

# Guria Fruits

## Quality certificate

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](mailto:info@guriafruits.ge)

Under the project a quality certificate and a related traceability system was established. The application form is available in Georgian and English at the project page [www.guriafruits.ge](http://www.guriafruits.ge) Please fill in the form and communicate with the project team – the experts and local producers from Vine and Wine Cluster from Chokhatauri.

Once you get the quality certificate you will be granted a possibility to use the quality logo on your products, and to promotion at the project website as well as during all international meetings and cooperation platforms related to the project implementation.



But that's not all. You will obtain a login to the website – and will be able to generate QR codes free of charge, allowing anyone to check if a product they come across is genuine. Once verified, the dedicated QR codes will be sent to the requesting producer. The QR codes are stored in the project base and the buyer will verify the originality of the product just by scanning the code printed on the product.

How to obtain the *Guria Fruits* Product Certificate? You will be asked if your product is made locally, if you process your fruits in a sustainable way and with respect to nature, if you follow the sanitary rules, as well if your product is related to *Guria's* culinary culture. Obtaining the certificate is easy: we are based locally, most likely we already know your products.

