200

*visitors a day*


**Mosavali**

The ALCP worked with Mosavali to produce videos online on livestock and honey. Mosavali ([www.mosavali.ge](http://www.mosavali.ge)) provides online technical content for farmers to improve production and income.

## AGRICULTURE IN SOCIAL MEDIA

27 videos of agricultural content produced in total



Total views

16,600	YouTube	27,900
48,000	facebook	440,000

### Most popular videos

Cow milking instruction  
How to feed a cow  
Giving birth to a calf

Milking and feeding cows



Winter feeding  
Spring inspection  
Honey types and placing beehives correctly

Honey types  
Placing a beehive  
How to transport bees into mountains

### Viewer's Feedback



Viewers use facebook to ask questions, discuss and debate about the videos which produced are 2-3 minutes.

**Nona K:** I want to learn beekeeping. Do you have any training courses regarding this?

**a|m** Mosavali: Hello Nona, here you can find all our videos about beekeeping. In the next two months new videos will be added up to 30 in total. So, you will be able to learn all the main topics from our videos.  
<http://www.youtube.com/playlist...>

**Mizyana K:** Where can I buy combined feed?

**a|m** Mosavali: The contact information is mentioned in the video itself

**Anzhelina K:** The beekeeping videos are really amazing. I would be happy to learn beekeeping and start doing this

**a|m** Mosavali: Hello, we have lots of learning videos about beekeeping. You can view all of them on the following link

### Fans by gender



61% 39%

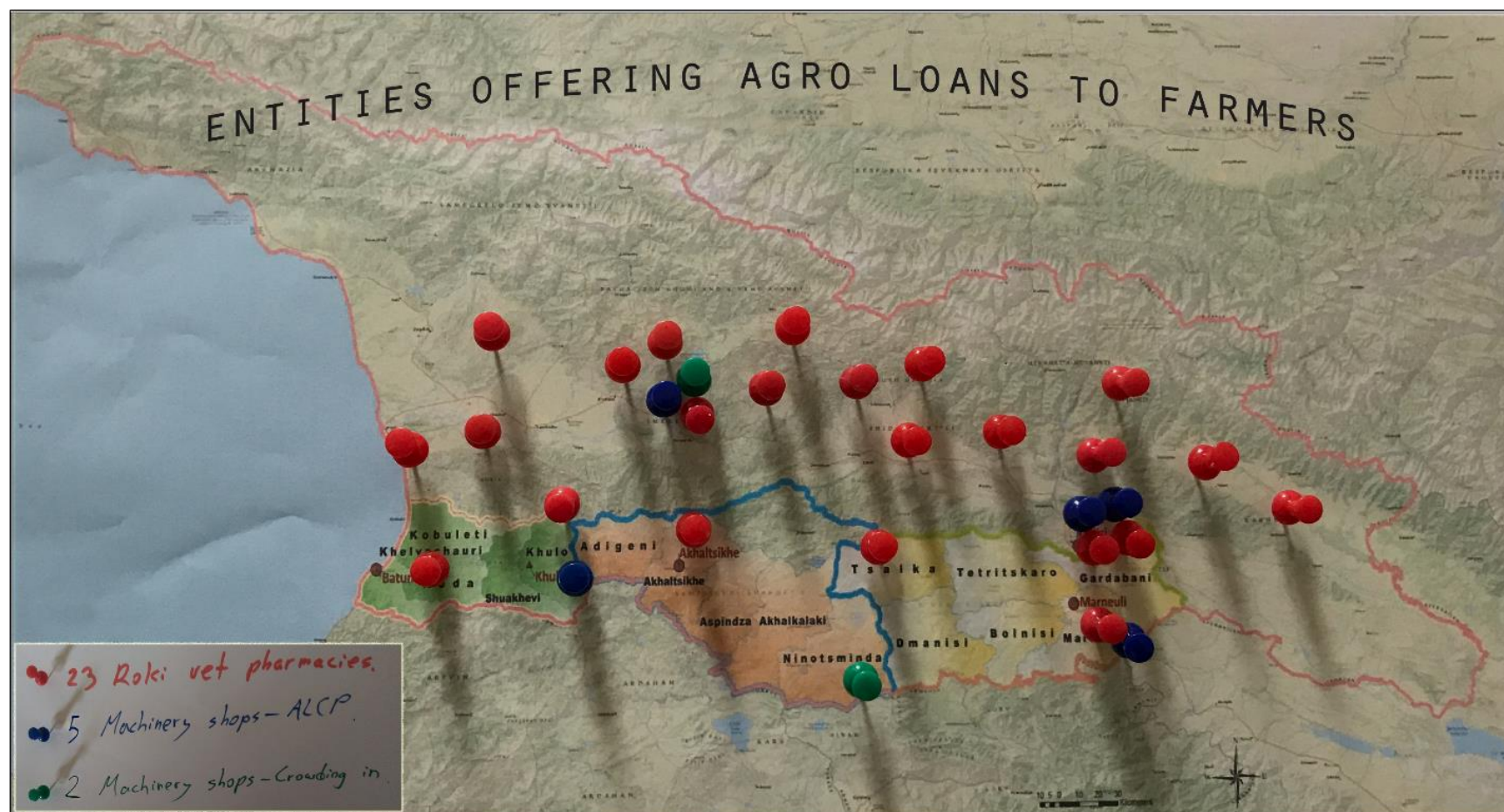


32% 68%



## OUTPUT 1.5: ACCESS TO FINANCE

GRAPHIC #10





# Impact from Loans

In the ALCP Access to Finance reaches farmers through Veterinary and Machinery input suppliers, consultancy to business and cheese companies.

