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**BASELINE ASSESSMENT AND EVALUATION**

**SMALL FARMERS WHO ARE AWARE ABOUT BUSINESS-ORIENTED CO-OPERATION**

**TBILISI  
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### I. Affirmation

The report provides an analysis and evaluation of small farmers who are aware about business-oriented co-operation, and the characteristics of these rural households. The analysis is based on a national survey, collected by face to face interviews in 127 villages in eight of the nine regions of Georgia: Imereti, Guria, ShidaKartli, KvemoKartli, Samegrelo, Samtskhe-Javakheti and Mtskheta-Mtianeti. The survey methodology is set out in Annex 1.

The rights to this evaluation rest with the FAO. The survey respondents were assured as to the complete confidentiality of the survey data and source, the intended use of the data and the objectives of the research. The primary data collected during the evaluation process remains confidential and can be accessed and used with the consent of the FAO.

### II. Background

This assessment aims to estimate and evaluate baselines and levels of awareness of small farmers about business-orientated cooperation (farmer cooperatives). The evaluation has been undertaken as part of the technical assistance being provided to the Ministry of Agriculture (MoA) and the Agricultural Cooperatives Development Agency (ACDA).

This evaluation has been undertaken in the context of the ENPARD Programme in Georgia, which includes a process of 'Strengthening Farmers' Co-operation', where progress is benchmarked over the ENPARD-1 Programme period, 2014 - 2016.

In this context two progress benchmarks are set out for evaluation in 2015, both included as specific conditions for budget support funding within the ENPARD Agreement, under the 'Strengthening Farmers' Co-operation' component:

**(1.1)** Legislation to promote a business-oriented small farmers group, which is approximated with International and European criteria and standards and that removes disincentives and establish incentives is adopted, and;

**(1.2)** A 30% increase in the percentage of small farmers in the targeted areas who are aware about business-oriented co-operation, which is to be evidenced by:

- Awareness Raising Plan (ARP) by MoA to promote the concept of business-oriented small farmers co-operation;
- Baseline and evaluation surveys.

The Awareness Raising Action Plan relates to a plan developed by the ACDA, and approved by the MoA (Annex 3). The overall goal of this document is set out a plan designed to detail how the Agricultural Cooperative Development Agency (ACDA) is planning to communicate and how it will help its partners to contribute to ACDA's objectives. This awareness raising action plan has been developed to capture the public outreach elements that support ACDA's tasks and activities. These activities include presentations by the ACDA, Web site, media broadcasts and extension by the Information and Consulting Centres of the MoA.

In addition to these awareness raising actions of the ACDA, the ENPARD programme includes a grants component, to support the establishment of small farmers' business-oriented organisations. Four consortia<sup>1</sup> have been contracted to undertake programmes in defined regions of Georgia. Each consortium will be, by Quarter 2 of 2014, finalising phased awareness raising activities specific to their respective target regions, including targeted municipalities and clusters of villages / communities within these municipalities according to the respective consortia implementation plans.

Each of the consortia will also undertake baseline assessments, typically comprising of: (i) General Quantitative Assessment; (ii) Participatory Rural Appraisal (PRA); (iii) Focused Assessment of

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<sup>1</sup> Small grants ENPARD component (€15m): 4 x consortia: (1) Mercy Corps / ABCO / GYPA / Agroser; (2) People in Need / Elkana / AYEG; (3) CARE International / SET / GFA; (4) OXFAM UK / ACF / Elkana

farmers and service providers interested in participation and in establishing or joining cooperatives. This baseline assessment will be available some time from June 2014. Following planned activities the consortia will undertake impact assessments during the last three months of implementation, Spring 2017.

These analyses will provide for on-going analysis, in targeted regions, regarding the strengthening of farmers' co-operation' further to this initial national baseline assessment.

Subsequently, in 2015 and 2016, the further development of agricultural cooperative development will be assessed on further benchmarks of progress:

### **(1) Strengthened farmers' co-operation**

(1.3) At least 50 agriculture cooperatives officially registered

1.4) The rules and procedures granting and terminating status of an agricultural cooperative finalised and operational

(1.5) Registry of agricultural cooperatives granted status is listed on the public website of the ACDA, plus a related database containing the activity details of registered cooperatives, updated on a regular basis

### **(2) Capacity building for small farmers**

2.3) A training programme for agriculture cooperatives managers is developed and managers of registered cooperatives are already participating on it

(2.4) State Budget provisions for ACDA are included in successive State Budget Laws

(2.5) A financing scheme to support agricultural cooperatives is developed by the Government

## **II. Definitions**

The National Statistics Office of Georgia, GEOSTAT, in the annual publication, 'Agriculture of Georgia, 2012', defines two categories of agricultural producer:

(1) Family Holding – a holding operated by a household, including holdings operated by several households without any formal agreement between them.

(2) Agricultural Enterprise – a holding operated by a subject created on the basis of the Law of

Georgia “On entrepreneurs” (individual entrepreneur, partnership, semi-partnership, limited responsibility society, joint stock company, cooperative). The category includes holdings operated by other types of subject, such as fund, association, government agency, educational organization, religious organization, etc.

The Law of Georgia on Agricultural Cooperatives, defines an agricultural cooperative as, 'a legal entity under private law in the legal form of a cooperative established in accordance with Law of Georgia on Entrepreneurs, which carries out agricultural activity and has been granted a status of an agricultural cooperative in accordance with this Law.

The Agricultural Projects Management Agency (APMA) in defining beneficiaries for the 2013 Spring Support campaign, sets out three categories of eligible family holding (small farmer), divided in accordance to consolidated land holdings, in a range greater than 0.25 and less than 5 hectares. There are 710,338 households within this band, under three band categories.

Taking these definitions, target groups and analyses into account:

(i) Small farmers: the 710,338 rural households eligible for state support programmes.

(ii) The targeted areas: the nine regions of Georgia, excluding Abkhazia and Adjara.

(iii) Business orientated cooperation: agricultural cooperatives as defined under the Law on Agricultural Cooperatives.

Farmers' associations (FAs), but not registered as agricultural cooperatives, may perform several functions and fall into two broad categories.

The first those that perform specific economic or commercial functions such as marketing, the supply of inputs, technical and extension services, the provision of credit, access to information, risk management, and so on.

The second those that work to promote the general interests of the farm community or a specific segment thereof.

Examples of FAs in Georgia include: Elkana, Georgian Farmers Association, various product based associations (wine, honey, tea etc).

# 1. EXECUTIVE SUMMARY

## 1.1 Context

A national survey of the awareness of small farmers - rural households with consolidated family land holdings of less than 5Ha, about business orientated cooperation, and the characteristics of these households was prepared and undertaken during March - April 2014.

This action was taken in support of the Ministry of Agriculture (MoA) and the Agricultural Cooperative Development Agency (ACDA), in assessing the impact of awareness, as set out in the 'Awareness Campaign' (Annex 3) developed by the ACDA and approved by the MoA, following the approval of the Law on Agricultural Cooperatives in July 2013 and the subsequent establishment of the ACDA as the competent body.

The ENPARD agreement, signed in March 2013, establishes various benchmarks of progress in achieving stated goals, as required levels of achievement to provide for the ex-ante release of budget support funds. These benchmarks are set out in tranches, where tranche specific condition 1.2, for evaluation in May 2015, requires that there is:

A 30% increase in the percentage of small farmers in the targeted areas who are aware about business-oriented co-operation, which is to be evidenced by:

- Awareness Rising Plan (ARP) by MoA to promote the concept of business-oriented small farmers co-operation;
- Baseline and evaluation surveys.

The Awareness Raising Plan, set out by the ACDA, includes various action lines, based upon outreach programmes, including by:

- the ACDA in the regions, programme due for completion in May;
- the MoA Information and Consulting Centres (ICCs), and
- Media campaigns by TV, radio, and information materials (brochures).

## 1.2 Baseline estimate

Preliminary estimates of awareness about business orientated cooperation were carried out in April 2013<sup>2</sup> and enumerated December 2013 at 8,615 small farmers, around 1.2% of the total as defined (Annex 5).

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<sup>2</sup> Farmer Organization Baseline Survey Findings, Rati Shavgulidze, 9th April, 2012

This estimate was determined by summing up the number of farmers reached by different donor funded projects (reports, project statistics) that have implemented farmer group building activities and conducted awareness raising and consultations at the grassroots level, prior to the enactment of the Law on Agriculture Cooperatives, July 2013.

## 1.3 Baseline and evaluation survey

In order to provide for statistically reliable estimations, a national survey was commissioned by the FAO 'Capacity Development of the MoA' Project. The survey was designed by the National Statistical Office of Georgia, GEOSTAT, with the objective to establish the number and characteristics of small farmers who are aware about business-oriented co-operation, farmer cooperatives.

## 1.4 Sample and data stratification

The first level divisions of Georgia (9 regions, 2 autonomous republics and City of Tbilisi) are divided into 67 municipalities (including 6 in Adjara, but excluding 6 in Abkhazia) and 5 cities with local governments. The sample selection included 8 of the 9 regions of Georgia (excluding the Racha-Lechkhumi and Kvemo Svaneti region and the 4 municipalities in this region). In total 43 municipalities (strata) out of the 57 municipalities in the 8 regions were selected at random. Each municipality includes a number of villages. From these 127 villages were randomly selected, and a target (rural household) hub address within each of these selected villages.

The total population of rural households in taken to be in the region of 710,338. This population is set out by the APMA dataset of rural households eligible for agricultural support programmes. The sample selection (households) was based upon the 2010 electoral data base held by GEOSTAT.

The survey design, including 1,000 respondents in 127 villages, should provide for a sampling error of no more than 3.1% based upon a population of 710,338 at a 95% confidence level (Annex 1). The method of survey was by face-to-face interview using a pre-tested questionnaire (Annex 2). In total there were 1,017 respondents, not all being small farmers.

## 1.5 Survey results on awareness of small farmers

In order to evaluate the chronological development of awareness and to assess the

impact of the various awareness campaigns, the respondents were asked to chronologically trace their initial awareness of Farmer Cooperatives. The findings of the assessment confirmed that none of the respondents is presently a member of any type of Farmer Organization.

The results indicate that 185 rural households, 67% of the 276 respondents (scaled up equivalent to 129,281 HHs), heard about Farmer Cooperatives within the last 12 months, compared to 91 HHs or 33% of the respondents in a period of more than 12 months ago, (scaled up equivalent to 63,221 HHs), a 105% increase as compared to the period before April 2013. This figure, as compared to the baseline estimate undertaken from the results of project based extension activities at 8,615, indicates that the effect of media and outreach programmes is considerable, from a quantitative perspective.

Indicative figures for outreach (MoA ICCs) and media (TV) set out in Annex 4, show combined audiences of 105,426, which with the project based beneficiaries of around 8,615, largely show the relative sources of information, quantitatively. In order to distinguish Farmer Cooperatives (for profit) from other types of (non-profit) organizations the assessment inquired on the timeframe of acquired awareness of Farmer Associations.

Given the overlapping knowledge and the coinciding timeframes of the awareness of Farmer Cooperatives (for profit) and other types of (non-profit) Farmer Organizations, as well as the awareness campaigns focusing on Farmer Cooperatives in the last 12 months, it seems that approximately half of the “aware” respondents received mixed messages from the awareness campaigns and/or have limited understanding on the principles governing various farmer organizations. In addition, the findings suggest that the awareness raising campaigns in the last 12 months have been focused on informing, rather than on provision of qualitative information.

