Tushetian Guda and Sulguni Pilots

Producer Workshops Report

GEORGIA

12 and 13 December 2017

Project implemented in collaboration with
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Acronyms
EBRD - The European Bank for Reconstruction and Development
EU – European Union
FAO - The Food and Agriculture Organization of the United Nations
GEL – Georgian Lari
GI - Geographical Indication
MoA – Ministry of Agriculture
MoEA - Ministry of Environment Protection and Agriculture\(^1\)
NFA – National Food Agency
PDO – Protected Designation of Origin
PGI – Protected Geographical Indication
SF – Slow Food International

\(^1\) In December 2017 the Environmental part of Ministry of Environment and Natural Resources merged with the Ministry of Agriculture forming the Ministry of Environment Protection and Agriculture.
Background

The European Bank for Reconstruction and Development (EBRD) has recently called upon FAO’s expertise to implement a technical assistance Project in Georgia, focusing on geographical indications in the dairy sector. The Project “Support to Sustainable Value Chains through the Development of Geographical Indications (GIs) in the Dairy Sector”, implemented in collaboration with the Ministry of Agriculture (MoA), the National Intellectual Property Centre of Georgia (Sakpatenti), aims at strengthening the institutional framework for GIs, in particular through the definition and development of a GI certification system.

The project also aims at supporting sustainable dairy GIs development through two pilot products (Sulguni and Tushetian Guda) with a better characterization of quality specificities, improved capacities of producers’ organizations, definition and implementation of a guarantee/control system, better marketing and quality upgrading. In this particular regard, field visits and trainings were organized by the Project Team in July and August 2017, to support an upgrade of food safety and quality standards in the pilot products.

In November 2017, the project team organized the first producers’ workshops in Tbilisi and Kvemo Alvani to build capacities of producers and discuss about pilot activities. The workshops were organized with the contributions of national and international experts (Emilie Vandecandelaere, Pascal Bernardoni and David Gabunia), and operational and technical support of Elkana. In parallel, a workshop with national authorities was organized in Tbilisi, to discuss about their role in the GI certification system and process at national level.

One of the first activity is to revise as necessary the existing specifications according to producer’s visions and practices, in view of a possible certification. This was agreed in particular during an initial workshop with relevant national authorities conducted in February 2017.

In December 2017, the project team organized the second producers’ workshops in Tbilisi and Kvemo Alvani to continue work on product specifications. The workshops were organized with the technical support of the international expert Pascal Bernardoni (REDD) and operational and technical support of Elkana.

Introduction

The workshops organised in Kvemo Alvani for Tushetian Guda producers on 12 December and in Tbilisi for Sulguni producers on 13 December were the continuation of a range of workshops, which are foreseen in the Project, aiming to assist farmers, shepherds and processors to properly implement Geographical Indication standards in Georgia’s dairy sector.

The first workshops (November 2017) introduced the basics of the Geographical Indication system and initiated the revision of the specifications of both cheeses that were prepared at that time by Ministry of agriculture and registered by Sakpatenti on 24 January 2012.
The two follow-up workshops organized in December 2017 aimed at reaching consensus among producers on the revision of the specifications, and a clear understanding of the functions of the producer organisation managing GIs. In the preparatory period of the workshops Elkana cheese specialist met 18 producers of Sulguni to include their propositions in the specifications, and collected historical data regarding the production of Tushetian Guda.
1) Objectives related to Tushetian Guda specifications:

- Reach consensus among producers on the revision of the specifications; and
- Identify any pending issues/gaps in the specifications, agree the way to address them and define responsibilities of the project and the producers (informally organised or association)

2) Objectives related to strengthening the role of Producer organisations:

- Improve the knowledge base of producers related to the functions of the producer organisation managing GIs (as internal control, promotion and lobby).
- Share knowledge with producers on the main principles of governance and financial management of producer organisations managing GIs.
- Define the roadmap to create and make operational the Associations managing the Tushetian Guda GI.

Attendance

In total 23 persons attended the workshop (detailed attendance list is enclosed - Annex 1a), including 14 persons involved in Tushetian Guda production and three representatives from the NFA regional office. Nemanja Grgic (EBRD) and Katerina Poberezhna (FAO) attended the workshop.

Workshop Activities

The workshop program (Annex 2) focused on the finalization of the specifications during the morning session, followed by work on producers’ association. The workshop was moderated by Elkana and enabled Tushetian Guda producers to express their opinion on all issues discussed during the workshop. All discussions were audiotaped.

2 During the preparatory process 31 producers were informed about the project and the workshop objectives by Elkana. 25 of them received printed invitations & agenda. Elkana keeps contact details of all producers contacted during the first and the second workshops.
Welcoming speeches to the participants were made by Nemanja Grgic (EBRD), Katerina Poberezhna (FAO) and Pascal Bernardoni (REDD). The introduction to the workshop program and its objectives were made by Mariam Jorjadze (Elkana). Subsequently, Tamar Noniashvili (Elkana) presented for further review the proposed changes of the specifications of Tushetian Guda which had been developed during the November workshop. The specifications were discussed point by point to validate or disapprove the proposed changes and identify any pending issues to be further investigated. By the end of the specifications revision, Ia Ebralidze (Elkana) presented findings made by the Elkana project team on historical evidence of Tushetian Guda production (Annex 3).

After the lunch break Ia Ebralidze gave a presentation (in Georgian language) of Ppts prepared by Pascal Bernardoni – Producers’ Organizations Managing GI (Annex 4), which was followed by the first group work session on potential members of the producer association. The participants were divided into two groups and developed a mapping of the value chain. They also identified those who should be part of the inter-professional body. The results of the group work were presented to the plenary session.

The second group work session (two working groups) carried out a diagnosis of the current situation and development on the action plan for the inter-professional body. The groups presented the results of their work to the plenary session.
The participants positively evaluated the workshop and expressed their willingness to participate in further trainings and interactive discussions. Their main interest was to start activities for formation of Tushetian Guda Association as the inter-professional organization to manage Tushetian Guda GI. Their ideas and reflections were also captured in the Workshop evaluation forms filled in by 11 participants. The cumulative results of the evaluation sheets are presented in Annex 5a.
Outcomes of the revision of specifications

Points of discussion

Type of milk

As discussed during the (first) November workshop, currently registered Tushetian Guda covers only cheese made from sheep milk. Traditionally produced cow milk and mix milk (cow and sheep) are not covered by the current PGI³. Producers intend to have the 3 types of Guda cheese protected. Among the two options discussed during the November workshop:

1. To maintain the registered designation “Tushetian Guda” that would include 3 different sub-designations: “Sheep Tushetian Guda”, “Cow Tushetian Guda” and “Mix cow/sheep Tushetian Guda”;
2. To cancel the registered designation “Tushetian Guda”, and register 3 different PDOs “Sheep Tushetian Guda PDO”, “Cow Tushetian Guda PDO” and “Mix cow/sheep Tushetian Guda PDO”.

The Sakpatenti agreed on the option one, therefore the specifications were elaborated accordingly.

Extensive discussions took place about the share of cow and sheep milk in case of cheese produced from mixed milk, as at present it mainly depends on availability of each type of milk at Binas⁴.

