FAO-EBRD Project “Support to Sustainable Value Chains through the Development of Geographical Indications in the Dairy Sector”
in collaboration with the National Intellectual Property Centre of Georgia (Sakpatenti) and the Ministry of Agriculture

National producers Workshop Report
Tusheti and Sulguni pilots

Tbilisi
2 and 6 November 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
NFA – National Food Agency
PDO – Protected Designation of Origin
PGI – Protected Geographical Indication
SF – Slow Food International
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’ workshop in Tbilisi to build capacities of producers and discuss about pilot activities. The workshops was organized with the contributions of national and international experts (David Gabunia, Pascal Bernardoni), 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.

Introduction

The workshops organised in Tbilisi for Sulguni producers on 2 November and in Kvemo Alvani for Tushetian Guda producers on 6 November were the first of a range of workshops which are foreseen in the Project, aiming to assist farmers, shepherds and processors to properly implement Geographical Indication standards.

These first two workshops 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 the 24 January 2012.
Sulguni workshop

Objectives
The one-day workshop with Sulguni producers interested by the use of the Geographical Indications aimed at training them on some GI concepts and starting discussions on the specification of Sulguni produced in Georgia.

The objectives of the workshop were to:

1. Make local producers familiar with the GIs; and
2. Assess the specifications against the practices of participating producers and the results from the sensory analysis.

Attendance
Sulguni producers from different regions of Georgia\(^1\) were invited to attend the workshop – both, small-scale producers and larger players, through the Georgian Dairy association. In total 32 persons attended the workshop (detailed attendance list is enclosed -Annex 1a), among them 20 persons\(^2\) involved Sulguni production & dairy sector, representing 14 business entities, the Georgian dairy association – “Sakrdze” and a development program.

In preparation of the workshop, the Georgian dairy association – “Sakrdze” was consulted to ensure attendance of larger companies. The invitation letter and a program was sent out for distribution among their members. Eventually, among the five representatives of companies provided by “Saqrđe” three attended the workshop.

Workshop activities
The workshop program (Annex 2a) was based on a good balance of presentations from the experts and group work exercises, giving possibility to all participants to learn and actively contribute to the group work.

At the opening of the workshop the welcoming speeches to participants were made by Nikoloz Gogolidze (Sakpatenti) and Emilie Vandecandelaere (FAO). Nikoloz Gogolidze emphasized the importance of GI system introduction to Georgia and its economy. The system is already well functioning in wine sector and its application to

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\(^1\) Except Samegrelo-Svaneti that should be considered when separate work will be carried out for the related GI specification

\(^2\) During the preparatory process a total of 46 producers (among them 7 temporarily suspended production) were informed about the project and the workshop objectives by Elkana. 25 expressed willingness to participate, however only 20 took part in the workshop. Elkana keeps contact details of all producers contacted.
traditional cheese production has a huge potential on one hand to facilitate private sector and economic development, especially in rural areas, and, on the other – to improve product quality and protect market & consumers’ from falsified products. He also underlined the significance of on-going revision of the Georgian law on Product Designation of Origin and Geographic Indications, which will further enhance trade relations with the EU as the EU supports better protection of geographical indications internationally.

Emilie Vandecandelaere talked about the importance of GI application for protection of local production and FAO involvement to provide technical support in this respect. She also presented to the workshop participants an introduction on EBRD/FAO project, its objectives & planned activities and an overview of the work implemented in the frame of the project so far.

After the participants’ introductory round, a presentation on Geographical Indications was made by David Gabunia from Origin Georgia. The participants got introduction to what are Geographical Indications:

1. Origin Linked Products, Geographical Indications, PGIs and PDOs
2. Specific quality and link to the territory
3. Guarantees given to the consumer by the control and certification

The presentation was followed by a Group Work. The participants divided in four groups were invited to discuss, based on distributed questions, the link to the origin, reputation & historical evidence and delimitation of the production area for Sulguni produced in Georgia. The results of the group work were presented to the plenary and can be briefly summarized as follows:

-Re. the question of the link to origin: participants agreed that it comes from Samegrelo and Svaneti regions; the key is know-how, but local natural resources and breeds are also important.

-Re. the historical evidences that SULGUNI was produced in Samegrelo & Svaneti one can find different historical sources and literature, although the similar cheeses were produced in other regions of west Georgia. For the evidence of sulguni production in other parts of Georgia, additional research should be done: it is known that in the 60ies of the 20th century so called GOST for sulguni production has been established in Soviet Union and factories were producing sulguni in other Soviet republics too. In the 90ies small scale & farm-based production started in east Georgia as well.