**The overall conclusion of the survey is that there has indeed been a more than 30%, in fact a 104% increase in the percentage of small farmers, nationally, who are aware about business-oriented co-operation.**

This is a quantitative observation. The survey also provided for an analysis of the qualitative aspects of the rural household / small farmer population, notably that:

- i. The young are the least aware about Farmer Cooperatives.
- ii. Education level plays a role in awareness, where the most and least educated are largely unaware about Farmer Cooperatives.
- iii. Food insecurity plays a small positive and role in awareness on Farmer Cooperatives.
- iv. Approximately half of the respondents aware about Farmer Cooperatives are also aware about Farmer Associations.
- v. Some 67% of the respondents had heard about Farmer Cooperatives within the last 12 months.
- vi. More than 90% of respondents lack knowledge on the workings of cooperatives.
- vii. A series of documentaries/specials on Farmer Cooperatives, broadcasted in the last 12 months, were the main source of information for the respondents.
- viii. Some 48% of the respondents have a positive opinion about Farmer Cooperatives. However, only 26% are interested to join. In comparison, 40% of the respondents aware about Farmer Associations have a positive opinion, though only 15% are willing to join.
- ix. Respondents aware about Farmer Associations are more positive towards Farmer cooperatives, rather than Farmer Associations.
- x. Respondents with a more detailed knowledge, including commercially oriented farmers, poor, the young, and the more educated are more willing to join a Farmer Cooperative.
- xi. Subsistence farmers, owners of farm implements/mechanization, women are less likely to join a Farmer Cooperative.
- xii. In general, the respondents are indiscriminately positive about most of the activities of Farmer Organizations, with similar shares of interest in each of them. The main negative connotations associated with Farmer cooperatives are linked to Soviet collective farms and distrust in working with other farmers.
- xiii. About 41% of the respondents want additional information on Farmer Cooperation.
- xiv. Respondents more positive about Farmer Cooperatives and those more educated are also more willing to learn. Poor and less educated are less interested in information on Farmer Cooperatives.
- xv. About 18.2% of all respondents stated that they will take the initiative by contacting the local MoA offices, existing Farmer Cooperatives or the Agency for Development of Cooperatives. In contrast, 23.9% will wait for somebody else to take the initiative.

## 2. INTRODUCTION/BACKGROUND

This document is a baseline assessment and evaluation on small farmers who are aware about business-oriented co-operation. The report, developed on basis of analysis of qualitative (interviews and questionnaires) and quantitative (questionnaires, data base) surveys, was conducted in 8 regions of Georgia during March - April 2014.

### 2.1 Purpose and objectives of the assessment

The purpose of baseline assessment is to provide to interested partners including the FAO, the Delegation of the European Union to Georgia, the MoA, ACDA, and other parties an improved understanding of the overall situation of awareness on Farmer Cooperatives among small farmers in Georgia.

### 2.2 Survey Area and Target Group

The Survey was conducted by using face to face interview method in eight of the nine regions of Georgia: Imereti, Guria, ShidaKartli, KvemoKartli, Samegrelo, Samtskhe-Javakheti and Mtskheta-Mtianeti.

The autonomous regions of Abkhazia and Adjara were excluded, plus the South Ossetia region and the Racha-Lechkhumi and Kvemo Svaneti region because of terrain inaccessibility.

The interviews obtained from 1,017 respondents from 127 villages in 43 districts of Georgia.

### 2.3 Baseline report structure

The survey report consists out of:

1. Methodology, which describes the approach, methods and means, used for collecting and processing the data;
2. Results, which form the main part of the report and analyze the recorded situation. Each of them discusses both quantitative and qualitative research results.

### 2.4 Audiences

The baseline study audience, for whom the results are intended, include the:

- FAO;
- The Delegation of the EU in Georgia;
- The Ministry of Agriculture of Georgia, and associated agencies.
- The Agricultural Cooperatives Development Agency of Georgia

### 3. METHODOLOGY

The FAO structured the questionnaire for the quantitative survey. The questionnaires were tested through ten interviews. Where applicable the questions were re-formulated. The length of individual interview was 25-30 minutes.

The sample and sampling methodology was set out by National Statistics Department of Georgia, GEOSTAT (Annex 1). The sampling was based on the 2010 electoral data from GEOSTAT.

In each stratum the number of villages to be selected (PSU) was determined. In each selected PSU eight interviews were conducted. The number of samples within given clusters was carried in proportional to population sizes. Systematic random selection was used for selection within the strata (municipalities).

In each of the 127 villages selected in the 43 selected municipalities, a starting point was selected, representing a specific address. From this address every 5<sup>th</sup> household was interviewed. For those households where no one was available, at least three call backs were made, after which the address was replaced.

Respondent Selection within the household included the most informed member. For individual questions the household member was selected based on last (next) birthday principle. The stratified sampling method decreased the sampling error as the stratum represents a homogenous environment. The sampling error depends on the number of interviews and on the attitude of respondents. It was ensured that the sample represented the general population, decreasing the sampling error and the design effect to less than 1.

The overall sample of 1,000 respondents provided for a sampling error of no more than 3.1%.

The service provider contracted to carry out the survey is well experienced in carrying out such surveys.

The questionnaires were distributed proportionally to households among the eight selected regions, 43 municipalities, 127 villages and 1,000 rural households. Prior to the survey a training session was provided for the surveyors consisting of the following stages:

**I stage:** The regional supervisors received training on the survey topic and the questionnaire. The coordinator gave a question-by-question training by reading out the entire questionnaire and making clear all specific details, such as skipping questions (when a question is not applicable to the respondent), cases of using show cards or reading the answers, the rotation of answers given on the cards, etc. Also, the interviewers received special instructions on handling non-standard situations and responses.

**II Stage:** Regional supervisors conducted trainings to the regional interviews.

Quality control of the field work was guaranteed by BCG Research LLC, the surveying contractor by ensuring that:

10% of the questionnaires completed by all interviewers were randomly selected and checked. The interviewers checked the validity and administration of the questionnaires.

All the back-checked questionnaires were recognized as accurate and correctly completed. A service provider was contracted for data entry (according to the coding structure, into an excel format).



## 4. BASELINE SURVEY RESULTS

### 4.1 GENERAL DEMOGRAPHIC INDICATORS

The demographic indicators used in the assessment included: gender of the respondent, gender of the head of the household, number of household members desegregated by sex, age of the respondent and education level. Gender related data was collected in order to ensure participation and adequate accuracy of the results from a gender perspective.

Table 1: Gender of the respondents

Gender	#	%
Males	502	52.5
Female	454	47.5

Table 2: Gender of the household heads

	#	%
Males	723	75.6
Female	233	24.4

Table 3: Number of household members

	#	%
1	71	7.3
2	176	18.1
3	160	16.5
4	204	21.0
5	150	15.5
6	94	9.7
7	32	3.3
8	12	1.2
9	6	0.6
10	6	0.6
11	1	0.1

The results indicate that the average size of the respondent's household was 3.81 members, out of which 1.92 households members are males and 1.89 are females. Male occurrence in the households ranges from 1 to 9 members, while females range from 1 to 6 members. Households with 2 to 3 males or females and one representative of the opposite sex are most common.

In order to disaggregate the results by age group, the assessment included interviews only with legally adult respondents. The age of the

respondents ranged from 18 to 93 years of age. The average age of the respondents was 53 years.

Table 4: Age of the respondents

Age	#	%
Youth < 25	42	4.1
Adults 25 – 62	617	60.8
Retired > 62	356	35.1

The education level of the respondents was established, in order to improve the targeting for further awareness raising and information dissemination activities.

Table 5: Education level

	#	%
Tertiary (University)	194	20.2
Vocational	231	24.1
Secondary (High school)	500	52.1
Primary (Elementary)	32	3.3
No education	2	0.2

The results illustrate the national structure of education in rural areas, with secondary and vocational education predominant over tertiary education and no education.

### 4.2 GENERAL ECONOMIC INDICATORS

#### 4.2.1 Employment

In order to assess the level of economic activities and income sources and, where appropriate, to desegregate the results, the respondents were asked to list types of economic engagement (apart from agricultural activities).

Table 6: Economic activity of the respondents

# HH mem bers	Self employed		Work for others		Seasonal	
	#	%	#	%	#	%
0	321	33.6	768	80,1	874	91,2
1	247	25.8	147	15.3	45	4,7
2	211	22.1	33	3.4	17	1.8
3	102	10.7	6	0.6	10	1
4	50	5.2	3	0.3	8	0.8
5	16	1.7	0	0.0	2	0.2
6	4	0.4	2	0.2	2	0.2
7	5	0.5	0	0.0	0	0.0

The results confirm the standard economic setup in rural communities in Georgia. The largest share of households members are unemployed, followed by self-employed, employed and seasonal workers.

#### 4.2.2 Agricultural activities

The assessment further inquired on the size of land owned/cultivated by the respondents, in order to disaggregate the results per level of agricultural activity and to add a poverty indicator. The size of the land owned/cultivated ranges from 0.0 to 150 ha, averaging at 1.13 ha.

Rented in land is evident in 42 (4.1%) respondents and averages at 2.31 ha. Rented out land was indicated by one respondent in size of 0.25 ha. The shares of respondents with various land sizes are shown in the Table 7.

Table 7: Land size

Land size (ha)	Owned		Rented in		Rented out	
	#	%	#	%	#	%
0	5	0,5	912	95,2	949	99,1
<1,13	724	75,6	31	3,2	5	0,5
1,13-10	218	22,8	10	1,0	2	0,2
>10	11	1,1	5	0,5	2	0,2

The assessment results confirmed the well-established rural structure composed predominantly of subsistence farmers, followed by semi-commercial and commercial farmers.

The aggregation of land sizes used for the presentation of the results aimed to disaggregate between the agriculturally non-active population, small/subsistence farmers (<1.13 ha), semi-commercial farmers (1.13-10 ha) and commercial producers (>10 ha), in order to capture any differences in the results between these categories. The assessment further inquired on the number of household members involved in the agricultural activities. The results are shown in the Table 8.

The results indicate that 5.7% of the population in the rural areas are not involved in agricultural activities. The majority of households with agricultural activities have 1-2 members involved in agriculture; 3-4 members involved in agriculture are evident in approximately a quarter of the respondents. More than four active members are evident in a marginal number of respondent households.

Table 8: Number of household members involved in agriculture

# of HH members	# of respondents	%
0	58	5.70
1	260	25.60
2	377	37.20
3	165	16.30
4	111	10.90
5	25	2.50
6	10	1.00
7	6	0.60
9	2	0.20

The respondents were further asked to list the share of income their households derive from agricultural activities, including processing of produce. The results are shown in the Table 9. A total of 592 households or 61.7% of the households involved in agriculture derive income from their agricultural activities. These households on average derive 44.5% of their income from agricultural activities.

The share of household income derived from agricultural activities averages at 27.4 %, for all households involved in agriculture and at 25.8% for all households involved in the assessment.

Table 9: Share of income from agriculture

Share of agricultural income (%)	#	Share of respondents
0	368	36,3%
1--5	45	4,4%
5--10	58	5,7%
10--20	84	8,3%
20--50	205	20,2%
50-80	118	11,6%
80-100	78	7,7%
Non agricultural	58	5,7%

The results confirm that 40.7% of the households involved in agriculture are subsistence oriented deriving less than 5% of their income from agriculture. Approximately one third of the respondents are subsistence farmers with occasional sales, deriving between 5 and 50% of the household income from agriculture and one fifth are commercial farmers deriving most of their income from agricultural activities.

In order to establish poverty indicators the assessment further inquired into the food security situation and mechanization ownership structure of the agriculturally active households. The results are provided in Table 10 and 11.

Table 10: Mechanization ownership

	#	%
Cultivator	50	4,9
Tractor	80	7,9
None	827	81,5
Non-agricultural	58	5,7

The distribution of single axle mechanization (hand held cultivators) is 5.2 per 100 agriculturally active households. The distribution of two axle mechanization (tractors) is 8.4 per 100 agriculturally active households.

