

AGRICULTURE

AGRO-COMMUNICATION'S FORMS AND WAYS – GEORGIA'S EXAMPLE*Irma Choladze**master, Akaki Tsereteli State University, Georgia*DOI: https://doi.org/10.31435/rsglobal_wos/31032019/6389**ARTICLE INFO****Received:** 25 January 2019**Accepted:** 18 March 2019**Published:** 31 March 2019**KEYWORDS**

Extension, Agrijournalism, medium-sized farmers, large producers, agricultural products.

ABSTRACT

The goal of our research is to study the small, medium and large sized farms of agricultural products, what tools and channels they use for communication in the field. What is the effect of correct and incorrect communication on the development of their farming.

The survey hypothesis is that small and medium-sized farmers, unlike large producers, have little access to agribusiness skills, cannot use communications channels and instruments that are negatively impacting their production and growth.

In the study we will discuss three stages of communication: 1. Pre-production stage (preparatory period), 2. Stage of establishment in the market and 3. The development stage of market maintenance. In communications channels and instruments we study: direct and indirect communication forms. The use of the Internet and the traditional media types (press, radio, television).

The research is based on the qualitative methodology, and we selected the categories small, medium and large farms operating in Georgia, Imereti region.

Citation: Irma Choladze. (2019) Agro-Communication's Forms and Ways – Georgia's Example. *International Academy Journal Web of Scholar*. 3(33). doi: 10.31435/rsglobal_wos/31032019/6389

Copyright: © 2019 **Irma Choladze**. This is an open-access article distributed under the terms of the **Creative Commons Attribution License (CC BY)**. The use, distribution or reproduction in other forums is permitted, provided the original author(s) or licensor are credited and that the original publication in this journal is cited, in accordance with accepted academic practice. No use, distribution or reproduction is permitted which does not comply with these terms.

“Extension Work – this is the most important direction for agriculture development, which means sharing information to the farmer about knowledge, experience, modern technologies, new breeds or new methods. That's why, in 2013 there were established information-consulting services in all municipalities throughout the country and it was initiated by the Ministry of Agriculture” – This is extracted from the Newsletter of National Forum of Georgia. The forum was held in 2016.

An integral part of the history of Georgia is the production of a variety of agricultural products. Trade contracts signed in recent years increases the agricultural products market with foreign countries, and therefore the importance of agricultural is essential.

The lack of knowledge in agriculture and the lack of appropriate personnel on the market need to create agro-communicators training and learning. Active steps are taking place in recent years. Several universities offered agro- extension bachelor programs in agrarian sciences (Eg Samtskhe-Javakheti University) and on the individual programs of mass communication started to study agro journalism interdisciplinary course.

According to the theoretical foundation of agro communications researchers Natia Kuprashvili and Nino Chalaganidze receive the theory of "the concept of constructive approach"¹, which implies the care of the farmer, the producer and the development of the field.

In the manual "constructive agricultural journalism" is the principle in which the actors are involved: producers, governmental and non-governmental organizations, media and scientific educational institutions should act.

- Understanding the importance of communication oriented on the development of agriculture, their attempts should not be to support sustainability and productivity of the communications projects.

- Carefully observe the problems of development and say they are ready to respond to them.

In turn, there are less researches, how much they understand and use the communication tools themselves to deliver the knowledge or to develop their own business.

Agricultural Extension Strategy of the Ministry of Agriculture and Environment of Georgia 2018-2019² divides farmers into three main categories:

1. Very small farms that produce products for their own use
2. Small and medium-sized farms that produce products through non-formal or formal markets;
3. Large farms and cooperatives that employ hired labor and sell products through formal markets.

The goal of our research is to study the second (small and medium) and third (large farms) categories of agricultural products, what tools and channels they use for communication in the field. What is the effect of correct and incorrect communication on the development of their farming?

The survey hypothesis is that small and medium-sized farmers, unlike large producers, have little access to agribusiness skills, cannot use communications channels and instruments that are negatively impacting their production and growth.

In the study we will discuss three stages of communication: 1. Pre-production stage (preparatory period), 2. Stage of establishment in the market and 3. The development stage of market maintenance.

In communications channels and instruments we study: direct and indirect communication forms. The use of the Internet and the traditional media types (press, radio, television).

The research is based on the qualitative methodology, and we selected the categories small, medium and large farms operating in Imereti. We conducted intense interviews and analyzed the results.