At present sulguni is produced all over Georgia and in some of former Soviet Republics. It is important to protect this know-how originated from Georgia.
Working Groups

Plenary Discussions
The presentation on sensory analysis and characterization of the GI was presented to the audience by Tamar Noniashvili. The presentation led the participants to the practical exercise on sensory analyses, which included tasting and evaluation of Sulguni samples brought by producers. In total 9 cheese samples were tasted. The participants were asked to describe & evaluate presented Sulguni cheeses using distributed training materials: the Lexicon of Organoleptic Characteristics (Annex 3) and Aroma Wheels (Annex 4). The individual assessment results of the sensor analysis (appearance, odour, taste and sounds) recorded by the participants was later discussed jointly in a group discussion.

The participants agreed that although there were differences in appearances, odours, tastes and sounds between the presented samples, all of them can be qualified as “sulguni”.

Kateryna Poberezhna (FAO) shared with the participants the experience from “Cheese! 2017” – a Slow Food event in Bra (Italy, 15-18 September), where Georgian delegation – 5 producers plus representatives of MoA, NFA and FAO participated. The participants were interested in the price difference between GI and organic cheeses compared to conventional (similar) cheeses, which appeared to be 60-70% and more than 100% respectively. Other topics for discussion included the derogations in EU that allow artisan farmers to apply simplified food safety rules giving them possibility to produce cheese from raw milk and use traditional tools and utensil – wooden spoons, tables and shelves, bronze bowls, etc.

After this, the current code of practice of Sulguni production (from Sakpatenti webpage) was presented by Tamar Noniashvili. The participants were asked to go through the details of the production practice and make relevant changes. The
participants were divided in two groups and made a presentation of the group work results on the plenary (Annex 5a).

Session on Specifications

The workshop wrap-up session was led by Emilie Vandecandelaere. In the closing session Pascal Bernardoni and Emilie Vandecandelaere mentioned that this workshop was the first step in improvement of Sulguni code of practice in close consultations with producers. The project foresees further activities – workshops and consultations, where Elkana will play a significant role to bring local stakeholders to final agreement of producers on Sulguni code of practice, which will be then registered by the government.

The participants positively evaluated the workshop and expressed their willingness to participate in further trainings and interactive discussions. 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 7a.

Outcomes on the revision of specification

The two group work on specification have provided productive results and track changes revisions have been inserted in the existing specifications (see annex 5a.).

Points of discussion

Specifications:

- Historically, Sulguni was produced exclusively in Samegrelo. Only in the 60’s, the production in State farms started in other regions in Georgia and other Soviet states. In the 90’s, small-scale production started in other regions.

- Minimum fat content less relevant than protein content, for the making of Sulguni: (a) to obtain the mass a minimum content of protein is needed, (b) Sulguni is made of milk that is too fatty as the fat comes out and economically this is not
reasonable\(^3\) (c) problems might arise if the fat content is too high (poor coagulation of the mass) and layers are not well formed

- The link to the origin is mainly due to human factors, i.e. know-how, production technology mastering. There is weak influence of natural factors.

- At present all producers use pasteurised milk for sulguni production which negatively affects its organoleptic characters as well as – texture, due to decomposition of some proteins

- There is a need to use wooden tools during sulguni preparation as the cheese mass slip steel tools (required by NFA) impedes the process of cheese making

- It is important to specify which processes require hand labour- real sulguni cannot be made in automatized way, kneading should be done by hand

- Most of the shops and supermarkets require vacuum packed sulguni, while such packaging negatively affects its texture. Other type of packaging should be considered, however this will make the cheese more expensive

- Some participants also stressed that only natural bacteria/rennet should be used for cheese-making instead of industrial substances to avoid unpleasant taste of the product

- The shape of sulguni presently specified in the specification is a limitation as sulguni sticks or braids are often demanded by consumers

- The importance of the milk from local breeds in sulguni production was also mentioned

- The name of the cheese was also addressed – according to some participants this cheese should be named “Suluguni”

Automated production of Sulguni:

- Current different equipment and processes are (often) considered non appropriate and do not allow to obtain cheeses having Sulguni specific characteristics

**Decisions:**

Specifications:

- Only raw milk can be used for the production of Sulguni

\(^3\) Though some participants argued that anyway they produce butter as a by-product of sulguni processing and sell it on market
- 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.
- Sulguni and Suluguni should be protected.

**Follow-up on specification**

A number of aspects must be further investigated in the coming weeks, in order to come back to the producers with answers and new input for the next workshop:

1. Identify evidences that allow to date the beginning of 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. Protein content should be checked by collecting existing milk (for sulguni preparation) analysis for example (ideally covering different years and different months of the year), if relevant the minimum content of protein should be inserted in the specification instead of the minimum fat content.

4. Is it necessary to set a fat content upper limit?

5. Need to clarify which type of protection is more appropriate (PDO or PGI) once the specifications draft are well advanced.

6. The current used denomination is “Sulguni”. Because of its generic nature, the denomination “Georgian Sulguni” might be considered. (to be discussed with Sakpatenti and the producers during the next workshop).