Due to regular income received from selling milk female milk suppliers are taking loans for purchasing home equipment and making home improvement



Female Farmers use interest free loans to buy milking machines that save 50 minutes per milking



70 sold by Marmot (20 with loans /50 cash)  
222 sold by Roki (165 with loans, 57 cash)

Interest rate for veterinary customers

3%

Micro Finance Institutions Credo and Crystal agreed to reduce its 8% base interest rate to 5% and Roki and the vet pharmacies are covering 2%, meaning the loan is 3% interest rate for customers.

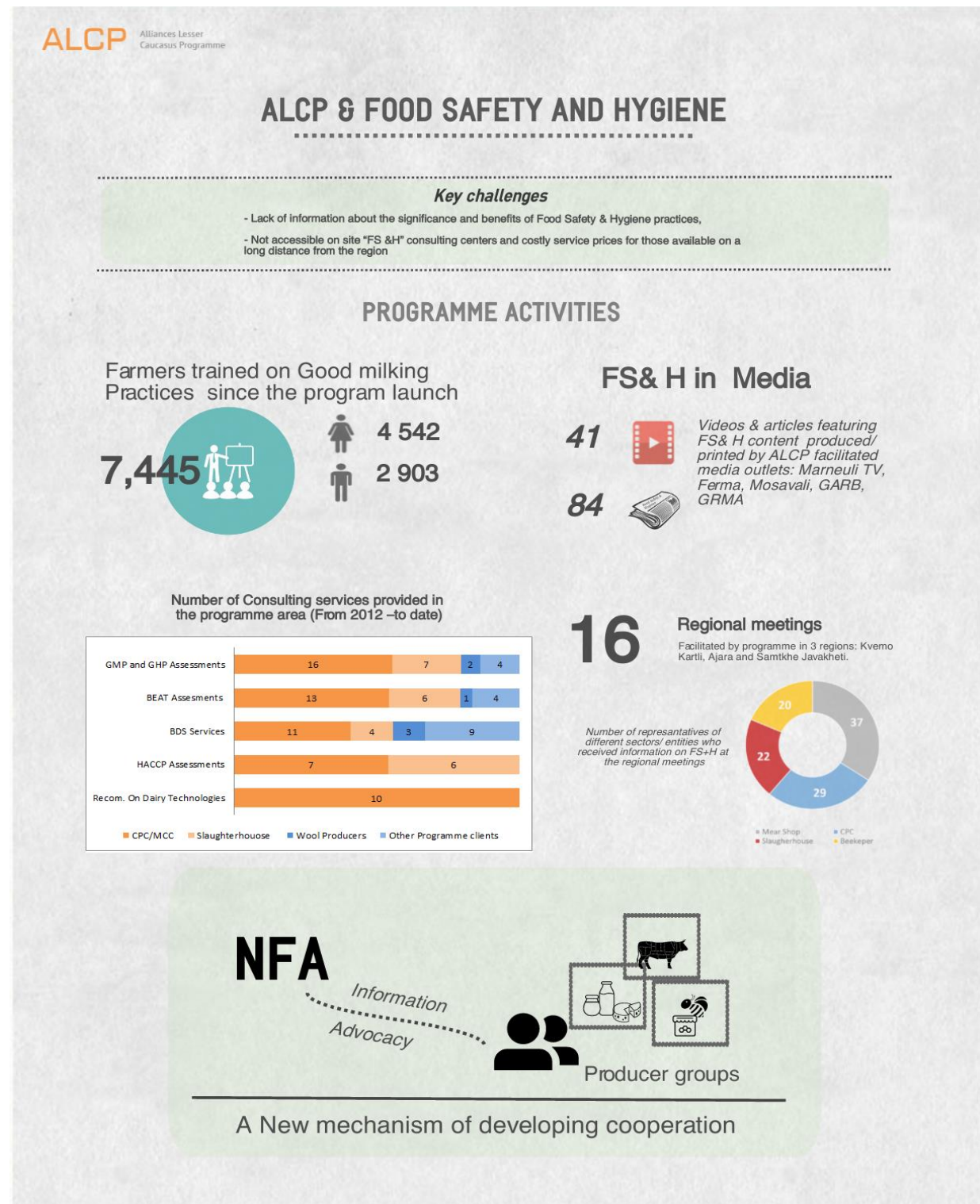


After the market stimulation more farmers get mortgage loans in Tsalka

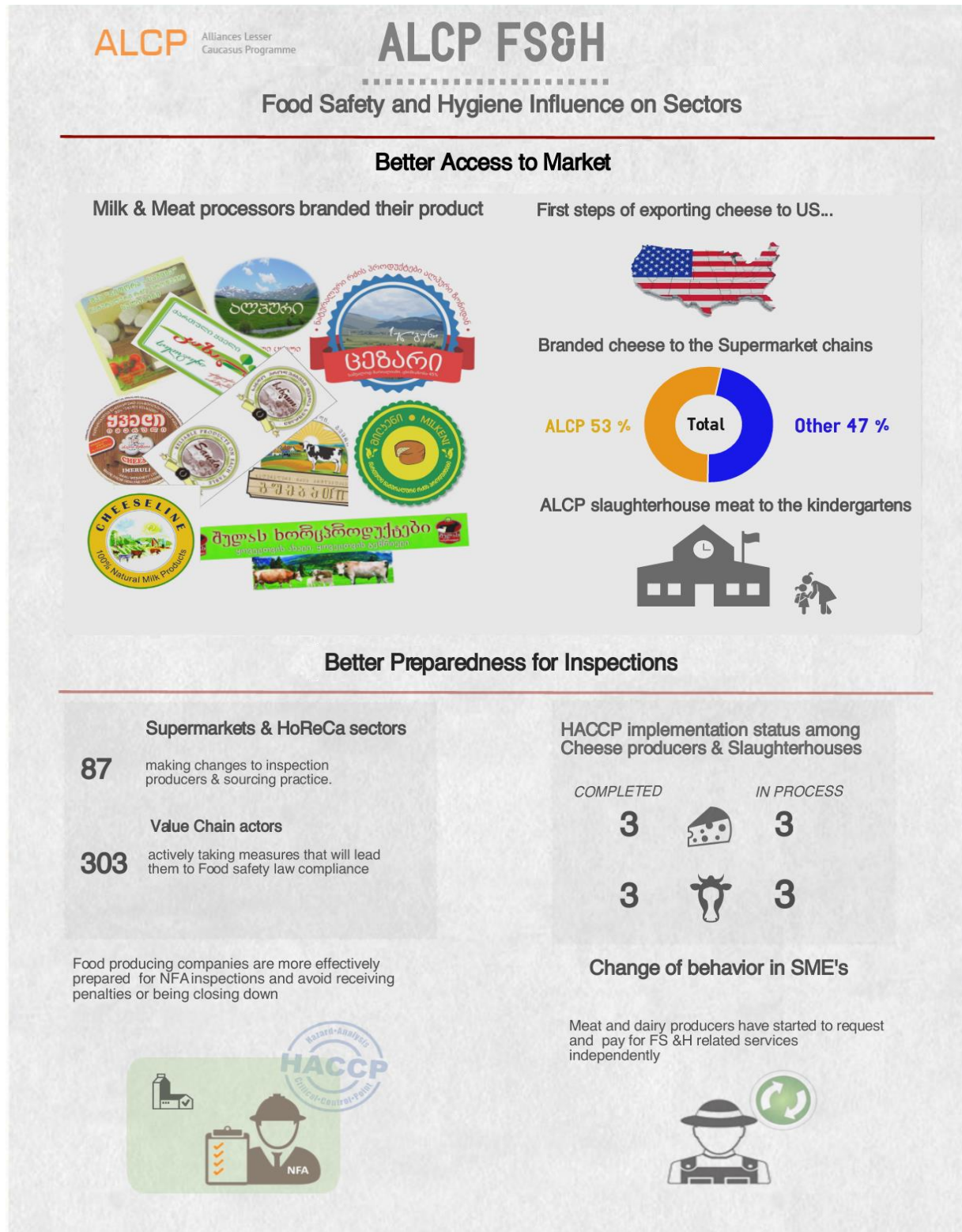


## OUTPUT 2.1: FOOD SAFETY AND HYGIENE

### GRAPHIC #12

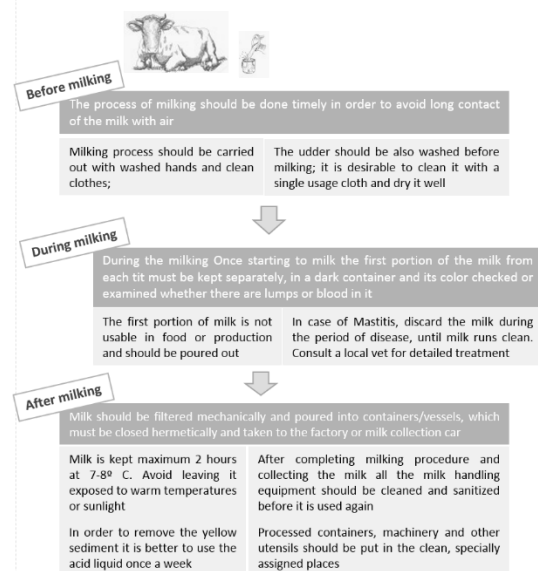






## GRAPHIC #14

### RECOMMENDATIONS FOR MILK SUPPLIER SMALL SCALE LIVESTOCK PRODUCERS



Farmers should systematically keep monitoring their cows' health in order to ensure optimal well-being of their livestock. In any suspicious case local vet and dairy enterprise must be informed.



Discard milk during use of antibiotics. The milk, which includes the residues of antibiotics negatively influence on humans' health. Ask a local vet to tell you the duration while milk should not be used

Milk received from the animal, which is diseased with mastitis cannot be used in the cheese production!



It is very important to give proper amount of water to cow during the day!

### THE QUALITY OF MILK MAINLY DEPENDS ON FEEDING



Proper nutrition keeps cows healthy and allows them to produce high quality milk. There are many different kinds of feed for cows.

