

A NATIONAL REVIEW OF INFORMATION
IMPACT IN ALLIANCES
2008 TO 2018



ALCP Alliances
Caucasus Programme
REGIONAL MARKET ALLIANCES IN THE SOUTH CAUCASUS

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TABLE OF CONTENTS

ABSTRACT	2
INTRODUCTION	4
MAIN FINDINGS FARMERS	6
<i>Ongoing Constraints</i>	8
MAIN FINDINGS SECTOR LEVEL	9
SUSTAINABILITY	9
PRODUCT DIVERSIFICATION:.....	11
FEEDING THE SECTOR: CONTENT	13
<i>Results to Date: Adoption</i>	13
INFLUENCE IN THE DEVELOPMENT SECTOR:	14
OBSERVATIONS	15
BIBLIOGRAPHY	16
ANNEX 1: HISTORY AND RATIONALE OF THE INFORMATION INTERVENTIONS	17
ANNEX 2: ALLIANCES INFORMATION INTERVENTIONS IN DETAIL	19
ANNEX 3: SYSTEMIC CHANGE LOG OF MEDIA MARKET PLAYERS CROWDING IN AND BUSINESS EXPANSION ..	23
ANNEX 4: DIVERSIFICATION OF ALCP FACILITATED MEDIA ENTITIES	25
ANNEX 5: AGRI MEDIA ENTITY PROFILES	27
ANNEX 6: STATUS OF THE AGRI JOURNALISM MODULE AT PARTICIPATING UNIVERSITIES	31

FIGURES AND BOXES

FIGURE 1 FARMER LEVEL INTERVIEW COVERAGE	5
FIGURE 2 FARMER PERSPECTIVES ON AGRI INFORMATION USE	6
FIGURE 3 RELATIONSHIP BETWEEN AGRI INFORMATION AND EMBEDDED INFORMATION IN ALL INTERVENTIONS	7
FIGURE 4 MAIN SOURCES OF AGRI INFORMATION	8
FIGURE 5 FARMER COPYING	8
FIGURE 6 MOST POPULAR AGRI CONTENT	9
FIGURE 7 RANKED ONLINE CONTENT	10
FIGURE 8 PROFILE OF ONLINE MEDIA UPTAKE AMONGST FARMERS (MOSAVALI EXAMPLE)	12
FIGURE 9 ENHANCED AGRI JOURNALIST OUTPUT	13
BOX 1: AGRI LESSON TOPICS	11
BOX 2: JRC'S SERVICE PROVISION TO DONORS	14

The following case study profiles nine years of information intervention facilitation by the Alliances programmes, currently the Alliances Caucasus Programme the ALCP. Since 2008, the programme has sought to improve the ability of the Georgian media to provide useful agricultural information to small-scale livestock producers and since 2014, to honey producers. To date at least 623,174 people and 287,261 households have consumed regular, quality agri-information through facilitated media. The information interventions ongoing since 2009, started with newspapers in the regions, moving to national television, production and information associations, social media videos and digital platforms and national and now trans-border¹ interventions in the training of agri journalists. Currently the ALCP faces challenges in measuring the impact of information due to the interventions' longevity and outreach, which has become diffuse and geographically spread. The programme has always been able to directly attribute changes to each intervention as they occurred within the normal lifetime of intervention measurement. However, as the interventions have deepened with significant cross fertilization in the sector (both facilitated and independent), an interesting example being other development entities, copying or using the ALCP models, their long term influence has been more difficult to capture. In television for example the programme worked successfully with the national public broadcaster and a weekly agricultural magazine programme has now been running for five years. However audience measurement in Georgia is poor, and cannot measure the real scale of the impact of the programme or the viewing figures for rural inhabitants.² Similarly *going beyond use to uptake and the influence of that uptake on farmer livelihoods is also challenging. In addition many of the ALCP interventions³ used embedded information to enhance programming and therefore isolating the impact of information alone on increased income for example is almost impossible.*

The following research was undertaken therefore to pick up ALCP impact nationally, looking at systemic changes on a sectoral and farmer level and going beyond the regions of Georgia in which the interventions were originally measured by impact assessment⁴. Desk research of all previous information related documents was carried out and interviews held with 158 farmers (both beneficiaries and non-beneficiaries) in randomly selected villages in each region of Georgia.

Prior to the information interventions, baseline research revealed there was almost no reporting on agriculture and *farmers did not consider themselves as having reliable sources of information and listed information from other farmers as their main source of information.* Currently, the main sources of agri information are TV programmes and online media. Now, *52% of the interviewed farmers are regularly receiving agri information*, out of which 85% named at least one of the ALCP facilitated sources. Among

¹ Armenia and Azerbaijan, in line with current ALCP programme mandate.

² There are two companies which measure audience viewing figures, one has 300 set boxes and another 400 set boxes, both of them put the set top boxes in 7 larger cities, and half of them are in Tbilisi. Thus providing no figures to use for triangulation for the target rural audience.

³ Most notably Roki the veterinary inputs intervention which also has national outreach.

⁴ In addition to regular quantitative and qualitative RM for each intervention based on measurement plans, systemic change is registered in the Systemic Change Log (see Annex 2) and Unintended Impact recorded bi-annually. In previous phases where the programme was mandated to work with the populations in specific regions of Georgia, Impact Assessments were also carried out but were of necessity restricted geographically to those regions.

the 52% interviewed farmers 68% are women, who watch/read agri information independently or together with other household members. The interviewees credit this agri information with increasing their productivity due to healthier livestock. They have adopted new practices and investment in their farms has increased.

The survey revealed evidence of sector deepening. The majority of agri media outlets have become financially sustainable and less dependent on donors. Seventeen entities have crowded in and replicated the agri programmes and newspaper supplements of programme facilitated clients after seeing increased farmer demand for getting agri information (See *Annex 3: Systemic Change Log of Media Market Players Crowding In and Business Expansion*). These entities are adding to the provision of similar content in the sector and are creating good competition. Donors have used ALCP facilitated entities for attaining their own programme objectives or have copied the models of how the ALCP has facilitated its clients commercially and sustainably. Media entities themselves are learning to manage donors, to reduce visibility and balance funding models with sustainability. This is in contrast to the climate in 2008-2011 where donors used to buy broadcasting time or column space which would cease when the funding dried up.

Paucity of information, poor quality information and absence of information characterized the rural space in 2008 when Alliances began. Working through the market systems developments approach the programme co-invested with key market actors, both private and public entities, and the media has now shifted from almost no reporting on agriculture and with only short items included in the daily news, to integrated quality agricultural content in their programming. To date at least 623,174 people and 287,261 households have consumed regular, quality agri information through the facilitated media. *Please see Annex 1: History and Rationale of the Information Interventions.*

ALCP surveys over the lifetime of information programming⁵ showed that farmer and sectoral impact was happening nationally, outside of original target programme areas, where neither dairies, slaughterhouses or locally specific input supply companies had been facilitated by the programme.

The programme was interested in further capturing national scale and farmer uptake, particularly how much information farmers are accessing, what sources and how this access is linked to behaviour change. The research was conducted in randomly selected villages in each region of Georgia, interviewing both beneficiaries and non-beneficiaries. 158 respondents were interviewed out of whom 52% (82 respondents: 35 women and 46 men) stated that they were receiving agri related information. In depth interviews were then held with these 82 farmers. 11% of the total were from ethnic minorities. *See Figure 1 below: Farmer Level Interview Coverage.*

Nineteen interviews were conducted with media sector representatives to further define broader impact and systemic change in the sector⁶ and ten interviews with representatives of universities using or integrating the agri journalism modules. *See Annex 6: Status of Agri Journalism Module at the Universities* for a full account of their current use and level of integration.

⁵ Surveys conducted by ALCP which covered agri information: 3 focus groups surveys, 2 impact assessments and 3 case studies see www.alcp.ge

⁶ Heads of universities representatives: Nino Dolbadze, Batumi; Marika Sherazadishvili, Gori; Mzia Tadumadze, Kutaisi; Nana Talakhadze, Akhaltsikhe; Nino Chalaganidze, Tbilisi Caucasus University; Tea Lapachi, Telavi; Natia Kuprashvili, Head of the Journalism Resource Centre (JRC); Nugzar Suaridze, JRC; Giga Abuladze, Anchor of *Agri News*; Demetre Egremidze, Anchor of *Perma*; Tamar Bolkvadze, Producer of *Perma*; Dimitri Kostarovi, Head of Saperavi TV; Maia Mamulashvili, Head of the Georgian Regional Media Association; Irakli Japaridze, Producer of *Me Var Fermeri*; Juka Bandzeladze, Representative of Rioni TV, Imereti; Marina Jugeli, Representative of Agri TV, Imereti; Nino Keshelava, representative of Elva Ltd; Laura Gogoladze, Editor of *Chemi Kharagauli*, Imereti; Giorgi Akhalkatsi, Dia TV, Gori;

