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# Survey to Link Farmers and Agribusinesses to Sales and Catering Industries



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## **Survey to Link Farmers and Agribusinesses to Sales and Catering Industries**



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## BACKGROUND

In December 2019, the USAID Agriculture Program announced an RFP for a survey that would strengthen linkages among farmers and agribusinesses with tourism and catering Industries. The intended outcome of this survey would provide an overview of locally produced fresh and processed agricultural products as well as the businesses that already buy, or have expressed an interest in buying.

The survey would also help local producers better understand the standards they would need to meet, and proposed actions they would need to take, to further establish and strengthen linkages within tourism and catering industries.

Tasks outlined in the RFP included:

- Develop an outline and methodology for the survey
- Conduct the survey

Based on more than 10 years of experience with research and analysis within tourism, hospitality, and associated industries, Georgia-based KMS LLC was selected.

A total of 70 Georgia-based HoReCa industry participated in the survey. While most welcomed the opportunity to participate, there were two cases where difficulties arose. Overall, the process was interactive, interesting and productive.

## EXECUTIVE SUMMARY:

The project was divided into two deliverable components:

1. Develop a survey methodology and prepare a survey form
2. Conduct the survey

Develop a survey methodology and prepare a survey form - KMS LLC paid special attention to the methodology for its research and suitability of the questions it would include in the survey. Embracing quantitative data collection techniques, a questionnaire was prepared. During interviews with selected respondents, either by telephone or in face to face meetings, these questions were presented consistently, asked in the same order using the same words.

Participants for this survey were selected based on the following criteria:

**Criteria 1** - International and locally branded hotels and restaurants - The hotels selected consisted of facilities with no less than 50 rooms, some with capacities exceeding 200 rooms. The restaurants included international chains including Subway and KFC as well as locally branded chains including Entrée, Degusto, and others. In total, there were 40 hotels and restaurants identified. In some cases, participants came from the same chain operating in different locations (i.e. Sheraton-2 hotels, Radisson-4 hotels, Marriott-3 hotels, Entrée-8 locations, Degusto-4 locations, Paul-2 locations).

**Criteria 2** - Middle and upper-tier hotels with food & beverage operations, supported by Enterprise Georgia (EG) - This group included hotels with 20 rooms or more, all receiving support from EG.

**Criteria 3** - Top 10 restaurants based on TripAdvisor reviews - This group included the 10 best performing restaurants as defined by guest reviews appearing on TripAdvisor.

(NOTE: TripAdvisor ratings are based on reviews posted by users of the site. As such, ratings may change over time and many not be the same as those identified for this survey)

The list that follows identifies the participants selected based on these 3 criteria:

**1. International & Locally Branded Hotels and Restaurants**

No	Company	Address	City/ Region
1	Sheraton Grand Tbilisi Metechi Palace Hotel	20 Telavi Street	Tbilisi
2	Radisson Blu Iveria Hotel	1 Rose Revolution Square	Tbilisi
3	Tbilisi Marriott Hotel	13 Shota Rustaveli Avenue	Tbilisi
4	Courtyard Marriott Hotel	4 Freedom Square	Tbilisi
5	Hotel Moxy By Marriott	Saarbrucken Square	Tbilisi
6	Biltmore Hotel	29 Shota Rustaveli Avenue	Tbilisi
7	Citadines Tbilisi Hotel	4 Freedom Square,	Tbilisi
8	Hotels & Preference Hualing Tbilisi	Tbilisi Sea New City	Tbilisi
9	Mercure Tbilisi Old Town	9 Vakhtang Gorgasali Street	Tbilisi
10	Ibis Styles Tbilisi Center	4 Galaktion Tabidze Street	Tbilisi
11	Best Western Tbilisi Art Hotel	11 Apakidze Street	Tbilisi
12	Best Western Tbilisi City Center Hotel	92 Vasil Barnov Street	Tbilisi
13	Ramada Encore Tbilisi Hotel	15 Alexander Kazbegi Avenue	Tbilisi
14	Wyndham Grand Tbilisi Hotel	3 Lado Gudiashvili Street	Tbilisi
15	Sheraton Batumi Hotel	28 Rustaveli Avenue	Batumi
16	Radisson Blu Batumi Hotel	1 Ninoshvili Street	Batumi
17	Hilton Batumi Hotel	40 Rustaveli Avenue	Batumi
18	Best Western Premier Batumi Hotel	111 Zurab Gorgiladze Street	Batumi
19	Wyndham Batumi Hotel	33 Memed Abashidze Street	Batumi
20	Le Meridien Batumi Hotel	Egnate Ninoshvili Street	Batumi
21	Pratap's Signature Anaklia Hotel	Village Ganmukhuri	Samegrelo
22	Best Western Sairme Resort	Sairme Resort	Imereti
23	Golden Tulip Borjomi Hotel	9 April Street	Borjomi
24	Best Western Kutaisi Hotel	11 Joseb Grishashvili Street	Kutaisi
25	Ambassadori Kachreti Golf Resort	Kachreti Village	Gurjaani
26	Radisson Collection Hotel, Tsinandali Estate Georgia	Tsinandali Village	Telavi
27	Holiday Inn Telavi Hotel	2 Rustaveli Street	Telavi
28	Paragraph Resort & Spa Shekvetili, Autograph Collection	Shekvetili Beach	Guria
29	Entrée Chain ( 8 Cafes)	13 Taktakishvili Street	Tbilisi
30	Laduree	21a Irakli Abashidze Street	Tbilisi
31	KFC Restaurants	26 Ilia Chavchavadze Avenue	Tbilisi
32	Burger King Restaurant	Tbilisi Mall, 2/4 Shota Rustaveli Avenue	Tbilisi
33	Subway Restaurants	68 Merab Kostava Street	Tbilisi

