



October 1, 2011

Press Release

Bread Festival in Samtskhe-Javakheti Region

Biological Farming Association ELKANA is holding a **Bread Festival** in Akhaltsikhe, Samtskhe-Javakheti. The festival will take place on October 1, 2011. The event is organized within the framework of the Tourism and Rural Development Project and aims at the introduction to wide public the **agro-tourism** infrastructure of Samtskhe-Javakheti region and popularization of the traditional products, the local wheat varieties among them. The tourist offers and network of guesthouses and farmhouses located in the region will be presented at the festival. Local wheat and bread varieties will be displayed on a special stand. Successful farmers cultivating Akhaltsikhe (Meskhetian) Tsiteli Doli wheat will be awarded¹.

The event program includes sampling local products and dishes, exhibition/selling of locally made handicrafts and souvenirs, and the concert with participation of the local folk ensembles.

We believe that the Bread Festival will encourage the popularisation of the region and the initiatives of local population.

The Bread Festival is financed by the Swiss Agency for Development and Cooperation (SDC), EED, Misereor (Germany), OxfamNovib (The Netherlands), HEKS / EPER (Switzerland), and BaseFood (EC).

The Bread Festival is supported by the Akhaltsikhe Local Municipality, the Ministry of Economy and Sustainable Development and the National Tourism Agency of Georgia.

Venue: October 1, 2011 at 13:00
Address: Akhaltsikhe, 9th April Str.

¹2009-2010 - the enhancement of production and the creation of the value chain of Akhaltsikhe (Meskhetian) Tsiteli Doli wheat was funded by BP and its partners – BTC and SCP, administered by Eurasia Partnership Foundation; the recovery of Akhaltsikhe (Meskhetian) Tsiteli Doli and the distribution of primary seed material in 2001-2009 was funded by GEF/UNDP, EED, Misereor, Oxfam Novib, Cordiad.

Festival Programme

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13:00	Opening of the festival
13:40-18:00	Exhibition/sale/ tasting of local products Presented products: <ul style="list-style-type: none">• Bread baked from different wheat varieties, Tsiteli Doli bread among them• Georgian cheese varieties – <i>Chechili</i> and <i>Tenili</i> cheese• Wheat flour products – <i>Bishi</i>, <i>Chirikhta</i>, <i>Khada</i>, <i>Khachapuri</i>• Traditional Georgian dishes: <i>Khinkali</i>, <i>Mtsvadi</i> – grilled meat• <i>Bakmazi</i> – boiled mulberry juice, fresh and dried fruits, jams, honey, <i>Tklapi</i> – dried jam• Local beer• Local medical herbs
	Exhibition/sale of locally made handicrafts: Presented product/activity: <ul style="list-style-type: none">• Stone and wood engravings• Locally made thick felt and carpet exhibition, weaving on looms, knitting, embroidery• Handicrafts produced in the local convents• Paintings by the local artists• Pottery painting
	Agro-touristic photo-exhibition Presented agro-touristic infrastructure: <ul style="list-style-type: none">• Guest-houses in Samtskhe-Javakheti region• Photo-exhibition of agrotouristic farms
	Photo-exhibition of old wheat species and traditional bread-baking methods
	Photo-exhibition of the important sights of Samtskhe-Javakheti region
	Theater performance and other attractions
14:00-17:00	Concert performed by the local folk ensembles
15:00-15:15	Award ceremony of successful farmers and owners of rural guest-houses
17:00	Closure of the festival

The detailed information is available on the following websites:

www.elkana.org.ge; www.ruraltourism.ge