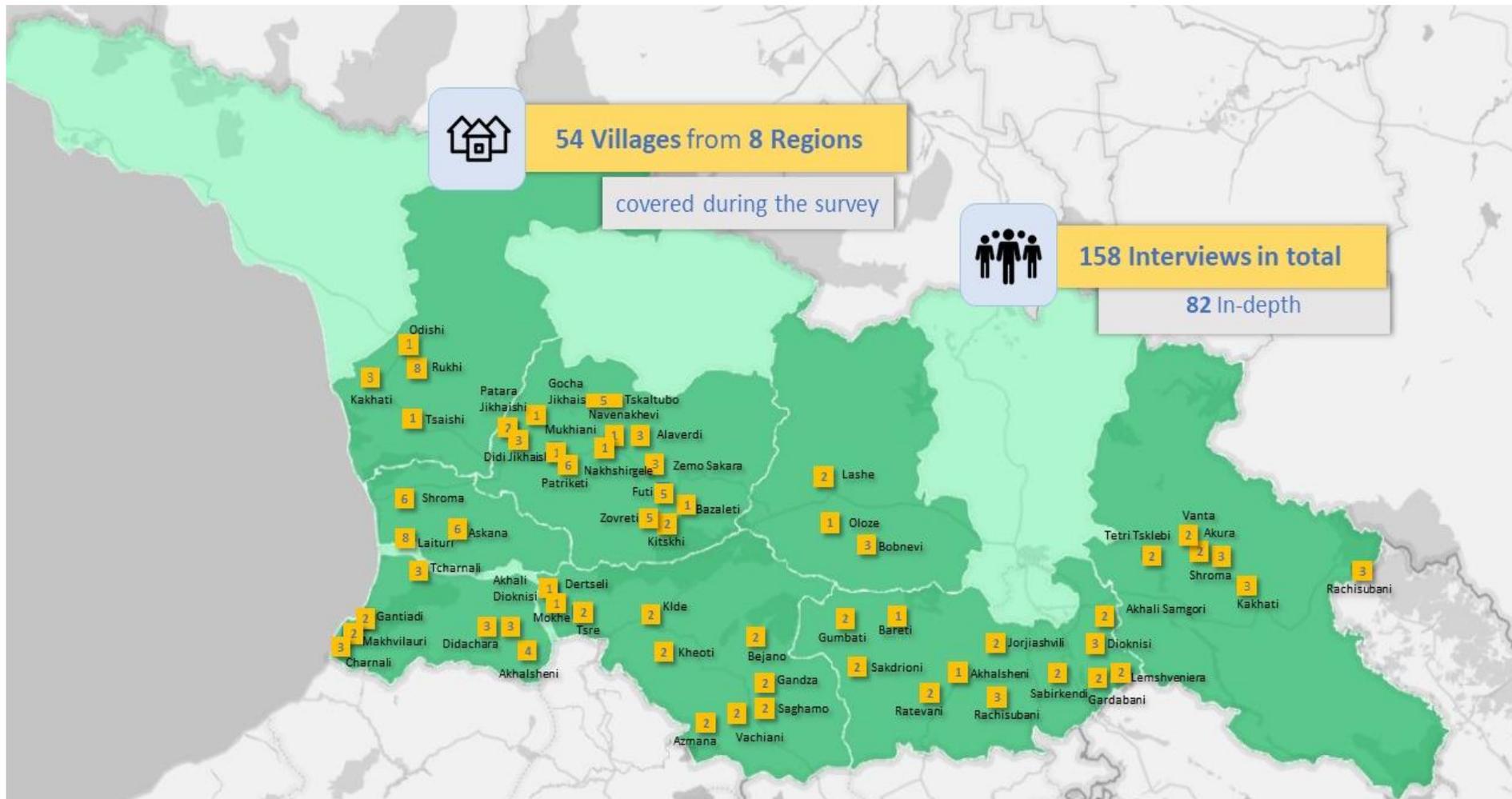


Figure 1 Farmer Level Interview Coverage

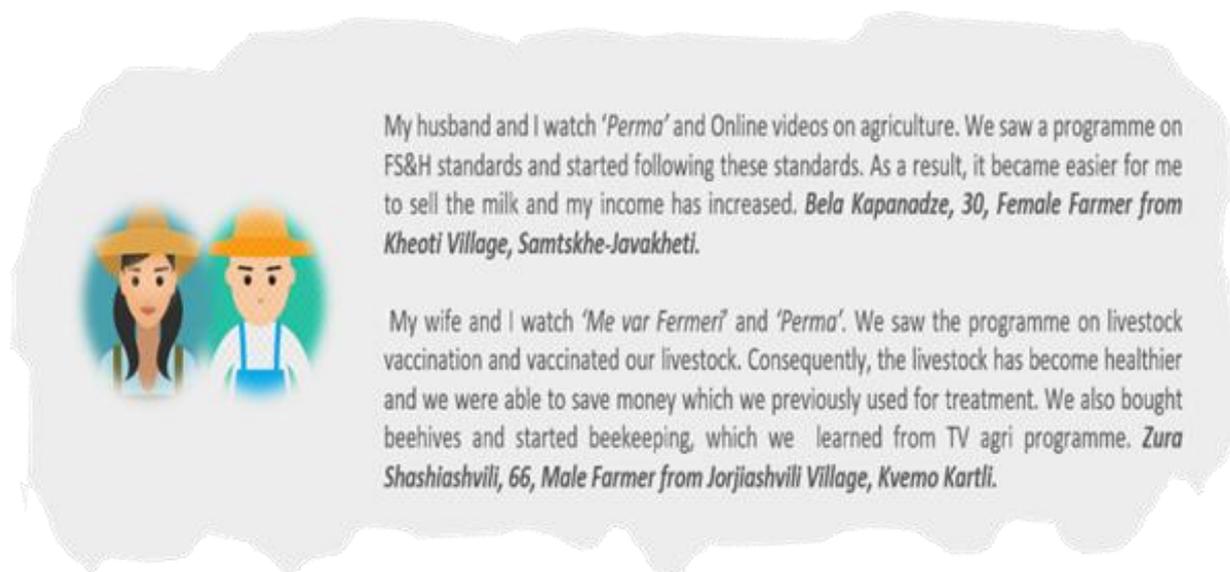


Figure 2 Farmer Perspectives on Agri Information Use

Scale and uptake: 52% out of 158 interviewed farmers are receiving agri information. Among the 52% interviewed farmers 68% are women, who are now receiving agri information independently or together with other household members. They have increased their awareness and respectively increased their interest in new technologies, medicines, pesticides and improved their farms and production methods. *See Figure 2 above: Farmer Perspectives on Agri Information Use.* Previously, information poverty had always been more severe for women as they do not have the same culture as men of gathering in public on the street to chat and are more limited in terms of mobility

Adoption of new practices: 85% out of 52% of the interviewed farmers who are receiving agri information, use at least one of the ALCP facilitated sources. Out of the 52% of the interviewed farmers who are receiving agri information; *61% have adopted new practices in agriculture: bought machinery or equipment which improved the quality and quantity of their harvest; improved breeding and feeding practices which increased their milk yield and live weight of their cattle, followed FS&H rules while milking and making cheese, ensuring cleaner milk to sell, bought milking machines and saved time and ensured the timely medical treatment of cattle.*

Increased productivity: Agricultural information has contributed to increased productivity. The majority of the interviewed farmers said that increased access to agri information has enabled them to make informed decisions on animal health, breeding and nutrition and that they now generate more income. The same trends have been captured by other qualitative data and ALCP impact assessments have shown that when farmers use agri information with other interventions a synergy effect is created which leads to higher income for farmers. However, Net Additional Income Change (NAIC) generated by information related interventions cannot be reliably isolated and attributed to the programme. *See Figure 3 below: Relationship between Agri Information and Embedded Information in All Interventions*

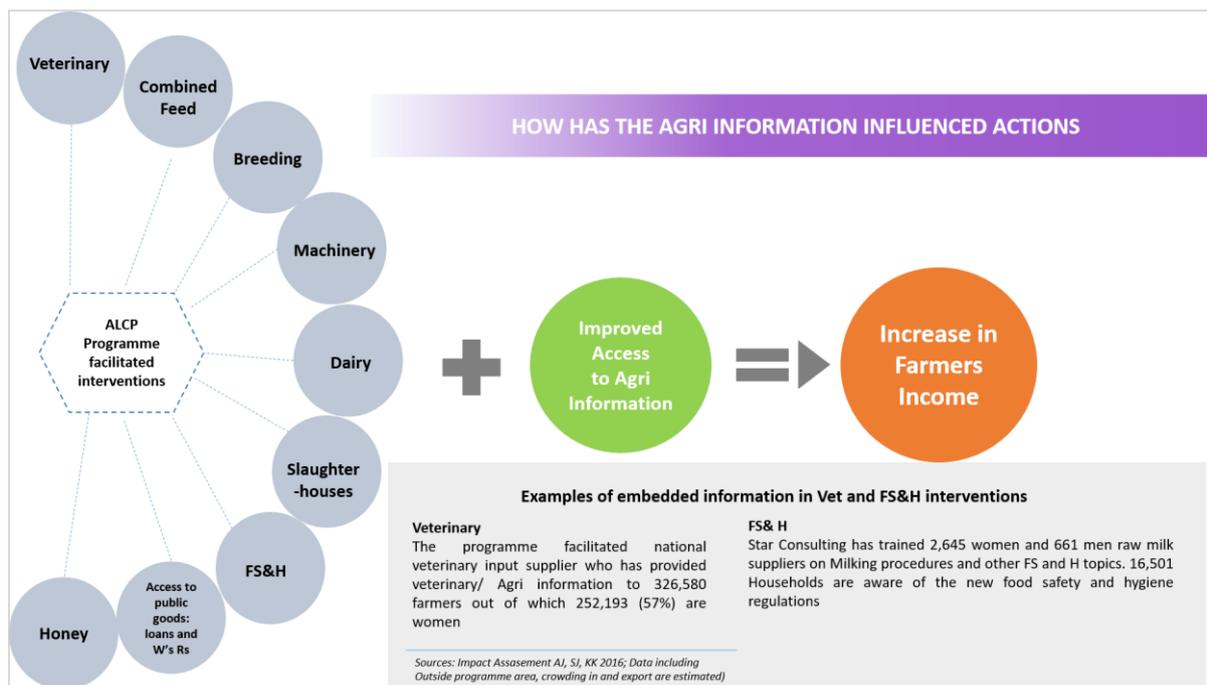


Figure 3 Relationship between Agri Information and Embedded Information in All Interventions

Change in outlook: Increased agri content is changing farmers’ perceptions of agriculture. The majority of the interviewed farmers stated that the increased content being shown on TV, such as livestock care, vaccination, FS&H, combined feed, vet medicines, cattle registration, artificial insemination, cultivation, pesticides and fertilizers is making farmers feel and believe that the general trend in agriculture is positive.

Gender and Youth. There has been a change in the audience structure, more women and young people are consuming agri information and becoming increasingly interested in improved production and new techniques. Women have responded to content focussing on women who are the main point of contact with cattle. The majority of the interviewed women have reacted favourably to articles about milking procedures and hygiene rules. They liked stories profiling women as they could copy them. Now that service provision in breed, nutrition and veterinary services more accessible they can read or watch content and then apply it in practice.