- Hay (dried grass or alfalfa)
- Combined feed (Maize, Bran, Barley, oil cake, alfalfa)
- Vitamins and minerals
- Protein supplements



### CHEESE PRODUCER COMPANY "MILKEN"

Cheese producing company "Milken" Ltd is situated in Rustavi city. 8 employees are employed at the enterprise

#### Collecting 2.5t of milk / day

The company daily collects and processes up to 2.5t of milk from 140 trained small scale livestock producers, from 4 villages in Gardabani municipality.

#### Producing 200- 250 kg cheese / day

Up to 250 kg different types and packaging of Sulguni cheese is produced by the Enterprise daily

#### HACCP

The company has established HACCP (Hazard Analysis Critical Control Points) and implements preventative approach to minimize the risk of food safety hazards in the milk and production and processing.

#### MILKEN supplies

NIKORA FOODMART ZGAPARI LA FAMILY LIBRE  
VEJINI SMART ORI NABIJI MADAGON

### ENTERPRISE ENSURES SAFETY, QUALITY AND LONG SHELF-LIFE OF DAIRY PRODUCTS



First testing of collected milk is done in the villages daily by milk collectors who use Lactoscan to check the content of water and fat, the density and somatic cell counts, which are first critical indicators of mammary gland health and milk quality

Special care is taken to avoid leaving the milk exposed to warm temperatures or sunlight - After collecting the milk including its transportation period to the store it is kept in cold conditions (7-8° C) for maximum 2 hours in a special cooler/ cooling equipment



Before processing, the milk is tested for antibiotics, which ensures that all products meet the strict standards for antibiotic-free milk.