No	Company	Address	City/ Region
34	Coffeesta	52 Shota Rustaveli Avenue	Tbilisi
35	Coffee Bean & Tea Leaf	20/22 Shota Rustaveli Avenue	Tbilisi
36	Restaurant Barbarestan	132 David Aghmashenebeli Avenue	Tbilisi
37	Funicular Restaurant	Mtatsminda plateau	Tbilisi
38	Ornament Express Cafe	4 Erekle II Street	Mtskheta

## 2 Middle & Upper-Class Hotels and Food & Beverage Outlets Including Established with Support from Enterprise Georgia

No	Company	Address	City/ Region
39	Hotel Oasis Villa	Ternali Village	Imereti
40	Hotel Aguna	60 Zviad Gamsakhurdia Avenue	Kutaisi
41	Hotel Beni	7 Liberty Street	Sachkhere
42	Hotel Solomon	10 Khakhanashvili Street	Kutaisi
43	Hotel Sanatorium Tskaltubo	1 Paliashvili Street	Tskaltubo
44	Tskaltubo Spa Resort	23 Rustaveli Avenue	Tskaltubo
45	Hotel Tela	6 Barnov Street	Telavi
46	Hotel Samefo	33 Caucasus Street	Telavi
47	Hotel Alaznis Veli	75 Alazani Avenue	Telavi
48	Kvareli Lake Resort	Kvareli Lake Road	Kvareli
49	Akhasheni Wine Resort	Akhasheni Village	Gurjaani
50	Twins Hotel	Napareuli Village	Gurjaani
51	Luxury Villa	Kisiskhevi Village	Telavi
52	Hapo	5a Vardoshvili Street	Telavi
53	Chateau Mosmieri	15 Vardisubani Street	Telavi
54	Hotel Chateau Khashmi	Khashmi Village	Sagarejo
55	Restaurant Zodiako	5a Georgian University Street	Telavi
56	Neptun	E 70 Kvartiati	Khelvachauri
57	Magnika Resort	Shekvetili Village	Guria
58	Kabadoni Hotel	1 Tamar Mepe Street	Signagi



3

Top 10 Restaurants Based on TripAdvisor Reviews

No	Company	Address	City/ Region
59	Wine Buffet	15 Ovanes Tumaniani Street	Tbilisi
60	Beernest	84 Ketevan Tsamebuli Avenue	Tbilisi
61	Divino	9/11 Samghebro Street	Tbilisi
62	8000 Vintages	26 Sul Khan Tsintsadze Street	Tbilisi
63	Sormoni Meidan	3 Vakhtang Gorgasali Street	Tbilisi
64	SOSA Artisanal Cafe & Bakery	5 Mose Gogiberidze Street	Tbilisi
65	Salobie Bia	14 Ivane Machabeli Street	Tbilisi
66	Dadi Wine Bar and Shop	4 Shalva Dadiani Street	Tbilisi
67	Respublika Grill Bar	19 Pavle Ingorokva Street	Tbilisi
68	Umami Asian Fusion Restaurant	1 Rose Revolution Square	Tbilisi
69	Nikoloz	32/34 Anton Katalikosi Street	Tbilisi
70	Los Crayfish Hermanos	1 Abo Tbileli Street	Tbilisi

The participants in this survey have been in business anywhere from 1 to 20 years. They are located primarily in Tbilisi, but are also operating in Gori, Borjomi, Kutaisi, Shekvetili, Kobuleti, Batumi, Zugdidi, Anaklia, and Telavi.



## PARTS OF THE SURVEY

The survey consisted of 20 questions, presented in 3 parts:

- Part 1** - Questions 1 to 5 relate to demographics as well as general information about the size, nature, and ownership status of the participating business.
- Part 2** - Questions 6 to 10 relate to the needs and demand for locally grown products as well as where they are sourced (i.e. wholesalers, local markets, retail).
- Part 3** - Questions 10-20 ask about existing challenges as well as recommendations for future cooperation.

A total of 70 Georgia-based businesses participated in the survey.

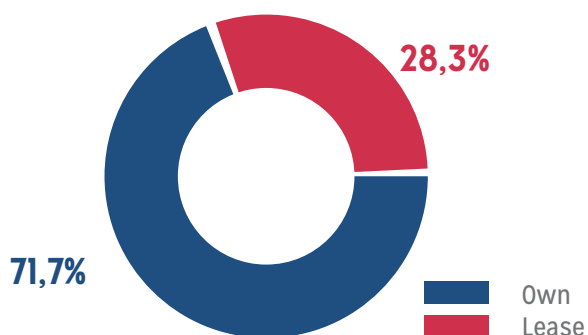
### Part 1 - Demographics

Based on the outcomes of the survey, 70% of the businesses are owned, 30% are leased.