Finally the assessment inquired on the food security situation of the agriculturally active population. The results are shown in Table 11.

Table 11: Regular food shortages

	#	%
Yes	278	27
No	737	73

## 4.3 FINDINGS ON FARMER ORGANIZATIONS

### 4.3.1 Membership in farmer organizations

The assessment aimed to establish the incidence of members of various farmer organizations. When asked, if they are a member of (i) Producer Association, (ii) Cooperative or (iii) any other type of Farmer Organization, all of the respondents answered negatively. The results confirm a very low number of members of Farmer Organizations among the agriculturally active rural population.

### 4.3.2 Awareness on Farmer Cooperatives

The assessment further inquired if the respondents are aware about Farmer Cooperatives. A total of 276 respondents or 27.2% answered positively.

Given the total number of agriculture based households in the country (710,338<sup>3</sup>), the share of respondents "aware about cooperatives" accounts for a total of 193,502 households. Cross

<sup>3</sup> Number of rural households eligible for state agricultural support in 2013, according to APMA.

referencing the different age groups to the awareness on Farmer Cooperatives, shows that the youth is less aware, compared to the other age categories, as shown in the Table 12.

Table 12: Awareness in relation to age

	Youth < 25		Adults 25 – 62		Retired > 62	
	#	%	#	%	#	%
Yes	8	17.0	191	29.9	75	27.6
No	39	83.0	447	70.1	197	72.4

The findings indicate that awareness raising efforts should be more focused on the youth amongst the agriculturally active population.

The assessment further referenced the awareness on Farmer Cooperatives to the education level of the respondents. The results are shown in Table 13.

Table 13: Awareness in relation to education

	Tertiary education		Secondary education		Primary – None	
	#	%	#	%	#	%
Yes	0	0	195	26.7	2	6.1
No	194	100	535	73.3	31	93.9

The education level of the respondents evidently plays a role for the awareness. The most educated and the least educated are largely unaware about the Farmer Cooperatives.

The limited awareness of those with high education is not linked to the limited engagement in agriculture, as detailed analysis indicates that, respondents with high education derive on average 50% of their household income from agriculture and have on average 23 household members involved in agricultural activities.

The poverty of the respondents plays a small role in the awareness on Farmer Cooperatives as shown in Table 14.

Table 14: Awareness in relation to poverty

	Food shortage		No food shortage	
	#	%	#	%
Yes	55	23.9	219	30.1
No	175	76.1	508	69.9

Respondents facing food shortages are less aware about Farmer Cooperatives, compared to those that face no food shortages. The findings conform to the identified lower level of education among

the impoverished, and their limitations to focus on other than basic survival and food security.

The findings on the relationship between poverty and awareness on Farmer Cooperatives were further confirmed through comparison of the awareness on Farmer Cooperatives and ownership of mechanization.

The results indicate that mechanization owners are more aware about Farmer Cooperatives, as shown in Table 15.

Table 15: Awareness in relation to mechanization

	With mechanization		Without mechanization	
	#	%	#	%
Yes	43	33	235	27
No	86	67	651	73

In order to distinguish Farmer Cooperatives (for profit) from other types of (non-profit) Organizations, the assessment inquired on the awareness of Farmer Associations. A total of 126 or 12.4% of the respondents answered positively.

Detailed analysis confirms that the same 136 respondents aware of Farmer Associations are also aware of Farmer Cooperatives. This group represents 50% of the respondents aware of Farmer Cooperatives.

#### 4.3.3 Chronology of awareness

In order to evaluate the chronological development of the awareness and to assess the impact of the various awareness campaigns, the respondents were asked to chronologically trace their initial awareness of Farmer Cooperatives. The results on the timeframe of acquired awareness are provided in the Table 16.

Table 16: Chronology of awareness of Farmer Cooperatives (for profit)

Years ago	#	Share of "awareness" on Farmer coops	Share of 1000 respondents	# HHs
<0,5	10	4%	1%	7,103
<1	175	63%	17.2%	122,178
<2	47	17%	4.6%	32,676
<3	18	6%	1.8%	12,076
<4	5	2%	0.5%	3,552
<5	14	5%	1.4%	9,945
>5	7	3%	0.7%	4,972
Total	276	100%	27.2%	192,502

The results indicate that 18 or 67 % of the respondents heard about Farmer Cooperatives within the last 12 months. In order to distinguish Farmer Cooperatives (for profit) from other types of (non-profit) organizations the assessment inquired on the timeframe of acquired awareness of Farmer Associations. The results are provided in table 17.

Table 17: Chronology of awareness of Farmer Associations

Years ago	#	Share of "Aware on FAs"	Share of total
<0,5	4	4%	0.4%
1	70	56%	6.9%
2	19	15%	1.9%
3	8	6%	0.8%
4	5	4%	0.5%
5	12	10%	1.2%
>5	8	6%	0.8%

Given the overlapping knowledge and the coinciding timeframes of the awareness of Farmer Cooperatives (for profit) and other types of (non-profit) Farmer Organizations, as well as the awareness campaigns focusing on Farmer Cooperatives in the last 12 months, it seems that approximately half of the "aware" respondents received mixed messages from the awareness campaigns and/or have limited understanding on the principles governing various farmer organizations. In addition, the findings suggest that the awareness raising campaigns in the last 12 months have been focused on informing, rather than on providing of qualitative information.

#### 4.3.4 Sources of awareness

The assessment further inquired on the sources of information to shape the awareness on Farmer Cooperatives. The results listed in Table 18, indicate that a series of documentaries/specials on

Farmer Cooperatives, broadcasted in the last 12 months, were the main source of information for the respondents.

Table 18: Sources of information on cooperatives

Source of information	#	%
NGO	15	5.4
Newspaper	22	7.9
TV/Radio	208	74.8
Local authorities	9	3.2
Acquaintance/neighbour	16	5.8
Internet	3	1.1
Bank	1	0.4
There is a coop in village	4	1.4

#### 4.3.5 Level of awareness of Farmer Cooperatives

In order to assess the level of awareness of Farmer Cooperatives, the assessment inquired on the understanding of specific aspects, relevant to cooperative members. The results shown in Table 19 indicate, that most of those aware, lack knowledge on the interworking of cooperatives. The share of knowledgeable respondents decreases, as the level of knowledge increases. Detailed analysis of the data shows that:

1. five respondents (0.49 % of the total respondents) know details about all cooperative aspects;
2. six respondents (0.59 %) know few details and have only heard about other cooperative aspects;
3. 15 respondents (1.47%) have mixed knowledge, ranging from details to not knowing;
4. 18 respondents (1.77 %) have heard about all cooperative aspects;
5. 45 respondents (4.43%) have heard about some, but are not informed about other cooperative aspects;
6. The rest of the “aware respondents” are uninformed about any cooperative aspects.

Table 19: Awareness about different aspects on cooperatives

	Know details		Heard about		Don't know	
	#	% <sup>4</sup>	#	%	#	%
Member rights /responsibilities	27	2.7	52	5.1	199	19.6
Responsibilities to members	19	1.9	48	4.7	211	20.8
Governance	9	0.9	43	4.2	223	22.0
Benefits of cooperation and joint activities	14	1.4	49	4.8	215	21.2
Registration procedures and requirements	16	1.6	40	3.9	222	21.9

<sup>4</sup> Share of total sample



#### 4.3.6 Attitude towards Farmer Organizations<sup>5</sup>

To assess the impact of awareness and knowledge level, the assessment inquired on the attitude of the respondents towards Farmer Organizations. The results provided in Table 20 show that 48% of the “aware” respondents have positive opinion about Farmer Cooperatives; however, only 26% are willing to join a cooperative. In comparison, 40% of the “aware” respondents have positive opinion about Farmer Associations, and 15% are willing to join an association.

Table 20: Attitude towards Farmer Organizations

	Farmer Associations		Farmer Cooperatives	
	#	%	#	%
Want to join	19	15	40	32
Positive but won't join	31	25	33	26
Won't join	53	42	36	29
No opinion	23	18	17	13

Further cross-reference shows that respondents aware about Farmer Associations are more positive towards Farmer cooperatives, rather than towards Farmer Associations.

The correlation between the attitude towards Farmer Cooperative and the level of awareness is shown in Table 21.

Table 21: Attitude correlated to the awareness

	Detailed		Heard		Don't know	
	#	%	#	%	#	%
Want to join	11	37	20	27	53	24
Positive but won't join	9	30	22	29	43	19
Won't join	8	27	18	24	84	38
No opinion	2	7	15	20	43	19

<sup>5</sup> The findings presented further (apart from 4.3.8) concern respondents aware of Farmer Cooperatives.

Respondents with more knowledge about Farmer Cooperatives are more willing to join. The attitude towards cooperatives is progressively negative, as the level of knowledge decreases. Further cross-referencing shows that, respondents who become “aware” about Farmer Cooperatives in the last 12 months, are more positive and more willing to join compared to the average and those which became aware earlier. The results are shown in Table 22.

Table 22: Attitude and awareness chronology

	Aware <12 months ago		Aware >12 months ago	
	#	%	#	%
Want to join	53	29%	19	20%
Positive but won't join	35	19%	26	28%
Won't join	59	32%	36	39%
No opinion	38	21%	12	13%

The relationship between poverty and attitude towards Farmer Cooperatives is explored in Table 23 and 24. The results indicate that households facing food insecurity are more positive towards Farmer Cooperatives and are more willing to join, recognizing some potential for poverty alleviation.

Table 23 : Attitude correlated to food shortages

	No shortage		Food shortage	
	#	%	#	%
Want to join	54	25%	17	31%
Positive but won't join	51	23%	10	18%
Won't join	77	35%	15	27%
No opinion	37	17%	13	24%

Ownership of mechanization is an indicator of both the economic status/poverty, as well as the professionalism in agricultural activities. The results confirm that respondents without mechanization are more likely to join a Farmer Cooperative. The source of income and its respective share in the total household income, also play a role in the attitude towards Farmer Cooperatives, as shown in Table 24.

The relationship between the age of the respondents and the attitude towards Farmer Cooperatives is shown in Table 25.

The highest shares of those willing to join a Farmer Cooperative are evident among the commercially oriented farmers and less among subsistence farmers.

Table 24 : Attitude correlated to mechanization ownership

	With mechanization		Without mechanization	
	#	%	#	%
Want to join	1	3%	65	28%
Positive but won't join	9	24%	52	22%
Won't join	23	62%	72	31%
No opinion	4	11%	46	20%

Contrary to the level of awareness (Table 12), the younger population is more willing to join a Farmer Cooperative. The willingness to join declines as the age of the respondents increases.

Table 25: Attitude correlated to age group

	< 25		25 – 62		> 62	
	#	%	#	%	#	%
Want to join	5	62.5	49	25.7	17	22.7
Positive but won't join	0	0.0	44	23	17	22.7
Won't join	2	25	59	30.9	31	41.3
No opinion	1	12.5	39	20.4	10	13.3

The comparison of the education level and attitude towards Farmer Cooperatives is shown in Table 26. The results indicate that education contributes to willingness to join a Farmer cooperative.

Table 26: Attitude correlated to education

	Tertiary		Secondary		Primary	
	#	%	#	%	#	%
Want to join	21	27	50	25.6	0	0.0
Positive but won't join	14	18	47	24.1	0	0.0
Won't join	29	38	61	31.3	2	100
No opinion	13	17	37	19	0	0.0

The correlation between the attitude and the gender of the respondents are shown in Table 27.

