



Call for Interest for Agritourism Enterprises/Sites

The Georgian Farmers' Association (GFA) is implementing a project “Promoting Agritourism in the South Caucasus Countries”, which aims to support and promote agritourism in South Caucasus countries: Georgia, Armenia, and Azerbaijan.

The project, which will identify dynamic enterprises in agritourism and support them in order to strengthen their capacity and gain competitiveness through technical support and promotion, is funded by the USAID’s Economic Development, Governance and Enterprise Growth Project (EDGE).

Winning beneficiaries will be offered training courses and will be supported by the development of branding and marketing portfolio.

The project particularly encourages involvement of young and women-led enterprises. Both start-ups and existing agritourism sites can participate in the project. EDGE is targeting SMEs that will have an advantage in receiving the assistance, particularly:

Company category	Staff headcount
Medium-sized	51-250
Small	11-50

Benefits of participating in this project:

The project will develop a website to promote agritourism and register at least 100 enterprises from Georgia, Armenia, and Azerbaijan. In addition, Georgian agritourism enterprises can benefit with:

- 20 enterprises will be selected on a competitive basis to participate in a training sessions. Priority will be given to women-led agritourism enterprises. The tentative training sessions will be on:
 - ✓ Hospitality and tourism industry;
 - ✓ Digital marketing: online reservation and social media;
 - ✓ Food safety.
- 30 selected agritourism enterprises will be supported by development of a full package of branding and marketing portfolio. Including but not limited to: taking photos, writing profiles and success stories, registering on online platforms (websites, social media, etc.). In addition, 10 agritourism enterprises will be filmed with “[Agro Stop](#)” promo videos.

At the end of the project (tentatively September 2021) we will have special events for the tourism stakeholders involved in agritourism development in the Caucasus.

Project Phases:

1. Firstly, the project will identify the agritourism enterprises in Georgia based on several criteria.
 - Located in a rural area (preferably);
 - Have a functioning farm of any kind and size;
 - Oriented towards receiving tourists and giving them access to farm activities;
 - Comfortable bedrooms for lodging with access to clean and functioning bathroom facility (if lodging is offered);
 - Adequately equipped kitchen and dining area (if lunches are offered)

- Host or family member (staff member) who is capable to provide rudimentary tours of the farm, some specific activities on the farm or tours in the vicinity.
2. Interested enterprises meeting the criteria listed above, should submit letters of interest (including general information about an enterprise and motivation to be engaged in the project).

The business ideas acceptance **deadline** is **September 14th**.

The application form can be found on the web site: www.gfa.org.ge (Projects => Ongoing Projects => Economic Development, Governance and Enterprise Growth Project (EDGE)).

Applications are accepted only electronically, by sending to the following email: info@gfa.org.ge

The application must be signed and scanned in PDF format by the applicant.

Please note that applications filled out by hand will not be accepted.

For further questions, please feel free to contact the Georgian Farmers' Association
Hotline: **032 2193003**