



LAND O'LAKES

VENTURE37



SQIL

The five-year USDA project will support the Georgia dairy and beef industries to improve competitiveness and increase local value addition by emphasizing food safety and quality standards and improving product and business models, innovation and marketing.

Safety and Quality Investment in Livestock (SQIL) :: 2018-2023

Improving food safety and quality along Georgia's dairy and beef value chains

Georgia has a rich culinary history based around dairy and meat production. The Eastern European nation's climate and agronomic conditions make it an optimal place for further development of these industries. However, Georgia's dairy and beef industries comprise of nearly half of all agricultural output and opportunities for growth based on both domestic and export market opportunities are favorable. As Georgia continues to look westward for trade partners, now is an opportune time for a strong private sector led initiative to transform the dairy and beef sectors.

With funding from the U.S. Department of Agriculture, Land O'Lakes Venture37 is leading the innovative, demand-driven Food for Progress SQIL project to improve food safety and quality along Georgia's dairy and beef value chains.

LIFE OF PROJECT TARGET IMPACTS:

54,000+ INDIVIDUALS

will receive agricultural productivity and food security training

\$140 MILLION INCREASE

in cumulative sales of Georgian dairy and beef products

\$10 MILLION

new public and private investments will be leveraged

8,000+ JOBS

created by over 200 assisted enterprises



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Throughout the project, Land O'Lakes Venture37 is partnering with the Georgian Farmers' Association, uniting agribusiness know-how with industry leading food safety acumen and deep Georgian agribusiness connections. From farm-to-fork, this project aims to reduce losses, and boost competitiveness, productivity and trade of milk and meat products.

To do this, the project will:

- **Grow consumer awareness around food safety and quality**, and establish partnerships among dairy and beef industry associations to serve as a marketing and knowledge platform to incentivize farmers, consolidators and processors to develop and package innovative, certified and improved quality, branded products. This will be done in a way that will provide for sustainable industry owned quality standards;
- **Enable dairy and beef wholesalers, retailers and cold chain providers** to develop infrastructure and technical capabilities in product handling, storage and merchandising. This will enable milk producers, milk collection centers, beef fatteners, processors, slaughterhouses, wholesalers and retailers to meet industry food safety requirements, the Government of Georgia's food safety regulations, and eventually meet international food safety standards;
- **Grant competitive awards** will be offered to incentivize and buy down the risk of entrepreneurial aggregators, processors and input suppliers looking to scale up. This will enable agribusinesses to develop and extend value-added service models to meet the growing needs of commercially-oriented clients. They will also enable private extension service providers (input suppliers and not for profit industry associations) to develop and sustainably implement training and education in more competitive technologies and input adoption by dairy and beef value actors;
- **Improve commercial farmers' productivity and weather resiliency** by facilitating access to comprehensive extension services, improved inputs and technologies, and new asset protection products; and
- **Build the capacity of the Government of Georgia National Food Agency** to enforce food safety standards, as well as contribute to policy and institutional reforms needed to improve the business environment for development of the dairy and beef sectors.

By project close, the Georgian dairy and beef industries will reach higher levels of competitiveness and increased local value addition through increased adherence to food safety and quality standards, improved product and business models, innovation and aggressive marketing.