Storage

It was mentioned that the August mission had visited a regular Bina in Dartlo, where the temperature in the place where the cheese was stored was very high – more than 30°C. The producers said that it is difficult to control the temperature in the cheese storage place, as often a Bina is just a tent covered with a blue polyethylene cellophane, where the whole process of cheese making and then storage take place.

Everybody agreed that each Bina has to allocate a special cool place for cheese storage. According to producers, the acceptable temperature for storage in mountains is around 20°C.

Pascal Bernardoni explained that it is necessary to determine the temperature of the storage place; 20°C is quite high for storage. In the specifications it is necessary to indicate the maximum temperature. The word “approximately” should not be used.

Another issue discussed regarding the storage concerned the minimum time needed for ripening the cheese as for PDO it is important that the process of ripening is also conducted in Tushetian Mountains. The initial specifications indicated 60 days, according to the producers 45 days is enough for ripening. Tushetian Guda production lasts by mid-August and the cheese

³ There is another PGI - “Guda”, which covers cheese produced in Guda in mountain regions of Georgia. The cheese is produced from sheep, cow or goat milk or mixture of thereof
⁴ A shelter in mountains where shepherds stay and produce cheese
usually are brought down to Alvani end of September. Thus Tushetian Guda production can be suggested for PDO.

Animal Health

Local representatives of NFA mentioned that as Tushetian Guda is produced from raw milk, the health of animals is very important. The bacteria that cause brucellosis die in 6 months, therefore if the cheese is not kept for storage for 6 months, then it makes no difference whether 45 or 60 days are used for ripening. What matters is the (good) health of animals.

Producers mentioned that despite animal health is concerned, the Tushetian Guda never had any problems with Brucelosis as it is a salty cheese and salt destroys the bacteria.

Smell and Taste of Tushetian Guda

Producers mentioned that Tushetian Guda should not have the smell and taste of rennet, because in this case an enzyme - "Pepsin" is used. To produce Guda cheese only “Shaboshi” (natural rennet) should be used.

Producers’ organization

Any physical person can become a member of the association but only producers have voting / decision-making power.
**Decisions**

Specifications: see annex 6a.

- Maintain the registered designation “Tushetian Guda” that would include 3 different sub-designations: “Sheep Tushetian Guda”, Cow Tushetian Guda” and “Mix cow/sheep Tushetian Guda”.
- “Mix cow/sheep Tushetian Guda” is prepared in proportion 50/50 with acceptable deviation of 5%.
- Use of Guda (sheep-, goat- and calfskin) compulsory to name the cheese Tushetian Guda.
- Rennet from lamb or beef must be used for the coagulation of the milk.
- Minimum ripening period is 45 days.
- Tushetian Guda has a smell that can be qualified as pungent.
- The taste is piquant and salty.
- The name of the PDO is Tushuri Guda in Georgian and Russian as well, Tushetian Guda in English.
- Include the historical data prepared by Elkana team in specifications.

**Follow-up**

1. To define maximum threshold of salt content in Tushetian Guda, organize a Sensory Analyses Workshop combined with laboratory tests of the same samples.
2. Make inquiry on differences in colour descriptions of the three types of Tushetian Guda.
3. Support the initiative of Tushetian Guda producers to establish a producers’ association.
Sulguni workshop

Objectives

1) Objectives related to Sulguni specifications:

- Reach consensus among producers on the revision of the specifications.
- Identify any pending issues, agree the way to address them and define responsibilities of the project and the producers (informally organised or association).

2) Objectives related to strengthening the role of Producer organisations:

- Improve the knowledge base of producers related to the functions of the producer organisation managing GIs (as internal control, promotion and lobby).
- Share knowledge with producers on the main principles of governance and financial management of producer organisations managing GIs.
- Define the roadmap to create and make operational the Associations managing the Sulguni GI.

Attendance

Sulguni producers from different regions of Georgia were invited to attend the workshop – both, small-scale producers and larger players, through the Georgian Dairy association. In total 26 persons attended the workshop (detailed attendance list is enclosed - Annex 1b), among them 12 persons involved in Sulguni production & dairy sector, including the Georgian dairy association – “Sakrdze”. In preparation of the workshop, the Georgian dairy association – “Sakrdze” was consulted to ensure attendance of larger companies. The workshop was also attended by Nemanja Grgic, Katerina Poberezhna, as well as representatives of Sakpatenti and NFA.

Workshop activities

The workshop program (Annex 2) included the finalization of specifications during the morning session, followed by work on producers’ association. The workshop was moderated by Elkana. All discussions were audiotaped. Welcoming speeches to the participants were made by Nemanja Grgic, Katerina Poberezhna and Pascal Bernardoni. The introduction to the workshop program and its objectives were made by Mariam Jorjadze, after which Tamar Noniashvili

5 Except Samegrelo-Svaneti that should be considered when separate work will be carried out for the related GI specification
presented for further review the proposed changes in Sulguni specifications from the first (November) workshop. The specifications were discussed point by point to validate or disapprove the proposed changes and identify any pending issues to be further investigated.

By the end of the workshop Ia Ebralidze presented (in Georgian language) PPT slides that had been prepared by Pascal Bernardoni – Producers’ Organizations Managing GI (Annex 4). This was followed by a discussion on which could be potential members of the producer association & inter-professional body managing Sulguni GI. Due to time constraints it was not possible to split the working group in two. The discussion focused on the diagnosis of the current situation and development on the action plan for the inter-professional body.
The participants positively evaluated the workshop and expressed their willingness to participate in further trainings and interactive discussions. Their main interest was to get more information on certification and control process and additional materials on organizations managing GIs. Their ideas and reflections were also captured in the Workshop evaluation forms filled in by 7 participants. The cumulative results of the evaluation sheets are presented in Annex 5b.
Outcomes of the revision of the specifications

Points of discussion

Name – Sulguni or Suluguni

Most of the producers were of the opinion that consumers are already familiar with the product called Sulguni, so it is better if it does not change.

Keti Kiladze (Sakpatent) confirmed that the name “Sulguni” is already protected in EU as GI from Georgia. More specifically, and as is the case for Tushuri Guda, Sulguni is protected through mutual recognition of the GI list exchanged by the Government of Georgia and the EU⁶. However, it is not registered through the third country procedure. This translates into the fact that "Sulguni" cannot be used by non-Georgian producers, but in parallel it cannot bear the official sign of the EU. Even though Georgia cannot yet export dairy products to the EU, this helps prevent that former soviet states trade their Sulguni on the EU market. Sakpatent has already succeeded in a few court cases against Russia and Armenia exporting cheese to EU countries with this name, therefore changing the name would represent a step back. In addition, the international regulations consider protection of similar names, and if Russia or other countries will decide to use e.g. “Sulguni”, this can be challenged by Georgia. Therefore there is no need to have two names in the specifications.

Shape

Producers prefer not to limit the product shape and size; according to NFA in case of GI, the most important is the organoleptic characteristics of the product and not shape and size.

The height of Sulguni should remain unchanged. If it is made higher than is indicated in specifications, the salt will not be evenly distributed in the final product.