Diagram 1

Do you own or lease business?

60 responses



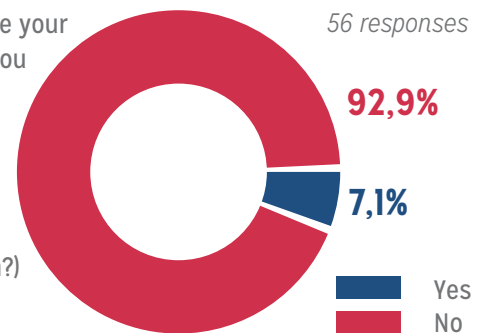
Regardless of ownership status, the majority of respondents indicated a lack of suitable land to farm and supply agriproducts.

The majority (92.9%) answered that they have no farmland and purchase products from a variety of distributors, supermarkets, or local vendors.

Diagram 2

Do you have your own land you farm and supply agriproducts (is it a family farm?)

56 responses



Most companies source products from wholesalers and farmers markets. Larger companies source the majority of their products from distributors as well as specialized suppliers. While regional variations can be found throughout the country, the system for sourcing products is similar. Most of the businesses in Tbilisi and other large cities (i.e. Batumi, Kutaisi) rely on supermarkets, while farmers markets are used by smaller restaurants and hotels located in smaller, less populated regions. Very few suppliers are willing to travel great distances, making it difficult for remote and mountainous operators to obtain products. Weather conditions also represent a barrier to supply. As such, many of the operators in mountainous locations must rely on bi-weekly and even once-monthly deliveries. In some cases, limited shelf life can result in spoilage. In others, oversupply can occur. In one situation, Shekviteli Autograph Hotel has offset these concerns by constructing an in-house storage facility that will safely accommodate larger volumes of supplies.

### USD Value of Monthly Agribusiness Supplies

- The value of supplies purchased on a monthly basis ranges from USD\$1,000 - USD\$20,000 per month, depending upon the size of the business. Only 5% of these, typically large hotels and restaurant chains during peak seasons, exceed \$20,000 per month.

### Food Safety - HACCP Requirements

- International hotels and restaurants regularly adhere to HACCP food safety guidelines, as well as local food safety requirements, as part of their daily standard operating procedures (SOP). They have designated staff who manage and maintain these practices on a daily basis. Small and medium size enterprises are not as proactive. In many cases, they cannot name these procedures and avoid the questions altogether.

The research conducted as part of this survey reveals:

- Inadequate transportation conditions provided by suppliers (inappropriate vehicles, no tempera-



ture controls)

- Vendors at farmers markets do not understand, and are unable to provide, proper documentation when issuing receipts
  - Poorly equipped foodservice facilities (limited space for kitchen operations, no separation between cold storage and main kitchen areas, lack of dry storage and refrigerated areas)
  - Operators lack financial resources to obtain or maintain equipment in accordance with food safety standards (dating equipment, temperature thermometers, etc)
  - Lack of written manuals for daily operations, food safety procedures, and maintaining HACCP requirements
  - Lack of informed supervision from management
- Overall lack of awareness of food safety standards

## Part 2 - Needs and Demand for Locally Grown Products

**Increased Local Production** - Respondents were noticeably interested in vegetables, fruit, cheese, and meat products. When asked to list the 3 locally produced items deemed most important to their operation, cheese, meat, fruits and vegetables (particularly potatoes, tomatoes and cucumber) were at the top. The need for products such as juice, dairy products, seafood and preserves was also commonly mentioned.

**Predominantly Import-Oriented Market** - Many of the products used by local operators are imported. Even tomatoes and potatoes, considered easy to grow locally, are imported from Turkey at very competitive prices. It is obvious that some attention should be given to organic production, especially for those fruits and

vegetables in greatest demand.

**High Demand Products** - The study reveals that fresh fruit and vegetables are in high demand by hotels and restaurants. Fresh berries are locally sourced, usually from suppliers in the same city as the end user. Similar results were found for perishable vegetables & fruits including kiwi and mandarins as well as nuts and seasonings.

**Demand for Local Tea** - Restaurants and related businesses display an undeniable preference for internationally recognized brands of tea. This being said, they must also provide locally produced teas in both decaffeinated and fruit varieties. All of these teas are offered in single-serve packages, allowing guests to select a brand and variety of their choosing at mealtimes, especially for breakfast.

**Culinary Herbs and Other Products** - It is apparent that culinary herbs are available domestically. Unfortunately, not all can be sourced from local markets.

In order to obtain a better idea of market dynamics, respondents were asked to comment upon a list of specific products:

- Are they able to source the product locally or do they need an overseas distributor?
- Do they purchase it fresh or processed?
- If produced locally, what region does the product come from? What is the demand?