7. Explore alternative possibilities for packaging.
Tushetian guda workshop

Objectives
The one-day workshop with producers from Tusheti on Geographical Indications aimed at starting discussions on production specification of Tushetian Guda.

The objectives of the workshop were:

1. Make local producers familiar with the GIs,
2. Assess the Specifications in the light of the practices of participating producers and of the sensory analysis

Attendance
Tushetian Guda producers were invited to attend the workshop. In total 18 persons attended the workshop (detailed attendance list is enclosed - Annex 1b), including 9 persons involved in Tushetian Guda production, three representatives from the NFA regional office and one person involved in the Tushetian Guda processing.

Workshop activities
The workshop program (Annex 2b) was based on a good balance of Presentations made by the experts and group work exercises, giving possibility to all participants to learn and actively contribute to the group work.

At the opening of the workshop the welcoming speeches to participants were made by Pascal Bernardoni and Mariam Jorjadze.

Pascal Bernardoni talked about the importance of GI system introduction to Georgia and its economy. The system is already well functioning in the wine sector and its application to traditional cheese production has a huge potential on one hand to facilitate private sector and economic development, especially in rural areas, and, on the other – to improve product quality and protect market & consumers’ from falsified products. He also outlined the importance of GI application for protection of local, traditional, artisan products and FAO involvement to provide technical support in this respect.

Mariam Jorjadze mentioned that GIs can be used as a tool to protect traditional processing techniques that belong to the cultural heritage of the Nation and that the EBRD/FAO project provides a good opportunity for Georgia to make progress in this

4 During the preparatory process 29 producers were informed about the project and the workshop objectives by Elkana. 22 of them received printed invitations & agenda. Elkana keeps contact details of all producers contacted.
She also made an introduction about the project; talked about its objectives, as well as planned and finalized activities.

After the presentation, the participants’ introductory round took place, which was followed by a presentation on Geographical Indications. The presentation initially prepared by Pascal Bernardoni in English was further elaborated and presented in Georgian by David Gabunia (Origin Georgia). The participants got an introduction to what are Geographical Indications:

1. Origin Linked Products, Geographical Indications, PGIs and PDOs
2. Specific quality and link to the territory
3. Guarantees given to the consumer by the control and certification

The presentation was followed by a Group Work session. The participants were divided in 2 groups and were invited to discuss, based on the questions, the link to the origin, reputation & historical evidence and delimitation of the production area for Tushetian Guda. The results of the group work were presented to the plenary.

The presentation on sensory analysis and characterization of the GI product prepared by Pascal Bernardoni was presented to the audience by Tamar Noniaashvili. The presentation led the participants to the practical exercise on the sensory analysis, which included tasting and evaluation of Tushetian Guda samples brought by producers (2) and purchased (2). In total 4 cheese samples were tasted. The participants were asked to describe & evaluate presented cheeses using distributed training materials: the Lexicon of Organoleptic Characteristics (Annex 3) and Aroma Wheels (Annex 4), and existing (available on Sakpatenti webpage) Code of Practice document. The individual assessment results of the sensory analysis (appearance, odour, taste and sounds) recorded by the participants was later discussed jointly in the group.
All participants mentioned that two samples of tasted cheeses (bought on local market) out of four were too salty and also had unclean smell & taste.

After the characterization of the tasted cheeses Tamar Noniashvili shared with the participants the experience from “Cheese! 2017” – a Slow Food event in Bra (Italy), 15-18 September, where Georgian delegation – 5 producers and representatives of MoA, NFA and FAO participated. The discussion was held regarding the saltiness of Tushetian Guda. The producers agreed that though this cheese is salty traditionally, in present days the salt is used excessively to try and avoid the problem of brucellosis.

All participants were excited with success of Alasnistavi cooperative on the Cheese Festival - the Caesarea Resistance Award received on this event. It was explained that the award to the cooperative has been given for defending the “dairy resistance values” in challenging environments and complex circumstances. SF events give excellent possibilities for promotion of traditional products on international markets. The Ministry of Agriculture of Georgia plans to support Georgian stand on Terra Madre event of SF in Turin, Italy, which will take place 20-24 September 2018.

There were questions and discussion on price difference for GI (60-70%) as well as organic products (more than 100%) compared to conventional products and use of traditional wooden tools. It has been emphasized that not only wooden tools, but also a wooden table is required for Tushetian Guda preparation, to maintain proper temperature of the cheese mass before putting it in Guda.

After this, the present code of practice of Tushetian Guda production (from Sakpatenti webpage) was presented by Mariam Jorjadze. The participants were asked to go through the details of the production practice and make relevant changes. The participants worked on the document jointly, in one group. The group work results are presented in Annex 5b.
The workshop wrapping up session was led by Mariam Jorjadze. In the closing session Pascal Bernardoni mentioned that this workshop was the first step towards the improvement of Tushetian Guda code of practice in close consultation with producers. The project foresees further activities – workshops and consultations, where local partner – Elkana, will play a significant role to bring local stakeholders to final agreement of producers on Tushetian Guda code of practice, which then will be registered by the government. In closing remarks the representatives of NFA regional office expressed their willingness to closely cooperate with the project, as well as with the producers interested in improving production standards of Tushetian Guda.

