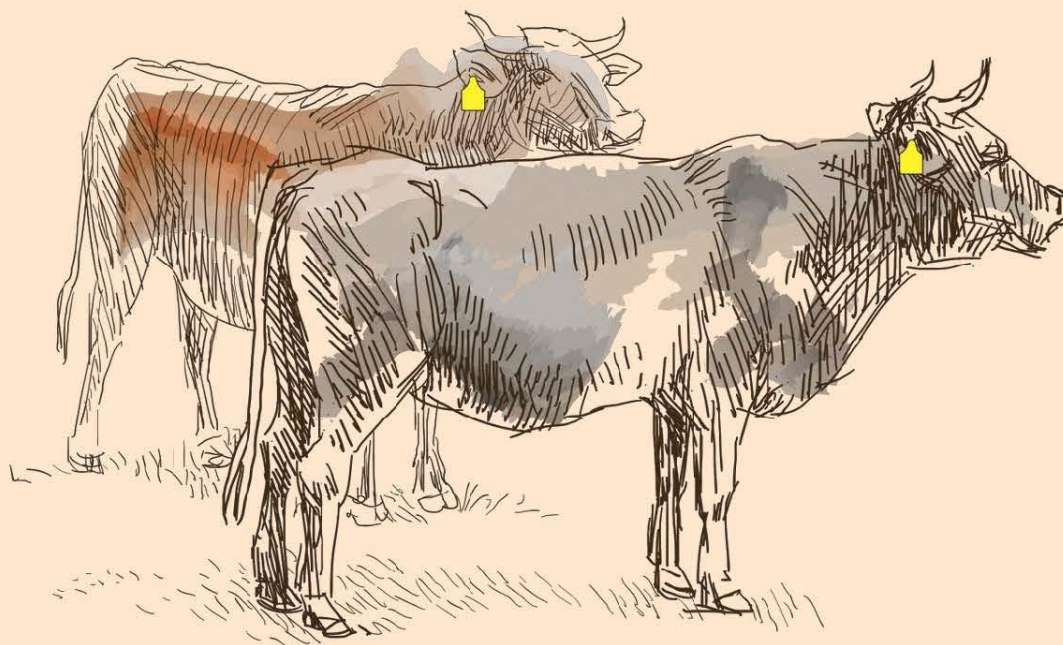# Assessment of Attitudes on the National Animal Identification and Traceability System

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**Swiss Cooperation Office
South Caucasus**

AUSTRIAN
DEVELOPMENT
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Food and Agriculture Organization
of the United Nations

NFA NATIONAL FOOD AGENCY

CRRC CAUCASUS RESEARCH RESOURCE CENTER

Assessment of Attitudes on the National Animal Identification and Traceability System

PROJECT: GCP/GEO/009/SWI
TECHNICAL ASSISTANCE TO SUPPORT THE ESTABLISHMENT OF
A NATIONAL ANIMAL IDENTIFICATION AND TRACEABILITY SYSTEM
IN GEORGIA

Tbilisi 2017

CONTENTS

EXECUTIVE SUMMARY

The Food and Agriculture Organization of the United Nations (FAO) is implementing the "Technical Assistance to Support the Establishment of a National Animal Identification, Registration and Traceability System (NAITS) in Georgia" (GCP/GEO/009/SWI). The project aims to provide technical support to the Government of Georgia to implement NAITS, and is being implemented in close collaboration with the National Food Agency (NFA) of the Ministry of Agriculture of Georgia, which includes the country's veterinary authority. Implementation of NAITS will enhance NFA's disease control and food safety measures, as well as meet Georgia's commitments under the Association Agreement with the European Union (EU) to implement the Acquis Communautaire as relates animal identification, registration and traceability. The immediate impact of this project will be enhanced competitiveness of Georgia's livestock sector which will be achieved through the improvement of food safety and animal health standards, in turn facilitating access to regional and international markets for live animals and animal products.

In order to inform this process, a study was carried out to collect baseline data on the attitudes held by rural livestock owners and keepers towards improved animal health interventions, including the implementation of a National Animal Identification and Traceability System in Georgia for the FAO office in Georgia (FEGEO). This information will be used to assess the impact of the NAITS project as well as contribute to the development of appropriate communication strategies to support the implementation of the NAITS project. The assessment project has both quantitative and qualitative components including a household survey of rural livestock farmers and focus groups with male and female farmers. In the report, survey results are supplemented by findings from focus group discussions.