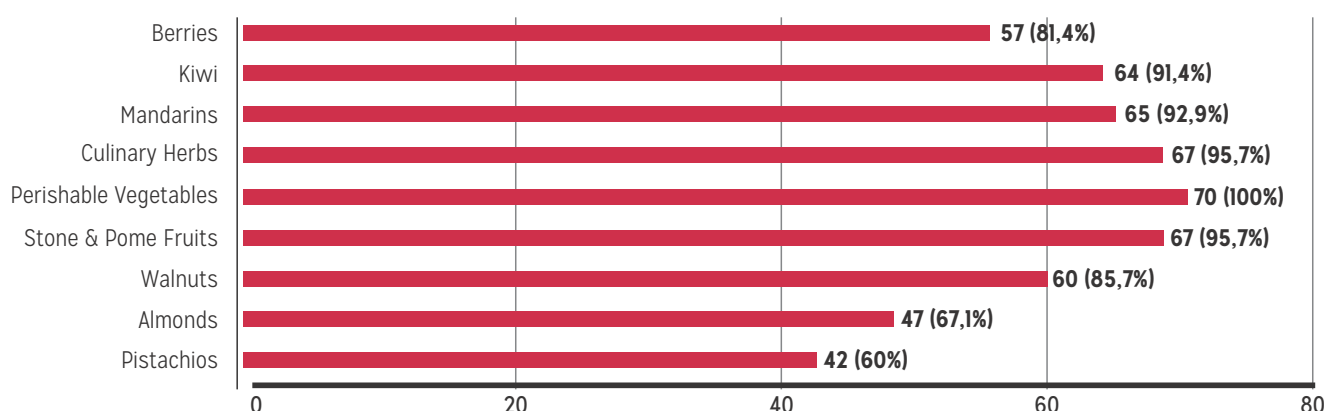
The product list included berries, kiwi, mandarins, culinary herbs, perishable vegetables, stone and pome fruits, walnuts, almonds, pistachios, fresh and processed jams, preserves, dried foods, sauces, seasonings, pickled products, and tea. Items deemed unavailable locally included juices, pickled, and canned products.

The survey identified demand for fresh products as follows:

### Fresh Products Your Currently Buy Locally

70 Responses

Graphic 1



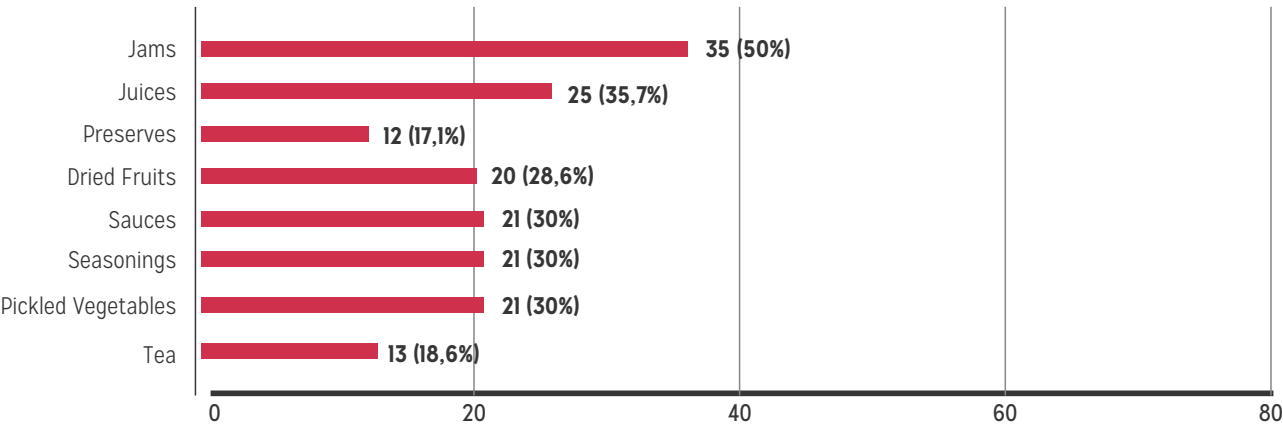
**Trends in the Culinary Field** - The Executive Chef at the Wyndham Grand Tbilisi commented that micro greens, an assortment of lettuce varieties, bok choy, rucola, and other herbs are in high demand. She also mentioned increased awareness and demand for chia seeds, goji berries, pecans, and cashews. While not

locally grown, asparagus, avocado, brussels sprouts, broccoli, and kale are also becoming featured ingredients in trendy restaurants. Local farmers may need to consider what they are growing and revise their planting schedule accordingly.

### Processed Products You Currently Buy Locally

70 Responses

Graphic 2



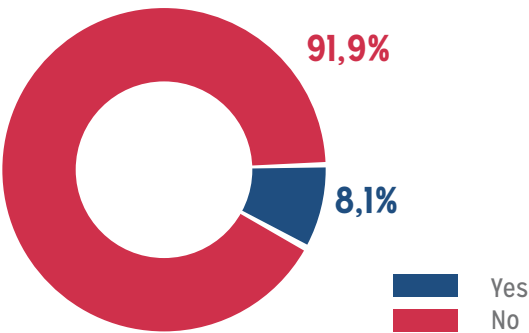
### Availability of Local Produce

There is a consensus among local business owners (91.9%) that, whenever locally grown products are available, they would support this production.

Diagram 3

If at present farm products is not processed, would having the ability to process farm products encourage you products locally?