Type of Milk

The decision of the first workshop to use the pasteurised milk for Sulguni production was challenged by the industrial Sulguni producers. Small-scale producers believe that Sulguni should be made from raw milk, which is the traditional way of producing Sulguni, although bigger producers and NFA are of the opinion that due to pure veterinary conditions in the country the product made from raw milk is not safe.

Taste

Representatives from NFA had a long discussion about taste of cream (included in Sulguni specification). They prefer not to indicate such definition in the specifications, because it is difficult to define that taste during sensory analysis.

⁶ Please see http://www.ecta.org/IMG/pdf/c_14220130522en00080011.pdf
Fat content in Milk

Small-scale Sulguni producers do not control fat content of milk for Sulguni production. According to some producers the lower and upper levels of fat content in the milk for Sulguni production should be indicated in the specifications.

Rennet vs artificial coagulants

At the moment, there is no strict rule in the specifications on the use of natural rennet and/or artificial coagulants (i.e. their use is not forbidden). Overall, it was found that small Sulguni producers tend to use self-produced natural rennet. During the workshop, NFA indicated that GI cheese should use natural rennet against artificial coagulants. Fixing the use of rennet in the specifications may cause problems to bigger producers using artificial coagulants because the rennet manufacturing process is generally time-consuming and, most importantly, large-scale production and supply of rennet are virtually absent in the country. On the other hand, this would create demand and business opportunities for the production of natural rennet.

Packaging

For packing Sulguni it is necessary to use materials that do not change the shape of the cheese. Vacuum damages consistency of Sulguni. Producers believe that packing in vacuum is used only because it is required by NFA to avoid cheese contamination, although NFA states that there is no special requirement on vacuum-packing, the producer is free in his/her choice.

Labelling

If the farmer produces plaited Sulguni or Sulguni sticks, have the producer right to indicate on the label names – Sulguni Sticks or Plaited Sulguni? Current regulations prohibits application of such combination, although the regulations are under revision and this will be changed.

Type of Production

According to small-scale producers Sulguni should be prepared by hand, while bigger producers use special machinery for Sulguni production. There was also an opinion to indicate on the label: “hand-made”, which will add value to such product.

Feeding methods

Feeding methods for milking animals should be included in GI specifications.
Decisions:
Specifications, see Annex 6b:

- The name is Sulguni, but according to regulations Suluguni or other similar names will be also protected.
- Both, raw and pasteurised milk can be used for the production of Sulguni.
- The intermediary product (Imeruli cheese) can be in the form of proper cheese or disposed on a table.
- Layers must be clearly mentioned as one key requirement in the specifications.
- Folding of the cheese must take place, either by hand or if automated, by process that reproduces the handwork.
- In case the hand kneading is applied, this should be mentioned on the label.
- The fat substance in dry matter should be between 40% and 45%.
- Vacuum packing should be restricted.
- In case of smoked Sulguni, location of the hole should not be indicated.

What about rennet?

Follow-up
1. Identify evidences of ancient Sulguni production in State farms and by small-scale producers on the Georgian territory.
2. Need to clarify feeding methods, use of pastureland, etc. It was mentioned that natural pasture are used. However, some companies keep permanently animals in barns and use large quantities of concentrates.
3. Explore alternative possibilities for packaging.
4. Define fat & layers interrelation and organize a Sensory Analyses Workshop combined with laboratory tests of the samples tasted.
Conclusion on the second producer workshops

Based on the revisions proposed and the additional data to be collected, the next workshop will be focused on Sensory Analyses of Organoleptic Characteristics of Tushetian Guda and Sulguni, combined with laboratory tests: in Tushetian Guda the focus will be on salt content, and in Sulguni – on fat and protein content.

Other elements to be followed:

- Plan further activities & consultations with producers based on the issues of their interests expressed in the Workshop evaluation forms.
- Complete specification drafts for Tushetian Guda and Sulguni.
- Develop Study documents on Tushetian Guda and Sulguni.
- Start working on collective actions and support professional organizations of Tushetian Guda and Sulguni producers. Define roles and services of producer organisations, as well a roadmap for their development.
- Develop Guidelines for producers to help improving food safety / being registered.
### Annex 1a. List of participants of Tushetian Guda Workshop

<table>
<thead>
<tr>
<th>N</th>
<th>Name, Surname</th>
<th>Organization, Position</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Giorgi Abulidze</td>
<td>Cooperative Alaznistavi</td>
<td>557 626662; <a href="mailto:info@guda.ge">info@guda.ge</a></td>
</tr>
<tr>
<td>2</td>
<td>Giorgi Karsamauli</td>
<td>Tushetian Producer</td>
<td>Guda Producer</td>
</tr>
<tr>
<td>3</td>
<td>Iuri Pareulidze</td>
<td>Tushetian Producer</td>
<td>Guda Producer</td>
</tr>
<tr>
<td>4</td>
<td>Paata Abulidze</td>
<td>Cooperative Alaznistavi</td>
<td>574772453; <a href="mailto:info@guda.ge">info@guda.ge</a></td>
</tr>
<tr>
<td>5</td>
<td>Devi Betsunaidze</td>
<td>Tushetian Producer</td>
<td>Guda Producer</td>
</tr>
<tr>
<td>6</td>
<td>Koba Gaprindauali</td>
<td>Tushetian Producer</td>
<td>Guda Producer</td>
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<tr>
<td>7</td>
<td>Mikheil Iukuridze</td>
<td>Tushetian Producer</td>
<td>Guda Producer</td>
</tr>
<tr>
<td>8</td>
<td>Kakha Abulidze</td>
<td>Cooperative Alaznistavi</td>
<td>557 626662; <a href="mailto:kakhaabulidze@gmail.com">kakhaabulidze@gmail.com</a></td>
</tr>
<tr>
<td>9</td>
<td>Grigol Bekuridze</td>
<td>Tushetian Producer</td>
<td>Guda Producer</td>
</tr>
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<td>10</td>
<td>Lasha Tunauri</td>
<td>Tushetian Producer</td>
<td>Guda Producer</td>
</tr>
<tr>
<td>11</td>
<td>Alexandre Macharashvili</td>
<td>Physical Person</td>
<td>555 326776</td>
</tr>
<tr>
<td>12</td>
<td>Mamuka Kobakhidze</td>
<td>Physical Person</td>
<td>593 983567; <a href="mailto:mamuka_kob@mail.ru">mamuka_kob@mail.ru</a></td>
</tr>
<tr>
<td>13</td>
<td>Levan Shatirishvili</td>
<td>Cooperative “Khundiani”</td>
<td>557 925927; <a href="mailto:coop.khundiani@gmail.com">coop.khundiani@gmail.com</a></td>
</tr>
<tr>
<td>14</td>
<td>Badri Lekaidze</td>
<td>Tushetian Producer</td>
<td>Guda Producer</td>
</tr>
<tr>
<td>15</td>
<td>Koba Chikvaidze</td>
<td>NFA</td>
<td>598 011101; <a href="mailto:Koba.chikvaidze2@gmail.com">Koba.chikvaidze2@gmail.com</a></td>
</tr>
<tr>
<td>16</td>
<td>Manana Zurabashvili</td>
<td>NFA</td>
<td>595 501841; <a href="mailto:Manana.zur@gmail.com">Manana.zur@gmail.com</a></td>
</tr>
<tr>
<td>17</td>
<td>Koba Michelashvili</td>
<td>NFA</td>
<td>595 075634; <a href="mailto:Kbamichelashvili@gmail.com">Kbamichelashvili@gmail.com</a></td>
</tr>
<tr>
<td>18</td>
<td>Nemanja Grgic</td>
<td>EBRD</td>
<td><a href="mailto:grgicn@ebrd.com">grgicn@ebrd.com</a></td>
</tr>
<tr>
<td>19</td>
<td>Kateryna Poberezhna</td>
<td>FAO / EBRD</td>
<td>599 111073; <a href="mailto:poberezhK@ebrd.com">poberezhK@ebrd.com</a></td>
</tr>
<tr>
<td>20</td>
<td>Pascal Bernardoni</td>
<td>REDD</td>
<td><a href="mailto:pascal.bernardoni@redd.pro">pascal.bernardoni@redd.pro</a></td>
</tr>
<tr>
<td>N</td>
<td>Name, Surname</td>
<td>Organization, Position</td>
<td>Contact Information</td>
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</tr>
<tr>
<td>21</td>
<td>Mariam Jorjadze</td>
<td>Elkana</td>
<td>577 <a href="mailto:director@elkana.org.ge">director@elkana.org.ge</a></td>
</tr>
<tr>
<td>22</td>
<td>Tamar Noniashvili</td>
<td>Elkana</td>
<td>598 <a href="mailto:GI_elkana@outlook.com">GI_elkana@outlook.com</a></td>
</tr>
<tr>
<td>23</td>
<td>Ia Ebralidze</td>
<td>Elkana</td>
<td>599700107 <a href="mailto:branding@elkana.org.ge">branding@elkana.org.ge</a></td>
</tr>
</tbody>
</table>
## Annex 1b. List of participants of Sulguni Workshop

