

Problems Faced by the Agricultural Sector and Agribusiness Development Strategy in Georgia

Authors : E. Kharaishvili, G. Erkomaishvili, M. Chavleishvili

Abstract : The importance of agribusiness development is proved in accordance with the trends in the agricultural sector of Georgia. Agribusiness environment and the consequences of the agricultural reforms are evaluated. The factors hindering the development of agribusiness are revealed and the ways for overcoming these problems are suggested. SWOT analysis is done in order to identify the needs of agribusiness. The needs of agribusiness development in Georgia are evaluated by priorities: prevention of diseases and reduction of the harm caused by these diseases, accessibility of long-term agricultural loans with low interest rates, improving qualification of farmers, the level of education and usage of modern technologies, changes in legislation, accessibility to high quality agricultural machinery, and the development of infrastructure. Based on the outcomes of the research, agribusiness development strategies in Georgia are suggested and appropriate priorities of economic policy are determined. Conclusions are made and based on these conclusions, some recommendations are suggested.

Keywords : agribusiness development, agribusiness strategy, agribusiness in Georgia

Conference Title : ICEMM 2015 : International Conference on Economics and Marketing Management

Conference Location : Madrid, Spain

Conference Dates : November 12-13, 2015