Preferences: The main sources of agri information for the interviewed farmers are television and online media, whereas in previous years they were neighbours and ‘birjas’⁷ and TV news, which provided only very general information on agriculture. See Figure 4 below: *Main Sources of Agri Information*. As for the most popular agriculture areas of farmers’ interest, they vary according to regions. However, among these, the ones most in demand are livestock care, livestock diseases and their prevention, milking hygiene, animal vaccination, medicines, chemicals, fertilizers, vegetable production and agri lessons in general.

⁷ All male informal group street gatherings.

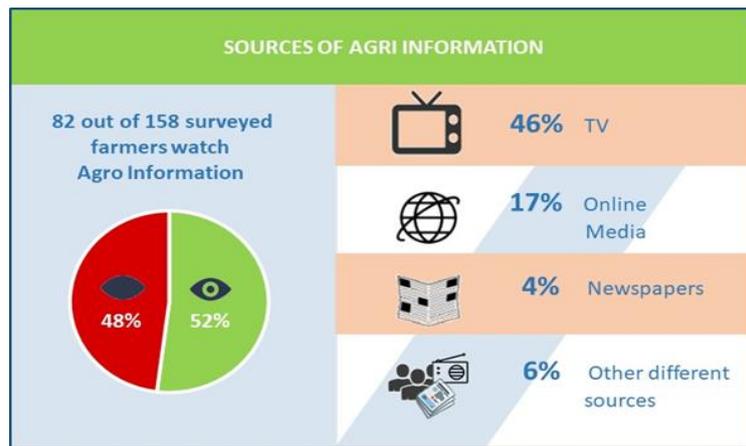


Figure 4 Main Sources of Agri Information

Copying ratio: On average, one interviewed farmer has shared information with eight other farmers and among them 3.4 farmers have copied behaviours from the interviewed farmers: they have used the same veterinary medicines, combined feed, pesticides, followed the same veterinary calendar to vaccinate their cattle and plant crops, bought milking machines and applied for the same governmental grants. See Figure 5 below: Farmer Copying.

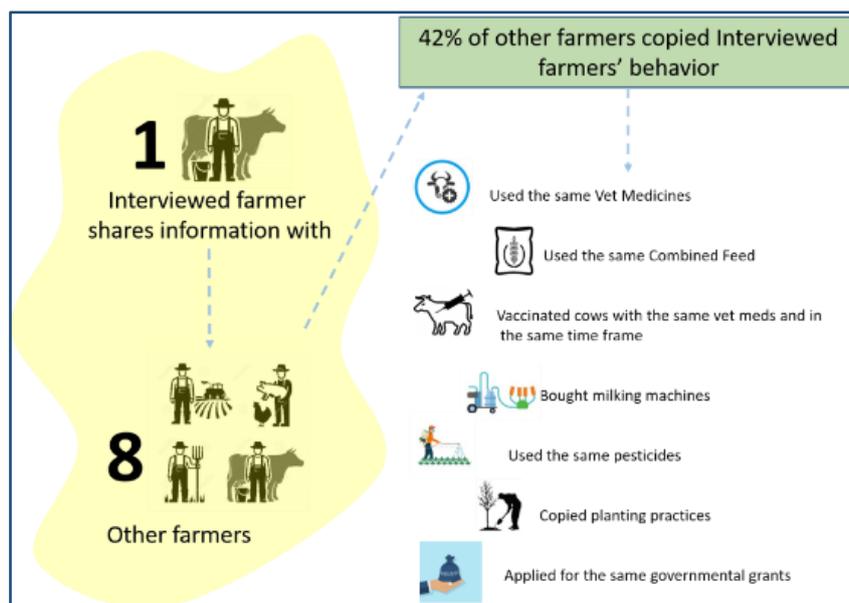


Figure 5 Farmer Copying

ONGOING CONSTRAINTS

48% of the total 158 interviewed farmers noted that they do not have access to agri information. The main reasons for not receiving agricultural information are identified as: ethnicity and language barriers with ethnic minorities (9% out of 48%) watch only foreign TV channels on satellite; the transfer of the TV broadcasting to digital⁸ and a lack of awareness of existing agri information and programmes. The most

⁸ Recently national TV airing has transferred to digital, which has caused turning off of some local TV's airing in the regions and villages among the population which uses satellite TV airing. The satellite is not airing most of the regional TV channels; therefore, the population doesn't have access to most of the regional TV stations.

frequent reason however is a lack of time to watch agri programmes at a particular time, as farmers are busy with farming and watch mostly news and soap operas only when they have free time or do not watch TV at all.

MAIN FINDINGS SECTOR LEVEL

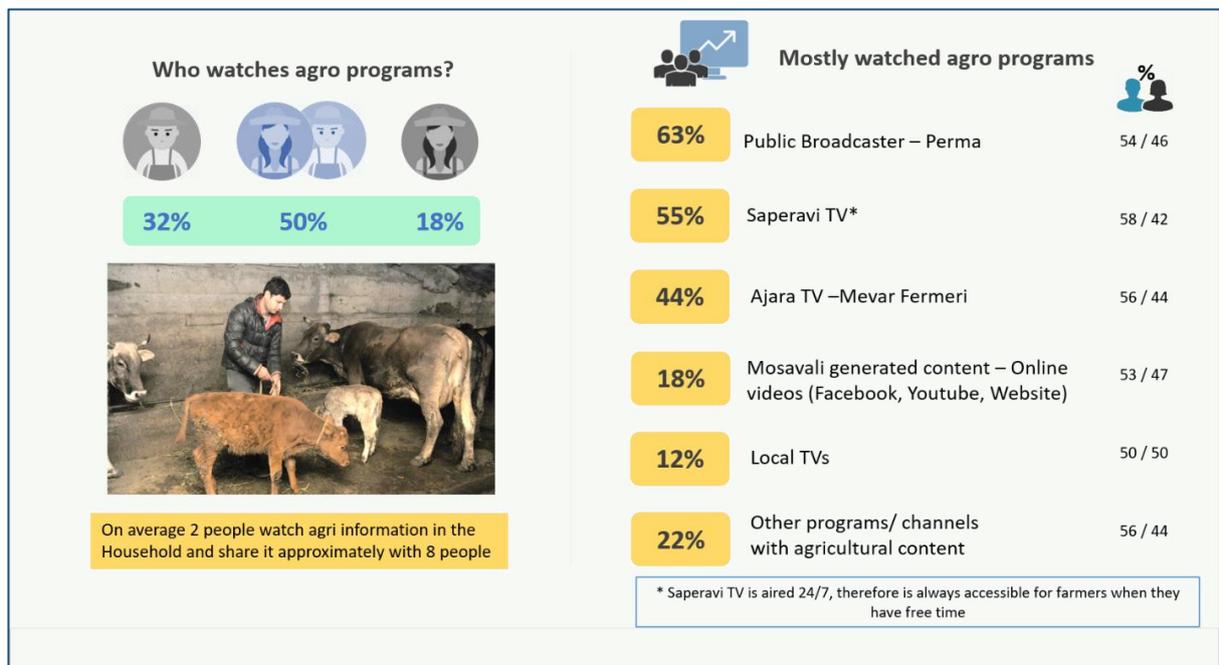


Figure 6 Most Popular Agri Content

SUSTAINABILITY

It is clear that the ALCP’s desire to demonstrate the potential of the rural market has been realized. The media has shifted from limited reporting on agriculture with only short items on daily news, to integrating quality agricultural content in their programming. See Annex 5: Agri Media Entity Profiles. Most of the interviewed media representatives stated that demand for agricultural information is increasing and there is a stable increase in the number of various agri programme viewers and feedback. Television is the most popular with a growing interest in online provision.

Previously donor funded agricultural programmes were prepared and aired only for the duration of their funding and finished with the end of funding. Commercially the space had been distorted by donor funded column inches or air time and a lack of understanding of the potential to be found in serving the potentially large rural market. Now the majority of agri media information providers have become financially sustainable and can provide agri information without being dependent on donor funding as they were before. The majority of the ALCP facilitated agri TV programmes and newspaper supplements have noted that their agri content has increased sales of their service, while before the facilitation their only source of income was donor funding.⁹ Public broadcasters’ *Me Var Fermeri* and *Perma* programmes’ budget¹⁰ used to be very limited and the programmes were not in the list of top rated programmes and were trapped in a vicious cycle that prevented their staff from going on field trips and carrying out quality

¹⁰ Public broadcasters are restricted from commercial activities and advertising.

reporting due to lack of funds. Improved agri content brought increased audience for the television channel, which led to broader support and sustainable financing from their management. *See Figure 6 above: Most Popular Agri Content. Me Var Fermeri* is the only programme on Adjara TV to be in the top ten list of the ratings among talk shows of national TVs.

Systemic Changes: Seventeen entities¹¹ have crowded in and replicated the agri programmes and newspaper supplements of programme facilitated clients after seeing the increased demand from farmers for agri information. These entities have added the provision of the same content and create good competition. Donors have used ALCP facilitated entities for attaining their own programme objectives or have copied the models of how the ALCP has facilitated its clients commercially and sustainably. Media entities themselves are learning to manage donors, to reduce visibility and balance funding models with sustainability. *Please see Annex 3 Systemic Change Log of Media Market Players Crowding In and Business Expansion.*

Page		Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1	 აგროპრომოტა	54.1K 	0%	21	279 
2	 Mosavali - მოსავალი	22K 	0%	0	0
3	 შპს "OJAKHI.ge"	18.4K 	0%	0	0
4	 ფერმა / Ferma	14.6K 	▲0.3%	4	104 
5	 მე ვარ ფერმერი / Me v...	11.8K 	▲0.3%	2	52 
6	 აგრო სიანლეები	6.7K 	▲1.2%	14	440 
7	 Saperavi TV	1.6K	▲0.9%	0	0
8	 Agromedia.ge/აგრომე...	217	▲0.9%	15	32 

Figure 7 Ranked Online Content

¹¹ 2 Newspapers *Didgorelebi* in KK and *Kharagauli* in Imereti added a 2-page supplement on agriculture, 2 newspapers *Svaneti* in Svaneti and *Guriis Moambe* in Guria and *Samkhretis Karibche* as an online TV in SJ produce a FS&H supplement once a month. *European University of Georgia in Tbilisi* added the agri journalism course to the journalism curriculum.