The survey was representative of livestock farmers in Georgia and the data suggests that rural Georgian livestock farmers more consumers of livestock and livestock products than sellers (Tables 4 and 5). Only one fifth of respondents sold livestock or their products, and even among these commercially oriented farmers, none exported. The biggest problem in selling livestock was the unsatisfactory price (Table 11).

Rural livestock farmers in Georgia are not well informed about the NAITS, issuance of livestock passports or slaughterhouse restrictions that will start from January 2018 (Tables 19, 22; 25, 14). However, they show more positive attitudes towards the new regulations than negative, and expect few complications (Tables 21, 15). However, attitudes are not based on a sound understanding of the new regulations. Even in the case of animal disease and livestock healthcare, farmers assess their own knowledge as high, but many do not see direct links between the NAITS and livestock or human health (Tables 35, 22, 22e, 36, 37, 37e;).

Gender differences are clear in the distribution of livestock care related activities. Men bring food or take livestock to pastures, while women milk them (Table 43). Men and women spend almost the same amount of time on livestock care and livestock farmers frequently state that both genders are engaged equally on issues related to animal health (Tables 44b, 43). When it comes to decisions about selling livestock and managing income from sales, a plurality of farmers say both men and women decide equally. However, there is higher share of men-only decisions than women-only decisions (Tables 45, 46, 47).

Television is the number one source of information for rural livestock farmers for all kinds of news with radio and printed media having almost no audience (Table 49) 49–50). However, for information related to livestock care, veterinarians and neighbours are the most trusted source. (Table 63). Farmers expressed that they would rather talk to people face-to-face or attend public meetings to learn about news or information related to livestock care (Table 64).

Key Factors that influence attitudes towards animal health interventions

The nature of livestock ownership and husbandry practices, geographic location and access to different communication channels play the most important role in the formation of attitudes toward animal health interventions. The research contained within this report suggests there are four key factors that influence attitudes towards animal health interventions:

1. The nature of livestock ownership and husbandry practices;
2. Knowledge and understanding of animal health interventions, including NAITS;
3. Access to information based on the geographic location and spoken language;
4. Farmers' first experience with and opinion of veterinarians.

(1) Livestock ownership in Georgia is widely considered as subsistence farming activity (Table 4). Rural livestock farmers in general either do not sell livestock and livestock products at all or sell them using informal channels of distribution (Tables 5, 7). For those who sell, the biggest problem is an unsatisfactory price (Table 11). In addition, most farmers either do not slaughter livestock at all or use home slaughtering practices (Table 12.1). For these reasons, farmers do not see a clear link between NAITS, healthcare, and food safety (Tables 22, 22e, 36, 37, 37e). For most livestock farmers, there will not be a significant improvement in the sales of livestock and livestock products and quality of livestock products from NAITS. Rather, for most rural livestock farmers, the utility from ear tagging stems from the stronger livestock ownership claim they can make as well as through the assurance of healthy livestock through the vaccinations the NAITS programme provides (Table 22).

(2) Livestock farmers state they have heard of NAITS, but survey data and focus groups suggest that they mean ear tags on animals mostly and not the programme itself (Table 19). They have little understanding of NAITS and its goals, and the fears and prejudices present during the initial phase of NAITS still exists. Based on focus group discussions, farmers fear that additional taxes will be imposed after having their livestock tagged and those who receive social assistance will potentially be deprived of it.

(3) Geographic location or, to be more precise, ethnicity and the main spoken language of rural livestock farmers is an important factor in the formation of attitudes towards NAITS (Tables 21a). In comparison to Georgian speaking rural farmers, decisions regarding livestock care among Armenian and Azerbaijani speaking livestock owners is more a prerogative of male members of the household (Table 43a). Because of linguistic barriers in those areas, information about the NAITS is spread with some difficulty. As a result, Armenian and Azerbaijani speaking farmers are less informed and knowledgeable about NAITS than Georgian speaking ones. Consequently, this contributes to the inequality regarding access to the necessary services and information. Access to different sources of information is a type of inequality that contributes to the existence of relative disparities between Georgian and non-Georgian speaking farmers when considering attitudes towards NAITS. Rural livestock farmers living in settlements with a high share of ethnic minorities mostly use non-Georgian language media outlets to receive information (Table 51a). As a result, they may not receive important information about legislative changes or food safety requirements through Georgian language communications channels.

