



Dairy Store

The Mziuri Javakheti cooperative was founded in 2009. Its successful implementation was supported by the Promoting Farmers' Cooperatives in the Municipalities of Georgia project.

The project was implemented within the European Neighbourhood Programme for Agriculture and Rural Development (ENPARD). The main aim of the cooperative was to make dairy products.

Maxim Giloyan, the founder of the cooperative, has been cooperating with suppliers for a couple of years and so he is certain sure about the quality of the milk which is constantly being checked. The cooperative has also obtained HACCP standards which means that it meets food safety regulations.

The cooperative received a low-interest loan from the government a few years ago and received GEL 45,000 at a 3% interest rate for seven years. The loan was very crucial in terms of the successful implementation of the project's goals.



Employees: 4 local
Total budget of the project: GEL 93,435.82
EU share: GEL 67,200
Co-financing: GEL 26,235.82



“Many people make dairy products in our region. Some of them don't meet food safety standards and regulations. It creates chaos on the market and promotes unfair competition. Those people sell their dairy products at low prices whereas our factory is oriented on quality and focuses on providing healthy food to our customers. Thus, it is important that the government control this situation in a stricter way in order to make sure that all of the businesses are operating within fair conditions,” said Maxim Giloyan.

Although the factory has been open for years and has a variety of products, it was unable to open a store without financial aid. ENPARD 2 under the European Union provided the needed support.





“As soon as we got the information about the grant competition, we addressed the Local Action Group in Akhalkalaki for support. They supported us a lot, they helped us prepare a project proposal and gave us recommendations and advice. We were successful and received a grant. We would like to thank the European Union, GIPA and the LAG for appreciating our project’s potential. We will do our best to promote the economic development of the region and create new workplaces,” said Mr Giloyan who has been involved in dairy production for decades. He intends to improve the factory, diversify choices and, most importantly, comply with standards and regulations. The final goal is to introduce Mziuri Javakheti to the European market.

The initiative has been financed by the European Neighbourhood Programme for Agriculture and Rural Development (ENPARD) through the project of promoting new approaches in Rural Development in Akhalkhalaki.

Project is being implemented by the Department of Rural Development and Vocational Education (DRDVE) of the Georgian Institute of Public Affairs (GIPA). Project Partners are Mercy Corps, Elva – Community Engagement and West Cork Development Partnership.

The European Union supports agriculture and rural development of Georgia through the programme of ENPARD, which has been implemented in Georgia since 2013. The total budget is 179.5 mio EUR. The main goal of the ENPARD is to reduce the rural poverty. The main priority of the first phase of the program was to support agricultural development, whereas the main aim of the second and third phases is to promote economic opportunities and capacity building of people living in the rural areas. For the additional information, please follow the link: www.enpard.ge