PRODUCT DIVERSIFICATION:

FS&H RULES AND PRODUCTION OF CLEAN DAIRY PRODUCTS	LIVESTOCK FEEDING PRACTICES
FRUIT TREE PLANTING AND HUSBANDRY	HONEY PRODUCTION AND SHEEP
DISEASES AND PREVENTION	FARM AND COWSHED
RENOVATION	
LIVESTOCK HUSBANDRY	IMPROVED PRODUCTION FOR LIVE WEIGHT AND MILK YIELD OF CATTLE
LIVESTOCK REGISTRATION	

Box 1: Agri Lesson Topics

Facilitated entities have developed services and products beyond the original facilitation vision often responding to the demand of their consumers. *See Figure 7 above: Ranked Online Content.* The majority of ALCP clients have added the provision of online agri lessons to their output, real examples how to conduct various agricultural activities. *See Annex 4: Diversification of ALCP Facilitated Media Entities.* 60% out of 52% of the interviewed farmers who are receiving agri information have followed agri lessons and incorporated the new knowledge into their farm. *See Box 1 above: Agri Lessons Topics.* *Agri News* viewers demanded agri lessons and it has started making related videos,¹² popular among the viewers and is in competition with the *Mosavali* online platform¹³, which provides similar content. *See Figure 9 below: Profile of online media uptake amongst farmers (Mosavali Example)*

¹² *Agri News Facebook* webpage currently has 8, 193 subscribers and actual weekly engagement is led by the *Agri News*. They have already prepared 24 lessons, the most popular were videos on artificial insemination, when a practitioner talked about the service and its results. The lessons are also broadcasted on 20 Regional TVs with 117,060 viewers throughout Georgia.

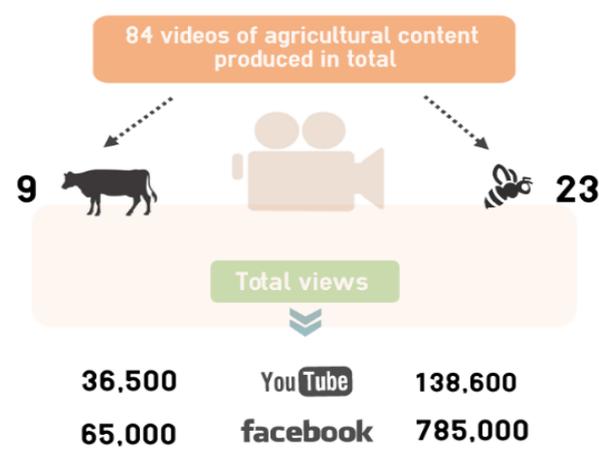
¹³ The *Mosavali* online platform was producing agri content when it had donor funding. It has not been updating this /uploading new information for several months as the donor funding is already finished. However, the majority of the ALCP facilitated media players fully cover the production of agri lessons without donors help.



AGRICULTURE IN SOCIAL MEDIA

Mosavali

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



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?

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: Were can I buy combined feed?

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

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

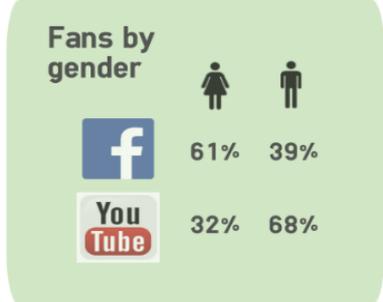
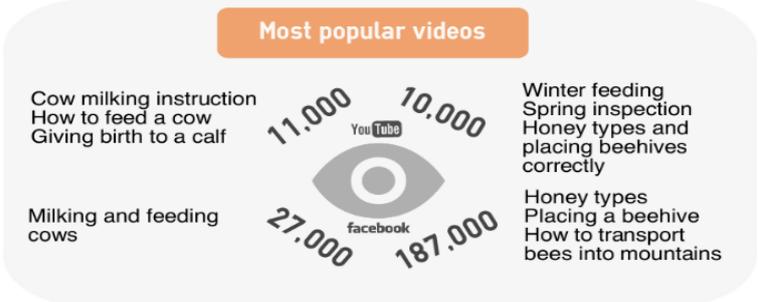


Figure 8 Profile of online media uptake amongst farmers (Mosavali Example)

Provision of or lack of quality content is an ongoing problem. The ALCP’s facilitation of the Journalism Resource Centre to improve agri journalism at scale was an attempt to help solve this problem. See *Annex 1 and 2* for intervention details. See *Figure 10* below: *Enhanced Agri Journalist Output*.

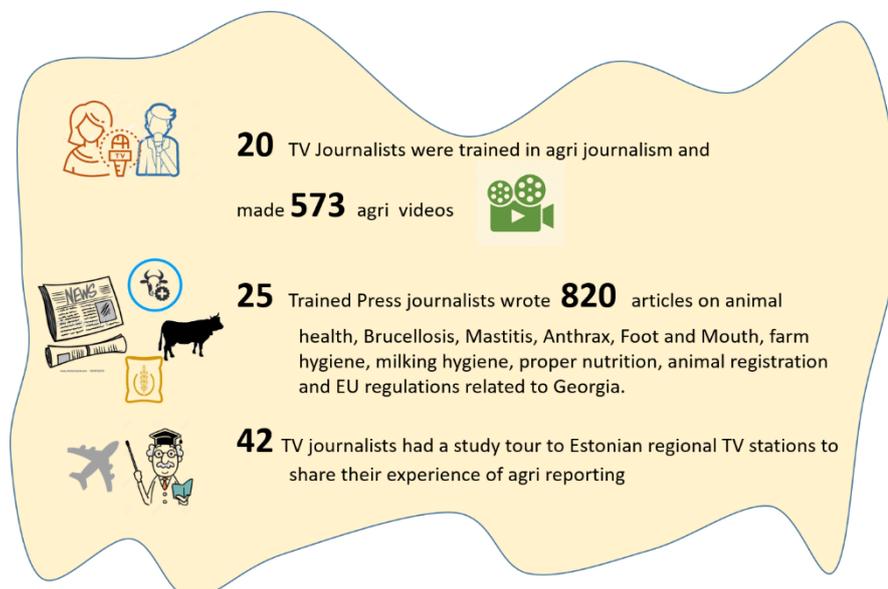


Figure 9 Enhanced Agri Journalist Output

RESULTS TO DATE: ADOPTION

After ALCP facilitation and trainings for journalist members of media associations GARB and GRMA, introducing agri journalism topics and material, an agri journalism module was developed in 2016 and was in use by the representatives of six universities for 2017¹⁴. The adoption of the agri journalism modules has been embraced with enthusiasm by numerous universities and implemented to date with a reasonable degree of success. Please see *Annex 6: Status of The Agri Journalism Module at The Universities*. From this semester it is being used in some degree by ten universities including the original six. Two have used it successfully as a module in the BA Journalism. Two have used it in other Bachelor's studies at these universities i.e. tourism and FS&H. Two universities in Armenia and one university in Baku are establishing the agri journalism course in September next year. Two¹⁵ had no enrolments for the journalism BA but will use it when they do.

Three hundred and sixty-nine students have been through the modules in Georgia. Four current students won an agri video report competition and started internships at four local TV stations. One became the *Agri News* anchor; four students are also working for *Agri News*; one student went through an internship at the newspaper *Samkhretis Karibche*; another student has used this experience while working on the

¹⁴ Tbilisi Caucasus International University, Tbilisi Javakhishvili state University, Tbilisi Georgian Technical University, Tbilisi Georgian-European Higher Education University, Tbilisi Grigol Robakidze University, Gori State University

¹⁵ Akhaltsikhe State University, Telavi State University

agricultural section of *Iberia TV* web site. *Perma*'s main TV anchor has started studying at the Agrarian University, after being inspired to learn more about agriculture as a result of the agri training.

Adaptation and Response: Part of the success in the adoption of the modules has come from the incentive of the universities being signed up to the UNESCO *Model Journalism Curricula*¹⁶ which stipulate that university courses should encourage specialization and the agri module offered university personnel an opportunity to answer this.

Updating the module: The agri journalism materials were developed at a time when context specific content had to be created to be taught and as was of necessity something of a first edition. Since last year the Universities have been trying to improve and extend these materials. They have improved teaching methods, combining visual case studies taken from *Me Var Fermeri* and *Perma* and guest/expert lectures with paper based learning. Students understand the importance of airing agricultural information and how to prepare it. They have incorporated this knowledge into practice while developing agricultural articles and videos with the help of the technical staff of the universities, which also includes reports from the field. The material now need updating and extending to answer changes in the environment, lessons learned through the teaching process and demand to possibly offer a separate agri journalism degree course. Currently, the JRC (facilitated by the ALCP) are updating the modules with the input of an international agri journalist and with the professors of Caucasus University of Tbilisi adding new modules about beekeeping, consumers' rights and responsibilities, bio security, organic farming, dealing with climate change, soil, water and crop management. From January next year all the universities will use the new updated version. The new modules are being translated into Russian for Armenian and Azerbaijan universities.

Regional Expansion: In addition, facilitated by the programme the Journalist Resource Centre has found potential entry points for expansion in Armenia and Azerbaijan. Eight TV and press journalists of Armenia and two heads of the Department of Journalism of Armenian Universities attended the agri journalism course conducted by an international agri journalist in Georgia, a new media season will start in Armenia in October, and currently the journalists are planning the first agendas for agri reporting;

INFLUENCE IN THE DEVELOPMENT SECTOR:

JRC'S SHORT-TERM SERVICE CONTRACTS WITH OTHER ORGANIZATIONS

- * Eurasia Partnership Foundation –2015-2017 Customer's Rights
- * EUENPARD - 2016-2018 Rural development programmes
- * USAID and the government of Georgia– 2017-2018 campaign on fighting the brown stink bug
- * Deutsche Welle and Open Media Hub –2018 up to date, co-production of various information projects
- * Open Media Hub - 2018 up to date, co-production of various information projects
- * Various national TVs (Caucasia, Food TV) – 2018 up to date, Agri News broadcasting
- * EBRD – 2018 up to date, Activities regarding fighting with the brown stink bug
- * EU – 2018 up to date. Show programme about European Days
- *

Box 2: JRC's Service Provision to Donors

Donors have used ALCP facilitated entities for attaining their own programme objectives or have copied or partially the models of how the ALCP has facilitated its clients commercially and sustainably. See Box 2 above: *JRC's Service Provision to Donors*. Media entities themselves are learning to manage

¹⁶ [UNESCO Model Journalism Curricula](#)

donors, to reduce visibility and balance funding models with sustainability. This is in contrast to the climate in 2008-2011 where donors used to buy broadcasting time or column space which would cease when the funding dried up. *UNDP VET*, Eurasia Partnership Foundation and the *EUENPARD* programme used the ALCP facilitated platform of *GRMA* and *GARB* for attaining their own programme objectives. The Embassy of Estonia took forty-two TV journalists to Estonia regional TV stations to share their experience of agri reporting after they saw the new *GARB* agri programme production studio. A growing market for agricultural journalists led to the establishment of the Agricultural Journalists Association (facilitated by SDC funded *MOLI* in Kakheti), which was founded by journalists who attended agri journalism trainings and were members of the agri journalism study module working group. However this association formation in particular caused some in-fighting in the sector between key players, which has now been mediated, however NGO's intervening in the sector should tread carefully and above all be concerned with preserving sustainability.