The participants positively evaluated the workshop and expressed their willingness to participate in further trainings and interactive discussions. 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 the Annex 7b.

**Outcomes for the revision of the specification**

**Points of discussion**

**Overgrazing and erosion:**

Producer recognise that there is an issue with overgrazing and erosion but declared that for the time being they do not intend to get collectively organised to address the issue, stating this is regulated and managed by State authorities (National Park Authority).

**Type of milk:**

The 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 PGI\(^5\). Producers intend to have the 3 types of Guda cheese protected. Two options were discussed:

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”; or
2. Or 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”.

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\(^5\) 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.
The producers indicated a preference for option 2, but the two options will be discussed with Sakpatenti.

Storage was widely discussed as an issue. Producers from the Alaznistavi cooperative are from the opinion that the temperature of storage should not exceed 25°C. The time for ripening – 45 days.

Texture

The term elastic for the texture of the cheese was discussed, and there is some level of uncertainty about the pertinence of the term. An object or material is elastic if it is able to resume its normal shape spontaneously after being stretched or compressed. In the case of guda, we should rather qualify it as flexible.

Decisions

Specifications: see annex 5b.

- The area of production is characterised by a climate resulting from the physical geography of Tusheti that a basin surrounded by chains of mountains ranging between 2,500 and 4,000 meters.

- The transhumance to south east Georgia shall be mentioned in the specifications emphasising that during the winter months Tushetian guda is not produced.

- For the sheep and mix sheep / cow Tushetian guda, only Tushetian sheep and Georgian mountain cow breeds are allowed.

- 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.

- Milk should be filtrated with nettles (process accepted by NFA as traditional filtering method) or other type of grass traditionally used.

- Minimum ripening period is 45 days.

- In order to complete the ripening in Tusheti, the specifications should limit the production of Tushetian guda to the 31 July.

- The cheese cannot be transported to the lowlands before the 15 September because of the high summer temperatures.

- The Tushetian guda weights between 5kg and 10kg.
- The shape can be cylindrical or hemispheric. Specifications might include pictures to describe which form Tushetian guda should have. Irregularities in form are allowed.

- The surface must be irregular and showing imprints of the guda (sheepskins)

- Sheep Tushetian guda colour: Outside is dirty light cream or grey light cream, with possible light green reflects. Inside is light yellow (usually slightly darker yellow at the centre).

- Cow Tushetian guda colour: Outside and inside must be light cream colour

- Holes can be of different size but no larger than 10 mm for sheep Tushetian guda and no larger of 20 mm for cow Tushetian guda. The holes can be wet, with fat dripping out.

- For salt content, the specifications should only set an upper limit.

- Tushetian guda has a smell that can be qualified as pungent.

- The taste is piquant and salty.

Follow-up

1. Analyse what are the effects of the physical geography of the area of production on the climate and subsequently on the product characteristics.
2. Confirm with native English speaker familiar with Georgian (Mary Ellen Chatwin) what would be most appropriate between Tushetian Guda, Tusheti Guda and Guda from Tusheti.
3. Discuss with Sakpatenti the two different options to widen the scope of the protection two the cow Tushetian guda and the mix cow/sheep Tushetian guda.
4. The limitation of the production to the 31 July should checked / validated by other producers during the next workshop.
5. Try to get analyses carried out by traders over several years, for different producers and different periods of the year to get figures on for humidity, fat content and salt of the final product.
6. NFA shall be invited to all meetings and is keen to participate to field trips in Tusheti.
Conclusion on the first producer workshops

Based on the revisions proposed and the additional data to be collected, the next workshop with producers will provide an opportunity to agree on final amendments to be made.

In the two pilots, have been identified follow-up actions. Additional information will be collected to prepare the changes in the specifications and allow decision making in some requirements.

Other elements to be followed:

- Plan further activities & consultations with producers based on the issues of their interests expressed in the Workshop evaluation forms.
- Start working on collective actions and support professional organizations of Tushetian Guda and Sulguni producers.
- Develop Guidelines for producers to help improving food safety / being registered.
- A second producer Workshop will be rapidly organized (December 2017) in order to maintain active the discussion on the revision of specifications and to train and discuss about the GI organization to be set up in each pilot.
## Annexes