Milk is also tested for temperature and acidity before it is accepted at the processing plant.

FOR MORE INFORMATION PLEASE CALL FREE HOT LINE NUMBER  
XXX XXXXXX

## OUTPUT 2.3.3: ACCESS TO MARKET




GRAPHIC #15

# MAP OF ALCP MILK PROCESSORS



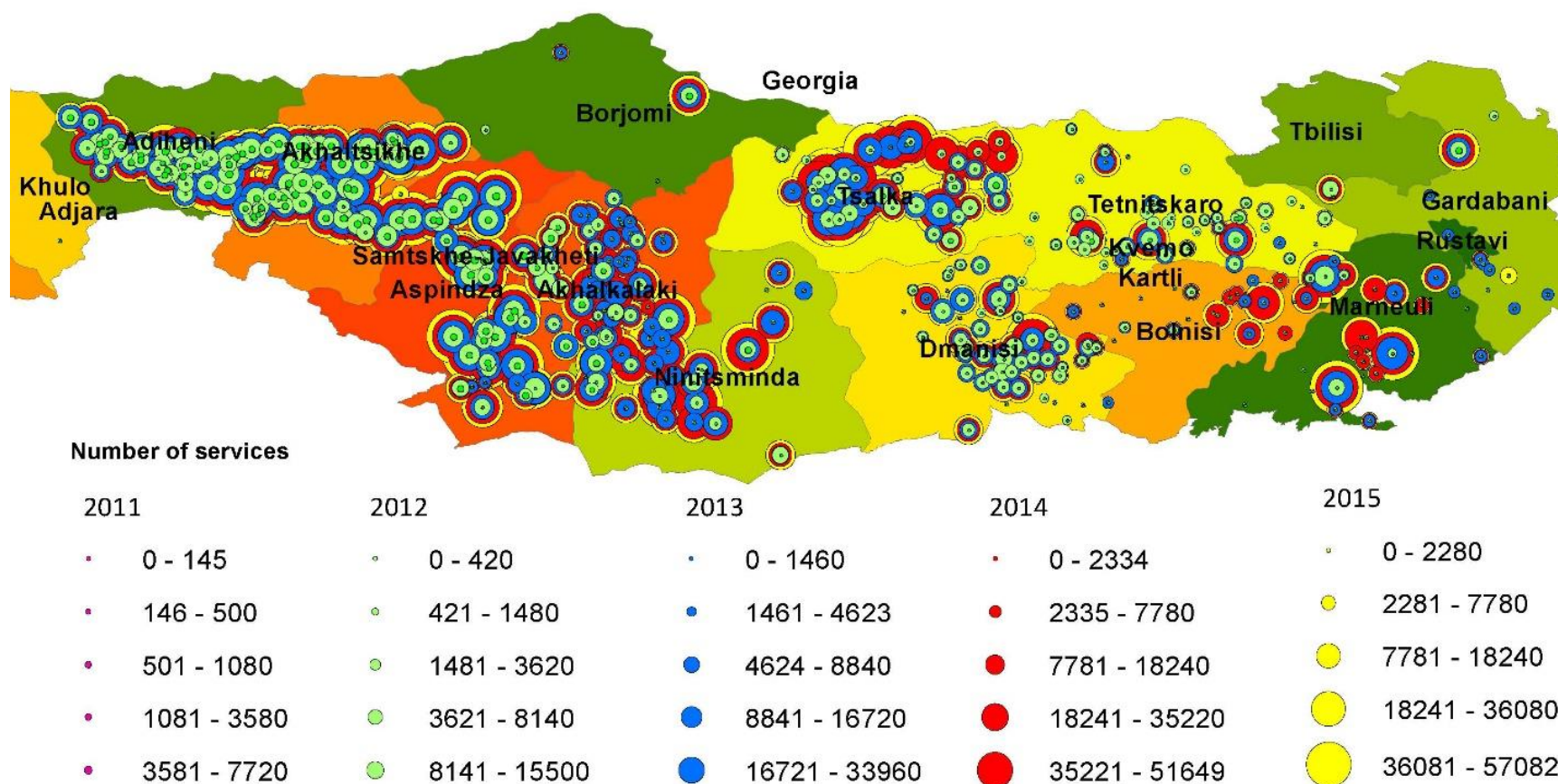
ALCP	To date (2008-2016)			
	SJ	KK	AJ	Total
Number of supported milk processors	20	10	2	32
Milk: Peak season / Tones per day	33.5	31	5.5	70
Number of beneficiary HHs	4,633	7,920	1,195	13,748
Indirect benefits of ALCP milk processors				
Number of entities crowding in	11	3	2	16
Number of beneficiary HHs	628	1,617	N/A	2,245

## Legend

-  Fully operational milk processors / 26
-  Milk processors under construction / 1
-  Non operational milk processors / 5



### INCREASE IN THE NUMBER OF SERVICES PROVIDED BY ALCP MILK PROCESSORS PER VILLAGE FROM 2011 TO 2015



## Women's Economic Empowerment - Dairy

She lives in Kvemo Kartli and supplies milk to the local ALCP supported milk processor

During one year she...

