
Role of Geographical Indications in Development of Mountainous Regions - Practical example from Georgia - Tushetian GUDA, Protected Appellation of Origin

Ia Ebralidze*^{1,2} and Mariam Jorjadze³

¹Biological Farming Association Elkana (Elkana) – 61 Gazapkhuli street, 0186 Tbilisi, Géorgie

²IMS Manager, (BFA Elkana) – 61 Gazapkhuli str., 0186 Tbilisi, Géorgie

³Director (Biological Farming Association Elkana) – 61 Gazapkhuli street, 0186 Tbilisi, Géorgie

Résumé

Georgia is one of the richest countries in terms of traditional agri-food products with quality features and reputation that can be clearly linked to their geographical origin. Local communities in mountainous regions keep traditional knowledge of production of typical products of the region that have a potential to contribute to growth of economy. The presentation is based on the recent experience of the Georgian non-governmental organization – the Biological Farming Association Elkana, in strengthening Geographical Indications (GIs) in Georgia's dairy sector, from 2017 to 2021, within the project supported by FAO and the EBRD. One of the outcomes of the project is an updated specifications document of Tushetian Guda, which became the first cheese product registered as Protected Appellation of Origin (PAO).

The Tushetian Guda is produced from sheep or cow whole raw milk, which ripens in a bag made from the skin of a sheep or calf. It is produced only in the May-August period in remounted areas of Tusheti mountains by shepherds, who lead a nomad way of life and over centuries have been fine-tuning cheese making process, preserved and transmitted the know-how from generation to generation.

Overall, it has been demonstrated that promoting local and origin-linked agrifood products can offer significant opportunities for inclusive economic growth and ultimately achieve the objectives of sustainable economic, social, and environmental development. However, in order to use these opportunities still there are lots of challenges to be addressed.

Mots-Clés: Geographical Indications, Traditional and Sustainable Production, Mountainous Regions and development

*Intervenant