### Annex 1. 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>
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<tbody>
<tr>
<td>1</td>
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<td></td>
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<td>595405800</td>
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<tr>
<td>2</td>
<td>Meri Makharadze</td>
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<td></td>
<td>599 46 15 80</td>
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<td>3</td>
<td>Givi Kavrataradze</td>
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<td>599 56 35 78</td>
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<tr>
<td>4</td>
<td>Papuna Koridze</td>
<td>Sulguni Cheese producer – “Tsiphora Samtskhe”</td>
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<td>557900251</td>
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<td>5</td>
<td>Tamari Saparava</td>
<td>Sulguni Cheese producer – “Tsiphora Samtskhe”</td>
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<td>6</td>
<td>Besik Babunashvili</td>
<td>Sulguni Cheese producer</td>
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<td>7</td>
<td>Iason Avkopashvili</td>
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<td>8</td>
<td>Amiran Gotsiridze</td>
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<tr>
<td>9</td>
<td>Gela Merkviladze</td>
<td>Cooperative “Zestaphonuri”</td>
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<td>10</td>
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<td>Paata Giorgadze</td>
<td>Cooperative &quot;SazanosKvelli” (Sazano Cheese)</td>
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<td>Mob: 599 39 34 47</td>
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<td>12</td>
<td>Mamuka Vashakidze</td>
<td>Cooperative “Lelo 2014”</td>
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<td>AgroHub</td>
<td><a href="mailto:Borashvilinana@gmail.com">Borashvilinana@gmail.com</a></td>
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<td>Kakhber Koniaishvili</td>
<td>Head of the association – “Saqrdze” (Georgian Milk)</td>
<td><a href="mailto:kakhberk@gmail.com">kakhberk@gmail.com</a></td>
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<td>15</td>
<td>Mikheil Matiashvili</td>
<td>Brand “MM Cheese”-</td>
<td><a href="mailto:m.matiashvili2808@mail.ru">m.matiashvili2808@mail.ru</a></td>
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<td>Tamaz Makharashvili</td>
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<td>19</td>
<td>David Varazashvili</td>
<td>HEKS - EPER Marketing coordinator</td>
<td><a href="mailto:dvarazashvili@moli.ge">dvarazashvili@moli.ge</a></td>
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<tr>
<td>20</td>
<td>Erekle Gamkrelidze</td>
<td>Sante</td>
<td><a href="mailto:sante@sante.ge">sante@sante.ge</a></td>
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<tr>
<td>21</td>
<td>Nikoloz Gogolidze</td>
<td>Sakpatenti</td>
<td><a href="mailto:ngogolidze@sakpatenti.org.ge">ngogolidze@sakpatenti.org.ge</a></td>
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<tr>
<td>22</td>
<td>Nemanja Grgic</td>
<td>EBRD</td>
<td><a href="mailto:grgic@ebrdd.com">grgic@ebrdd.com</a></td>
</tr>
<tr>
<td>23</td>
<td>Kateryna Poberezhna</td>
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<td><a href="mailto:poberezk@ebrd.com">poberezk@ebrd.com</a></td>
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<td>Emilie Vandecandelaere</td>
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<td>REDD</td>
<td><a href="mailto:pascal.bernardoni@redd.pro">pascal.bernardoni@redd.pro</a></td>
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<td>Origin Georgia</td>
<td><a href="mailto:Dgabunia72@gmail.com">Dgabunia72@gmail.com</a></td>
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<tr>
<td>N</td>
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<td>Mariam Jorjadze</td>
<td>Elkana</td>
<td><a href="mailto:director@elkana.org.ge">director@elkana.org.ge</a> 577405010</td>
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<tr>
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<td>Tamar Noniashvili</td>
<td>Elkana</td>
<td><a href="mailto:GI_elkana@outlook.com">GI_elkana@outlook.com</a> 598370751</td>
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<td>Zaza Kilasonia</td>
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<td>Ia Ebralidze</td>
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<td><a href="mailto:branding@elkana.org.ge">branding@elkana.org.ge</a> 599551068</td>
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<td>Medea Gabunia</td>
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Annex 2. List of participants of Tusheti Workshop

<table>
<thead>
<tr>
<th>N</th>
<th>Name, Surname</th>
<th>Organization, Position</th>
<th>Contact Information</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Giorgi Abulidze</td>
<td>Tushuri Guda Producer</td>
<td>557 626662; <a href="mailto:info@guda.ge">info@guda.ge</a></td>
</tr>
<tr>
<td>2</td>
<td>Zura Tsomikuridze</td>
<td>Tushuri Guda Producer</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Paata Abulidze</td>
<td>Tushuri Guda Producer</td>
<td>574772453; <a href="mailto:info@guda.ge">info@guda.ge</a></td>
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<tr>
<td>4</td>
<td>Gocha Betsunaidze</td>
<td>Tushuri Guda Producer</td>
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<tr>
<td>5</td>
<td>Phridon Gaprindauli</td>
<td>Tushuri Guda Producer</td>
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<tr>
<td>6</td>
<td>Archil Elizbaridze</td>
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<td>7</td>
<td>Levan Ichirauli</td>
<td>Tushuri Guda Producer</td>
<td>598 162929</td>
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<td>8</td>
<td>Achiko Ichirauli</td>
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<td>Ardalion Khaadze</td>
<td>Shepherd</td>
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<td>10</td>
<td>Koba Chikvaidze</td>
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<td><a href="mailto:Koba.chikvaidze2@gmail.com">Koba.chikvaidze2@gmail.com</a> 598011101</td>
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<td>11</td>
<td>Manana Zurabashvili</td>
<td>NFA</td>
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<td>Koba Michelashvili</td>
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<td>Badri Kochlamazishvili</td>
<td>Guda Cheese Processing</td>
<td>593368809</td>
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## Workshop for Sulguni