- Generated income: 600 CHF
- Saved: 730 hours
- Spent more time and money on children, healthcare and education
- Increased # of cattle by 10%



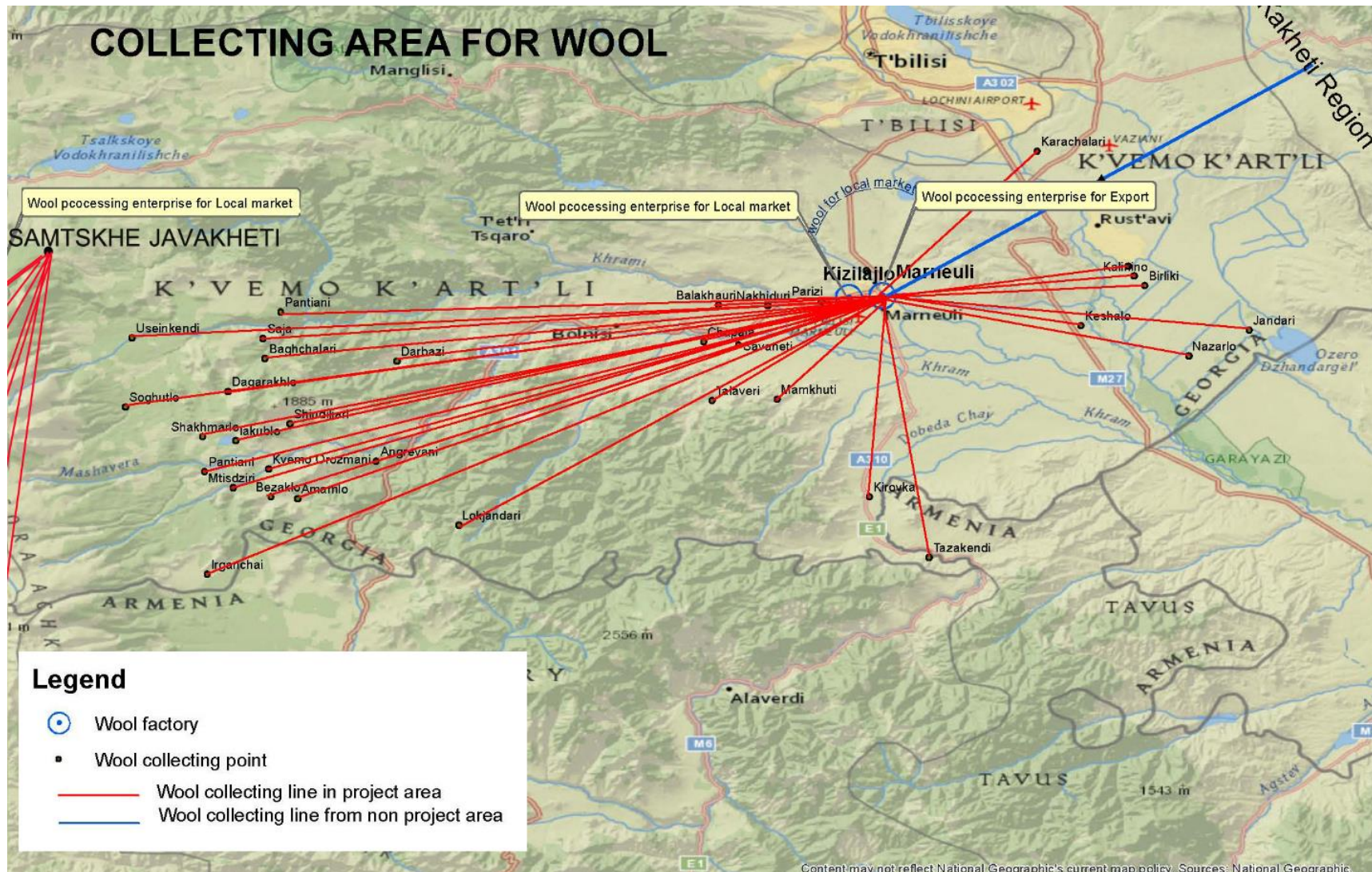
"After I stopped cheese making I have much more free time. Furthermore, I generate more money. Last month I brought the washing machine".

### Total benefits of women from milk processors (2008 - 2016)





## GRAPHIC #18





## Live Export

Azerbaijan has drastically reduced cattle and sheep import from Georgia during the last 2 years, while it has been Georgia's main trade partner for live cattle and sheep till 2014

### Live Sheep export in numbers



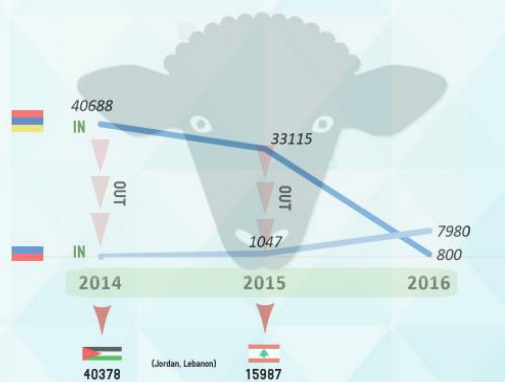
### Cattle export in numbers



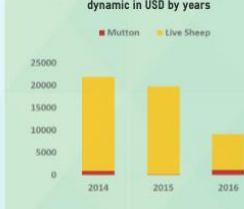
- 2010- Saudi Arabia and Iran banned live sheep export from Georgia due to brucellosis
- 2015- Jordan prohibited live sheep export from Georgia due to the fact that Armenian sheep was exported under the guise of Georgian ones.
- 2016- Azerbaijan put a ban on live sheep export from Georgia, officially due to sheep plague (unofficially due to devaluation of national currency- Manat).