OBSERVATIONS

Regional media find broadcasting quality agri media difficult. Most have very limited financial resources and staff to make quality agri videos by themselves or send them for relevant capacity building. Therefore, the only agri media content for them is the Agri News programme, produced and disseminated by JRC.

Decline in newspaper readership: The appearance of new social media platforms has led to a reduction in the number of newspaper readers in favour of these platforms as access to the internet increases. According to Newspapers *Kakhetis Khma* and *Chemi Kharagauli* demand for them is found only in remote villages.

Potential entry points The findings of the survey show demand for more frequent airing of agri programmes and content. It seems clear that there is room for increased integration of agri content into everyday TV programming. Increased regularity of airing agri programmes would also increase viewer access as the majority of the agri content is aired and reported only once a week.

New programming: As value chains become more sophisticated the time seems ripe for quality programming on the food supply chain and consumers' rights and responsibilities:¹⁷.

Remaining barriers to access: Ethnicity is still a serious barrier to access. There is room to better serve ethnic minorities with agri information: It would work in two ways, more reports on Azeri and Armenian farmers to promote interest and buy in and improved linkages between agri media players and the local media organizations working in the ethnically populated municipalities.

Donor distortion a threat to survival? Despite the fact that donors are still extremely active in the media sector and that this forms inevitable threats to sustainability, agri content providers seem increasingly able to manage donor funds; not accepting them unconditionally. They are leading interactions and are more careful of their market; provision now remains constant, a switch from earlier 'pay to play' models and the content and style of their output is tailored to the needs and preferences of their consumers, who they now see as the most important component of their own survival and success.

¹⁷ Ajara TV is already responding to this demand with a new consumer rights programme. Currently reporting on food and consumers is limited to shock and horror investigative reports and 'guerrilla' or 'hit and run style reporting which is entertaining but does not add to an informed debate and help producers and consumers.

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Paucity of information, poor quality information and absence of information characterized the rural space in 2008 when Alliances began. Working through the market systems developments approach the programme co-invested with key market actors, both private and public entities, and the media has now shifted from almost no reporting on agriculture and with only short items included in the daily news, to integrated quality agricultural content in their programming. To date at least 623,174 people and 287,261 households have consumed regular, quality agri information through the facilitated media.

The programme began with one newspaper in 2009, local regional TV in 2010, another newspaper in another region in 2011 and looking for greater scale and impact worked with the public broadcaster's only national agricultural programme since 2013. It was the right time, as when the programme approaches as a facilitator it must have something to offer. Newspapers and particularly TV are content greedy. Over the previous five years, the programme had built up a network of people, businesses, content and knowledge, which hadn't existed in the space before. Without this foundation, the expanded intervention would not have been possible.

One constraint that increasingly emerged was that of the capacity of journalists themselves, most of whom have a predominantly urban focus and very little knowledge pertinent to a rural audience. The programme anticipated that as media awareness of the rural segment grew, capacity building opportunities for journalists to enhance their knowledge of crops, livestock and agricultural management would influence the sector systemically. In addition, by 2014 the Alliances programme areas were well served by tailored agricultural information, however large areas of rural Georgia were largely untouched; the intervention would also facilitate further scale and outreach through working with the national media associations of television broadcasters and print journalists to develop the field of agri-journalism and to reach more people. Following the approach to the media associations and the negation of an offer, an international agricultural journalist was commissioned to deliver training to forty-five print and TV journalists. The development of agri journalism modules to be added to the journalism curriculum in six universities was also initiated. 10 Universities have adopted agri Journalism modules and 346 Students have gone through agri journalism¹⁸. Currently the programme's is facilitating the roll out of an online interactive agri platform and expanding the agri journalism training initiative to Azerbaijan and Armenia. *Please see Annex 2: Phases of Alliances Work in Information Intervention.* The data to date is that in two months they have registered 809 farmers and specialists and the platform have had 4000 unique visitors. 8 media TV and press journalists of Armenia and 2 heads of the Department of Journalism of Armenian Universities attended the agri journalism course conducted by an international agri journalist and currently the *Journalist Resource Centre, Caucasus University in Tbilisi* and the *Media Initiative Centre* in Armenia are working to transfer the knowledge ALCP facilitated agri journalism and agri modules from Georgia to Armenia; create common informational space for the journalists and establish communication platform for working on common interest topics and exchange the information accordingly.

¹⁸ Four current students won an agri video report competition and started internships at four local TV stations. One became the *Agri News* anchor; four students are also working for *Agri News*; one students went through the internship at the newspaper *Samkhretis Karibche*; another student has used this experience while working on the agricultural section of *Iberia TV* web site. *Perma's* main TV anchor has started studying at the Agrarian University, after being inspired to learn more about agriculture as a result of the agri training.

The programme also concentrated on embedded advice and information in all interventions and media based information provision was targeted to milk and meat and honey producer. Content targeted at female milk suppliers, who are the main point of contact with cattle, led to the duplication and use of service provision in breeding, nutrition and veterinary services. A national veterinary inputs supply company utilized SMS's to inform customers, as well as in store advice with the advice shaped by their customer database, municipal women's resource centres and access to community decision making enabled women to exit an information vacuum and exercise autonomy in the use of new knowledge for their own and their families benefit. The synergistic relationship between embedded advice and media based agri information means that segregating the impact of agri information in beneficiaries who have also used other interventions is almost impossible. However it is clear that the synergy is beneficial and helps amplify the impact of programming¹⁹. Please see *Figure 3: Information in all intervention and its impact*.

The decision to use information and shape the public space with a specific eye to influencing the political sphere began in 2013 with the making of the *The Road* film documentary. Purposefully taking the form of a beautiful, high-quality documentary and not a direct advocacy tool, it aimed to highlight the solid issue of the animal movement route on which a million head of livestock, predominantly sheep, travel annually from winter to summer pasture in an ecologically determined pattern of survival and husbandry. It worked, bringing to fruition a suite of interventions on the issue. Another film *Jara* was then produced, in the region of Ajara on the Black Sea, where wild honey is still produced. It portrays very beautifully, the human wildlife interface through the annual cycle of a wild hive and highlighted an area which requires the support of the honey and rural tourism sectors, by providing an understanding of the true ecological value of the region in tandem with ongoing rural livelihoods and the galvanization of diverse conservation actors. In 2018 *Jara* has won two international film awards: The Best Feature Film at the *Wolves Independent International Film Festival 2018* and *Golden Green Award 2018* at the *Deauville Green Awards International Film Festival*, for the best production in the category of Sustainable Agriculture.

¹⁹ Successive Impact Assessments have proved the 'synergy' effect of using more than one intervention in which income increase is amplified (beyond the sum of the individual parts) the more interventions that are used in tandem.

ANNEX 2: ALLIANCES INFORMATION INTERVENTIONS IN DETAIL

Date	Objective	Nature of Investment	Intervention Name	Total Budget USD	ALCP Contribution USD	Client Contribution USD	Alliances share %
Nov' 2009 -Feb' 2013	Develop and print farmers' supplement with agricultural content, develop a consumer data base	Photo camera, Printer, computer, stationary, research, printing costs, promotional posters	1.4.1 Southern Gates / 1	22,005	13,635	8,371	62%
Jun' 2011 -Feb' 2013	Develop the agricultural TV program <i>Farmers' Hour</i> in Akhaltsikhe, Akhalkalaki and Ninotsminda municipalities	Video Camera, Manual radio microphone, lightening for camera, accumulator, marketing expenses, arrangement of the studio, development of the TV Program	1.4.1 Regional TV Stations / 1	58,986	34,109	24,877	58%
Jan' 2012 - Feb' 2013	Enhancing the newspapers quality and relevance to the local rural population and SSLP's through; the development of agricultural content shaped by market research, translation of content into Armenian and Azeri and the expansion of distribution networks.	Desktop computer with full equipment, office furniture, Digital Photo Camera, sound recorder, second hand distribution car, informational billboard, posters, leaflets, stickers in Georgian, Armenian and Azeri languages, external advertisement decoration, trainings-Print Media, newspaper designer, carpets, lamps, refurbishment	1.4.1 Trialeti Express / 1	13,313	10,357	2,956	78%
Jan' 2013 - Feb' 2014	Facilitation with <i>Chveni Perma</i> to improve content and linkages to appropriate content providers in particular regular FS&H slot and advertising of the programme in Tsalka, Dmanisi and Tetrtskaro municipalities.	Second hand minivan, fuel, informational billboards, T-shirts, caps, agricultural calendars, decoration with advertising posters, salary for a consultant, business trips to Tsalka, Dmanisi, Tetrtskaro municipalities	1.4.1 Public Broadcaster / 1	66,470	19,260	47,210	29%