**Sensory Analysis and Specifications**

November 2, 2017  
Sakpatenti, 31 N. Ramishvili Sreet., Tbilisi

### Agenda

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<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tr>
<td>09:30</td>
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<tr>
<td>10:00</td>
<td>Opening: Welcoming address and short presentation of the project and workshop objectives</td>
<td>Nikoloz Goglidze (Sakpatenti), Emilie Vandecandelaere (FAO)</td>
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<td>10:20</td>
<td>Introduction of participants and expectations</td>
<td>Participants</td>
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<td>10:30</td>
<td>What are Geographical Indications: Origin, traditional know-how and specific quality</td>
<td>David Gabunia, Orogin Georgia / Pascal Bernardoni (expert)</td>
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<tr>
<td>11:00</td>
<td>Work group: Origin, traditional know-how and specific quality for your product</td>
<td>Guidelines: Elkana, Pascal Bernardoni</td>
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<td>12:00</td>
<td>Sensory analysis and characterisation of the GI product. Identification of the specific characteristics of Sulguni</td>
<td>Tamar Noniashvili, Elkana Kateryna Poberezhna (FAO/EBRD), Pascal Bernardoni, producers</td>
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<td>13:00</td>
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<td>Presentation of the work group outcomes</td>
<td>Producers</td>
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<td>Quick presentation of the specifications</td>
<td>Tamar Noniashvili, Elkana</td>
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<td>15:00</td>
<td>Group work – Specifications</td>
<td>Producers</td>
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<td></td>
<td>• Product characteristics</td>
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<td></td>
<td>• Fabrication method</td>
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<td>Address the existing specifications and discuss their content with producers and other value chain stakeholders in view of the GI certification.</td>
<td>Elkana, Pascal Bernardoni</td>
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<td>18:00</td>
<td>Closure</td>
<td>Kateryna Poberezhna</td>
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# Workshop for Tusheti Guda

**Sensory Analysis and Specifications**

November 6, 2017

Tusheti National Park Administrative Center (Kvemo Alvani)

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<td>Pascal Bernardoni (expert), Mariam Jorjadze, Elkana</td>
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<td>Introduction of participants and expectations</td>
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<td>10.30</td>
<td>What are Geographical Indications: Origin, traditional know-how and specific quality</td>
<td>David Gabunia, Origin Georgia, Pascal Bernardoni</td>
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<tr>
<td>11.00</td>
<td>Work group: Origin, traditional know-how and specific quality for your product</td>
<td>Guidelines: Elkana, Pascal Bernardoni</td>
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<tr>
<td>12.00</td>
<td>Sensory analysis and characterization of the GI product. Identification of the specific characteristics of Tusheti Guda</td>
<td>Tamar Noniashvili, Elkana, Pascal Bernardoni, producers</td>
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<td>13.00</td>
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<td>14.00</td>
<td>Presentation of the work group outcomes</td>
<td>Producers</td>
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<tr>
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<td>Product specifications – Quick presentation of the specifications</td>
<td>Tamar Noniashvili, Elkana, Pascal Bernardoni</td>
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<tr>
<td>15.00</td>
<td>Group work – Specifications</td>
<td>Producers</td>
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<td></td>
<td>Address the existing specifications and discuss their revision with producers and other value chain stakeholders</td>
<td>Elkana, Pascal Bernardoni</td>
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<tr>
<td>18.00</td>
<td>Closure</td>
<td>Pascal Bernardoni (expert), Mariam Jorjadze, Elkana</td>
</tr>
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</table>
Annex 4. The Lexicon of Organoleptic Characteristics

Useful words to describe:

**Appearance:**
- stringy
- firm
- dry
- heavy
- flaky
- crumbly
- flat
- crisp
- lumpy
- fizzy
- fluffy
- smooth
- crystalline
- hard
- mushy
- cuboid
- sticky
- fragile
- dull

**Taste:**
The tongue can detect five basic tastes:
- bitter;
- salty;
- sour;
- sweet;
- umami.

Taste may be described by association with a particular food, e.g. meaty, minty or fruity; and its intensity can also be recorded.
- zesty
- warm
- hot
- tangy
- sour
- sharp
- rich
- bland
- rancid
- tart
- acidic
- strong
- citrus
- mild
- savoury
- spicy
- tainted
- weak