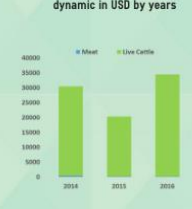
### Sheep re- export dynamics



### Share of Live Sheep vs Mutton export dynamic in USD by years



### Share of Cattle vs Beef export dynamic in USD by years



\*2016 figures also include 15,000 sheep which were slaughtered and exported to Iran as mutton in September-October 2016

Note: 2016 year figures are estimated (proportionally) from existing 9 month data

## OUTCOME 3: GENDER & GOVERNANCE

### GRAPHIC #20

# Women's Access to Decision Making

## The Municipal Women's Rooms Aggregated Data 2013-2016



6,089 Visitors

4,186 Women



1,767 Women trained in business planning, language and computer skills

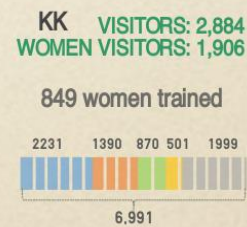
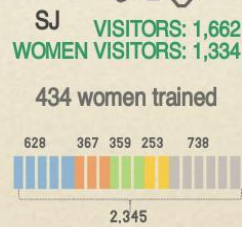
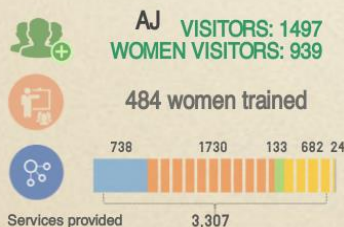
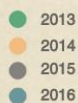


12,669 Visits

Services provided:



## Data by the Regions



The Women's Room is a municipal service housed in the LSG building in each municipality of Kvemo Kartli, Adjara and Samtskhe Javakheti. There are already 19 Women's rooms in 19 municipalities of Georgia. It is a resource center and communal space which aims to help the local population, especially women residing in rural areas, access local government and its resources and encourage and increase women's participation in decision making.

## Women's Participation in Community Meetings

**10,981** Female participants out of a total at 41,016 people attended community meetings in March 2016 in 3 regions (KK, AJ, SJ)



22%



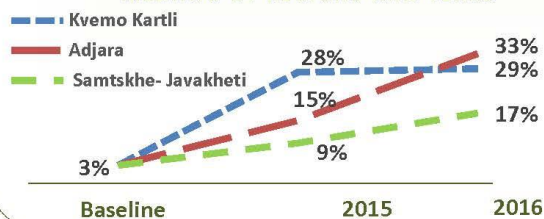
27%

2015

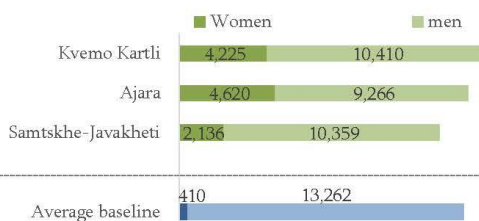
2016

The total percentage of women's participation in the community meetings of Adjara, Samtskhe- Javakheti and Kvemo Kartli

### WOMEN'S ATTENDANCE IN COMMUNITY MEETING BY REGIONS AND YEARS



### PARTICIPATION OF VILLAGE POPULATION IN COMMUNITY MEETINGS BY REGIONS AND GENDER IN 2016



#### Projects initiated by women:

Children's playgrounds, heating and water systems for village kindergartens, community libraries, water and sanitary systems renovation.

06.2016 | ALCP - KK/SJ/AJ





## Women's Instigated Initiatives

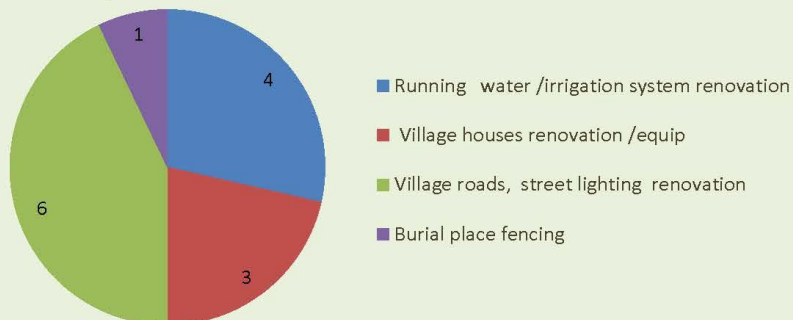


### 68 Women's Initiatives Instigated in KK, AJ & SJ in 2016

**21** Initiatives worth 337,431 GEL (147,349 USD) instigated by women in community meetings in 4 municipalities of KK - Marneuli, Tetritskaro, Gardabani and Tsalka



**14** Initiatives worth of 57,199 GEL (24,978 USD) instigated by women in community meetings in 3 municipalities of AJ- Khulo, Shuakhevi and Keda



**17** Initiatives worth of 216,002 GEL (94,324 USD) instigated by women in community meetings in 4 municipalities of SJ - Akhaltsikhe, Adigeni, Akhalkalaki, Ninotsminda.

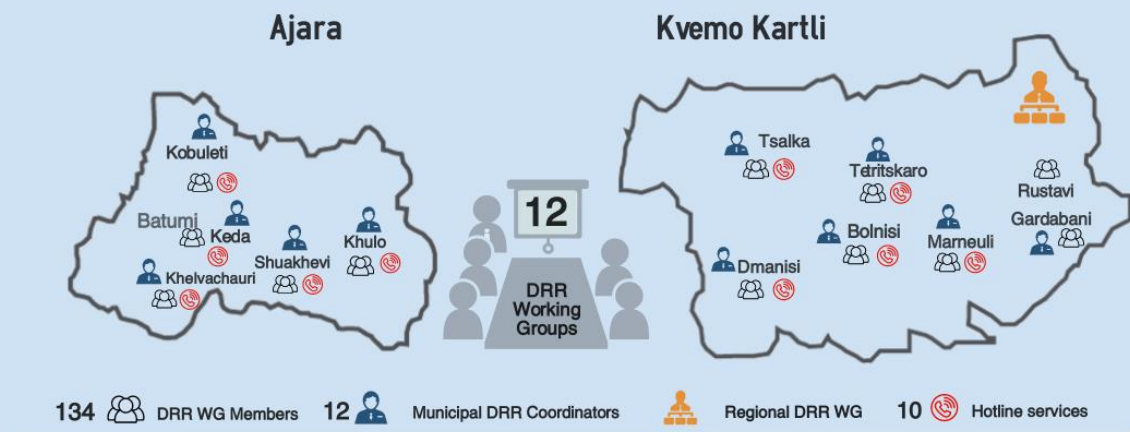


### Women's instigated initiatives besides community meetings

**16** Additional livelihood related initiatives instigated by women from Kvemo Kartli region, out of which five- 9116 GEL (3,980 USD) worth activities have already been financed from local municipal budgets. The rest 11- are pending to be financed.