62 responses



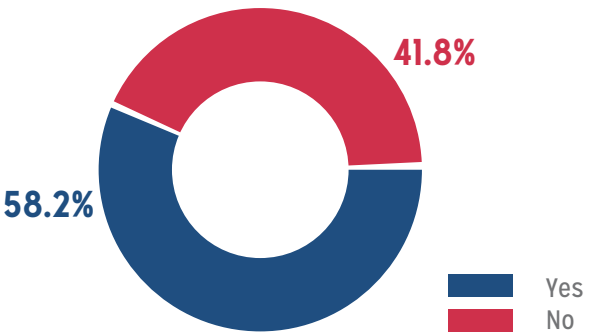
### Part 3 - Challenges and Recommendations

**Need for Consolidated Processing & Cold Storage** - Respondents demonstrated a clear need (86.6%) for having a local processing center within reasonable distance from their business. Some indicated they would be willing to travel 30-40 minutes to reach such facility.

Diagram 4

Do you see the need a local processing center?

67 responses



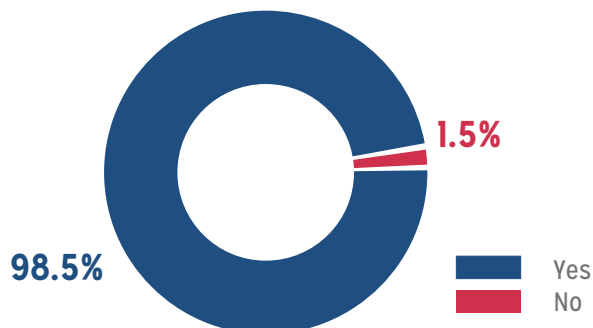
## Distribution and Marketing of Agriproducts -

The majority of respondents underlined the need for marketing (96.5%) and distribution (98.5%) support for local farmers.

Diagram 5

When dealing with Farmers, do they need help distributing farm products?

66 responses

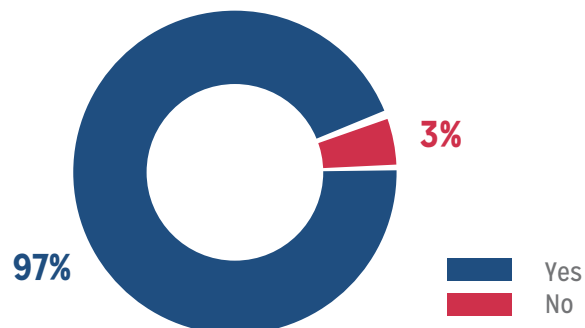


Respondents are very interested in a shared processing facility where year-round access to processed fruits and vegetables could be provided. Demand is higher for jams, preserves canned sauces, juices, pickled vegetables and a variety of chilies.

Diagram 7

When dealing with Farmers, do you see need for cold storage?

65 responses



**Mismatch Between Supply and Demand** - Lack of Networking - With an obvious mismatch between supply and demand for agricultural products, and an apparent lack of intermediary institutions to bridge this gap, improved networking between farmers and foodservice operators is essential.

**Storage for Larger Distribution** - A majority (97%) of respondents agree that there is a pressing need for cold storage. With access to proper storage, effectively prolonging shelf life and minimizing spoilage of fresh fruits and vegetables, businesses are sure that farmers would increase production.

Diagram 8

How would you characterize your interest in having access to a shared processing facility within reasonable distance from your business?

67 responses

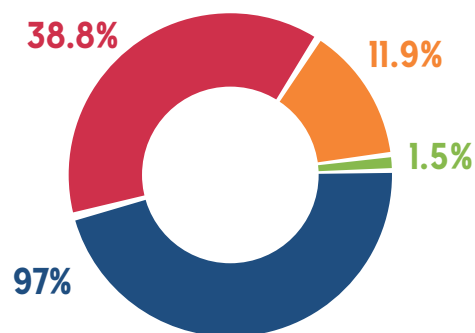
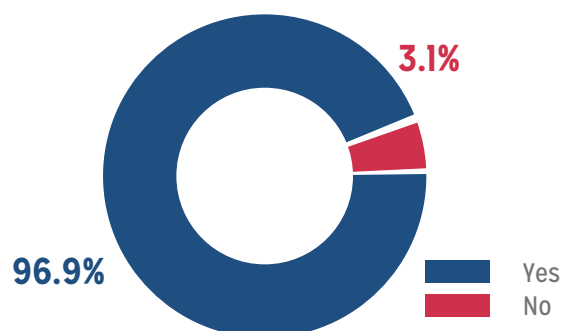


Diagram 6

When dealing with Farmers, do they need help marketing farm products?

65 responses



Very Interested  
Somewhat Interested  
Not Interested  
Uncertain

## Supplier Company Perspective

For a different perspective, a distributor to major fast food chains and hotels, including McDonald's, Dunkin Donuts, Wendy's, Radisson, Marriott, Courtyard, Moxy, with nearly 10 years of operational experience, shared their insights regarding the struggles they face with the distribution process.