<table>
<thead>
<tr>
<th>N</th>
<th>Name, Surname</th>
<th>Organization, Position</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Nino Kachiuri</td>
<td>Sulguni Cheese producer</td>
<td>595 405800; <a href="mailto:kachiurinino@yahoo.com">kachiurinino@yahoo.com</a></td>
</tr>
<tr>
<td>2</td>
<td>Giorgi Demurashvili</td>
<td>Women Agri Coop - Disveli</td>
<td>599 219211; <a href="mailto:wac.disveli@gmail.com">wac.disveli@gmail.com</a></td>
</tr>
<tr>
<td>3</td>
<td>Givi Kavtaradze</td>
<td>Association of milk producers’ of Georgia</td>
<td>599 56 35 78; <a href="mailto:milaribio@yahoo.com">milaribio@yahoo.com</a></td>
</tr>
<tr>
<td>4</td>
<td>Mancho Khatiashvili</td>
<td>“Tibaani Cheese”</td>
<td>593 000095; <a href="mailto:manchoxatiashvili@yahoo.com">manchoxatiashvili@yahoo.com</a></td>
</tr>
<tr>
<td>5</td>
<td>Davit Botkoveli</td>
<td>Sulguni Cheese producer</td>
<td>593 581355; <a href="mailto:davitbotkoveli@gmail.com">davitbotkoveli@gmail.com</a></td>
</tr>
<tr>
<td>6</td>
<td>Valerian Giorgadze</td>
<td>Cooperative “SazanosKveli” (Sazano Cheese)</td>
<td>593 391529; <a href="mailto:Valeri.giorgadze.68@mail.ru">Valeri.giorgadze.68@mail.ru</a></td>
</tr>
<tr>
<td>7</td>
<td>Kakhaber Koniaishvili</td>
<td>Head of the association – “Sakrdze” (Georgian Milk)</td>
<td>591 445538; <a href="mailto:kakhaberk@gmail.com">kakhaberk@gmail.com</a> <a href="mailto:info@dairygeorgia.ge">info@dairygeorgia.ge</a></td>
</tr>
<tr>
<td>8</td>
<td>Mikheil Matiashvili</td>
<td>Brand “MM Cheese”-</td>
<td>571 <a href="mailto:m.matiashvili2808@mail.ru">m.matiashvili2808@mail.ru</a></td>
</tr>
<tr>
<td>9</td>
<td>Vasil Dzotsenidze</td>
<td>Nikora</td>
<td>595 701100; <a href="mailto:vasil.dzotsenidze@nikora.ge">vasil.dzotsenidze@nikora.ge</a></td>
</tr>
<tr>
<td>10</td>
<td>Merab Chkhartishvili</td>
<td>Sakrdze (Georgian Milk)</td>
<td>599 743777; <a href="mailto:mchkhart@gmail.com">mchkhart@gmail.com</a></td>
</tr>
<tr>
<td>11</td>
<td>Irma Antia</td>
<td>Ltd “Natural +”</td>
<td>577 125028; <a href="mailto:irmaantia@yahoo.com">irmaantia@yahoo.com</a></td>
</tr>
<tr>
<td>12</td>
<td>Ana Mikadze</td>
<td>Teleti Sene / Cheese Guild</td>
<td>595 452323; <a href="mailto:gate_an@yahoo.com">gate_an@yahoo.com</a></td>
</tr>
<tr>
<td>13</td>
<td>Ketil Kiladze</td>
<td>Sakpatenti</td>
<td>595 244454; <a href="mailto:kkiladze@sakpatenti.org.ge">kkiladze@sakpatenti.org.ge</a></td>
</tr>
<tr>
<td>14</td>
<td>Mariam Gordadze</td>
<td>NFA</td>
<td>577 080788; <a href="mailto:mariam.gordadze@nfa.gov.ge">mariam.gordadze@nfa.gov.ge</a></td>
</tr>
<tr>
<td>15</td>
<td>Giorgi Mikadze</td>
<td>NFA</td>
<td>577 080712; <a href="mailto:giorgi.mikadze@nfa.gov.ge">giorgi.mikadze@nfa.gov.ge</a></td>
</tr>
<tr>
<td>16</td>
<td>Ana Gemzashvili</td>
<td>NFA</td>
<td>599 325995; <a href="mailto:ana.gemzashvili@nfa.gov.ge">ana.gemzashvili@nfa.gov.ge</a></td>
</tr>
<tr>
<td>17</td>
<td>Rusudan Janiaishvili</td>
<td>NFA</td>
<td>577 080701; <a href="mailto:rusudan.janiaishvili@nfa.gov.ge">rusudan.janiaishvili@nfa.gov.ge</a></td>
</tr>
<tr>
<td>18</td>
<td>Dea Pochkhidze</td>
<td>NFA</td>
<td>598 984734; <a href="mailto:dea.pochkhidze@nfa.gov.ge">dea.pochkhidze@nfa.gov.ge</a></td>
</tr>
<tr>
<td>19</td>
<td>Baia Abashidze</td>
<td>NFA</td>
<td>574 010127; <a href="mailto:baia.abashidze@nfa.gov.ge">baia.abashidze@nfa.gov.ge</a></td>
</tr>
<tr>
<td>20</td>
<td>Nemanja Grgic</td>
<td>EBRD</td>
<td><a href="mailto:grgic@ebrdd.com">grgic@ebrdd.com</a></td>
</tr>
<tr>
<td>21</td>
<td>Kateryna Poberezhna</td>
<td>FAO / EBRD</td>
<td>599 111073; <a href="mailto:poberezK@ebrdd.com">poberezK@ebrdd.com</a></td>
</tr>
<tr>
<td>22</td>
<td>Pascal Bernardoni</td>
<td>REDD</td>
<td><a href="mailto:pascal.bernardoni@redd.pro">pascal.bernardoni@redd.pro</a></td>
</tr>
<tr>
<td>23</td>
<td>Mariam Jorjadze</td>
<td>Elkana</td>
<td>577 497401; <a href="mailto:director@elkana.org.ge">director@elkana.org.ge</a></td>
</tr>
<tr>
<td>24</td>
<td>Tamar Noniaishvili</td>
<td>Elkana</td>
<td>598 370751; <a href="mailto:GI_elkana@outlook.com">GI_elkana@outlook.com</a></td>
</tr>
<tr>
<td>N</td>
<td>Name, Surname</td>
<td>Organization, Position</td>
<td>Contact Information</td>
</tr>
<tr>
<td>----</td>
<td>----------------</td>
<td>-------------------------</td>
<td>---------------------------</td>
</tr>
<tr>
<td>25</td>
<td>Zaza Kilasonia</td>
<td>Elkana</td>
<td>593; <a href="mailto:GI_elkana@outlook.com">GI_elkana@outlook.com</a></td>
</tr>
<tr>
<td>26</td>
<td>Ia Ebralidze</td>
<td>Elkana</td>
<td>599; <a href="mailto:branding@elkana.org.ge">branding@elkana.org.ge</a></td>
</tr>
</tbody>
</table>
## ANNEX 2. Agenda of Workshops