Small Farm - "Otia Yard"

The company "Otia Yard" was founded in 2014. In the famous Georgian writer – Otia Ioseliani's house, initiated by her grandson. The "Otia yard" produces wine, honey, flour and beans. This is the small business and its main customers are tourists. The products have recently been exported abroad. Company "Telavi" staged a test for "Oti's yard" in France and Spain - for Georgian emigrants.

Otia Yard is actively cooperating with tourist companies and it's main customers are tourists. Also participates in the exhibition and has a page on Facebook.

In this company there is no separate employee in the field of communication, it is a family business and all family members are engaged in advertising activity, but the founder of the company Otia Ioseliani believes that it needs to be activated in this regard.

The founder wishes to tell about the company that first of all it produces the product which is a high quality and it has a high value.

Medium-sized farm - cooperative "Zestafoni"

This farm was founded in 2016 in the village of Rodinauri in Zestaponi municipality. It produces imeretian cheese and sulgunes. This is the small enterprise.

¹ Natia Kuprashvili, Nino Chalaganidze – Constructive Agricultural Journalism. Tbilisi 2018 -

https://www.researchgate.net/publication/330005733_Constructive_Agricultural_Journalism - Last seen 13 March 2019

² <http://enpard.ge/wp-content/uploads/2015/05/%E1%83%94%E1%83%A5%E1%83%A1%E1%83%A2%E1%83%94%E1%83%9C%E1%83%AA%E1%83%98%E1%83%98%E1%83%A1-%E1%83%A1%E1%83%A2%E1%83%A0%E1%83%90%E1%83%A2%E1%83%94%E1%83%92%E1%83%98%E1%83%90.pdf> – Last seen 13 March 2019

The farm is selling products in Imereti, seasonally in Racha and Batumi and rarely in Greece. Communicating with the customer through the distributor and the individual employee has not taken. The main message for costumers is that the product is made of natural milk. Products are labeled.

They will take the employee for communication if the enterprise is increased and the chairman of the cooperative Mikheil Chankotadze does not intend to increase the enterprise until the sale of uncontrolled products on the market is not prohibited. Increasing production in the current situation seems to be undesirable.

"Big Farm -" Herbia "

Herbia "was founded in 2006. It is the first production of vegetable crops, has its own packaging, production line and distribution network.100 people are employed. The annual turnover of the company is about 4 million GEL. The main part of the product is realized in Georgia, as well as in Europe, and in particular in Bulgaria, several times a year. The company is located in Tskaltubo. "We are producing products for the local market, as well as export and also we consider the target segment. Costumers of our products already know 3 main things: 1) that we provide the continuity of delivery; 2) that we do not lie our customer - that our product is on land and not hydropower, that is released from chemical impurities and is a pure product.3) We will constantly increase our assortment and listen the requirement that our customer will ask."

"The important stage for communication was to find targeted markets, for which we have researched and did not enter in the foreign markets spontaneously. We have showed our own brochures and products in the exhibitions. At this stage we do not use any of the channels because the demand for the product has increased so much that our production is enough, but if we increase again, we will not be able to satisfy the customer's demand. At the time we took part in the international exhibitions where we showed our products, especially the social network - Facebook brought us popularity, which brought us 500 thousand customers. But at this stage we have stopped Facebook "

In the direction of communication, the company does not have a employee, the company is a family business and every member of the family is trained in this direction-thinks Zurab Janelidze, founder of the company who attended the special training course in the United States, where he learned how to present products in terms of marketing.

"We cannot achieve anything without communication," says the founder. "We answer all the questions of the user. My personal number is indicated and everyone can call me personally. "

Conclusions. In-depth interviews have confirmed the hypothesis that small and medium-sized farmers have less knowledge of agricultural communications, less aware of the importance of strategic communication in the development of production as the entry into the market and further development stage.

It was also revealed that the possibility of such knowledge is less available, the owner of "Herbia" managed to acquire similar knowledge only outside of Georgia.

In-depth interviews have shown that communication in the communication forms is more popular direct communication with the target segment - exhibitions, presentations, own Facebook pages, and direct communication with customers. The use of the traditional media types such as press, radio and television less common. In this study, we are unaware of the possibility to evaluate these approaches for the correct and efficient way of life and requires separate research.

As the recommendation the Extension Strategy should take into consideration the need for farmers and producers in the field of agriculture and in this regard educational institutions should also offer targeted segments of appropriate educational programs.