Dec' 2014 - Mar' 2017	Co-investing with <i>Green Light Studio Production</i> , producer of agricultural programme <i>Me Var Permeri</i> , to improve content by adding regular FS&H slots, agri lessons and create linkages to appropriate content providers	Car, video camera, personal computer, wrap up advertising, advertising banners, stickers, designing website, consultancy services.	1.4.1 Green Light Studio Production/ALCP AJ-1	38,668	19,015	19,653	49%
Sep' 2014 - Mar' 2017	Co-invest with <i>Trialetis Exspresi</i> to add quality agricultural content, improve design and capacity of their staff, to expand the newspaper in Dmanisi (establishing new office) and opening new selling points in targeted villages' shops in all three municipalities + advertising of the newspaper, to publish the newspaper twice a month + ensure the newspaper to be published in Azeri and Armenian languages	Laptop, fuel and insurance for minivan, also to implement Marketing activities, billboard, stickers and packs	1.4.1 Trialeti Express / ALCP KK-3	5,105	1,719	3,386	34%
Jun' 2014 - Mar' 2017	Develop the agricultural TV program <i>Tanamedrove Meurne</i> in Marmeuili municipality on both Georgian and Azeri languages, once a month	Audio Mixer; Radio Microphone; Background Banner in the studio; Computer; Table for the studio; Stickers, posters and 3 small boards; Camera Tripod; Video Mixer; Digital Camera; Translator for 6 month	1.4.1 Marneuili TV/ALCP KK/1	19,252	11,746	7,506	61%
Jan' 2015 - Mar' 2017	Co-financing of <i>Perma</i> to make FS&H animations, short slots on EU regulations and expansion of advertising model to Ajara and Samtskhe Javakheti.	Salary for an animator for 9 months for one TV season; Mini camera – Go-pro; car decoration, stickers and flyers; accommodation fee for 5 business trip in AJ and SJ for 5 people; fuel for 9 business trip; FSSH consultancy.	1.4.1 Public Broadcaster/ALCP KK-2	51,794	9,816	41,978	19%
Jan' 2015 - Mar' 2017	Enhanced vocational education services & capacity building to media sector practitioners & journalists development of concrete mechanism & activities	International trainer; local trainers; translator; accommodation fee for training for 45 people; preparing of agri modules; workshops.	1.4.1 Georgian Association of Regional Broadcasters /ALCP KK-1	75,696	47,157	28,538	62%
Jan' 2015 - Mar' 2017	Same as above	Printing cost of agri modules	1.4.1 Georgian Regional Media Association /ALCP KK-1	2,916	1,963	953	67%

Jan' 2015 - Mar' 2017	TOT for teachers of agri modules	organization training with conference room/coffee break/lunch/dinner/accommodation	1.4.1 Georgian Association of Regional Broadcasters /ALCP KK-2	1,231	979	252	80%
May' 2015 - Mar' 2017	Co-invest with <i>Elva/Mosavali</i> , agricultural video producer, to prepare dairy related agri video lessons for social media platform aiming to improve farmers livelihoods by helping them improve their agricultural practices	Development of a pilot platform; Filming, Editing, Production, Processing; Marketing activities (leaflets, mobile, internet voucher); Focus Group Research; Transportation and meals for 3 people KK and SJ	1.4.1 ELVA /ALCP KK-1	49,500	22,251	27,249	45%
Dec' 2015 - Mar' 2017	Co-invest with <i>Elva/Mosavali</i> , agricultural video producer, to prepare beekeeping related agri video lessons for social media platform aiming to improve farmers livelihoods by helping them improve their agricultural practices	Salary for the coordinator, supervisor, social media and outreach coordinator, research and script development, translation and distribution of the materials, developing beekeepers database; filming, editing of the video lessons, online advertising, flyers, brochures, beekeeping protection suits and gloves	1.4.1. ELVA / ALCP AJ-1	52,410	33,509	18,901	64%
Dec' 2015 - Mar' 2017	Co-financing of Georgian Association of Regional Broadcasters and Journalism Resource Centre to set up Tbilisi based Agri Studio for producing a template into which local content will be inserted once a week contributed by the local journalists and distribute it among 21 local TVs	Equipment for JRC studio, printing materials, leaflets for agri journalism promotion	1.4.1 Journalism Resource Centre /ALCP KK-1	50,140	30,700	19,440	61%
Feb' 2016 - Mar' 2017	Co-investing with Adjara P.S., local newspaper, to improve content by adding agricultural supplement to expand its outreach and increase number of newspaper readers in the rural areas of the municipalities.	Printing the agri supplement, desktop computer, notebook, digital photo/video camera, printer, sound recorder, flyers and posters, wrap up advertising	1.4.2. Adjara P.S. / ALCP AJ-1	19,378	5,035	14,343	26%

Aug' 2016 - Mar' 2017	Facilitate the veterinary inputs firm <i>Roki Ltd</i> to create an online interactive agri platform for regional use to work in the digital space with the provision of agri info and services (e.g. Consultancy, brokerage, insurance targeted at Livestock and Honey Producers).	Preparation of the technical platforms; Development of the web site (portal) and ERP system. Periodical testing and piloting for web portal and ERP system developed parts; Project and working group support during 7 months on a technical level. Preparation of hardware and software platforms, technical documentations and user manuals	1.1.1. ROKI / ALCP KK-3	92,540	28,432	64,108	31%
Dec' 2016 - Mar' 2017	Further improvement of the quality and visualization of the agri programme <i>Me Var Fermeri</i>	Drone, GoPro camera, GoPro kit, music themes for the programme, consultancy service for developing programme scripts	1.4.1 Ajara TV / ALCP AJ - 2	4,676	2,506	2,170	54%
Dec' 2017 - Apr' 2021	Co-invest with the <i>Journalism Resource Centre</i> to build peer to peer network between countries and promote integration of agri-journalism module in the universities of Armenia and Azerbaijan.	Conducting trainings with international/local trainers, workshop for Georgian/Armenian journalists, updating-adapting study modules, printing leaflets, equipment for TV in Armenia	2.4.1 Journalism Resource Centre /Information KK-1	71,651	43,601	28,050	61%
Total				695,731	335,790	359941	48%

ANNEX 3: SYSTEMIC CHANGE LOG OF MEDIA MARKET PLAYERS CROWDING IN AND BUSINESS EXPANSION

#	Programme Client's & Intervention Name	Type of Systemic Change	Verification		Impact Calculation added to system (Y/N) (Direct/Indirect/Quant/Qual/Both)	Location (Region, Municipality)	Starting Date	Business Description & Stability	Systemic Changes Attribution to the Programme
			Source	Verified/not Verified (& date if verified)					
1	1.4.1 Newspaper Trialetis Expressi	Crowding in	Client	Verified/ 2012	Y Indirect Both	Tetritskaro	2012	An online newspaper added a 2 page supplement on agriculture	Based on the model of <i>Trialetis Expressi</i>
2	1.4.1 Newspaper Trialetis Expressi	Crowding in	Client	Verified/ July 2014	Y Indirect Both	Imereti	November 2013	1 newspaper <i>Kharagauli</i> in Imereti region with 2000 circulation/week added a 2 page agricultural supplement <i>Mamuli</i>	The newspaper copied after the editor of <i>Trialetis Expressi</i> presented her Farmer Supplement at the Regional Media Association meeting in autumn 2013
3	GRMA	Crowding in	BDO/ Client	Verified/ March 2015	Y Indirect Both	Svaneti	March/ 2015	Local newspapers <i>Svaneti</i> started a FS&H supplement once a month	The training in agri journalism inspired the association to start producing the content which the <i>Eurasia Partnership Foundation</i> funded
4	GRMA	Crowding in	BDO/ Client	Verified/ March 2015	Y Indirect Both	Guria	March/ 2015	Local newspapers <i>Guriis Moambe</i> is producing a FS&H supplement once a month from August	The training in agri journalism inspired the association to start producing the content which the <i>Eurasia Partnership Foundation</i> funded
5	1.4.1 Georgian Regional Media Association-GRMA	Business Expansion	Client	Verified/ July 2015	Y Indirect- (3newspapers readers) Both	Tbilisi	July/ 2015	<i>Europe Foundation</i> has signed an agreement with the Association to produce a FS&H supplement once a month prepared by local journalists and put in 16 local newspapers throughout Georgia. 13 newspapers attended at the agri journalism training	The training in agri journalism, preparing the agri journalism study modules in the universities journalism curriculums and guidelines for reporting on agriculture for journalists inspired the association to start producing the content which the <i>Eurasia Partnership Foundation</i> took into account.

6	1.4 Newspaper "Southern Gates"	Crowding in	Client/BDO	Verified/ March 2015	Y Indirect Both	SJ	Mar/ 2015	Newspaper <i>Southern Gates</i> has started broadcasting online agri programme with the same name ' <i>Meurne</i> ' as for the agricultural supplement twice a month	The newspaper has replicated the agri programme from the programme client <i>Imperia Ltd</i>
7	1.4.1 Journalist Resource Centre	Crowding in	BDO/Client	Verified/September 2017	Y Indirect both	Tbilisi	September 2016	European University of Georgia in Tbilisi added the agri journalism course to the journalism curriculum in September, 2016. 14 students have already gone through the course and showed their interest in continuing agriculture reporting after their graduation from university.	The head of the journalism department at the university was a member of working group on the agri journalism study module creation as a representative from Telavi university, Kakheti.
8	1.4.1. GARB	GARB-business expansion radio stations-crowding in	BDO/Client	Verified/ July 2017	N Direct both	Tbilisi	January 2016	The GARB's TV agri programme <i>Agri News</i> has been aired through 5 radio stations – Hereti in Kakheti, Tbilisi-Tbilisi, Harmonia in Photi, Rioni in Kutaisi, Argo in Zestaphoni. For the radio stations it is the first and only agri programme	Programme client ALCP facilitated the TV agri programme
9	1.4 Samkhretis Karibche (Agri-info)	Business expansion	Client/BDO	Verified/ December 2017	Y/Qual	SJ	June/ 2016	Since June 2016, the radio <i>Samkhretis Karibche</i> has been airing the <i>Samkhretis Karibche</i> TV's agricultural Programme <i>Meurne</i> every week. The host has undergone trainings and courses on agriculture to be more qualified.	The programme facilitated the newspaper supplement <i>Meurne</i> . The radio programme was developed on the basis of this supplement and took the same content.