Table 27: Attitude correlated to gender

	Women		Men	
	#	%	#	%
Want to join	22	18,2%	56	30,3%
Positive but won't join	29	24,0%	40	21,6%
Won't join	44	36,4%	56	30,3%
No opinion	26	21,5%	33	17,8%

Table 29: Perception on negative connotations associated with Farmer Cooperatives

	Positive		No opinion		Negative	
	#	%	#	%	#	%
Association with the soviet time collective farms	44	15.4	91	18.8	143	23.2
Distrust to others to work together	60	21	91	18.8	128	20.8
Available information not convincing	60	21	101	20.9	112	18.2
Limited interest to share assets with others	63	22	95	19.6	120	19.5
Limited interest due to costs of membership	59	20.6	106	21.9	113	18.3

#### 4.3.7 Positive and negative perceptions

In order to assess the origins of the positive and negative attitudes towards Farmer Cooperatives, the assessment inquired on the perceptions on most commonly associated connotations. The feedback on the perception on the main activities of Farmer Cooperatives is provided in the Table 28.

The results indicate that respondents are in general indiscriminately positive about most of the activities of Farmer Organizations, with similar shares of interest in each of them.

The number of positive opinions significantly outweighs the sum of those without opinion and with negative opinion. The results also indicate that Processing and Joint Production, as part of the cooperative activities, are viewed as the least attractive aspects of farmer cooperation.

The perception on the main negative connotations usually associated with Farmer cooperatives is provided in Table 29. The results confirm that the largest share of respondents perceive negatively Farmer Cooperatives, due to association with the Soviet period collective farms.

In addition, there is strong distrust in working with other farmers. The number of negative opinions for both indicators outweighs the sum of positive and no opinion answers, making these two perceptions the priority issues to be addressed during the awareness raising.

#### 4.3.8 Needs for further awareness raising

The assessment further inquired if the respondents are interested in obtaining additional information on Farmer Cooperation.

The interest in additional information is relevant for determining the size and scope of the future dissemination activities.

A total of 427 respondents, representing 41% of the total sample answered affirmatively, indicating that majority of rural residents (59%) are not interested in additional information on Farmer Cooperatives. The share of those willing to learn is substantial and closely mirrors the share of respondents (45%) with positive attitude towards Farmer Cooperatives.

Correlated to the total number of farmers in Georgia, it accounts for an awareness raising audience of some 291,000<sup>6</sup> rural residents.

Table 28: Perception towards the main cooperative activities

	Positive		No opinion		Negative	
	#	%	#	%	#	%
Joint (cheaper) inputs procurement	170	11.6	80	10.3	28	10.3
Joint storage and marketing (sales)	149	10.2	109	14.1	25	9.2
Joint use of machinery	166	11.4	81	10.5	31	11.4
Access to knowledge (technology) and information	173	11.8	78	10.1	27	9.9
Improved access to (input and cash) credits	168	11.5	78	10.1	32	11.8
Access to grants/ support	174	11.9	78	10.1	26	9.6
Possibility for employment	181	12.4	73	9.4	24	8.8
Processing	145	9.9	97	12.5	36	13.2
Joint production	136	9.3	100	12.9	43	15.8

<sup>6</sup> Calculated on basis of rural households eligible for state agricultural support in 2013, according to APMA.

The correlation between the attitude towards Farmer Cooperatives and the interest to learn more is provided in Table 30.

Table 30: Correlation between attitude and interest to learn

	Want to know		Don't want to know	
	#	%	#	%
Want to join	69	35.8	3	3.5
Positive but won't join	46	23.8	15	17.6
Won't join	43	22.3	52	61.2
No opinion	35	18.1	15	17.6

The results reconfirms that those positive about Farmer Cooperatives and those willing to join, are also willing to learn, indicating the direction in which further awareness raising should be aimed. The relationship between poverty and interest to learn is presented in Table 31.

Table 31: Correlation between poverty and interest

	Food shortage		No food shortage	
	#	%	#	%
Want to know	96	41.7	175	56.8
Don't want to know	134	58.3	133	43.2

The results indicate that poverty stricken households are less interested to learn. Those not facing food shortages are more interested to develop their understanding on Farmer Cooperatives. The relationship between the education level and the interest to learn is presented in Table 32.

Table 32: Correlation between education and interest

	Tertiary education		Secondary education		Primary – None	
	#	%	#	%	#	%
Want to know	103	53.1	290	39.7	10	30.3
Don't want to know	91	46.9	440	60.3	23	69.7

The results indicate that the level of education positively impacts the interest to learn about Farmer Cooperatives. The share of respondents interested to learn decreases in proportion to the decrease of the level of education. The correlation between age and interest to learn about Farmer Cooperatives is provided in Table 33.

Table 33: Correlation between age and interest

	< 25		25 - 62		> 62	
	#	%	#	%	#	%
Want to know	19	40.4	285	44.7	99	36.4
Don't want to know	28	59.6	353	55.3	173	63.6

The results indicate that relatively similar share of the working age population is interested to learn about Farmer Cooperatives. The interest for learning is somewhat decreased in the elderly population.

#### 4.3.9 Next steps for the respondents

The assessment inquired on the next steps, planned by beneficiaries, in regard to Farmer Cooperatives and membership. In particular, the assessment aimed to determine the number of respondents willing to take initiative and join or register a Farmer Cooperative. The results are provided in Table 34.

Table 34: Initiative of the respondents

	#	%
Take Initiative	185	18.2
Wait for others initiative	233	22.9
No answer	597	58.8

A total of 185 respondents (18.2% of all respondents) stated that they will take initiative by contacting local MoA offices, existing Farmer Cooperatives or the Agency for Development of Cooperatives. In contrary, 233 (22.9%) respondents will wait for somebody else to take the initiative.

The relationship between the attitude towards Farmer Cooperatives and willingness to take initiative is shown in Table 35. The results confirm that relatively equal shares of those willing to join will take initiative and will wait for initiative from others.

Table 35: Correlation between attitude and initiative

	Take Initiative		Wait for others	
	#	%	#	%
Want to join	35	39	34	33.0
Positive but no	22	25	24	23.3
Won't join	16	18	27	26.2
No opinion	16	18	18	17.5



## ANNEXES

## ANNEX 1: Sampling Methodology

### Determined by the National Statistical Office of Georgia, GEOSTAT

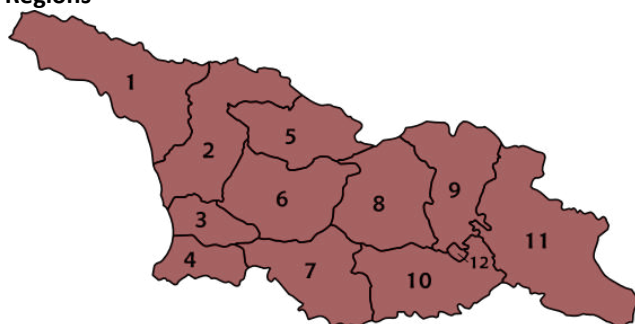
The objective of the national survey of rural households is to establish the number and characteristics of small farmers who are aware about business-oriented co-operation, farmer cooperatives.

### Sample and data stratification

The first level divisions of Georgia (9 regions, 2 autonomous republics and City of Tbilisi) are divided into 67 municipalities (including 6 in Adjara, excluding 6 in Abkhazia) and 5 cities with local governments.

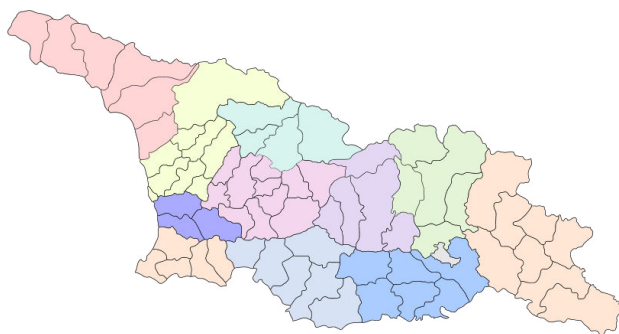
The sample selection includes 8 of the 9 regions of Georgia (excluding the Racha-Lechkhumi and Kvemo Svaneti region because of terrain inaccessibility and the autonomous regions of Abkhazia and Adjara, and the South Ossetia part of Kvemo-Kartli<sup>7</sup>). In total 43 municipalities (strata) out of the 57 municipalities in the selected 8 regions were selected at random. Each municipality includes a number of villages. From these 127 villages were randomly selected in the 43 municipalities, including a target (rural household hub) address within each of these 127 selected villages.

#### Regions



- 1) Abkhazia - *excluded*
- 2) Samegrelo-Zemo Svaneti
- 3) Guria
- 4) Adjara - *excluded*
- 5) Racha-Lechkhumi and Kvemo Svaneti - *excluded*
- 6) Imereti
- 7) Samtskhe-Javakheti
- 8) Shida Kartli - *South Ossetia excluded*
- 9) Mtskheta-Mtianeti
- 10) Kvemo Kartli
- 11) Kakheti
- 12) Tbilisi

#### Municipalities / Districts



The total population of rural households is taken to be in the region of 710,338. This population is set out by the APMA dataset of rural households eligible for agricultural support programmes. The sample selection (households) is based upon the 2010 electoral data base held by GEOSTAT.

APMA Classification		
Category	Land size Hectares	Households / HHs
C1	< 0.25 Ha	189,530
C2	0.25 - 1.25 Ha	472,620
C3	1.25 - 5 Ha	48,188
	> 5 Ha excluded from the small farmer category	N/A
<b>Total</b>		<b>710,338</b>

<sup>7</sup> In the Shida Kartli Region the district of Java, and the northern territories of Kareli and Gori, (total area of 1,393 km<sup>2</sup>) has been controlled by the authorities of the self-proclaimed republic of South Ossetia since 1992

On the basis of a survey 1,000 respondents in these 127 villages, there should be a sampling error of less than 3.1% based upon a population of 710,338 at a 95% confidence level. The method of survey is to be face-to-face interview on the basis of a pre-tested questionnaire (Annex 2).

**Table #1: selection of municipalities by administrative region**

	Code Region	Regions	Code Municipality	Name Municipality	Number HHs	% HHs
1	2	Guria	60	Ozurgeti	13 700	3.5%
2	2	Guria	61	Lanchkhuti	8 101	2.1%
3	2	Guria	62	Chokhatauri	5 909	1.5%
4	4	Shida Kartli	30	Kaspi	9 172	2.3%
5	4	Shida Kartli	32	Gori	21 090	5.4%
6	4	Shida Kartli	33	Kareli	9 609	2.4%
7	4	Shida Kartli	35	Khashuri	6 226	1.6%
8	5	Kakheti	12	Gurjaani	14 782	3.8%
9	5	Kakheti	16	Kvareli	7 348	1.9%
10	5	Kakheti	17	Telavi	12 912	3.3%
11	5	Kakheti	18	Akhmeta	7 811	2.0%
12	6	Kvemo Kartli	21	Gardabani	19 655	5.0%
13	6	Kvemo Kartli	22	Marneuli	25 928	6.6%
14	6	Kvemo Kartli	23	Bolnisi	14 019	3.6%
15	6	Kvemo Kartli	24	Dmanisi	6 634	1.7%
16	6	Kvemo Kartli	25	Tsalka	6 828	1.7%
17	6	Kvemo Kartli	26	Tetritskaro	5 454	1.4%
18	7	Samegrelo	63	Abasha	5 674	1.4%
19	7	Samegrelo	64	Senaki	6 041	1.5%
20	7	Samegrelo	66	Khobi	8 548	2.2%
21	7	Samegrelo	67	Zugdidi	22 617	5.8%
22	7	Samegrelo	68	Tsalenjikha	6 202	1.6%
23	7	Samegrelo	69	Chkhorotsku	6 716	1.7%
24	8	Imereti	43	Oni	1 387	0.4%
25	8	Imereti	44	Ambrolauri	3 559	0.9%
26	8	Imereti	45	Tsageri	3 789	1.0%
27	8	Imereti	46	Lentekhi	1 696	0.4%
28	8	Imereti	48	Kharagauli	6 410	1.6%
29	8	Imereti	49	Terjola	10 075	2.6%
30	8	Imereti	50	Sachkhere	12 340	3.1%
31	8	Imereti	51	Zestaponi	12 377	3.2%
32	8	Imereti	52	Bagdadi	6 651	1.7%
33	8	Imereti	53	Vani	7 903	2.0%
34	8	Imereti	54	Samtredia	7 048	1.8%
35	8	Imereti	55	Khoni	5 115	1.3%
36	8	Imereti	56	Chiatura	10 606	2.7%
37	8	Imereti	57	Tkibuli	3 682	0.9%

38	8	Imereti	58	Tskaltubo	12 092	3.1%
39	9	Samtskhe-Javakheti	40	Akhalkalaki	11 365	2.9%
40	9	Samtskhe-Javakheti	41	Ninotsminda	6 158	1.6%
41	10	Mtskheta-Mtianeti	19	Tianeti	2 698	0.7%
42	10	Mtskheta-Mtianeti	27	Mtkheta	10 056	2.6%
43	10	Mtskheta-Mtianeti	28	Dusheti	6 382	1.6%

392,365

100.0%

### Sample size

The overall sample size was determined as 1,000 respondents, to achieve a sampling error that would not exceed 3.1%.