**Workshop for Sulguni Producers**  
Geographical Indications Managing Organizations

### Kvemo Alvani, 12 December, 2017- Tushetian Guda

### Tbilisi, Elkana Office, 13 December, 2017 - Sulguni

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Moderator/Speakers</th>
</tr>
</thead>
<tbody>
<tr>
<td>09.30</td>
<td>Registration - coffee</td>
<td></td>
</tr>
<tr>
<td>10.00</td>
<td>Opening: Welcoming address and short presentation of the project and workshop objectives</td>
<td>Elkana, Pascal Bernardoni</td>
</tr>
<tr>
<td>10.15</td>
<td>Presentation on the proposed changes in the specifications</td>
<td>Elkana</td>
</tr>
<tr>
<td>10.45</td>
<td>Discussion: validation of the proposed changes and identification of the pending issues to be</td>
<td>Plenary</td>
</tr>
<tr>
<td></td>
<td>further investigated</td>
<td>Moderation Elkana</td>
</tr>
<tr>
<td>11.15</td>
<td>Presentation on producer associations managing GI</td>
<td>Preparation Pascal Bernardoni</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Presentation Elkana</td>
</tr>
<tr>
<td>12.00</td>
<td>Workgroup I: Potential members of the producer association. Identify type of members (function</td>
<td>Preparation Pascal Bernardoni</td>
</tr>
<tr>
<td></td>
<td>within the value chain and type of entities).</td>
<td>Guidance and moderation: Elkana</td>
</tr>
<tr>
<td>13.00</td>
<td>Presentation of workgroup I and discussion</td>
<td>Plenary</td>
</tr>
<tr>
<td>13.45</td>
<td>Lunch break</td>
<td>Elkana</td>
</tr>
<tr>
<td>14.30</td>
<td>Workgroup II on the governance and services of the Producer Organisation who will manage</td>
<td>Preparation Pascal Bernardoni</td>
</tr>
<tr>
<td></td>
<td>Tushetian Guda / Sulguni</td>
<td>Guidance and moderation: Elkana</td>
</tr>
<tr>
<td>16.00</td>
<td>Presentation of the workgroup and discussion</td>
<td>Plenary</td>
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<tr>
<td>18.00</td>
<td>Closure</td>
<td></td>
</tr>
</tbody>
</table>

**18.30 END OF THE WORKSHOP**
ANNEX 3. Historical Data on Tushetian Guda

1922-1923 “The Messenger of the Tbilisi University” – Petre Melikishvili (1850 - 1927)

- p. 125 chapter - Georgian type cheese describes the process of the Tushetian guda cheese making.
  - Same production technology as nowadays
  - Wooden equipment have been used

Laboratory analysis for 3 types of Tushetian Guda made by cooperative “Alazanidort” in 2016

- Salt content in Tushetian Guda
  - Dry solid: 4.3
  - Water and ash mixed with 0.7
  - Fiber with 0.7

Year 1993 “Tusheti”

- Publication is based on the researches of the Georgian chronicler Giorghi Bochoridze (1884-1939)
  - Besides the description of Tushetian guda cheese making process includes drawings of Tushetian household type and equipment (drawings belong to Giorghi Bochoridze)

Source: Georgian Diary-Cattle Breeding Union - 1930, Mikhail Domurishvili

Milk Content

Tushetian household
Equipment used in cheese processing

Cheese strainer desk at the factory

Year 1934 “Tusheti” - Sergi Makaladze
the ethnographer (1933-1974)

P. 5, chapter - “Economic conditions”

- Main activity is sheep breeding
- Small scale households own 500-1000 sheep
- Large scale farmers own 10 000 - 20 000
- Cheese making
- Sheep wool

Milk curdling and card cutting process at the factory

Year 1958, “Tushetian cheese making in the factory” (Kaschupin)

- Cheese making process is same as at farm level;
- Instead of Guda salted water is used in cheese fermentation process
- Shape - cylindrical
- Color - pure white outside, after cutting - bluish white in the edges and yellowish in the center (color should not be dark yellow);

Cheese making process at the factory and final product
ANNEX 4. Organizations Managing GIs

WHAT do you need an organisation?  
MISSION

WHO will be part of the organisation?  
MEMBERS

WHAT can the organisation offer?  
SERVICES

HOW should the organisation be organised?  
GOVERNANCE AND FINANCE

WHY?  

What for?

Reasons why you would like to have an organisation?

Which mission and key-functions would you give to the organisation?

The key functions of the association

- Unite GI value chain operators and provide a forum and strategic decision centre;
- Manage specific quality across the value chain by:
  - formulating and reviewing the CoP;
  - ensuring the enforcement of the CoP and producers’ compliance with it;
- Promote the name of the GI and its specific quality.

Presentation content

PROTECT AND PROMOTE THE GEOGRAPHICAL INDICATION

Identify THE problem

- Are they imitations on the market? (or outside companies usurping the reputation)?
- Are they “lesser” quality products (damaging the reputation) to?
- The specific quality of the product is not (no longer) being recognized by the clients?
- Lack of coordination between actors of VC on quality
- Compliance with legal requirements
- Etc.
WHAT?