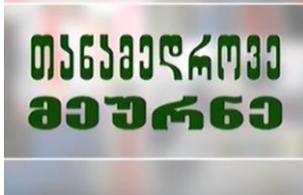
ANNEX 4: DIVERSIFICATION OF ALCP FACILITATED MEDIA ENTITIES

Information Providers/Content Manufacturers/Broadcasters	Information Service Description	
	Before Facilitation	After: Diversified practices post facilitation in Green
Newspapers		
Southern Gates-Supplement Meurne 2009	Was created after ALCP facilitation	New technologies and machinery Agri information Livestock Market prices Cheese and Potato prices FS&H rules
Trialetis Expressi-agricultural supplement* Permeri 2012	General news from the GoG, supplement	Agri practices Market prices Legislative and regulatory issues DRR issues Livestock husbandry
Ajara PS- agricultural supplement 2015	General news from the government of Georgia	Agriculture Livestock husbandry Veterinary Beekeeping FS&H practices Own cable TV
Georgian Regional Media Association (GRMA)-various newspapers 2015	Development of democratic processes in Georgia Protection of freedom expression	Coverage of Agri related issues Market prices Agricultural inputs
TV Programmes+Radio		
Akhaltshikhe TV Impera-TV Programme Farmer's Hour 2010 *	Was created after ALCP facilitation	Studio based programme covering: Livestock husbandry Disease prevention FS&H Nutrition production Beekeeping Vegetable production Live answering of the calls
Ajara TV-TV Programme Me Var Fermeri 2014	Studio Based format with male host: Planting Citrus Gardening	Field oriented programme with female host. The programme is also available online-facebook page: Livestock husbandry Veterinary Animal Nutrition Beekeeping FS&H Relevant laws Advices by agricultural experts Other farmers experience sharing
Public Broadcaster-TV Programme Perma 2013	One success story about one farmer	The programme is available online-Facebook page Agricultural practices Market prices Livestock husbandry DRR Relevant laws Dairy Other farmers experience sharing FS&H rules Nutrition Radio broadcasting

Marneuli TV- Modern Farmer 2014	General news from the government of Georgia Broadcasting only in Georgian language	Broadcasting in Azeri language Advices on timely vaccination Improved breeding Livestock nutrition Access to finance FS&H rules
Online platform		
Elva-Mosavali livestock videos 2015*	Was created after ALCP facilitation	Livestock husbandry Available services for the farm Information on vet medicines Diseases Pesticides Market prices Beekeeping
Georgian Regional Media Association (GRMA)-Online newspaper 2015	Development of democratic processes in Georgia Protection of freedom expression	Coverage of Agri related issues Market prices Agricultural inputs
ROKI – Agri Portal 2017	Was created after ALCP facilitation	Agri information Agri calendar Vet calendar Agri Events Agri employment Online agri shop Contact info of agri actors Agri videos
Production Studios & Agri Journalist Training		
Georgian Association of Regional Broadcasters (GARB)/ Journalism Resource Center (JRC)-Agri News 2015	Was created after ALCP facilitation. GARB was founded in 2005 and brings together 24 regional TV broadcasters. Since September 2016 GARB and JRC released weekly Agri News programme.	Innovations Agri lessons Existing problems in agriculture Livestock breeding Agri news The programme is broadcasted on 20 regional TVs
Forty-five print and TV journalists	Was delivered a training in agri journalism	Journalists started producing the agri content Agri-journalism modules were developed 10 Universities have adopted agri Journalism modules 346 Students have gone through agri journalism course guidelines for reporting on agriculture for journalists were developed
*Not active		

ANNEX 5: AGRI MEDIA ENTITY PROFILES

	<p>Perma Founded in 2010 with the Public Broadcaster’s funding Platform: the agricultural TV programme of the Georgian Public Broadcaster Perma Kind of the programme: on site Main guests of the programme: farmers, experts, NFA representatives and etc. Total Facebook page likes: 14,645 Overview: The Agricultural TV Programme Perma has been broadcasting once a week since May 2010 on the Georgian Public Broadcaster with national coverage. Initially funded by SDC who funded 48 episodes. The programme stopped for a while and recommenced but with poor ratings, flat content uninspiring format, featuring semi intensive arable farming and machinery around Tbilisi with little relevance for the majority of the farming population in the regions. The programme was in danger of being taken off air when the ALCP approached them. The programme was funded by the ALCP programme in 2013, to facilitate improvement of farmers’ access to information on agricultural practices, market prices, livestock related DRR and local self-government to increase popularity and ratings through rural audience, agriculture information about services, market and input supply, laws and news to be available for female and male farmers. Now one of the top programmes in GPB’s schedule, one third of the programme stories feature rural female farmers who are engaged in livestock farming, cheese making, rowing, nut gardening, tea producing and etc. The programme is supporting promoting of farming among young farmers and provides useful information about existing opportunities for accessing finances for agriculture development.</p>
	<p>Me var Fermeri, Ajara TV Founded in 2013 with the Ajara TV’s funding Platform: The agricultural TV programme of the Ajara Public Broadcaster Me Var Fermeri Kind of the programme: on site Main guests of the programme: farmers, experts, NFA representatives and etc. Total Facebook page likes: 11,836 Overview: The agricultural TV programme <i>Me var Fermeri</i> has not only regional, but national level coverage. It is weekly programme with agri information about agricultural services, laws, news, FS&H rules, advices and recommendations provided by the agricultural experts, technical innovations and sharing of other successful farmers’ experience. It was initially funded by Ajara TV and represented studio format programme focused on planting, citrus and gardening. In 2014 the programme was funded by the ALCP programme based on the <i>Perma</i> model, to increase quality of the programme by focusing on gender balanced reporting on livestock husbandry, FS&H, veterinary, beekeeping and other livestock related issues and reporting from the rural areas of the municipalities. Since then it has become field oriented and based programme with female host.</p>
	<p>Agri News, Journalism Resource Center Founded in 2016 with the ALCP funding Platform: an agricultural TV programme http://jrc.ge/ ; Agri News Kind of the programme: studio format and sometimes field Main guests of the program: experts, NFA representatives, government representatives. Total Facebook page likes: 6,768 Overview: Since September 2016 Georgian Association of Regional Broadcasters and Journalism Resource Center with ALCP financial support released weekly Agri News programme which offers to farmers an objective analysis of the innovations, problems, ways to overcome them, perspectives and agri lessons. Farmers have opportunity to get agri news regularly. Agri News covers successful examples and challenges in Georgian agriculture. Agri News programme is also broadcasted on 20 Regional TVs with 117,060 viewers throughout all Georgia. Agri News are also providing agri lessons and have already prepared 24 of them. The most popular were videos on artificial insemination, when a practitioner talked about the service and its results. The lessons are also broadcasted on 20 Regional TVs with 117,060 viewers throughout all Georgia.</p>

	<p>Modern Farmer, Marneuli TV Founded in 2013 with Marneuli TV funding Platform: A studio format agricultural TV programme of the Marneuli TV Tanamedrove Meurne Type of programme: studio format Main guests of the programme: experts, NFA representatives, government representatives Overview: In 2013 the agricultural TV programme Modern Farmer was broadcast on Marneuli TV. The programme was providing general agri news from the government of Georgia and broadcasting only in Georgian language. Marneuli is predominantly ethnic Azeri and inhabitants generally do not speak Georgian. Therefore, programme ratings were very low. The programme was funded by the ALCP programme in 2014, to translate the TV programme into Azeri Language, as there was no agri programme in Azeri language in Georgia. It also added smart/simple slots ‘<i>Practical Advises</i>’ to the programme: advices on timely vaccination, improved breeding, livestock nutrition, access to finance and food safety and hygiene rules. According to ALCP impact assessment the number of Azeri viewers became 5000, whereas before ALCP funding it was 0.</p>
	<p>Saperavi TV Founded in 2015 with Dimitri Kostarov’s own funds Founded by: Dimitri Kostarovi owner of Agricenter Ltd Platform: Digital TV channel mostly crop based advertising for Agricenter products Saperavi Total Facebook page likes: 1,600 Overview: Saperavi TV is an advertising channel, advertising Agricenter LTD pesticides, seeds, various chemicals, mineral fertilizers, tractors and small mechanization. Agricenter LTD is the only financial supporter of Saperavi TV. The TV is trying to encourage use of inputs. The TV has digital broadcasting, that enables population to watch their TV throughout whole Georgia. The content of the videos is developed based on farmers’ feedbacks, requests and agri calendar. The videos are constantly aired several times, when a new video is added the oldest one is deleted. The TV is cooperating with various agricultural experts, private persons and science research institute. For example, the director of <i>Farmer of Future</i> Rusudan Gigashvili has made 12 programs on cattle breeding for Saperavi TV and they were several times aired on the TV. She has since stopped due to the poor quality of the channel. A number of programs were made at studio and the rest were made in the field.</p>
<p>Note: ALCP involvement in Digital Platforms: In May 2015 the programme facilitated Elva who developed agricultural videos; online video shorts, through their platform <i>Mosavali</i> (see below) on fruit(kiwi) and nut (hazelnut) husbandry. With ALCP facilitation they developed nine livestock and twenty-three beekeeping videos which were gender sensitized and represented the reality of the regions and related to the experience of the majority of small farmers. Following the popularity of these videos they created forty more videos with the help of other donors and the working experience with the programme helped them to get other funds. Based on the videos and feedback they received, they developed the platform <i>Tractori</i> funded by USAID (see below). They used to be very popular on social media, but <i>Mosavali</i> online platform was producing agri content when it had donor funding, for several months it has not been updating /uploading new information as the donor funding had already finished. Two months ago they received a new government grant and they are changing their profiles, adding consultation services for farmers.</p> <p>The ALCP in 2016 also financed a multi-functional digital platform of the Agri Development Group with a regional (Caucasus) focus targeted at the development of livestock farmers (other digital platforms tend to focus on crops, fruit and nut producers). Two more digital platforms (also described below) of which <i>Tractori</i> is one were financed simultaneously by USAID Zrda programme in 2016. For more information on USAID support to digital platforms in Georgia see Supporting Healthy Digital Platform Competition in Georgia and ICTworks20 blog. August 2018. According to this ALCP survey demand for online agricultural videos is very high and revealed that weekly engagement is led by Agri News (another media outlet online/TV /radio platform our programme facilitated) who has started making related online videos which seem to be very popular among the viewers and create good competition to <i>Mosavali</i> online platform.</p>	

²⁰ ICTworks™ is the premier community for international development professionals committed to utilizing new and emerging technologies to magnify the intent of communities to accelerate their social and economic development.

