



Agritouch

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Step by Step



2016 Y

10 HA BLUEBERRY PLANTATION



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2018 Y

50 HA BLUEBERRY PLANTATION





Export

Still and
Mineral Water



Export



Fruits & Vegetables

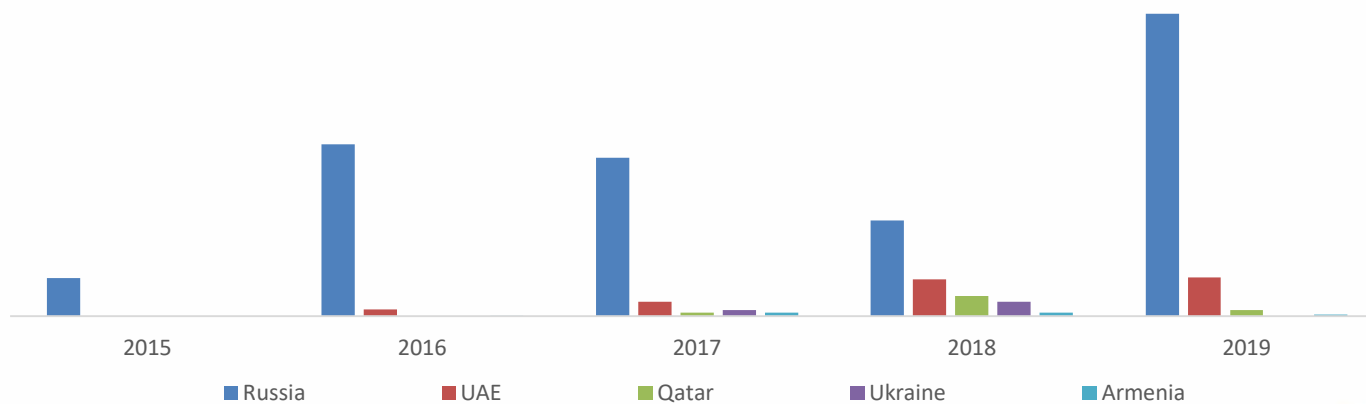


Export of Fresh Blueberry

Export of fresh blueberry from Georgia (2015-2019)