What can the Organisation offer?

Which services?

- Space of discussion for value chain stakeholders
- Facilitate transactions and coordination at each level of the VC, including conflict resolution between members
- Take strategic decisions
- Represent the GI to external actors
- Provide information, research and training to its members

WHAT?

Manage the GI specific quality

- Definition of the specific quality and the process to achieve it through the specifications
- Ensure compliance with the specifications through the internal control system

WHAT?

Internal Control

- Autocontrol + internal control system
- External control

WHAT?

Protection of the GI

- Market surveillance
- Actions against infringements

In collaboration with national and foreign authorities

WHAT?

Promotion

- Strong brand (carried by a logo)
- Develop and propagate the STORY
- Use events
WHAT?
Promotion

WHO?
- Who should be member of the Organisation?
- Who should the Organisation partner with?

HOW?
1. How should the organisation be organised / managed?
   - Internal structures
   - Decision-making rules
2. Where and how does the organisation get its resources from?
Organisation of the value chain Gruyère cheese

Type of Chain

- 5600 milk producers
- 190 dairy farms
- 56 ripeners

Delegation of Gruyère

- 20 milk producers
- 60 dairies
- 10 ripeners
- President

The organisation takes all strategic decisions for the PDO

Decision-making modalities - The representative bodies

How?

Assembly is the most powerful body of the organisation who appoints the representatives of the other bodies.

- Regional representativeness based on the production volumes by region.
- Meets once a year.
- The representatives of the Committee are appointed among the members of the Assembly.
- The Assembly and the Committee:
  - Can take decisions only if at least one milk producer, one dairy and one ripener are present.
  - All decisions must be taken by the consent of the body.

Decision-making modalities: The executive bodies

In addition to the Assembly and the Committee:

- An executive board that gathers one milk producer, one dairy, one ripener and the president gives the guidance to the direction.
- The direction (director and staff) implements the communication of the organisation, manage finances, manage activities, and resources of the organisation.
- Commissions for quality, promotion, sensory analysis, etc.

Identify and budget the planned activities

- List the activities
- Quantify the resources needed (human and material resources)
- Put a price on resources to calculate their costs and obtain the budget for the organisation.

Finance - sources of income

- "Internal" revenue:
  - Membership fees,
  - Contribution per unit of volume (CuV)
  - Payment for direct services (trainings, etc.)

External:

- Support/subsidies local government/chambers
- Projects

Identify possible external funding sources (cash and in-kind)

- Government subsidies
- Local government support
- Donor projects
- Sponsors
### HOW?
Budgeting - The example of Gruyère

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount (CHF)</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions paid to cheese makers</td>
<td>1.1</td>
<td>12.3</td>
</tr>
<tr>
<td>Subsidies</td>
<td>3.4</td>
<td>36.8</td>
</tr>
<tr>
<td>Quality premium paid to cheese maker</td>
<td>4.8</td>
<td>51.9</td>
</tr>
<tr>
<td>Adherer and payment of analysis fee</td>
<td>0.5</td>
<td>5.5</td>
</tr>
<tr>
<td>Direct aid to support the market for</td>
<td>2.1</td>
<td>23.7</td>
</tr>
<tr>
<td>maturing cheese (per quality product)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marketing in Switzerland</td>
<td>22.6</td>
<td>249.6</td>
</tr>
<tr>
<td>Marketing outside Switzerland</td>
<td>20.0</td>
<td>225.0</td>
</tr>
<tr>
<td>Professional management (employees and</td>
<td>3.2</td>
<td>35.2</td>
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<tr>
<td>running costs)</td>
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<tr>
<td>Reserve</td>
<td>29.5</td>
<td>325.5</td>
</tr>
<tr>
<td>Total</td>
<td>212.5</td>
<td>2383.0</td>
</tr>
</tbody>
</table>

### HOW?
Budgeting - The example of Valais Rye Bread

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount (CHF)</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales price</td>
<td>130'000</td>
<td></td>
</tr>
<tr>
<td>Membership fees</td>
<td>5'000</td>
<td></td>
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<tr>
<td>Specific projects</td>
<td>10'000</td>
<td></td>
</tr>
<tr>
<td>Certification (internal and external)</td>
<td>10'000</td>
<td></td>
</tr>
<tr>
<td>Management</td>
<td>10'000</td>
<td></td>
</tr>
<tr>
<td>Malt to producers</td>
<td>10'000</td>
<td></td>
</tr>
<tr>
<td>Compensation for the consumer</td>
<td>4'500</td>
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<tr>
<td>Membership fees to association of Malt</td>
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<tr>
<td>Malt to producers</td>
<td>10'000</td>
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<tr>
<td>Promotion (marketing, logistics)</td>
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<tr>
<td>Awareness (promotion at shows)</td>
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<td></td>
</tr>
<tr>
<td>Total</td>
<td>327'000</td>
<td>2383.0</td>
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</tbody>
</table>

### HOW?
First practical steps

- Adopt statutes and register the producer association
- Open a bank account
- Establish representative and executive bodies
- Appoint commission members
- Activity planning and budget adoption

### In Summary
To function properly a GI producer organisation must:

- Identify clearly its mission
- Offer specific services to its members based on their needs
- Be open to all stakeholders
- Statutes prescribing:
  - Clear competences of the different representing and executive bodies
  - Transparent decision-making mechanisms
- Be financially strong and sustainable

Thank you!
ANNEX 5. Workshop Evaluation

Annex 5a. Tushetian Guda Workshop Evaluation Form

Title: Workshop for Tushetian Guda Producers - on GI Managing Organizations
Location: Kvemo Alvani
Date: December 12, 2017

Trainers: Pascal Bernardoni, Ia Ebralidze, Tamar Noniashvili

11 participants filled in the evaluation form

1. Will you have the possibility to use the obtained knowledge during the training in your work?
   o yes, really – 11
   o probably
   o not sure
   o no

1.1 Namely, what you will use:
   ✓ Decision making in case of consensus;
   ✓ Consultation about establishment of the association of Tushetian Guda producers;
   ✓ About association;
   ✓ Dissemination of the information to the public for the purpose of their participation, interest and attention to them;
   ✓ Regulation of safety rules in the process of traditional food production;
   ✓ What should be taken into account in case of membership in the association;
   ✓ Direct observation of the technological process and the extent to which the association controls its members;
   ✓ I will use Guda made from sheep leather to increase my income and promote Guda cheese;
   ✓ The vision of each producer, the transfer their vision and the problem within the monitoring framework;
   ✓ GI Tushetian Guda in sale of our products.
   ✓ This is very important for our business

1.2 In no – explain why:

2. Are you satisfied with the training, taking into account your expectations and experience gained during training?
   o completely – 8
   o generally satisfied – 3
   o partly
   o not satisfied

3. What topics would you like to discuss during the next training?
   ✓ Discussion and approval of the organization charter;
   ✓ All issues concerning the association are interesting;
   ✓ There are many topics to be discussed again. At this stage it is difficult to specify;
   ✓ There are many topics for discussion, at first a preliminary agreement on development and progress;
   ✓ Not only Tushetian Guda, but other traditional food products are also interesting;
   ✓ Information about promotion methods and sales of Guda cheese;
   ✓ It would be better to conduct the next training directly at the production area;
✓ Establishment and further development of the organization;
✓ Foreign experience;
✓ Details about establishment of the association and drafting a charter.