	<p>Mosavali (NGO) Founded in 2015 with the ALCP funding Platform: website and mobile app for Georgian farmers www.mosavali.ge; Mosavali Kind of videos: Educational videos for farmers Main guests captured in the videos: farmers and experts Total Facebook page likes: 22,041 Overview: Mosavali provides farmers with necessary agricultural information in order to help them in improvement of their products, increasing their income, learning valuable farming techniques through watching the videos on their computer or smartphone, receiving regular update on novelties, such as available services for the farm, information on medicines, diseases, pesticides and the market prices. Mosavali was funded by the ALCP programme in 2014, at that point in time they had been limited to short online videos on kiwi and hazelnuts. ALCP facilitation broadened outreach and relevance to the rural population with the production of nine livestock videos and in 2015 twenty-three videos on beekeeping. Up to date these livestock videos have 53,000 views on Facebook and 21,000 on YouTube, while 23 beekeeping videos have 550,000 views on Facebook and 39,000 on YouTube. 61% of viewers are women who tend to use Facebook pages more than YouTube, as they are more active in the social networks. The most popular are the videos on honey types, bee transhumance, and placement of the beehives, milking and feeding the cow.</p>
	<p>Traktor.ge Founded in: 2017 with Elva funding Platform: website and mobile app for Georgian farmers www.traktor.ge; www.traktor.ge; Total Facebook page likes: 29,444 App Installs: 10,000 + Overview: Traktor is a smart farm assistant- the website and mobile application which helps farmers to manage their farm in order to grow more and get better products. Traktor is currently available to Georgian farmers only. It offers many features developed for agricultural entrepreneurs in Georgia:</p> <ul style="list-style-type: none"> ● Agri shop: Farmers order high-quality input supplies from Georgia's top suppliers. Farmers can pay with cash, credit card or payment terminal. Have their order delivered at home, or simply pick it up from the store. ● Power Tips: More than 60 free how-to videos by Georgia's top experts, showing farmers how to get the most out of their fields. ● Agri calendar: Telling the best times for carrying out crucial tasks in the field. ● Agri-weather forecasts: Tailored to exact location. <p>Since its establishment, Traktor has uploaded all existing videos of Mosavali to its application.</p>
	<p>Agrinavti Founded in: 2017 with USAID ZRDA funding Platform: mobile app for Georgian farmers Agrinavti Total Facebook page likes: 954 Total followers: 965 Overview: Mobile application AGRINAVTI was created in 2017 to facilitate the sale of products produced by farmers. The application is a simple and flexible electronic system that allows the farmer to sell their product, enter new markets and connect with each other and buyers. The application provides statistics on agriculture; agricultural digest; post-harvest handling; regional profiles; weather forecast; certification; agricultural insurance and offers/opportunities. The mobile platform is a joint initiative of USAID Zrda and Georgian Farmers' Association.</p>
	<p>GARB and GRMA Founded: GARB was founded in 2005 and is a partner of European Association of Regional Television and brings together 24 regional TV broadcasters. GRMA was founded in 2003 and it brings together 24 regional newspapers Platform: Broadcasters (TV and Radio) Association & press Association http://garb.ge/; http://www.grma.ge/ Overview GARB and GRMA support local TVs and newspapers to produce some bi-lingual programmes in Samtskhe Javakheti and Kvemo Kartli. After ALCP facilitation 20 TV journalists from GARB trained in agri journalism have presented more than 573 videos and 25 press journalists from GRMA have written more than 820 articles on animal health, Brucellosis, Mastitis, Anthrax, Foot and Mouth, farm</p>

	<p>hygiene, milking hygiene, proper nutrition, animal registration and EU regulations related to Georgia.</p>
	<p>Internet newspaper AgriKavkazia Founded in: Started in Soviet Times as a general newspaper and then specialized a one man operation. Platform: Newspaper, agri news portal www.agrikavkaz.ge ; Agrikavkazia Advertisements on the website: <i>Cartlis, Agrisphere.ge, Traktor.ge, Bioagri.ge, Georgian Dairy</i> Founded and run by: Malkhaz Khazarbegishvili Total Facebook page likes: 54,120 Overview: AgriKavkazia is an independent media outlet that started from issuing a newspaper, then created a website and Facebook page. The media outlet provides information on all fields of agriculture: cattle and pig breeding, beekeeping, gardening, vegetable growing, fishery, poultry farming. It issues <i>Agri news</i>, has <i>Farmers school</i>-advice for farmers, information on new technologies, pesticides, medicines and chemicals.</p>
	<p>Agrimedia Founded in 2018 by: Chairman of GRMA operating independently won grant form Internews see below. Platform: Agri news portal www.agrimedia.ge; Agrimedia Total Facebook page likes: 221 Administered by: Media Centre <i>Kakhetis Khma</i> Overview: <i>Agrimedia.ge</i> is an agri news portal, which is funded by Internews Georgia in the framework of the Regional Media Development Grant Program (EU). It shares Perma and Kakhetis Khma videos on the website, has online radio, sms and agri information delivery. The portal has also other donors such as World Bank, USAID, FAO, EU, IFAD</p>
	<p>Ojaki.ge LTD Founded in 2012 with funding of private person Platform: Facebook page of the project. Ojaki Total Facebook page likes: 18,453 Overview: Ojaki.ge is a project that aims at promoting the individuality, one's talents and capabilities, regardless of age, social and physical condition by combining modern digital, print technology and family agricultural traditions symbiosis. The project mainly serves the selling of the walnut seedlings of <i>Chandler</i> variety, however it also supports selling of fruit trees, plants and vegetable seedlings. Its Facebook page is very popular among farmers who are interested in buying walnut seedlings.</p>

ANNEX 6: STATUS OF THE AGRI JOURNALISM MODULE AT PARTICIPATING UNIVERSITIES

#	University	Course studies completed	Number of completion (semesters)	Course status	Course Duration	Academic Level	Number of students who went through the course	Notes
1	Tbilisi Caucasus International University (CIU), Tbilisi.	Yes	1	Is being taught	6 weeks (50min/week)	Bachelor's	64	The journalism department has added a course of agri journalism to be delivered as separate course. The university invited Nugzar Suaridze, facilitator of agri modules and agri studio manager at the Journalism Resource Centre to teach their students. The module will be also included into Master's studies and is currently going through Master's programme authorization process.
2	Tbilisi Javakhishvili State University	Yes	2	Is being taught	6 weeks (50min/week)	Bachelor's	120	As the agri module has not had accreditation it was taught under two courses <i>Social Issues</i> and <i>Regional Media</i> airings last year. This year the module has received accreditation and it will be taught as a separate module from spring 2019.
3	Tbilisi Georgian Technical University	Yes	1	Is being taught	6 weeks (50min/week)	Bachelor's	100	The agri journalism module was taught under the Social Issues course. Currently, the university is waiting for the new/updated module and it is ready to set as a separate agri journalism module from spring 2019.
4	Tbilisi Grigol Robakidze University-Alma Mater	Yes	1	Is being taught	6 weeks (50min/week)	Bachelor's	60	The agri journalism module was taught under the Social Issues course. Currently, the university is waiting for the new/updated module when it will set it up as a separate agri journalism module from 2019-2020 study year.
5	Tbilisi Georgian-European Higher Education University	Yes	2	Is being taught	16 weeks (3 hours/week)	Bachelor's	16	The lecturer who attended the agri journalism TOT moved to Tbilisi and has established the course at the <i>Georgian-European Higher Education University</i>
6	Telavi State University, Kakheti	No	0	Will be taught after inclusion into other courses	N/A	Bachelor's	N/A	<i>Telavi University</i> has not received students into the journalism department for two years, as students have not chosen journalism. The university is going to integrate agri journalism into other courses in close cooperation with the <i>Journalism Resource Centre</i>
7	Akhaltsikhe State University, Akhaltsikhe	No	0	Will be taught from September 2019	N/A	Bachelor's	N/A	Akhaltsikhe University has recently got authorization for Agri Extension Bachelor's programme, which includes agri journalism as a separate mandatorily taught module.
8	Gori State University, Gori, Shida Kartli	Yes	1	Is being taught	16 weeks (3 hours/week)	Bachelor's	9	The university has not received students to the journalism department for two years, as students have not chosen journalism, however the lecturer has delivered the agri journalism module to Tourism, FS&H course students. These students have participated in many agri media competitions.

9	Batumi Shota Rustaveli State University, Batumi, Ajara.	No	0	Will be taught from September 2019	N/A	N/A	N/A	A journalism department does not exist at the university however; the university is in the accreditation process. This year, Operators and Reporters professional studies programme has received accreditation and agri journalism module will be taught under this programme as a separate module from 2019-2020 study year.
10	Kutaisi State University, Imereti	No	0	Will be taught from Spring 2019	N/A	N/A	N/A	The journalism department is incorporated into the social sciences department of Bachelor's studies. The has recently included agri journalism module into this studies as a separate module and will be taught from Spring 2019.
11	Samtskhe-Javakheti State University	No	0	Will be taught from September 2019	N/A	N/A	N/A	The university have included agri journalism module into the Bachelor's Studies of Extension. The programme has already got accreditation and agri module will be taught from 2019-2020 study year.
12	National University of Georgia (SEU)	No	0	Will be taught from September 2019	N/A	N/A	N/A	National University of Georgia is going to teach agri journalism as a separate module under Journalism department from 2019-2020 study year.
13	David Aghmashenebeli University of Georgia	No	0	Will be taught from September 2019	N/A	N/A	N/A	An agri journalism module is included into the broadcasting of social issues Bachelor's studies as a separate module. The module will be taught from 2019-2020 study year.
14	International Black Sea University	No	0	Will be taught from Spring 2019	N/A	N/A	N/A	International Black Sea University has added agri journalism module as a separately taught module under the university journalism department. The module will be taught from Spring 2019 study year. The program will invite Rusudan Gigashvili, the Director of Farmer of the Future as an invited lecturer.