- Table #1 sets out the overall household populations in the target municipalities, by region.
- Table #2 sets out the number of respondent households, relative to population, so that the 1,000 questionnaires will be distributed in proportion to the number of HHS in the selected municipalities.

**Table 2: Number of respondents per selected municipality**

	Code Region	Name Region	Code Municipality	Name Municipality	% HHS	Number Respondents
1	2	Guria	60	Ozurgeti	3.5%	34
2	2	Guria	61	Lanchkhuti	2.1%	21
3	2	Guria	62	Chokhatauri	1.5%	15
4	4	Shida Kartli	30	Kaspi	2.3%	23
5	4	Shida Kartli	32	Gori	5.4%	54
6	4	Shida Kartli	33	Kareli	2.4%	24
7	4	Shida Kartli	35	Khashuri	1.6%	16
8	5	Kakheti	12	Gurjaani	3.8%	38
9	5	Kakheti	16	Kvareli	1.9%	19
10	5	Kakheti	17	Telavi	3.3%	33
11	5	Kakheti	18	Akhmeta	2.0%	20
12	6	Kvemo Kartli	21	Gardabani	5.0%	50
13	6	Kvemo Kartli	22	Marneuli	6.6%	66
14	6	Kvemo Kartli	23	Bolnisi	3.6%	36
15	6	Kvemo Kartli	24	Dmanisi	1.7%	17
16	6	Kvemo Kartli	25	Tsalka	1.7%	17
17	6	Kvemo Kartli	26	Tetritskaro	1.4%	14
18	7	Samegrelo	63	Abasha	1.4%	14
19	7	Samegrelo	64	Senaki	1.5%	15
20	7	Samegrelo	66	Khobi	2.2%	22
21	7	Samegrelo	67	Zugdidi	5.8%	58
22	7	Samegrelo	68	Tsalenjikha	1.6%	16
23	7	Samegrelo	69	Chkhorotsku	1.7%	17
24	8	Imereti	43	Oni	0.4%	4
25	8	Imereti	44	Ambrolauri	0.9%	9
26	8	Imereti	45	Tsageri	1.0%	10
27	8	Imereti	46	Lentekhi	0.4%	4
28	8	Imereti	48	Kharagauli	1.6%	16
29	8	Imereti	49	Terjola	2.6%	26

30	8	Imereti	50	Sachkhere	3.1%	31
31	8	Imereti	51	Zestaponi	3.2%	32
32	8	Imereti	52	Bagdadi	1.7%	17
33	8	Imereti	53	Vani	2.0%	20
34	8	Imereti	54	Samtredia	1.8%	18
35	8	Imereti	55	Khoni	1.3%	13
36	8	Imereti	56	Chiatura	2.7%	27
37	8	Imereti	57	Tkibuli	0.9%	9
38	8	Imereti	58	Tskaltubo	3.1%	31
39	9	Samtskhe-Javakheti	40	Akhalkalaki	2.9%	29
40	9	Samtskhe-Javakheti	41	Ninotsminda	1.6%	16
41	10	Mtskheta-Mtianeti	19	Tianeti	0.7%	7
42	10	Mtskheta-Mtianeti	27	Mtkheta	2.6%	26
43	10	Mtskheta-Mtianeti	28	Dusheti	1.6%	16
					<b>100.0%</b>	<b>1000</b>

### Sampling procedure

In each stratum the number of villages to be selected (PSU) was determined, where in each selected PSU 8 interviews (Households) are to be conducted. In order to reach 8 interviews in each PSU the number of interviews is increased or decreased to the nearest number that can be divided by 8.

- Table #3 sets out the distribution of electoral districts (villages) within the strata.

**Table 3. Number of electoral districts to be sampled, by stratum (PSU)**

	Code Region	Name Region	Code Municipality	Name Municipality	Number Villages	Respondents by village
1	2	Guria	60	Ozurgeti	4	8
2	2	Guria	61	Lanchkhuti	3	8
3	2	Guria	62	Chokhatauri	2	8
4	4	Shida Kartli	30	Kaspi	3	8
5	4	Shida Kartli	32	Gori	7	8
6	4	Shida Kartli	33	Kareli	3	8
7	4	Shida Kartli	35	Khashuri	2	8
8	5	Kakheti	12	Gurjaani	5	8
9	5	Kakheti	16	Kvareli	2	8
10	5	Kakheti	17	Telavi	4	8
11	5	Kakheti	18	Akhmeta	3	8
12	6	Kvemo Kartli	21	Gardabani	6	8
13	6	Kvemo Kartli	22	Marneuli	8	8
14	6	Kvemo Kartli	23	Bolnisi	5	8
15	6	Kvemo Kartli	24	Dmanisi	2	8
16	6	Kvemo Kartli	25	Tsalka	2	8
17	6	Kvemo Kartli	26	Tetritskaro	2	8
18	7	Samegrelo	63	Abasha	2	8
19	7	Samegrelo	64	Senaki	2	8
20	7	Samegrelo	66	Khobi	3	8
21	7	Samegrelo	67	Zugdidi	7	8
22	7	Samegrelo	68	Tsalenjikha	2	8
23	7	Samegrelo	69	Chkhorotsku	2	8
24	8	Imereti	43	Oni	1	8
25	8	Imereti	44	Ambrolauri	1	8
26	8	Imereti	45	Tsageri	1	8
27	8	Imereti	46	Lentekhi	1	8



If the proportions by stratum are followed, the sample should represent the general population. This will result in the reduction of sampling error and the “design effect”, in this case less than 1, as:

$$\Delta^2_{\text{strat}} = \sum_{i=1}^K V_i^2 \Delta^2_{i,\text{strat}} = \left[ \frac{1}{\Delta^2} \sum_{i=1}^K V_i^2 \Delta^2_{i,\text{strat}} \right] \Delta^2 = [\text{DEF}_{\text{strat}}]^2 \Delta^2$$

where

$V_i$  – i- stratum volume

$\Delta_{i,\text{strat}}$  – i- error in stratum

$\Delta$  – error in case of simple random selection

$\Delta_{\text{strat}}$  – error in case of stratified selection

$\text{DEF}_{\text{strat}}$  – „design effect“ in case of stratified sampling

$\text{DEF}_{\text{clast}}$  – „design effect“ in case of cluster sampling

$$[\text{DEF}_{\text{strat}}]^2 = \frac{1}{\Delta^2} \sum_{i=1}^K V_i^2 \Delta^2_{i,\text{strat}} < 1 \quad \text{DEF}_{\text{strat}} \approx 0,82$$

As the selection of clusters is interconnected, sampling error is increased. Based on past experience the design effect, in the case of interconnected cluster sampling, where the number of respondents within each cluster equals 8, the design effect equates to  $\text{DEF}_{\text{clast}} \approx 1,2$

Taking into consideration both the cluster and stratified sampling “design effects”, the maximum sampling error can be estimated as:

$$\Delta_{\text{strat+clast}} \leq \text{DEF}_{\text{clast}} \text{DEF}_{\text{strat}} \frac{1}{\sqrt{n}}$$

Where using the defined parameters:

$$\text{DEF}_{\text{clast}} = 1,2 \quad \text{DEF}_{\text{strat}} = 0,82 \quad n = 1000$$

$$\Delta_{\text{strat+clast}} \leq 0,82 \times 1,2 \frac{1}{\sqrt{1000}} = 3,1\%$$

Thus the survey of 1,000 respondents is estimated to result in a sampling error of less than 3.1% based upon a population of 710,338 at a 95% confidence level.

## ANNEX 2: Questionnaire

	Community		Village	
	Name			
1	How many members of the HH are actively involved in agriculture?			None( <a href="#">Skip to Q 21</a> )
2	Age (respondent)	_____ (years)		
3	Household (HH) size	_____ (persons) _____ (members working away from home)		
4	HH members with employment	_____ (self-employed) _____ (work for others) _____ (seasonal work)		
5	Education level	Higher	Vocational	Secondary
				Primary
				No education
6	Area of land farmed	Owned _____ ha, Rented in _____ ha, Rented out _____ ha		
7	Farm size and production structure, commercialization and access to irrigation			
	Plot #	Area (ha)	Land Ownership (see note1)	Crops grown (see note2)
				Irrigation (Y/N)
				Proportion of harvest sold
				Fresh (%)
				Value Added(%)
	Plot 1			
	Plot 2			
Plot 3				
Plot 4				
Plot 5				
Plot 6				
Plot 7				
	Note 1: Crop Group - (1) cereals; (2) industrial crops; (3) Vegetables (4) Berries; (5) Fruit Trees; (6) Maize; (7) Grass (8) Fallow			
	Note 2: Land ownership - (1) owned; (2) rented in (3) rented out			
8	Cattle	_____ (heads), share of raw milk/meat sold _____ or value added _____ (%)		
	Sheep/Goats	_____ (heads), share of raw milk/meat sold _____ or value added _____ (%)		
	Pigs	_____ (heads), and share of meat sold _____ (%)		
	Poultry	_____ (heads), and share of eggs/meat sold _____ (%)		
	Bee hives	_____ (hives), and share of honey sold _____ (%)		
9	Ownership of mechanization	Cultivator (1)	Tractor (2)	
10	Proportion of agricultural income in total HH income	_____ (%)		
11	Does your household suffer from any food shortages	Yes (1)		No (2)
12	Are you a member of a (i) producer association, (ii) cooperative or (iii) any other Farmer Organization	Yes (1), What type? _____		No (2)
13	Have you heard about Farmer Cooperatives	Yes (1), how long ago _____ years		No (2) ( <a href="#">Skip to Q 21</a> )
14	What is your attitude Farmer Cooperatives (for profit)?	Want to join (1)	Positive but not for me (2)	Would not join (3)
				no opinion (4)
15	Have you heard about Farmer Associations (non-profit) or other farmer groups?	Yes (1), how long ago _____ years		No (2)
16	What is your attitude to Non-profit cooperation (Farmer Associations)?	Want to join (1)	Positive but not for me (2)	Would not join (3)
				no opinion (4)