4. What training methods do you prefer? (indicate some)
   o Listening presentations – 5
   o Participation in discussions – 7
   o Working in groups – 7
   o Practical work, role playing – 1
   o Visit in the enterprise – 4
   o Receiving printed material
   o Receiving material electronically – 2

Thank you for your help!
Annex 5b. Sulguni Workshop Evaluation Form

Title: Workshop for Sulguni Producers - on GI Managing Organizations

Location: Tbilisi
Date: December 13, 2017

Trainers: Pascal Bernardoni, Ia Ebralidze, Tamar Noniashvili

7 participants filled in the evaluation form

1. Will you have the possibility to use the obtained knowledge during the training in your work?
   - yes, really – 6
   - probably – 1
   - not sure
   - no

1.1 Namely, what you will use:
   - GI registration;
   - Sulguni production technology; Principles of establishment and functioning of GI association;
   - We'll use in practice the opportunities we are informed about during the training;

1.2 In no – explain why:

2. Are you satisfied with the training, taking into account your expectations and experience gained during training?
   - completely – 4
   - generally satisfied – 3
   - partly
   - not satisfied

3. What topics would you like to discuss during the next training?
   - More detailed information about the methods of control and certification;
   - The role of the association in the development of the sector, more precisely!
   - More detailed information about the control and certification mechanisms (in Europe);
   - Completion of discussion and settle at the legislative level;
   - About strengthening of the association;
   - More details about functioning of the association: international examples;
   - More detailed information about functioning of such associations.

4. What training methods do you prefer? (indicate some)
   - Listening presentations – 5
   - Participation in discussions – 6
   - Working in groups – 4
   - Practical work, role playing – 3
   - Visit in the enterprise – 6
   - Receiving printed material – 2
   - Receiving material electronically – 4
Thank you for your help!
ANNEX 6. Revised specifications

ANNEX 6a. Tushetian Guda

GEOGRAPHICAL INDICATION: TUSHETIAN GUDA
NUMBER OF REGISTRATION: 14
DATE OF REGISTRATION: 2012.01.24

PRODUCT NAME FOR WHICH THE REGISTRATION OF THE GEOGRAPHICAL INDICATION IS REQUESTED:
Class 29 – Cheeses produced from sheep, cow or cow and sheep mixed milk

NAME AND ADDRESS OF THE APPLICANT:
Ministry of Agriculture of Georgia, 6, Marshal Gelovani ave., 0159, Tbilisi (GE)

DESCRIPTION OF THE FINISHED PRODUCT AND RAW MATERIAL:
TUSHETIAN GUDA is produced from sheep milk, which ripens in the “Guda” (bag made by skin of sheep, goat or calf, which must be trimmed from inside).
TUSHETIAN GUDA is a cheese produced from sheep, cow or cow and sheep mixed (50% / 50%, deviation by 5% is admissible) raw milk, which ripens in the “Guda” (bag made by skin of sheep, goat or calf, which must be trimmed from inside).

TUSHETIAN GUDA produced from Sheep milk

FORM:
Cylindrical (can be deformed), hemispheric (see photos). The visual presence of “Guda trace” is essential, the surface is not smooth and “Guda trace” is visible. Has no crust. The mass is 5-10 kg.

ORGANOLEPTIC CHARACTERISTICS:
Colour of TUSHETIAN GUDA is Creamy to greyish/greenish, slightly yellowish in the centre. The cheese consistency is uniform, dense and slightly elastic. In its vertical cut it has holes of various form and size (the size of holes should not exceed 10 mm). The holes of cheese can become wet and fat comes out and drips out of them, when the cheese is cut vertically.

The smell is specific, typical spicy (piquant). Should not have strange or unpleasant smell.

The taste is specific, sharp, pungent, salty, piquant and umami. Should not have bitter, rusty taste.

TUSHETIAN GUDA produced from Cow milk

FORM:
Cylindrical (can be deformed), hemispheric (see photos). The visual presence of “Guda trace” is essential, the surface is not smooth. Has no crust. The mass is 5-10 kg.

Colour – White-yellowish

The smell is specific, should not have mould (it is necessary to determine what smell causes to the final product application of excessive pepsin), strange or unpleasant smell. Less pungent. Soft smell characteristic to cow milk.
The taste is salty. Should not have bitter, rusty taste.

**TUSHERETIAN GUDA MIXED (MIX OF SHEEP AND COW MILK)**

**FORM:**
Cylindrical (can be deformed), hemispheric (see photos). The visual presence of “Guda trace” is essential, the surface is not smooth and “Guda trace” is visible. Has no crust. The mass is 5-10 kg.

Colour – white-greyish-yellowish

The smell is specific, typical spicy (piquant). Should not have strange or unpleasant smell.

The taste is transitional between sheep and cow cheeses, salty, characteristic soft taste.

**CHEESE TUSHERETIAN GUDA MUST MEET THE FOLLOWING REQUIREMENTS:**
Humidity – no more than 48 %
Fat in the dry substance – no less than 48 %
Salt – no more than 7 %

**GEOGRAPHICAL AREA OF PRODUCTION:**
Obtaining and processing of the milk for the cheese TUSHERETIAN GUDA production takes place in Tusheti. The sheep can be brought to Alvani, Shiraki and Samuri for overwintering (in this period sheep is not milking and cheese is not produced).

**PRODUCTION METHODS:**
For the TUSHERETIAN GUDA production is used raw milk of the Tushetian sheep breed. The raw milk is filtered in a few layers laid out with fabric and different healing herbs – minimum 5 layers. The filtered milk is mixed with the preliminarily prepared rennet (stomach of calf or lamb is used traditionally) and left for fermentation on 35-37°C temperature. Received mass, called “Delamo” is cut with wooden knife. After granules are held - stirring with branched wooden stick. Then removed from excess lactoserum and pressed in the fabric bags. The bags are put on the wooden table for draining and then it is moved to the “Guda”, salt is added and held till it ripens for the period of minimum 45 days in dry and cool place. Final product is kept in dry place under maximum + 22°C.

**PRODUCTION METHOD OF COW TUSHERETIAN GUDA CHEESE**
For the COW TUSHERETIAN GUDA production is used raw milk of the Tushetian cow breed. The raw milk is filtered in a few layers laid out with fabric and different healing herbs – minimum 5 layers. The filtered milk is mixed with the preliminarily prepared rennet (stomach of calf or lamb is used traditionally) and left for fermentation on 35-37°C temperature. Received mass, called “Delamo” is cut with wooden knife. After granules are held - stirring with branched wooden stick. Then removed from excess lactoserum and pressed in the fabric bags. The bags are put on the wooden table for draining. Then placed for 24 hours in a wooden vessel (“Dergi”) for maintaining the shape. After is moved to the “Guda”, salt is added and held till it ripens for the period of minimum 45 days in dry and cool place. Final product is kept in dry place under maximum + 22°C.