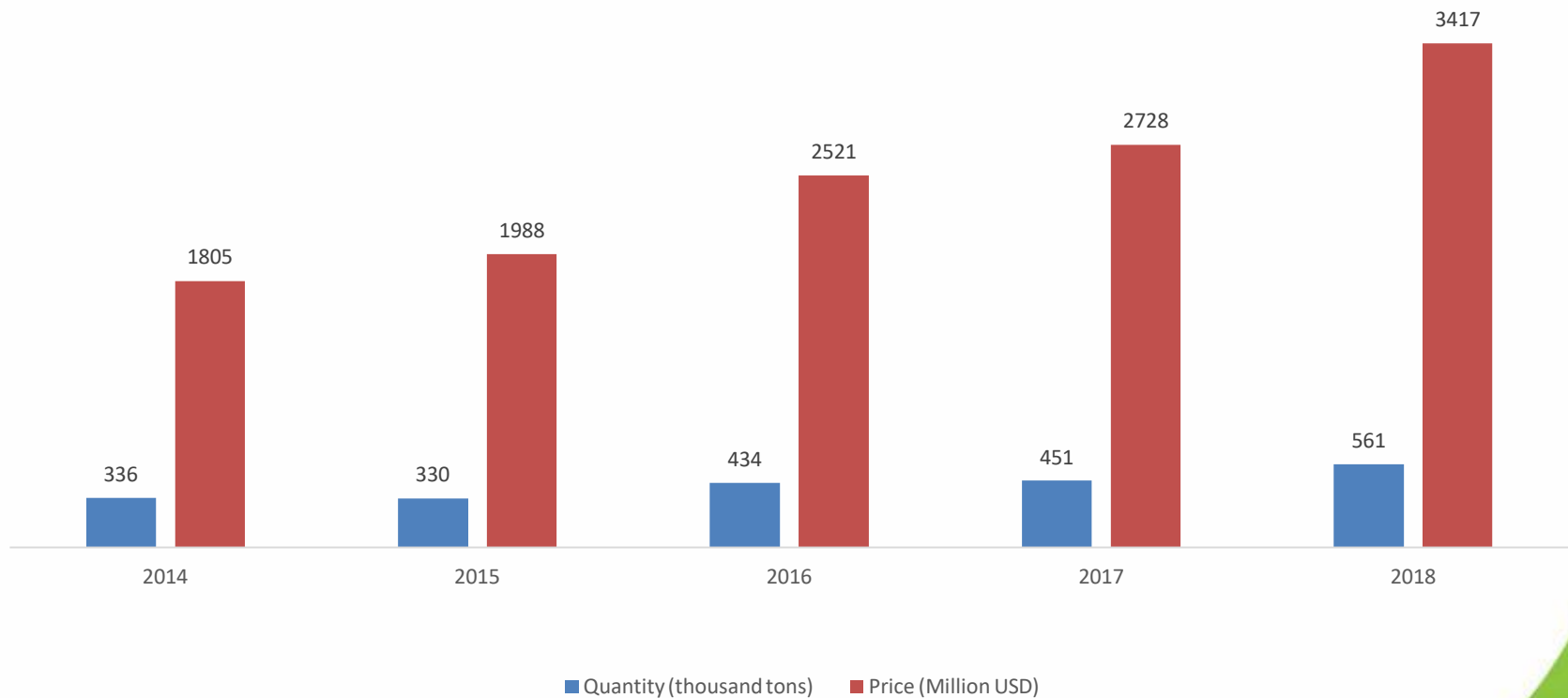


Export of fresh blueberry from Georgia in 2015-2019 (thousand USD)



Import of Fresh Blueberry

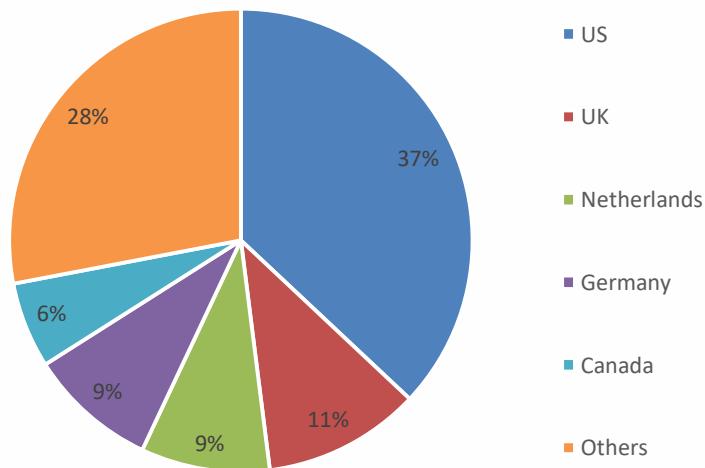
World import of fresh blueberry (2014-2018)



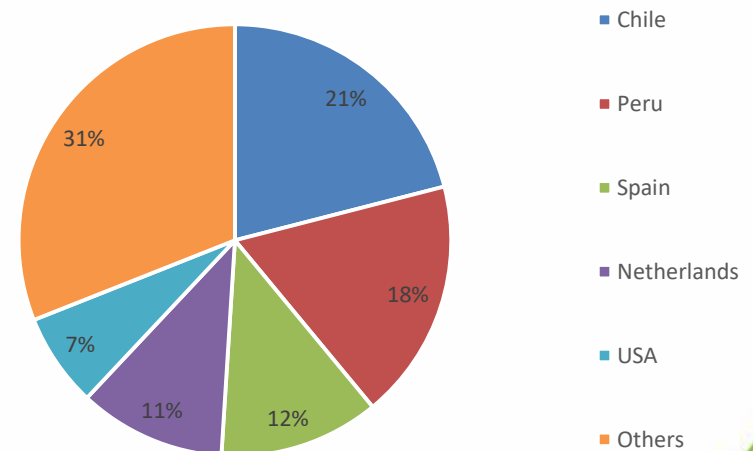
89%-increase

Major Markets and Suppliers of Fresh Blueberry

Importing countries (2018)