One of their major challenges comes from an unstable environment described in terms of fluctuations in weather, price, and availability. They find it difficult to satisfy demand when product availability cannot be guaranteed. Equally frustrating is an unwillingness on the part of the buyer to accept seasonal adjustments in price. Similarly, international companies will ask for products that are unavailable from local markets, making it impossible to maintain a regular supply schedule.

It is believed that this can be improved through stricter operating regulations imposed by the government as well as self-regulation on the part of individual companies. Unfortunately, some buyers are willing to purchase cheaper, potentially sub-standard products from questionable operators, rather than obtaining them from reputable distributors who can guarantee food safety compliance, accurately track expiration dates, and monitor financial transactions.

In order to ensure safe distribution of responsibly grown agricultural products, this company is taking steps to improve awareness and provide educational opportunities linked to food safety, EU Regulations, and Georgian law.



# Findings and Recommendations

Based on the findings of this survey, coupled with research conducted, KMS LLC has prepared the following recommendations:

## Approved Suppliers

Most of the better established international hotels and foodservice operators have approved suppliers who are able to deliver a larger variety of products at one time, rather than reaching out to local markets and individual small farmers operating nearby.

A few of the reasons for this situation includes, but is not limited to:

- Absence of farms or suppliers with a broad assortment of products
- Little or no awareness of larger scale producers in Georgia
- Lack of consistency in terms of scheduled deliveries and available volume
- Lack of variety in the products offered
- Producers operate seasonally - cannot provide reliable year-round supplies
- Lack of transparent accounting practices, including the ability to provide VAT receipts
- Unable to provide fixed prices (with minor adjustments) year-round

## Dedicated Personnel/Purchasing Manager -

In addition to approved suppliers, many of the better established hotels and restaurants employ purchasing managers. These are dedicated staff responsible for all aspects of supply, including dealings with distributors and other such providers.

Smaller businesses typically assign a variety of tasks and responsibilities to one person, including those of a purchasing manager.

When making purchasing decisions, whether dealing with major distributors or smaller producers in nearby markets, the primary concern for most small operators is price. In this regard, they may end up with lower quality and/or poorly handled products, effectively increasing risks associated with food safety. Buyers rarely, if ever, visit farms or markets in nearby villages, primarily due to a lack of awareness or the absence of networking opportunities that could raise awareness.

## Instability of Farmers Markets in the Region

- Regional farmers markets do not operate during traditional weekday business hours, taking place primarily on weekends or Saturdays alone. Even some of the more vibrant regional destinations (i.e. Mtskheta) do not have daily markets.

**Packaging** - When it comes to products such as sugar, jam, dairy products, and teas that can be served during breakfast and in-room meals, larger hotels and restaurant chains are showing a preference for pre-packaged, often single-serve, products.

**Collect and Organize Farm Products** - Without adequate transportation and storage, farmers do not have access to centralized outlets to sell their products. Additionally, the absence of appropriate transportation limits the possibility of sales in other regions where demand may be higher.

## Lack of Storage Space at Farmers Markets

- Farmers selling vegetables and fruits at local markets must carry their inventories to and from the market every day, making daily participation problematic. If dry storage facilities were made available, farmers would be encouraged to participate in these markets on a more regular basis.

**Online Shopping Platform** - There is a clear need for online shopping platforms that feature farm products. This would allow chefs and purchasing managers to confirm the availability of quality products in advance, making travel to distant markets worthwhile.

**Harvest Festivals & Awards** - The majority of respondents (96.9%) emphasized the need for marketing support that would help them promote their products (e.g. best tomatoes, best dairy products, best cheese) and increase revenues. In addition, with Georgia's reputation for high quality regional products (grapes for Kakheti, citrus for Adjara, tea for Guria, walnut and cheese for Samegrelo, pig farms for Racha, etc.), they also expressed the desire for harvest festivals, allowing them to showcase these products and increase networking opportunities.

## Culinary Tourism Offers Authentic Experiences

- There are undeniable opportunities to support both agribusiness and tourism through culinary tourism - introducing visitors to both farm and sightseeing experiences that could include overnight stays at family guest houses in remote locations.

## Promote Local Cuisine and Organic Products

- Georgian tourism can also be enhanced through promotions that feature local cuisines as well as environmentally pristine growing regions throughout the co-



untry, especially those that embrace organic growing practices.

**Youth Involvement** - Schools and vocational centers can promote healthy lifestyles through farm visits and gardening experiences. Part of the motivation can be found through repeated visits, giving students the opportunity to see the results of their efforts year after year and participate in harvests.

**Packaged Holidays** - There are opportunities for Georgian agribusiness and tourism industries to unite, creating packaged holiday offers. Other countries including Austria, Germany, UK and Ireland feature travel opportunities where guests enjoy farm visits, locally grown fruits and vegetables, and local cuisines.

There are guest houses in Austria that emphasize farm visits. In Germany, especially in Bavarian regions, guest houses are located within or adjacent to vineyards, allowing guests to experience wine making activities and participate in harvests.

**Training and Skills Development** - It is clear that agribusiness and tourism industries have limited awareness or understanding of each other's operations. In order to fully exploit untapped opportunities for cooperation, many of the MSMEs operating in these industries require additional training.

