

Guria Fruits

Certified fruit

The project *Guria Fruits* implemented by two municipalities Tarczyn in Poland and Chokhatauri in Georgia was launched to support community driven models for local development. Both municipalities have similar character and challenges: diversified fruit production, orchards, a focus on traditional varieties and support for the local culture. The aim of the project is to promote cross-sectoral cooperation between the municipalities and the agribusiness sector, supported by NGOs.

The project have practical character and it's planned as a long-term cooperation. Under the brand *Guria Fruits* a local Fruits Processing Incubator, driven by a local NGO

Gurian Vine And Wine Cluster was established and equipped in a shared fruits processing infrastructure to boost local cooperation and commit to community development. A quality certificate and unified branding of quality products, as well as traceability tools are established and promoted under the project.

The project is cofinanced by the Polish Ministry of Foreign Affairs under the program Polish Aid 2023.

For more information please write to: info@guriafruits.ge

Guria is a region that relies heavily on its agriculture, notably orchards. Their products include kiwis, oranges, pomegranates, plums, tangerines, lemons. Thanks to the *Guria Fruits* certification and incubator local small-scale farmers can maintain their uniqueness without turning into agricultural industrialists and contribute to the regional economic development that keeps its traditions alive and is organically rooted in the land.



Fruit from Guria is sold fresh or processed in a variety of ways, for example dried, squeezed into juice, fermented into alcohol. The free and open access to processing equipment purchased in the project gives the farmers more flexibility, both in terms of diversifying their business and preserving their fruit.