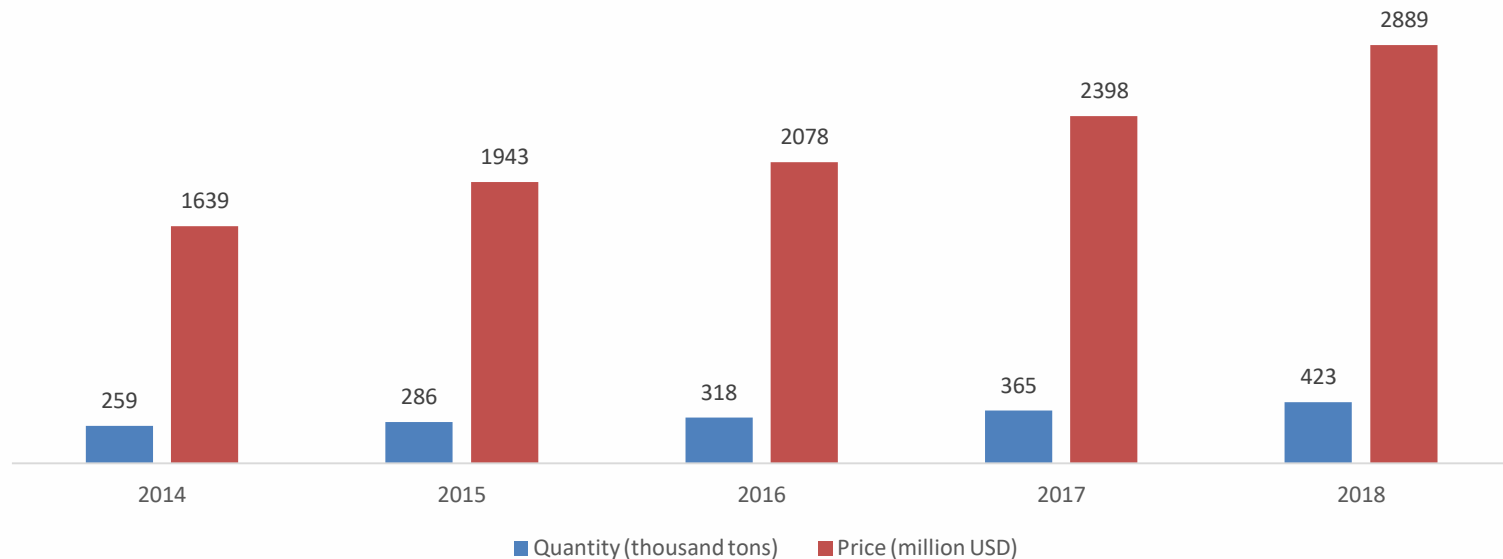


Exporting Countries 2018



Import of Fresh Blackberry and Raspberry

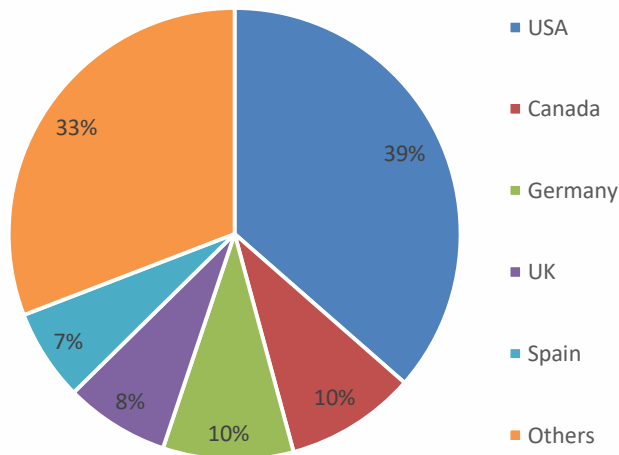
World import of fresh blackberry and raspberry (2014-2018)