**Increased Local Sales** - With increased availability of locally produced foods and other such products, hotels, resorts, and other hospitality providers could significantly reduce costs associated with shipping and higher-priced imported goods. They could also minimize investments in long-term supplies (i.e. frozen foods that must be stored for months) and enjoy greater flexibility from short-term supplies available locally at noticeably lower prices.

**Stronger Branding and Marketing Campaigns** - Agribusiness and tourism operators have the opportunity to promote farm visits and culinary tourism. This can be achieved through cooperative marketing campaigns aimed at international audiences interested in food and gastronomy as well as individuals who value authentic travel experiences.

## Survey Methodology

This survey was conducted between late December 2019 and January 2020. A total of 70 businesses, all operating in Georgia, contributed to this study.

Embracing quantitative collection techniques, a questionnaire was prepared to gather data. During interviews with selected respondents, either by telephone or in face to face meetings, questions were presented consistently, always asked in the same order using the same words. This standardized the interview process and ensured comparable results. The study also maintained a consistent scale for multiple-choice questions.

All respondents were representatives from food & beverage departments within their respective companies, most of them responsible for purchasing. Many were quite familiar with the problems that exist throughout the supply chain and made valuable contributions.

To avoid misunderstandings, researchers made sure that the questions were clear and easy to understand. To obtain meaningful responses, researchers employed both closed and open-ended questions.

All of the participants mentioned that they would like to see the results of this survey.



## Appendix 1 - Survey Form

### SURVEY TO LINK FARMERS AND AGRIBUSINESSES WITH TOURISM AND CATERING INDUSTRIES

Thank you for participating in the survey to link farmers and agribusinesses with tourism and catering industries. Your input is essential in evaluating demand for the better cooperation. Thank you for your valued contribution.

**1. Please provide the standard contact information below.**

Name:	<input type="text"/>
Company:	<input type="text"/>
Address:	<input type="text"/>
City/Town:	<input type="text"/>
Country:	<input type="text"/>
Email Address:	<input type="text"/>
Phone Number:	<input type="text"/>

**2. Please include your website if applicable**

**3. How many rooms do you have at the hotel,  
how many seats at the restaurant?**

**4. Do you own or lease business?**

- ☐ Own  
☐ Lease

**5. Do you have your own land you farm and supply agriproducts (is it a family farm)?**

- ☐ Yes  
☐ No

**6. What do you need from locally grown products? Please name at least 3 most demanded products for your operation.**

<input type="text"/>
<input type="text"/>
<input type="text"/>

**7. Locally grown products you currently buy:**

No	Crop/Product	Fresh	Processed	Vendor	Region	Terms and Period of Cooperation (how many months/years, seasonal or all year round, bulk or packaged, tentative quantities, how it is supplied, etc.)
1	Berries					
2	Kiwi					
3	Mandarins					
4	Culinary Herbs					
5	Perishable Vegetables					
6	Stone & Pome Fruits					
7	Walnuts					
8	Almonds					
9	Pistachios					
10	Processed Jams					
11	Juices					
12	Preserves					
13	Dried Fruits					
14	Sauces					
15	Seasonings					
16	Pickled products					
17	Tea					

8. Where do you buy your products (wholesale, retail, farmers markets, etc.)?

9. What is the approximate monthly/annual dollar value for your agribusiness supplies?

10. Are there certifications required from your side? HACCP certification, or any other similar food safety certifications?

11. Do you see the need for a local processing center?

- ☐ Yes
- ☐ No

12. How would you characterize your interest in having access to a shared processing facility within reasonable distance from your business?

- ☐ Not interested
- ☐ Somewhat interested
- ☐ Very interested
- ☐ Uncertain

13. If interested in having access to a processing facility how many miles would you be willing to travel to get locally processed quality products (round trip)?

14. When dealing with farmers, do you see need for cold storage?

- ☐ Yes
- ☐ No

15. When dealing with Farmers, do they need help distributing farm products?

- ☐ Yes
- ☐ No

16. When dealing with Farmers, do they need help marketing farm products?

- ☐ Yes
- ☐ No

17. If at present farm product is not processed, would having the ability to process farm products encourage you buy products locally?