17	What do you know about Farmer Cooperatives and the provisions on?				
	(a) member rights and responsibilities	Know in detail (1)	Heard something (2)	Don't know (3)	
	(b) organization responsibilities to members	Know in detail (1)	Heard something (2)	Don't know (3)	
	(c) governance	Know in detail (1)	Heard something (2)	Don't know (3)	
	(d) benefits of cooperation and joint activities	Know in detail (1)	Heard something (2)	Don't know (3)	
	(e) registration procedures and requirements	Know in detail (1)	Heard something (2)	Don't know (3)	
18	How have you learned about Farmer Cooperatives :	NGO (1)	Newspaper (2)	TV/ radio (3)	other (4) (specify)
19	To which part of the farmer cooperation is most/least attractive for you				
	(a) Joint (cheaper) inputs procurement	Positive (1)	No opinion (2)	Negative (3)	
	(b) joint storage and marketing (sales)	Positive (1)	No opinion (2)	Negative (3)	
	(c) joint use of machinery	Positive (1)	No opinion (2)	Negative (3)	
	(d) access to knowledge (technology) and information	Positive (1)	No opinion (2)	Negative (3)	
	(e) improved access to (input and cash) credits	Positive (1)	No opinion (2)	Negative (3)	
	(f) access to grants/ support	Positive (1)	No opinion (2)	Negative (3)	
	(g) possibility for employment	Positive (1)	No opinion (2)	Negative (3)	
	(h) processing	Positive (1)	No opinion (2)	Negative (3)	
	(i) joint production	Positive (1)	No opinion (2)	Negative (3)	
	(j) other (please, specify)	Positive (1)	No opinion (2)	Negative (3)	
20	Due to which issues farmer cooperation is not attractive for you				
	(a) association with the soviet time collective farms	Yes (1)	Somewhat (2)	No (3)	
	(b) distrust to others to work together	Yes (1)	Somewhat (2)	No (3)	
	(c) available information not convincing	Yes (1)	Somewhat (2)	No (3)	
	(d) limited interest to share assets with others	Yes (1)	Somewhat (2)	No (3)	
	(e) limited interest due to costs of membership	Yes (1)	Somewhat (2)	No (3)	
	(f) other (please, specify)	Yes (1)	Somewhat (2)	No (3)	
21	Are you interested to find out more about business oriented cooperation?	Yes (1)	No (2)		
	If yes what is your next step: (a) Try to find out (approach Agency, Coop etc.)	Yes (1)	No (2)		
	(b) Wait until somebody else takes an initiative	Yes (1)	No (2)		
22	Do you use or have access to Agricultural development advice, knowledge (technology) and information?	Yes (1) Free of charge Y/N? ___	No (2)		
23	Are there any agri produce, food or drink unique to your region or district (see note for examples)?	Yes (1) Name: _____	No (2)		
	(b) Wait until somebody else takes an initiative	Yes (1)	No (2)		
22	Do you use or have access to Agricultural development advice, knowledge (technology) and information?	Yes (1) Free of charge Y/N? ___	No (2)		
23	Are there any agri produce, food or drink unique to your region or district (see note for examples)?	Yes (1) Name: _____	No (2)		

### ANNEX 3: Awareness Raising Campaign

The overall goal of this document is set out a plan designed to detail how the Agricultural Cooperative Development Agency (ACDA) is planning to communicate and how it will help its partners to contribute to ACDA's objectives. This awareness raising plan has been developed to capture the public outreach elements that support ACDA's tasks and activities. However, the Awareness Raising Plan (ARP) moves beyond the ACDA plans and recommends further awareness raising activities for the ACDA and its partners. This will help the ACDA streamline awareness raising with its key stakeholders and partners as well as to provide a framework for future ACDA awareness raising assignments.

The Awareness Raising Plan (ARP) offers substantial information on the ACDA communications objectives and key messages, and potential communications channels. In addition to the objectives listed above, this plan details the ACDA guidelines for communications, which must be followed for each communications activity the agency undertakes.

Summarizing the above, the ACDA Awareness Raising Plan (ARP) is developed to:

- Raise awareness and understanding of the Agency throughout its implementation, in particular, how the Agency intends to manage and communicate the key messages and content of the Agency to stakeholders and the target audiences;
- Provide the Ministry of Agriculture (MoA) with a documented framework detailing which communication mechanisms/tools would be most appropriate for the identified stakeholders and target audiences;
- Ensure the communication and implementation of issues and the agency updates to key stakeholders;
- Identify the actions required for the implementation of the awareness raising plan.

This plan is a living document. It will be revised annually so that specific agency initiatives are supported by communication to ensure favourable public and stakeholder perceptions of ACDA accomplishments and agenda. Thus, the document unveils a plan designed to give the ACDA communications a consistent look, feel and message.

#### Section 1: (ACDA) Communication Context

Through its regional and community development initiatives, the MoA is demonstrating a commitment to create an environment that will increase agricultural competitiveness, promote stable growth of agriculture production, ensure food safety and eliminate rural poverty through the sustainable development of agriculture and rural areas. The MoA stresses the importance of cooperation among farmers, that provides an opportunity for farmers to have affordable access to agricultural inputs, services and markets by allowing greater power in negotiation with buyers and sellers plus attaining economies of scale. In July 2013, the Georgian Parliament passed the Law of Georgia on Agricultural Cooperatives, the Law defines the general governing principles for cooperatives; it establishes the fiscal regime and other initiatives for the coops development. In September 2013 the ACDA was created by the MoA, with the mandate to promote the cooperatives' development and provide various services to cooperatives in Georgia.

The awareness raising plan's public outreach tasks and activities match the main objectives of the ACDA objectives. In addition to building the ACDA's country image, the information strategies and public outreach campaigns will be designed to support the above-mentioned ACDA objectives.

#### Objectives

The ACDA's awareness raising plan objectives fall under two groups: those the Agency will address directly and those that indirectly support its partners' outreach efforts.

Communications objectives include:

- Develop strong linkages with key stakeholders such as farmers, communities, municipalities, service providers, private sector donor projects.
- Create awareness of the MoA assistance, including of the ACDA and its goals.
- Create awareness of the MoA's progress in agriculture sector development.

- Develop interest in and sense of ownership of ACDA's activities among farmers.

In support of Partners' Outreach, the ACDA will:

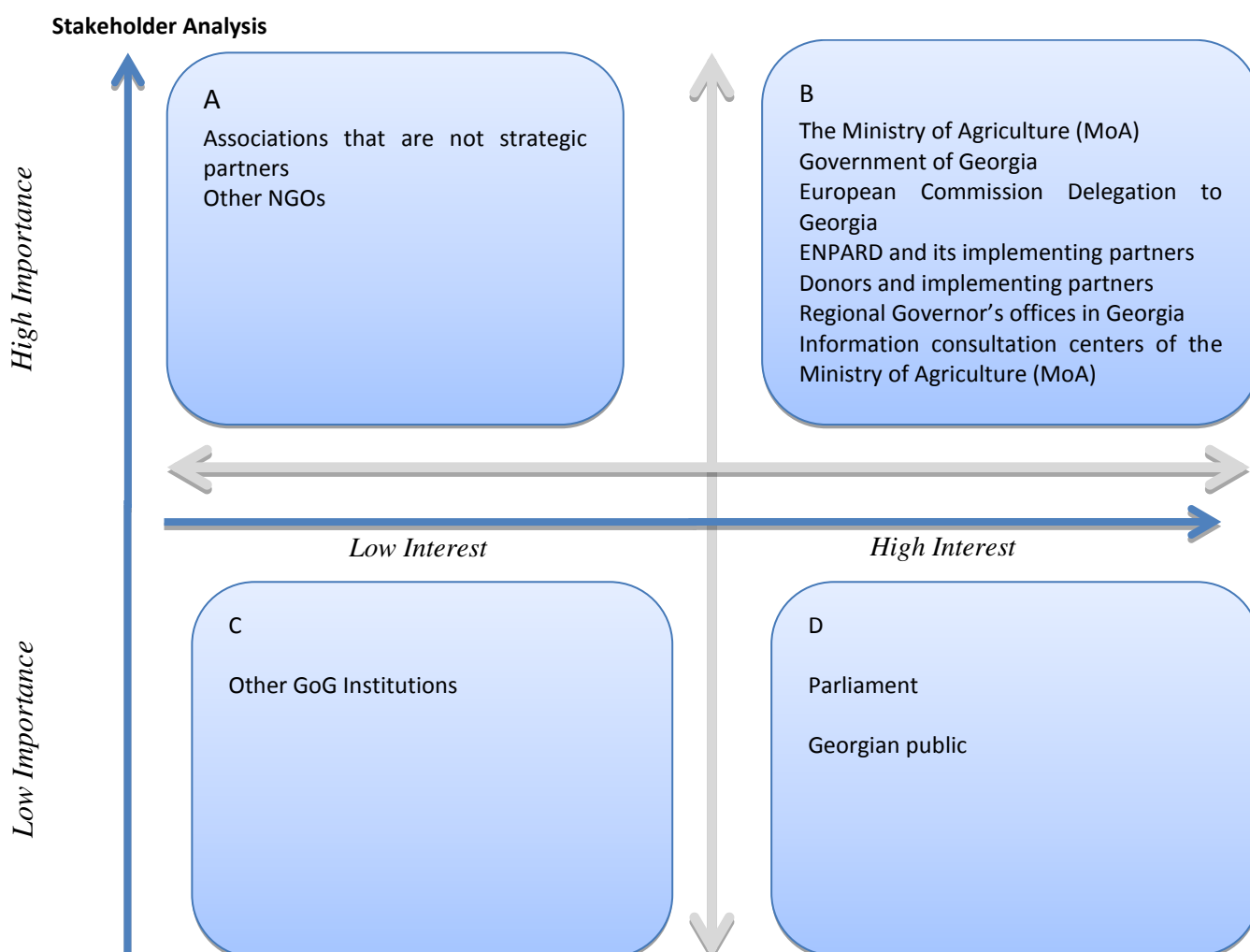
- Increase farmers' participation in the long-term cooperative development.
- Increase access to agricultural inputs, services, finance and provide agriculture cooperative development to targeted farmers.
- Increase farmers' understanding of the benefits of a cooperative development.

## Section 2: Detailed Communication Plan

The following sections offer a framework for the Agricultural Cooperatives Development Agency (ACDA) awareness raising plan activities. It includes key stakeholders consulted in the process of developing this plan, identifies target audiences and offers guidance on appropriate tools and mechanisms to reach those audiences.

### Key Stakeholders and Targeted Audience

For the Agricultural Cooperatives Development Agency (ACDA) to achieve its goals, it will have to work closely with a variety of stakeholders; from the public to private sectors and civil society actors. During the development of this plan, the agency team identified key stakeholders to gain a better understanding of the key players and their relationship to the Agency Development of Agriculture Cooperatives (ACDA). These stakeholders will be reached both directly and indirectly.



In the chart above, the stakeholders are grouped into four categories as the basis of our communications strategy. "Low interest" means the stakeholder is not interested in the ACDA, and "low importance" means they are not important to the ACDA. Based on this categorization, a basic awareness raising plan emerges:

- **Box A:** Low interest, low importance: Keep in the loop.

- *Box B*: High interest, low importance: Keep informed.
- *Box C*: High interest, high importance: Constantly engage and keep satisfied.
- *Box D*: Low interest, high importance: Stimulate interest and strategically engage.

### Strategy and Approach

This section describes the overall approach for the ACDA awareness raising plan activities along with suggestions for implementation as well as specific ideas to help the ACDA reach its awareness raising objectives.

It is essential that the ACDA team speak with one voice. The Agency will learn to serve as spokespersons and must be prepared to represent the agency clearly to stakeholders. The awareness raising plan is a working document and will be updated periodically to reflect changes in project implementation.

In Year 1 agency will focus on developing communication material development, raise capacity of MoA advisory service staff, carry outreach trainings and increase knowledge of targeted audience in cooperative development. In addition, the ACDA will raise its visibility by focusing on media outreach and developing strong relationships with press in order to generate earned media. A key next step will be to identify media opportunities to generate coverage during the working process.