**SPECIFIC REQUIREMENTS FOR THE END PRODUCT LABELING:**
The name TUSHETIAN GUDA on the cheese packaging, as well as on its accompanying documents and advertising materials in foreign languages is placed in the following way:

By Latin font: TUSHETIAN GUDA
By Russian font: ТУШУРИ ГУДА

PRODUCTION CONTROLLING AUTHORITY: Ministry of Agriculture of Georgia

THE LINK OF THE PRODUCT SPECIFIC QUALITY AND/OR REPUTATION TO GEOGRAPHICAL LOCATION

According to the data by A. Safarov [7], Tushetian Guda was sold not only on the Trans-Caucasus markets, but was also exported to the markets of big cities of Russia.

According to the data by Z. Dilaniani [8], at ripening of Tushetian Guda, process of partial lipolysis of cheese fat takes place, which gives the cheese its specific bitter taste and aroma.

Tushetian Guda is known all over the Caucasus as the best quality cheese, the fat content of which is greater than the fat content of Swiss cheese and is equal to 35.88% [9].

Tushetian Guda cheese is produced at sub-alpine and alpine summer pastures (in July-August), which are characterized with the diversity of herbs (wood bluegrass, orchard grass, various clovers, bird’s foot trefoil [10], etc.). Tushetian Guda produced at alpine zone is characterized with its unique taste and aroma.


Publication “Tusheti”, 1993. Publication is based on the researches of the Georgian chronicler Giorgi Bochoridze (1884-1939). Besides the description of Tushetian Guda cheese making process includes drawings of Tushetian household type and equipment (drawings belong to Giongi Bochoridze).

ANNEX 6b. Sulguni Specifications

GEOGRAPHICAL INDICATION: SULGUNI

NUMBER OF REGISTRATION: 10
DATE OF REGISTRATION: 2012.01.24

PRODUCT NAME FOR WHICH THE REGISTRATION OF THE GEOGRAPHICAL INDICATION IS REQUESTED: Class 29 – Cheeses

NAME AND ADDRESS OF THE APPLICANT:
Ministry of Agriculture of Georgia, 6, Marshal Gelovani ave., 0159, Tbilisi (GE)

DESCRIPTION OF THE FINISHED PRODUCT AND RAW MATERIAL:
The cheese SULGUNI is produced from cow and buffalo milk and mixing thereof.

THE FORM:
It has a shape of a low cylinder, without crust – other firms are also allowed, with diameter of 10-30 cm; height is 2.5-3.5 cm; mass is 0.4-3 kg.

ORGANOLEPTIC CHARACTERISTICS:
The smell is pleasant, typical for such kind of cheese. Appetizing smell of fresh milk and creamy aromas.

The taste is pure, milk/creamy, typical for the cultured milk product, moderately salty. Should not have the taste of rennet or lactic acid.

Texture: with dense mass, elastic and with layers. With smooth surface. Should not be granular. The whole mass has a uniform color – white or yellow and has no holes. Emptiness between the layers is admissible.

SHEBOLILI SULGUNI

FORM: The same

ORGANOLEPTIC CHARACTERISTICS:
Moderately salty, with aroma and smell of the smoked product. Consistency of cheese is dense, to some extent elastic, and not friable. The mass has yellow color. Crust is golden-brown.

The hole in admissible.

CONTENTS:
The milk from which the cheese SULGUNI is prepared must meet the following requirements:

<table>
<thead>
<tr>
<th>Milk</th>
<th>Fat (%) no Less than</th>
<th>Acidity no More than (T)</th>
<th>Protein no More than</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caw</td>
<td>2.9-3.6 ??</td>
<td>23</td>
<td></td>
</tr>
<tr>
<td>Buffalo</td>
<td>6.5</td>
<td>25</td>
<td></td>
</tr>
<tr>
<td>Mix</td>
<td>4.2</td>
<td>24</td>
<td></td>
</tr>
</tbody>
</table>
CHEESE SULGUNI MUST MEET THE FOLLOWING REQUIREMENTS:
Humidity – no more than 50 %
Fat in the dry substance – no less than 40 %
Salt – 1-4%

CHEESE SHEBOLILI SULGUNI MUST MEET THE FOLLOWING REQUIREMENTS:
Humidity – no more than 40 %
Fat in the dry substance – no less than 52 % - to be specified
Salt – 3 - 5%

GEOGRAPHICAL AREA OF PRODUCTION:
Necessary raw material treating for SULGUNI production shall be executed on whole territory of Georgia.

PRODUCTION METHODS:
The milk fermentation takes place at the temperature of 30-38°C. Received “Delamo” (product received from milk by enzyme) is cut and heated for the second time to the temperature of 34-37°C (heating for second time is not obligatory). The 70-80% of lactoserum is removed from it. The uniform mass is made from the cheese granules and is left for ripening to 140-150°F.

The ripe cheese is cut manually into thin layers, is placed in water of 75-80°C and is stirred until it becomes uniformly stretching paste mass (use of wooden spoon is recommended. Then, it is taken from the lactoserum. The mass is cut into the preferred sizes, kneaded manually or using aggregate (if kneaded manually, on the label should be indicated «handmade») to receive the admissible form, is placed in the forms, cooled and shaped SULGUNI is placed in the brine, with concentration of 17-19%, at the temperature of 8-12°C or cooled with water and added salt on the cooled cheese. The cheese realization is permitted after 24 hours. Packaging should not damage cheese texture.

The ready SULGUNI can be smoked in the smoking chambers. Hot or cold smoking using the wood or sawdust of seed-bearing fruit trees (pear, apple, alder, and quince). The product is ready after 24 hours smoking in the smoking chamber. In this case SHEBOLILI SULGUNI is received.

SPECIFIC REQUIREMENTS FOR THE END PRODUCT LABELING:
The name SULGUNI on the cheese packaging, as well as on its accompanying documents and advertising materials in foreign languages is placed in the following way:
By Latin font: SULGUNI
By Russian font: СУЛГУНИ

In the appropriate cases the term SHEBOLILI (КОПЧЕННЫЙ - in Russian, SMOKED - in English) can be added to the name, if it meets the requirements of instructions given above.

PRODUCTION CONTROLLING AUTHORITY: Ministry of Agriculture of Georgia.

LINK OF THE PRODUCT SPECIFIC QUALITY AND/OR REPUTATION TO GEOGRAPHICAL AREA
Sulguni is produced on the whole territory of Georgia.

According to E. Nakashidze [1], in Lechkhumi, Racha and Upper Imereti Sulguni is known as Gvazjila.


As V. Shamiladze notes [3], Ajarian Gorjolo according E. Nakashidze seems to be the same Sulguni.


According to N. Lipatov and Z. Tskitishvili [5], for production of Sulguni, pasteurized cow, buffalo and goat milk or their mixture is used.

According to A. Kharazishvili [6] Sulguni is one of the most popular cheeses in Georgia, having a wide range of customers.

The best quality Sulguni is produced from the milk of summer pastures, due to the plant diversity of these pastures.