**Odour**
- aromatic
- pungent
- spicy
- floral
- bland
- tainted
- perfumed
- rancid
- savoury
- rotten
- tart
- citrus
- acrid
- strong
- mild
- musty
- weak
- scented
- fragrant

**Texture**
- brittle
- rubbery
- short
- gritty
- clammy
- close
- stodgy
- bubbly
- sandy
- tacky
- tender
- waxy
- open
- soft
- firm
- flaky
- crisp
- fluffy
- dry
- crumbly
- lumpy
- smooth
- hard
- mushy
- sticky
- chalky
- grainy
- fibrous
Annex 5. Aroma wheels

Wine aromas
Annex 6. Revised specifications

Annex 6.1 Sulguni Specifications (Group Work)

Group # 1 Results

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, buffalo and goat milk and mixing thereof.

THE FORM: It has a shape of a low cylinder, without crust, with diameter of 15-20 cm; height is 2.5-3.5 cm; mass is 0.5-1.5 kg. Exceptionally, deviation from the parameters is permitted.

ORGANOLEPTIC CHARACTERISTICS:
The smell is pleasant, typical for such kind of cheese. Should not have the taste of rennet or lactic acid.
The taste is pure, typical for the cultured milk product, moderately salty, with dense mass, elastic and with layers. The whole mass has a uniform color – from white to 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, elastic, and not friable. The mass has yellow color. Crust is golden-brown. The hole in the center is admissible.

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

<table>
<thead>
<tr>
<th>Milk</th>
<th>Specific Weight no Less than</th>
<th>Low-fat Dry Substance Content (%)no Less than</th>
<th>Fat (%) no Less than</th>
<th>Acidity no More than(T)</th>
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<td>Buffalo</td>
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<td>Goat</td>
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<td>Mix</td>
<td>1,030</td>
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<td>4,2</td>
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</tbody>
</table>

CHEESE SULGUNI MUST MEET THE FOLLOWING REQUIREMENTS:
Humidity – no more than 50 %
Fat in the dry substance – no less than 45 %
Salt – 1-5%
CHEESE SHEBOLILI SULGUNI MUST MEET THE FOLLOWING REQUIREMENTS:
Humidity – no more than 40 %
Fat in the dry substance – no less than 52 %
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 raw milk fermentation takes place at the temperature of 30-35°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 40-50T for “Cheddararization” (method for making such kind of cheese). (Ripening period depends on the milk acidity). Making of Sulguni with high acidity milk is not permitted.

The ripe cheese is cut manually into thin layers, is placed in water of 75-80°C and is stirred with wooden spoon (food safety requires non-oxygenated spoon) until it becomes uniformly stretching paste mass, then, it is taken from the lactoserum. The mass is cut manually into the preferred sizes, kneaded manually until full formation of layers, from which the balls are made manually 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. The cheese realization is permitted after 24 hours.

The ready SULGUNI can be smoked in the smoking chambers. Hot or cold smoking using the wood or sawdust of seed plants (pear, apple, alder, 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.
**Group # 2 Results**

**GEOGRAPHICAL INDICATION: SULUGUNI**
**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 SULUGUNI is produced from cow, buffalo and goat milk and mixing thereof.

THE FORM: It has a shape of a low cylinder, without crust – other forms are also allowed, with diameter of 15-20 cm; height is 2.5-3.5 cm; mass is 0.5-1.5 kg. Exceptionally, deviation from the parameters is permitted.

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

SHEBOLILI SULUGUNI

FORM: The same

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

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

<table>
<thead>
<tr>
<th>Milk</th>
<th>Specific Weight no Less than</th>
<th>Low-fat Dry Substance Content (%) no Less than</th>
<th>Fat (%) no Less than</th>
<th>Acidity no More than (T)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caw</td>
<td>1,027</td>
<td>8,1</td>
<td>3,2</td>
<td>23</td>
</tr>
<tr>
<td>Buffalo</td>
<td>1,034</td>
<td>10,5</td>
<td>6,5</td>
<td>25</td>
</tr>
<tr>
<td>Goat</td>
<td>1,030</td>
<td>8,3</td>
<td>3,6</td>
<td>23</td>
</tr>
<tr>
<td>Mix</td>
<td>1,030</td>
<td>9,3</td>
<td>4,2</td>
<td>24</td>
</tr>
</tbody>
</table>

CHEESE SULUGUNI MUST MEET THE FOLLOWING REQUIREMENTS:
Humidity – no more than 50 %
Fat in the dry substance – no less than 45-40 %
Salt – 1-5%

CHEESE SHEBOLILI SULUGUNI MUST MEET THE FOLLOWING REQUIREMENTS:
Humidity – no more than 40 %

30
Fat in the dry substance – no less than 52%
Salt – 3 - 5%

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

PRODUCTION METHODS:
The milk fermentation takes place at the temperature of 30-35-38°C. Received “Delamo” (product received from milk by enzyme) is cut and heated for the second time to the temperature of 34-370C, 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° for “Cheddarization” (method for making such kind of cheese).