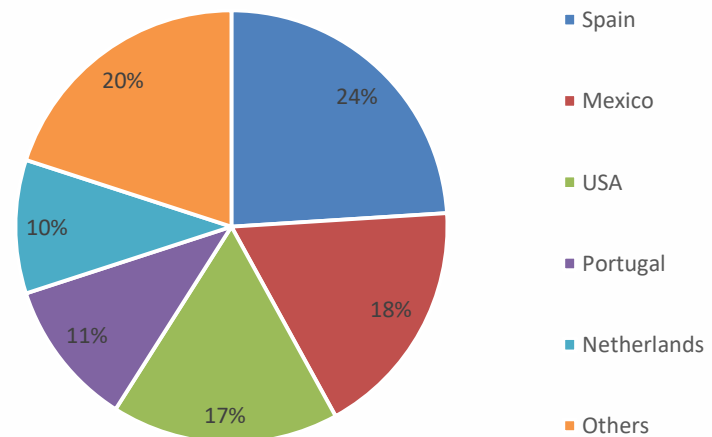
76%-increase

Major Markets and Suppliers of Fresh Blackberry and Raspberry

Importing countries (2018)



Exporting countries (2018)



Reasons for Increased Demand

- 🍷 Antioxidants and health benefits;
- 🍷 Splendid taste and appearance;
- 🍷 Easy to use product;
- 🍷 Easy to freeze and use in sweets and drinks;
- 🍷 Aggressive marketing.

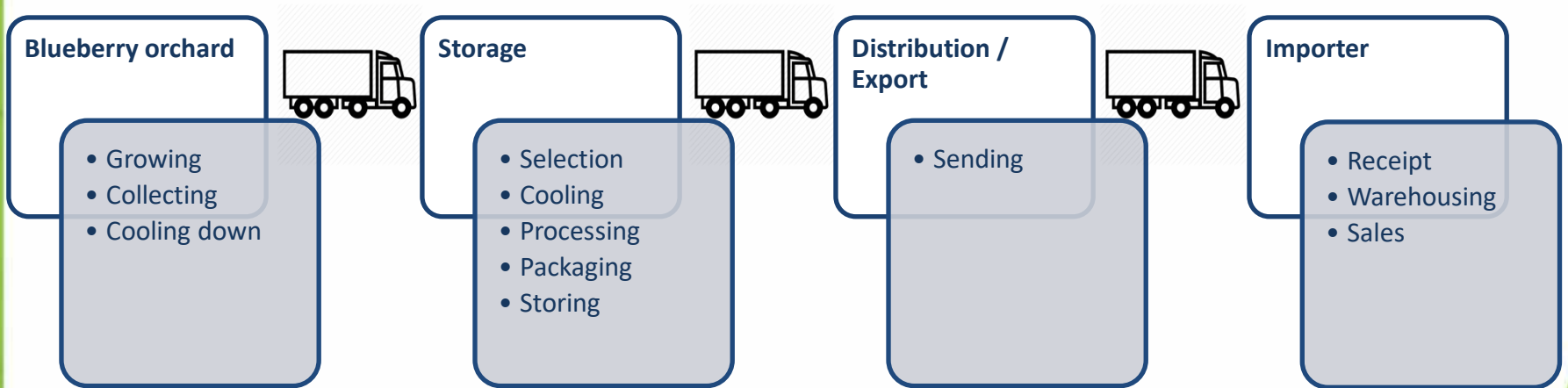


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Challenges

- ✗ Relatively small orchards and problem of collection;
- ✗ Low level of post harvest management:
 - Internal transportation;
 - Cold storages and pre-cooling systems;
 - Packaging.
- ✗ Limited resources of international transportation;
- ✗ Worldwide competition;
- ✗ Insufficient laboratories in the country.

Supply chain of raw berry export



Packaging



Packaging of raw berries, as usual, is done in 125-150gm. plastic containers:

- using appropriate material for product;
- no toxic substances should be used while sticking label on the package;
- package should be clean and undamaged.





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- ✓ Selection of worldwide demanded culture;
- ✓ Selection of climate and soil-appropriate species;
- ✓ Plantation management in accordance with modern standards and requirements;



Opportunities



New orchards



New cold storages



Packaging materials





Thank You

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