In addition, the Agency should stay alert for opportunities to reap communications dividends from its routine activities. The Agency will explore opportunities of cooperation with the ENPARD implementing partners in developing joint awareness raising initiatives. In other cases, the Agency will use appropriate communication tools such as web site, meetings, success stories, events, etc. to overtly communicate about the Agency to the MoA and other relevant stakeholders.

### Tools and Communication Channels

As part of its routine operations, the Agency will develop several communication tools that will assist in its outreach to stakeholders. These include:

Success stories: Success stories will help the project share the impact of its work with key stakeholders. When appropriate, the success stories with a focus on the positive impact of Agency activities should also be shared with the media to generate positive press on the project and its key partners.

Brochures: An agency brochure will be developed for dissemination among all relevant audiences, the brochure will be revised to integrate the results, successes, and impact the agency has achieved.

One-pager: The Agency's one-pagers will communicate the essence of work the agency is providing through information on agency objectives and anticipated outcomes generic for all the Agency audiences.

Public events: Public events will be a key means for the to share information about the agency and its activities. In addition to events that are intended to generate media coverage, the will host or help to develop public events tailored to specific agency initiatives. As an example, the Agency will hold coordination meetings, and conferences. These events will provide stakeholders the opportunity to express ideas, engage private sector, and share best practices.

Media coverage: Generating news stories is a cost-effective means for the Agency to communicate key messages about its work. The agency should seek to penetrate both print and broadcast media (both television and radio—although radio has a larger audience, television is still a viable means to reach key audiences) early in the agency's lifecycle while it is still big news.

Website development and monitoring: The Agency is planning to develop its own website that will be designed with an end-user in mind. The Agency website will serve as a repository of project information and public documents, provide structure to project achievements and a method of evaluation, and communicate transparency by supplying reliable and accurate information about challenges, success stories, and lessons learned.

### Key Messages



Key messages for each of the agency's communications efforts will be developed and refined as each individual activity is developed. However, there are a few project-level messages that should be woven into interactions and documentation for the entire agency. In general, key messages should focus on the impact of the agency activities or the benefits of participating in its initiatives. In addition, messages always should speak to the target audiences' motivations or concerns and reflect the communications objective of a particular activity.

During consultations with key stakeholders, the following messages emerged as key themes that should be reinforced through all of the Agency's communications efforts:

- The Agency is established by the MoA.
- The Agricultural Cooperatives Development Agency (ACDA) is working

#### Roles and Responsibilities

The Agency's communications team will be responsible for implementing the awareness raising plan activities for the agency though it should once again be mentioned that one of the essential aspects of the agency communications will be the team speaking with one voice. Under the guidance of the MoA's PR division guidance, most of the project communications tasks will happen on a day-to-day basis, by the entire agency team. The whole team will serve as spokespersons for the project and must be prepared to represent the agency consistently and clearly at all times to stakeholders and maintain the focus on the Agency.

### **Section 3: ACDA Communication Guidelines**

This section details basic guidelines for the Agency routine communications. It offers detailed guidance on MoA branding and marking regulations, as well as project reporting, success story development, media outreach, and photography. As well, it offers suggested means to monitor and evaluate the Agency's awareness raising plan efforts and delineates roles and responsibilities for the Agency communications activities.

#### Communications with Ministry of Agriculture

Open channels of communications with both the MoA, and its primary stakeholders, will be essential. Close coordination and consistent information will help the agency achieve its technical objectives, as well as enable the MoA to speak knowledgeably about the agency and its successes.

The Agency already has a schedule of formal face-to-face communications opportunities with the MoA. These include a weekly meeting with the MoA and a regular review meeting with concerned MoA staff. It also has scheduled written communications to the MoA, such as the monthly, quarterly and annual reports, and success stories. Since the Agency is the major responsible organization for cooperative development, the opportunities for formal information-sharing will increase due to the Agency's role as one of the key players for the "cooperative development" strategic objective.

#### Communications with Stakeholders

In addition to informal check-ins with agency stakeholders that will occur during the agency's day-to-day operations the Agency will disseminate a regular newsletter to its stakeholders to inform and update them on the agency activities. By circulating a regular newsletter, the agency will be leading by example and illustrating the importance of regular communications with stakeholders.

#### Branding Plan

Consistent implementation of the branding and marking plan detailed in this section will help the Agency achieve its goal of increasing awareness among the Georgian farmers of the assistance that the Government of Georgia (GoG) is providing to the population.

**Agency name:** The agency is to be known as the Agricultural Cooperatives Development Agency. Its acronym, the ACDA, should be used only after the entire agency name has been spelled out in all communications. This will ensure that the development of agriculture cooperatives aspect of the agency is clear to all audiences of the agency's awareness raising plan activities or the media coverage it generates.

**Branding plan:** "Branding" refers to how the agency will use the MoA / GoG identity on agency materials and other items or otherwise convey the message that assistance is from the GoG.

Illustrative items marked with the MoA / GoG identity:



- Public Communications – Print Products: Training materials for courses, workshops; progress reports, strategy, success stories, beneficiary testimonials for local media; press releases for events.
- Public Communications – Audio, Visual, or Electronic: PowerPoint presentations used for events
- Events: Signage, folders; materials designed for knowledge-sharing events, press conferences, and site visits
- Agency Reporting: Strategy, annual report and monitoring and evaluation plans, progress, and issues

#### Agency Reporting

Progress reports are vehicles for sharing impact and challenges, for measuring agency progress against the initial plan/strategy and performance management plan, and for promoting teamwork and collaboration across the agency and its partners. If designed and prepared properly, progress reports can stimulate discussion and frank assessment of what's working or not working on an agency, and why.

Annual reports developed for the Agency will move beyond dry descriptions of agency activities and focus on results, outputs, and the impact agency activities. Each report will include information on accomplishments and lessons learned; progress toward planned activities, and success stories generated by the agency or its partners in that reporting period.

Responsibility: All Agency staff members will be responsible for developing content for progress reports. The head of the PR or agency chairman will be responsible for finalizing the reports.

#### Events

Special events are an important means for raising the visibility of the Agency and its impact. They also require extensive advance planning especially when they will include participation by the MoA. For events at which the MoA will participate, the state regulations and protocol will be followed.

#### Media Policy

Because the Agency will be working to generate significant media coverage to generate awareness of the agency, its activities and impact, a clear media engagement policy is required.

Press releases: When the Agency seeks to engage the media, a press release should be developed. For press conferences or events, a media advisory that details who, what, when, where, etc., of the conference or event also should be developed.

Media interviews: When a media request is received, the Agency employees should only speak on specifics related to their activities.

#### Approvals

All materials that will be distributed to the public, including stakeholders, must receive the Agencies approval. This includes PowerPoint presentations.

#### Monitoring and Evaluation

Monitoring and evaluating the Agency awareness raising plan efforts is already integrated into its performance monitoring plan. There is main indicator that should be tracked:

- 30% increase

The Agricultural Cooperatives Development Agency (ACDA) has key result indicators measuring of which requires baseline, mid-term and final

## ACDA Awareness Raising Action Plan (Approved by the Ministry of Agriculture)

**OBJECTIVE:** To increase awareness about agriculture cooperatives and instil self-efficacy to create an action in rural communities through farmer endowment to the knowledge, skills and capacities, experiences, the sense of optimism and achievability, and a stimuli

OUTPUT	OUTPUT INDICATOR	ACTIVITY	WHO	BUDGET	MONTH													
					1	2	3	4	5	6	7	8	9	10	11	12		
The MoA/ ACDA capacity to carry out awareness of farmers, local government, business sector about agriculture cooperatives is strengthened	<ul style="list-style-type: none"> <li>Number of the MoA Information-Consultation Service Centre staff with assigned responsibility for awareness raising on agriculture cooperatives</li> </ul>	Develop scope of activities for the MoA PR Division, ACDA and the MoA Information-Consultation Service Centres in awareness raising about agriculture cooperatives and instilling self-efficacy to create an action in rural communities																
		Assess the PR division capacity in social marketing and knowledge about agriculture cooperatives, and based on assessment findings and the scope of activities design and implement a training programme (gender and poverty dimensions inclusive) to enable the MoA PR Division to develop a framework and guide the MoA/ ACDA efforts through social marketing approach																
	<ul style="list-style-type: none"> <li>Number of training sessions organized for the MoA Information-Consultation Service Centre, ACDA, and the MoA PR division</li> </ul>	Evaluate ACDA structure, processes and staff responsibilities, and based on evaluation findings recommend actions for structural changes, and assign responsibilities																
		Develop and maintain ACDA website																
	<ul style="list-style-type: none"> <li>Number of the MoA Information-Consultation Service Centre, PR division, and ACDA staff trained in cooperative related matters</li> </ul>	Assess ACDA staff knowledge and understanding of agriculture cooperatives, and considering evaluation findings and the scope of activities, design and implement a training programme (gender and poverty dimensions inclusive)																
		Develop and adopt templates of newsletters, press-releases, case studies, leaflets, posters and web-stories, and carry out training of the relevant staff at the MoA PR Division and ACDA in production of these communication materials																
	<ul style="list-style-type: none"> <li>Established internal reporting system</li> </ul>	Nominate at least one advisory service staff in every district as a focal point on agriculture cooperatives relevant issues																
		Assess the level of knowledge and awareness of nominated MoA advisory service staff about the principles and concept of agriculture cooperatives, and based on evaluation findings design and implement a training programme (gender and poverty dimension inclusive)																
	<ul style="list-style-type: none"> <li>Number of training materials developed</li> <li>Number of communication material templates developed and adopted</li> </ul>	Develop and adopt scope of work of appointed MoA Information-Consultation Service Centre staff with increased foci on awareness raising and communication																
		Develop templates for feedback collection and reporting, conduct training of relevant staff of the ACDA and at the MoA district Information-Consultation Service Centre on feedback collection and reporting, develop and strengthen ACDA capacity to carry out qualitative and quantitative analysis of collected information, and establish internal reporting system																

**OBJECTIVE:** To increase awareness about agriculture cooperatives and instil self-efficacy to create an action in rural communities through farmer endowment to the knowledge, skills and capacities, experiences, the sense of optimism and achievability, and a stimuli

OUTPUT	OUTPUT INDICATOR	ACTIVITY	WHO	BUDGET	MONTH													
					1	2	3	4	5	6	7	8	9	10	11	12		
	<ul style="list-style-type: none"> <li>• New cadre of community agriculture cooperative champions established</li> <li>• Number of outreach trainings</li> <li>• Number of the MoA staff trained in outreach approaches</li> </ul>	Carry out practical skills training of the MoA Information-Consultation Service Centre staff to increase capacity of inter-personal communication, organization of workshops and making presentations, conduct of focus groups, etc.																
		Differentiate and group potential targets of awareness raising like farming community, private sector, local government, etc. and develop key messages for every identified category																
		ACDA and the MoA staff to establish cooperation with community opinion leaders interested to serve as agriculture cooperative champions (on a voluntary basis), and carry out training on different aspects of agriculture cooperatives, and communication and information dissemination approaches																
The media capacity to contribute to awareness raising activities about farmer cooperatives is strengthened	<ul style="list-style-type: none"> <li>• Inventory of mass-media by Region, District, and Community/ Village</li> <li>• Number of communication channels and venues employed</li> <li>• Number of capacity strengthening sessions for radio, TV and newspaper reporters, anchors, news editors and broadcasters</li> <li>• Number of trained radio, TV and newspaper staff</li> <li>• Budgets of radio, TV, and newspaper spots</li> </ul>	Identify mass media on a region/ district/ community level and establish working relations (newspaper articles, participation in workshops and other events, interviews, press-releases, etc.) to keep awareness level on agriculture cooperatives continuously																
		Determine complementary channels and venues for the awareness raising activities on a district/community level along with workshops, focus groups and interpersonal communication to attain optimum results																
		Prioritize the various channels and venues on a district/ community level to save on time and resources where and through which to conduct awareness raising activities based on targets and merits of the instruments																
		Carry out capacity strengthening sessions for radio, TV, and newspaper reporters, anchors, news editors and broadcasters to develop basics in understanding in the concept and principles of agriculture cooperatives to enable coverage and communication in a professional manner																
		Determine appropriate airing timing for radio and TV programmes and coverage of relevant developments																
		Elaborate and agree with stakeholders on logistical support for sustained TV, radio, and newspaper coverage of awareness raising activities																
Awareness of farmers,	• Number of awareness raising	Elaborate awareness raising presentations, etc. to be delivered at community workshops and other events utilizing social marketing process																