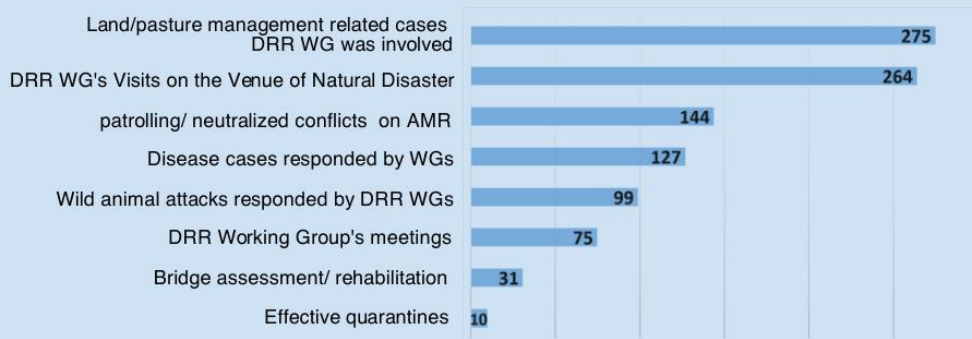
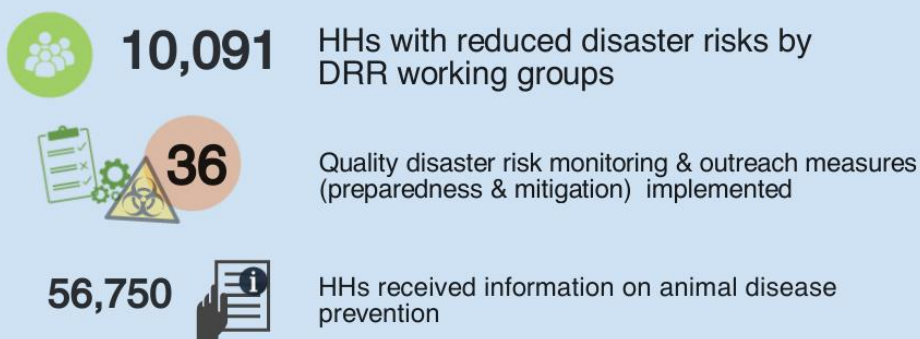
## Municipal DRR Working Groups

Creating Local Mechanism of Disaster Risk Reduction



### DRR WORKING GROUP RESULTS 2014 - 2016

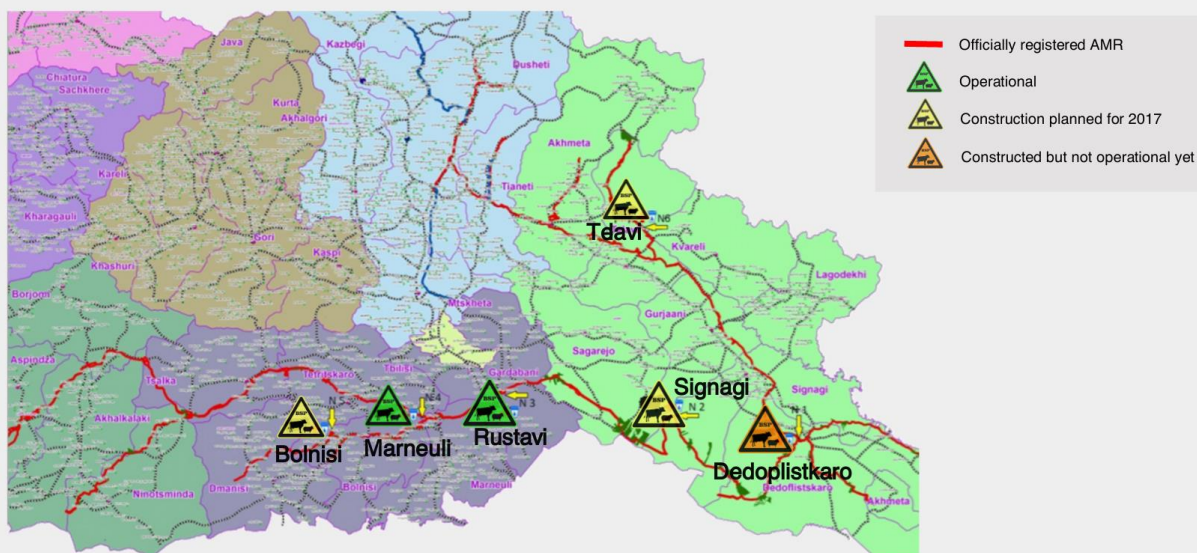
Local Government has higher capacity to mitigate risk and control diseases