- ☐ Yes
- ☐ No

18. If "yes," what particular products interest you?

19. What one thing would be of most value in linking farmers and agribusinesses with Tourism and catering businesses?

20. Please add any comments or questions you may have:



## Appendix 2 - List of Participating HoReCa Industries

No	Company	Address
1	Sheraton Grand Tbilisi Metechi Palace Hotel	20 Telavi St., Tbilisi
2	Radisson Blu Iveria Hotel	1 Rose Revolution Square, Tbilisi
3	Tbilisi Marriott Hotel	13 Rustaveli Av., Tbilisi
4	Courtyard Marriott Hotel	4 Freedom Square, Tbilisi
5	Hotel Moxy By Marriott	Saarbrucken Square. , Tbilisi
6	Biltmore Hotel	29 Shota Rustaveli Av., Tbilisi
7	Citadines Tbilisi Hotel	4 Freedom Square, Tbilisi
8	Hotels & Preference Hualing Tbilisi	Tbilisi Sea New City, Tbilisi
9	Mercure Tbilisi Old Town	9 Vakhtang Gorgasali St., Tbilisi
10	Ibis Styles Tbilisi Center	4 Galaktion Tabidze St., Tbilisi
11	Best Western Tbilisi Art Hotel	11 Andria Aphakidze St., Tbilisi
12	Best Western Tbilisi City Center Hotel	92 Vasil Barnovi St., Tbilisi
13	Ramada Encore Tbilisi Hotel	15 Al. Kazbegi Av., Tbilisi
14	Wyndham Grand Tbilisi Hotel	3 Lado Gudiashvili St., Tbilisi
15	Sheraton Batumi Hotel	28 Rustaveli Avenue., Batumi
16	Radisson Blu Batumi Hotel	1 Ninoshvili St., Batumi
17	Hilton Batumi Hotel	40 Rustaveli St., Batumi
18	Best Western Premier Batumi Hotel	111 Z. Gorgiladze St. , Batumi
19	Wyndham Batumi Hotel	33 Memed Abashidze St., Batumi
20	Le Meridien Batumi Hotel	2 Ninosvili St., Batumi
21	Pratap's Signature Anaklia Hotel	Village Ganmukhuri
22	Best Western Sairme Resort	Sairme Resort, Imereti
23	Golden Tulip Borjomi Hotel	9 April Street, Borjomi
24	Best Western Kutaisi Hotel	11 Joseb Grishashvili St., Kutaisi
25	Ambassadori Kachreti Golf Resort	Kachreti Village, Gurjaani
26	Radisson Collection Hotel, Tsinandali Estate Georgia	Tsinandali Village, Telavi
27	Holiday Inn Telavi Hotel	2 Rustaveli Street, Telavi
28	Paragraph Resort & Spa Shekvetili, Autograph Collection	Shekvetili Beach, Guria
29	Entrée Chain ( 8 Cafes)	13 Taktakishvili Street, Tbilisi
30	Laduree	21 <sup>st</sup> Irakli Abashidze St., Tbilisi
31	KFC Restaurants	26 Ilia Chavchavadze Av., Tbilisi
32	Burger King Restaurant	Tbilisi Mall, 2/4 Shota Rustaveli Av., Tbilisi
33	Subway Restaurants	68 Merab Kostava Street, Tbilisi
34	Coffeesta	52 Shota Rustaveli Av., Tbilisi



No	Company	Address
35	Coffee Bean & Tea Leaf	20/22 Shota Rustaveli Av., Tbilisi
36	Restaurant Barbarestan	32 D. Aghmashenebeli Av., Tbilisi
37	Funicular Restaurant	Mtatsminda Plateau, Tbilisi
38	Ornament Express Cafe	4 Erekle II St. , Mtskheta
39	Hotel Oasis Villa	Ternali Village, Tskhaltubo
40	Hotel Aguna	60, Z.Gamsakhurdia Av., Kutaisi
41	Hotel Beni	7, Liberty St., Sachkhere
42	Hotel Solomon	10, Khakhanashvili St., Kutaisi
43	Hotel Sanatorium Tskaltubo	1,Paliashvili St., Tskaltubo
44	Tskaltubo Spa Resort	23, Rustaveli Av., Tskaltubo
45	Hotel Tela	6, Barnov St., Telavi
46	Hotel Samefo	33, Caucasus St., Telavi
47	Hotel Alaznis Veli	75 Alazani Av., Telavi
48	Kvareli Lake Resort	Kvareli Lake Road. Kvareli
49	Akhasheni Wine Resort	Akhasheni Village, Gurjaani
50	Twins Hotel	Napareuli Village, Gurjaani
51	Luxury Villa	Kisiskhevi Village, Telavi
52	Hapo	5, Vardoshvili St., Telavi
53	Chateau Mosmieri	15 Vardisubani St., Telavi
54	Hotel Chateau Khashmi	Khashmi Village, Sagarejo
55	Restaurant Zodiako	5a, Georgian University, Telavi
56	Neptun	E 70, Kvartiati, Khelvachauri
57	Magnika Resort	Shekvetili Village, Guria
58	Kabadoni Hotel	1 Tamar Mepe St., Signagi
59	Wine Buffet	15 Ovanes Tumaniani St., Tbilisi
60	Beernest	84 Ketevan Tsamebuli Av., Tbilisi
61	Divino	9/11 Samghebro St., Tbilisi
62	8000 Vintages	26 Sulokhan Tsintsadze St., Tbilisi
63	Sormoni Meidan	3 Vakhtang Gorgasali St., Tbilisi
64	SOSA Artisanal Cafe & Bakery	5, Mose Gogiberidze St., Tbilisi
65	Salobie Bia	14 Ivane Machabeli St., Tbilisi
66	Dadi Wine Bar and Shop	4, Shalva Dadiani St., Tbilisi
67	Respublika Grill Bar	19 Pavle Ingorokva St., Tbilisi
68	Umami Asian Fusion Restaurant	1 Rose Revolution Square, Tbilisi
69	Nikolozi	32-34 Anton Katalikosi St., Tbilisi
70	Los Crayfish Hermanos	1 Abo Tbileli St., Tbilisi



## Survey to Link Farmers and Agribusinesses to Sales and Catering Industries

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For more information, please contact:

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