**OBJECTIVE:** To increase awareness about agriculture cooperatives and instil self-efficacy to create an action in rural communities through farmer endowment to the knowledge, skills and capacities, experiences, the sense of optimism and achievability, and a stimuli

OUTPUT	OUTPUT INDICATOR	ACTIVITY	WHO	BUDGET	MONTH														
					1	2	3	4	5	6	7	8	9	10	11	12			
business sector, and local government about agriculture cooperatives is increased	workshops organized, focus groups, and face-to-face communication • Number of newspaper articles and interviews published • Number of TV programmes • Number of radio programmes • Number of newsletters and other communication materials developed, published and disseminated	Develop key messages for reflection and content of posters, brochures, newsletters, press-releases to promote and explain the concept and principles of agriculture cooperatives, provide information and update on developments, provide publicity for events organized in the frame of awareness raising activities, etc.																	
		Develop simple, clear, and focused messages for communication through radio and TV in order not to create any confusion																	
		Organize awareness raising workshops in every community and deliver presentations, carry out focus groups and interpersonal communication, and disseminate relevant communication materials																	
		Publish and disseminate (digital and hard copy) newsletters, press-releases, and other communication materials																	
		Identify source of information where farmers relies on information (community centres, schools, etc.), <sup>8</sup> and permanently place and disseminate posters, leaflets, brochures, and other communication materials delivering key messages that are easy to understand																	
		Make adjustments to awareness raising activities considering feedback received from targeted audience																	
		Develop, publish and disseminate cooperative relevant information and education literature, and establish electronic library updated on a permanent basis																	
		Develop indicators to monitor and evaluate awareness raising activities, and carry out monitoring																	

<sup>8</sup> Different categories of the rural communities get information from various sources; those are the places where the MoA/ ACDA should target and utilize for information dissemination along with other identified sources during the awareness raising activities

## ANNEX 4: Media dissemination statistics

Number of people watching Television Show Business Curier 01.09.2014-04.09.2014	
Average Number of People Watching Television Show Business Curier in Country	<b>72,000</b>
On Which	
Minimum in Tbilisi	Maximum in Tbilisi
40,000	45,000
Minimum in Regions	Maximum in Regions
25,000	34,000
Minimum in Country	Maximum In Country
65,000	79,000
Total Number viewed Agricultural Cooperative*	<b>3,135</b>
* <a href="http://www.youtube.com/user/rustavi2business">http://www.youtube.com/user/rustavi2business</a>	
As of April 09, 2014	

Information Meetings Conducted by MoA/Information Consultation Service Centers Regarding Agriculture Cooperatives					
As of April 3, 2014					
#	Region	Municipality	Number of Territorial Units Meetings Held	Number of Villages Meetings Held	Number of People Participated / Attended
1	Guria	Chokhatauri	23	23	250
		Lanchkhuti	6	16	350
		Ozurgeti	10	10	250
2	Mtskheta-Mtianeti	Mtskheta	16	18	480
		Tianeti	8	58	1405
		Kazbegi	3	5	56
		Dusheti	2	18	104
3	Shida Kartli	Gori	13	29	324
		Khashuri	8	19	152
		Kaspi	17	17	640
4	Kakheti	Kareli	29	19	264
		Akhmeta	11	17	236
		Gurjaani	17	20	600
		Dedoplistkaro	14	14	300
		Telavi	8	8	360
		Lagodekhi	15	27	700
		Sagarejo	22	28	650
		Sighnaghi	12	13	324
		Kvareli	11	14	385
		5	Kvemo Kartli	Bolnisi	6
Gardabani	19			27	600
Dmanisi	6			12	270
Tetritskaro	15			25	500
Marneuli	17			77	270
Tsalka	5			7	175
6	Imereti	Sachkhere	9	14	252
		Khoni	11	25	760
		Chiatura	15	50	1600
		Bagdati	13	19	560
		Tskaltubo	9	24	217
		Terjola	7	71	296
		Vani	21	35	1350
		Kharagauli	3	32	70
		Tkibuli	9	32	750
		Samtredia	15	49	887
7	Racha Lechkhumi and Kvemo Svaneti	Zestaponi	17	45	70
		Ambrolauri	6	8	200
		Lentekhi	4	16	400
		Oni	7	20	80
8	Samegrelo Zemo Svanti	Tsageri	18	63	322
		Abasha	16	36	286
		Senaki	15	15	447
		Khobi	22	57	1500
		Zugdidi	17	42	331
		Tsalenjikha	14	20	305
		Chkhorotsku	7	12	330
		Martvili	9	18	375
		Mestia	8	24	368
9	Samtskhe- Javakheti	Akhaltikhe	16	45	1700
		Borjomi	11	18	900
		Aspindza	6	10	150
		Adigeni	4	10	120
		Akhalkalaki	6	8	900
		Ninotsminda	8	23	1400
<b>Totla</b>			<b>636</b>	<b>1369</b>	<b>26786</b>

## ANNEX 5: Baseline estimation April 2013

### Methodology Note

The Note presents methodology applied to estimate baseline population and percentage of small-scale farmers aware about business oriented cooperation and to calculate target number and percentage of small holders to be reached by the Ministry of Agriculture (MoA) and the Agency for Development of Agriculture Cooperatives (ACDA) during awareness raising activities about business oriented cooperation in fulfilment of the Variable Condition 1.2. -“30% increase in the percentage of small farmers in the targeted areas who are aware about business oriented cooperation”.

Table below illustrates estimation of the baseline and target number and percentage of small-scale farmers.

### Baseline and Target Number of Small Holders

#	Source	Unit	Value	Formula
<b>A</b>	<b>Total number of small farmers</b>	persons	<b>710,338</b>	
<b>B</b>	<b>Estimated baseline</b>	persons	<b>8,491</b>	$B=B1+B2+B3+B4+B5$
B1	FAO FG Survey Report	persons	664	
B2	Oxfam	persons	1,155	
B3	Mercy Corps	persons	4,000	
B4	USAID EPI Project	persons	2,454	
B5	USAID NEO Project	persons	218	
<b>C</b>	<b>Baseline in percent of total number of small-scale farmers</b>	percent	<b>1.20%</b>	$C=(B/C)*100\%$
<b>D</b>	Required percentage increase	percent	<b>30%</b>	
<b>E1</b>	<b>Target percentage and number of small-</b>	percent	<b>1.55%</b>	$E1=C/100\%+(C/100\%*D/100\%)$
<b>E2</b>	<b>scale growers</b>	persons	<b>11,038</b>	$E2=E1*A$

Source: FAO, MC, USAID/EPI, USAID/NEO, Oxfam, estimates

### Estimation of the Baseline Number and Percentage

Number of small farmers who have received support in the frame of the State funded “Spring Operations Project” was used as a proxy to the total number of small farmers in the country (710,338 farmers farming on land plots with the area up to 5 ha). The source of information is GeoStat. The baseline number of small holders aware about business oriented cooperation (8,615 farmers) was estimated by summing up the number of farmers reached by different donor funded projects that have implemented farmer group building activities and conducted awareness raising and consultations at the grassroots level about the new law on agriculture cooperatives. In addition, relevant findings of the survey were incorporated in estimation of the baseline number of small holders. Information on the number of small holders reached by different donor funded projects was obtained from the relevant reports and e-mail feedbacks from the respective Projects.

#### FAO Farmer Organization (FOs) Survey

During summer 2012 FAO has carried out survey of FOs, comprising agriculture cooperatives and associations. In addition FAO has conducted focus groups in rural areas, and among other issues has researched rural population awareness about business oriented cooperation. To estimate the number of farmers aware about business oriented cooperation, the number of surveyed FOs was multiplied by the number of members (626 member-farmers); FOs supported by Mercy Corps (discussed below) were excluded from calculation to avoid double counting. Based on focus group findings, 19% of small holders out of total 200 interviewed had been aware to certain extent about business oriented cooperation (38 farmers). The sum of 626 and 38 farmers (664 farmers) was used in estimation of the baseline number of farmers. *Source of information verification: the survey report “Survey of Selected Farmer Organizations in Georgia” as of September 2012.*

#### Oxfam

Oxfam during July 2012-January 2013 in the frame of the Project “Support elaboration of the law on farmers’ groups and unions” has carried out consultations in all regions of the country reaching 1,650 farmers, representatives of local NGOs/CBOs, municipalities and enterprises. According to Oxfam relevant staff, about 70% of the reached 1,650 persons were representatives of a farming community. Thus, 70% of the total 1,650 persons (1,155 farmers) was considered when estimating baseline number of farmers. *Source of information verification: e-mail communication as of February 10, 2014 from Oxfam and the brief about the Project achievements.*

#### Mercy Corps (MC)

MC during implementation of the Projects “Strengthening Community Based Farmers' Groups and Agricultural Services in Samstkhe-Javakheti”(Dec. 2005 – Feb. 2009) and “EC Akhalkalaki Linkages Programme”(Feb. 2010 –Jan. 2011), has reached and increased awareness about business oriented cooperation to total of 4,000 farmers through focus groups, presentations, and consultations. This figure was employed to arrive to the baseline estimate of the number of small holders. *Source of information verification: final reports of the relevant projects:(i) EC Akhalkalaki Linkages Programme – Final Report, For the Period 2<sup>nd</sup> December 2005 – 28<sup>th</sup> February 2009 as of February 2009, and (ii) Strengthening Community Based Farmers' Groups and Agricultural Services in Samstkhe-Javakheti, Georgia as of April 2011.*

#### USAID/EPI Project

The Project has reached and increased awareness of 2,454 small holders about the concept of cooperatives and benefits of business oriented cooperation in the frame of two activities: (i) support to small holder grouping in mandarin and hazelnut value chains (VCs), and (ii) training in improved farming and post-harvest handling practices for mandarin and hazelnuts growers. The Project in the frame of small holder grouping activity has facilitated establishment of 29 and 17 informal groups of small-scale mandarin and hazelnut growers, respectively. The number of members in mandarin and hazelnut producer groups has been 726 and 416 growers, accordingly. This activity was implemented during September-November 2012. In the frame of the second activity, the Project, has communicated the concept of cooperatives and the benefits of business oriented cooperation to additional 930 mandarin growers and 944 hazelnut farmers, during February 18-24, 2013, and December 3-13, 2012, respectively. According to the Project feedback about 30% of reached growers were already members of informally created groups and were aware about the concept and benefits of cooperation; therefore, to avoid double-counting, total number of trained growers 1,874 was weighted by 70%. *Source of information verification: e-mail communication from the EPI Project as of February 18, 2014 and the database of informal farmer groups in mandarin and hazelnuts VCs.*

#### USAID/NEO Project

Since the beginning of 2013 the Project has been supporting 15 unregistered farmer organizations with 218 members. The Project in addition to different organization and operational capacity strengthening activities has introduced the benefits of farmer organizations as a good tool to increase economies of scale and strengthen farmers' marketing power. *Source of information verification: e-mail communication from NEO Project as of February 13, 2014 and data on the number of organizations supported and the respective membership size.*

Baseline percent of the number of small growers aware about business oriented cooperation was obtained by dividing estimated baseline number of small holders by total number of rural population (0.41%).