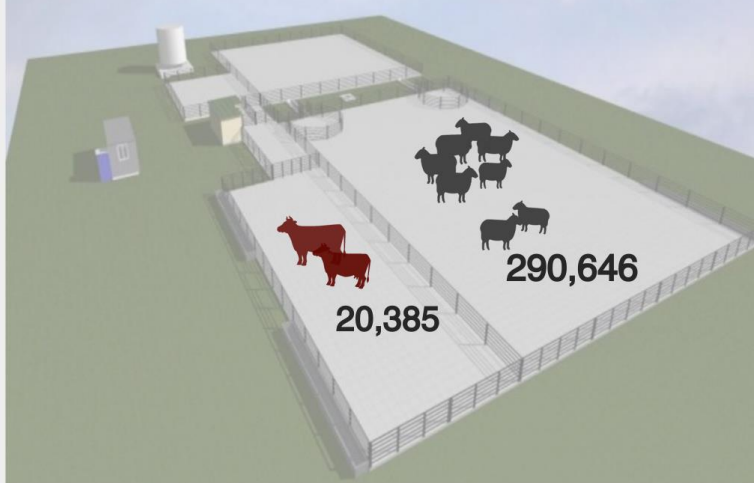
Municipal DRR working Groups plan and implement prevention measures and activities to reduce disaster risks with focus on livestock related disaster on a municipal and regional level. The groups are established by the Gambabeli and include representatives from different departments of the self-government, a municipal representative of the National Food Agency and the MIA and MOA local representatives.

## BIO SECURITY POINTS OF ANIMAL MOVEMENT ROUTE (AMR)

Latest Government Map of AMR showing six confirmed Bio Security Points (BSP) and their status



Animals dipped/ showered in Spring & Autumn 2016



The BSPs are now managed by the government  
It is a free service, shepherds save 200 Gel per 1000 heads

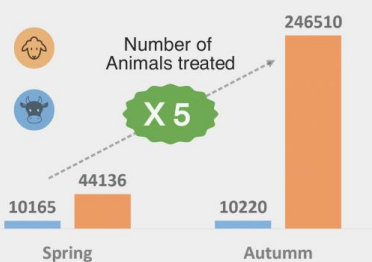
The Veterinary Department of the NFA became responsible on the management of BSPs in 2016. 12 staff members were hired and assigned to the BSPs

The safe waste management system was implemented at BSPs

With facilitation of ALCP the NFA started maintaining a database on seasonal transhumance

The ALCP facilitated creation of the Guidelines for BSPs

More farmers use BSP services



ALCP has started the facilitation of Animal Movement Route Issue since 2012. As a result of years of multi-stakeholder advocacy there will be six Bio Security points arranged in total throughout the country. Two of them in Marneuli and Rustavi Municipalities funded by the ALCP are fully operational since May 2016. Further four in process by the government, marks a serious milestone in the future development of a profitable livestock sector in Georgia.



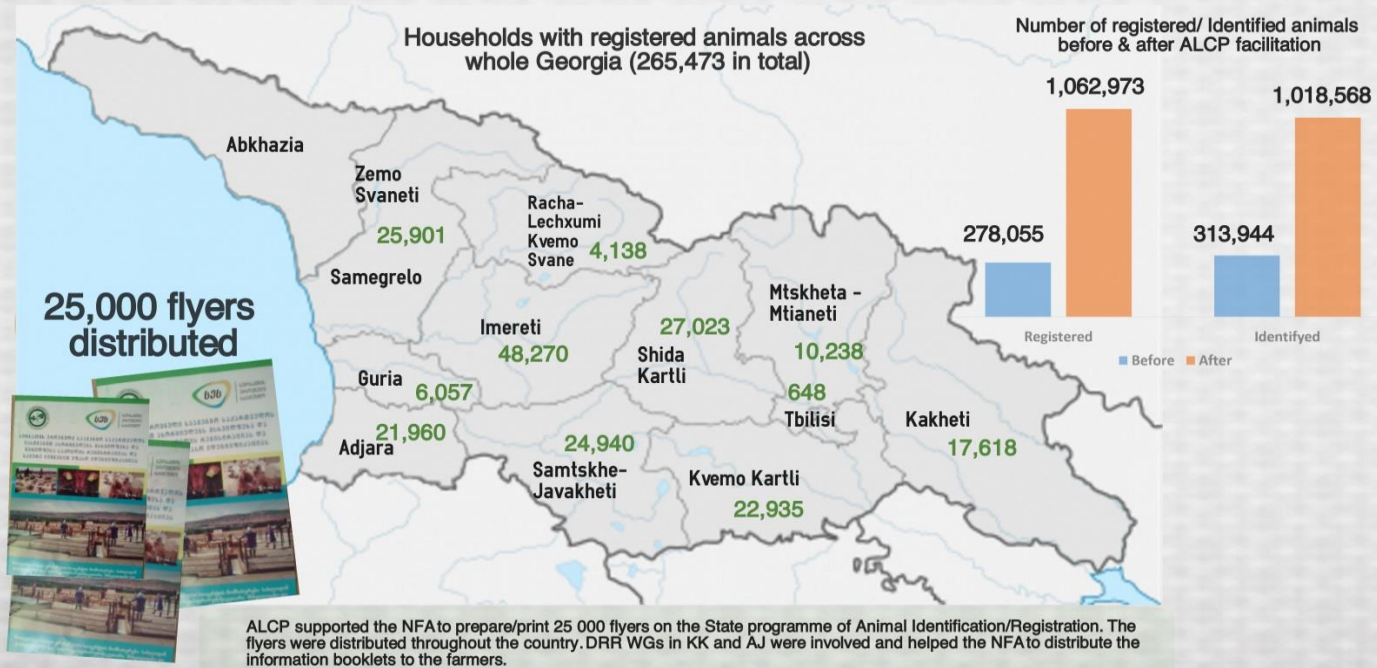
## Animal Identification/ Registration



Improved disease control  
in the country



Accessible database system for  
Slaughterhouses, Milk collectors  
and Dairy factories



ALCP in cooperation with the National Food Agency (NFA) has facilitated the pilot identification/ registration process of cattle, small ruminants and their cowsheds and entering of this information into the one database. The establishment of coherent set of control systems underpins the future domestic and export growth of the livestock sector