The ripe cheese is cut into thin layers, is placed in water of 75-80°C and is stirred until it becomes uniformly stretching paste mass, then, it is taken from the lactoserum. The mass is cut into the preferred sizes from which the balls are made manually (on the label should be indicated «handmade») or using aggregate to receive the admissible form, is placed in the forms, cooled and shaped SULUGUNI is placed in the brine, with concentration of 17-19%, at the temperature of 8-12°C. The cheese realization is permitted after 24 hours.

Should not packed in vacuum packing machine!

The ready SULUGUNI can be smoked in the smoking chambers. In this case SHEBOLILI SULUGUNI is received.

SPECIFIC REQUIREMENTS FOR THE END PRODUCT LABELING:
The name SULUGUNI 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: SULUGUNI
By Russian font: СУЛУГУНИ

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.
ANNEX 6.2. Tushetian Guda Sprecifications (Group work)

**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

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 a cheese produced from sheep, cow or cow and sheep mixed raw milk, which ripens in the “Guda” (bag made by skin of sheep, goat or calf, which must be trimmed from inside).

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

ORGANOLEPTIC CHARACTERISTICS:
Colour of TUSHETIAN GUDA is Creamy to greyish/greenish and has a yellow colour 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, moderately salty, piquant and umami

*(Table of milk characteristics deleted)*

CHEESE TUSHURI GUDA MUST MEET THE FOLLOWING REQUIREMENTS:

Humidity – no more than 48 %

Fat in the dry substance – no less than 50 %

Salt not more than 7 % -Agreement on this has not been reached

GEOGRAPHICAL AREA OF PRODUCTION:

Obtaining and processing of the milk for the cheese TUSHETIAN GUDA production takes place in Tusheti. The sheep can be brought to Alvani and Shiraki for overwintering (in this period sheep is not milking and cheese is not produced).

PRODUCTION METHODS:

For the TUSHETIAN GUDA production is used raw milk of the Tushetian sheep breed and / or Georgian Mountain Cow. The raw milk is filtered in a double strainer laid out with different healing herbs: nettle, suck-bottle. 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, after granules are held, removed from lactoserum and pressed in the fabric bags. 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 + 20°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

ANNEX 7. PPT hand-outs
Nb: Ppt handouts can be found at the following link

ANNEX 8. Workshop Evaluation

Annex 8a. Sulguni Workshop Evaluation

Evaluation Form

Title: Workshop on Geographical Indications: Training for Sulguni producers
Location: Sakpatenti, Tbilisi
Date: November 2, 2017
Trainers: Pascal Bernardoni, Emilie Vandecandelaere

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 – 10
   o probably – 1
   o not sure
   o no
1.1 Namely, what you will use:
✓ Sensory analysis;
✓ All discussed topics;
✓ Sensory analysis and self-control mechanism;
✓ Individualism of European entrepreneurs and their dependence on endemic product;
✓ Labelling.

1.2 If 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?
✓ More information about GI, cheese producers’ associations or group formation;
✓ Certification issues;
✓ Harmonization of food safety issues for production stages of GI products;
✓ Lobbing on legislative level;
✓ Control mechanism of GI;
✓ Example of control mechanism;
✓ How to use the topics discussed during the workshop in practice and how much of it is justified in terms of marketing.

4. What training methods do you prefer? (indicate some)
   o Listening presentations – 7
   o Participation in discussions – 7
   o Working in groups – 8
   o Practical work, role playing – 4
   o Visit in the enterprise – 4
   o Receiving printed material – 2
   o Receiving material electronically – 4

Annex 8b. Tushetian Guda Workshop Evaluation

Evaluation Form

Title: Workshop on Geographical Indications: Training for Tushetian Guda producers
Location: Kvemo Alvani, House of Culture
Date: November 6, 2017
Trainers: Pascal Bernardoni, Emilie Vandecandelaere
10 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 – 9
   o probably – 1
   o not sure
1. Namely, what you will use:

✓ Sensory analysis;
✓ Self-control mechanism;
✓ Everything, during the monitoring carried out by me;
✓ I will apply the GI system in my professional work;
✓ I will use the received information in practice.

1.2 If 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 – 2
   o partly
   o not satisfied

1. What topics would you like to discuss during the next training?
✓ Traditional production and safety at all stages of food production;
✓ Training in safety issues, namely; namely technological process in relation to GI;
✓ Labelling of GI products;
✓ Food safety issues in relation to GI;
✓ Control mechanism of GI;
✓ Example of control mechanism;
✓ Review of legislation of other countries.

4. What training methods do you prefer? (indicate some)
   o Listening presentations – 10
   o Participation in discussions – 6
   o Working in groups – 5
   o Practical work, role playing – 4
   o Visit in the enterprise – 5
   o Receiving printed material – 2
   o Receiving material electronically – 5