Using targeted means of communication for minorities is important for the effective implementation of a communication strategy on the issue of animal health interventions. For instance, public and face to face meetings and information booklets in minority languages are welcomed by farmers from the regions densely populated with ethnic minorities (Table 64a).

(4) Both quantitative and qualitative research highlighted the importance of qualified, competent and co-operative veterinarians. In many cases, they are the first encounters for farmers with NAITS. As such, they can and should introduce and explain NAITS and its goals to farmers (Table 20). Thus, it is important that the first contact with veterinarians provides farmers with accurate information about the NAITS. All over Georgia, farmers see veterinarians as an effective and the desired conveyors of information not only about NAITS, but also about other dimensions of animal health interventions. At the same time, concerns were expressed regarding the competence

and availability of veterinarians that may undermine the effectiveness of using veterinarians as the primary means of communication with livestock farmers.

Based on these observations, the following findings are significant:

• Most livestock farmers fail to see the link between animal healthcare and human health (Table 22e, 36, 37, 37e);

• Livestock farmers highly trust and expect veterinarians to help them understand the goals and benefits of NAITS in addition to regular updates on livestock care.

Therefore, the government should consider training and equipping veterinarians to competently inform farmers about NAITS.

• Ethnic minority representatives, especially in Azerbaijani minorities, have more positive attitudes towards NAITS and new slaughterhouse restrictions than the rest of Georgia (Tables 42e, 15a). However, additional research is required to explain the source of their more positive attitudes.

INTRODUCTION

To study the knowledge and attitudes of livestock farmers towards the National Animal identification and Traceability System in Georgia, an assessment project was implemented. The assessment project is part of the larger FAO project, "Technical Assistance to Support the Establishment of a National Animal Identification and Traceability System (NAITS) in Georgia" (GCP/GEO/009/SWI), which is funded by the Swiss Agency for Development and Cooperation (SDC) and Austrian Development Agency (ADA). The project's objectives are to (a) establish the integrated European Union-compliant National Animal Identification and Traceability System in Georgia for cattle and small ruminants and; (b) enhance the competitiveness of Georgian agriculture through improvement of food safety and animal health standards. The FAO, in close collaboration with the National Food Agency (NFA) of the Ministry of Agriculture, supports the project.

The objective of the assessment project was to collect baseline data on attitudes of rural livestock owners and keepers towards improved animal health interventions, including the implementation of the National Animal Identification and Traceability System. In order to measure the attitudes of the rural population in selected regions of Georgia towards animal health interventions, a household survey and focus groups with livestock farmers in Georgia were conducted. The project was intended to provide data on the following topics:

1. Current attitudes of Georgian livestock farmers, disaggregated by sex, towards animal health

interventions including the National Animal Identification and Traceability System;

2. Key factors that influence positive/negative attitudes among livestock farmers, disaggregated by sex, towards animal health interventions as well as the National Animal Identification and Traceability System;

3. Key types of information that livestock farmers would like to receive about NAITS and animal care and preferred media sources;

4. The current situation and difficulties/challenges regarding livestock registration, tagging, vaccination, healthcare, transportation/movement, slaughtering, and sale of livestock and livestock products.

The report addresses the above topics through analysing the results of a nationwide survey of rural livestock farmers and where relevant, supplementing and explaining these results with information and quotes from focus group discussions. The report provides a brief methodological overview within the main body, and detailed methodological report in Annex 2. The report presents the main topics of inquiry in the following order: (1) Livestock ownership and husbandry practices in Georgia; (2) Attitudes toward animal health interventions including the NAITS; (3) Gender roles in livestock farming in Georgia; (4) Channels of communication with Georgian livestock farmers; (5) Conclusion. Survey tables, the detailed methodological report and research instruments are provided in annexes 1 and 2.

Methodological overview

In order to identify existing challenges facing rural livestock farmers and their attitudes towards animal health interventions, a mixed-methods research design was utilized. The main component of the project was a nationwide household survey of rural livestock farmers. The survey instrument consisted of 71 questions which covered livestock ownership, husbandry practices, sales, animal health interventions, disease awareness, and household incomes. The household survey was representative of livestock farmers in Georgia[1]. The following strata were used within the sample to ensure representative results for each region: Kakheti, Adjara, Samegrelo, Ninotsminda, Akhalkalaki, Tsalka, Marneuli, Dmanisi. The household survey was supplemented with pre- and post-survey focus groups of rural livestock farmers.
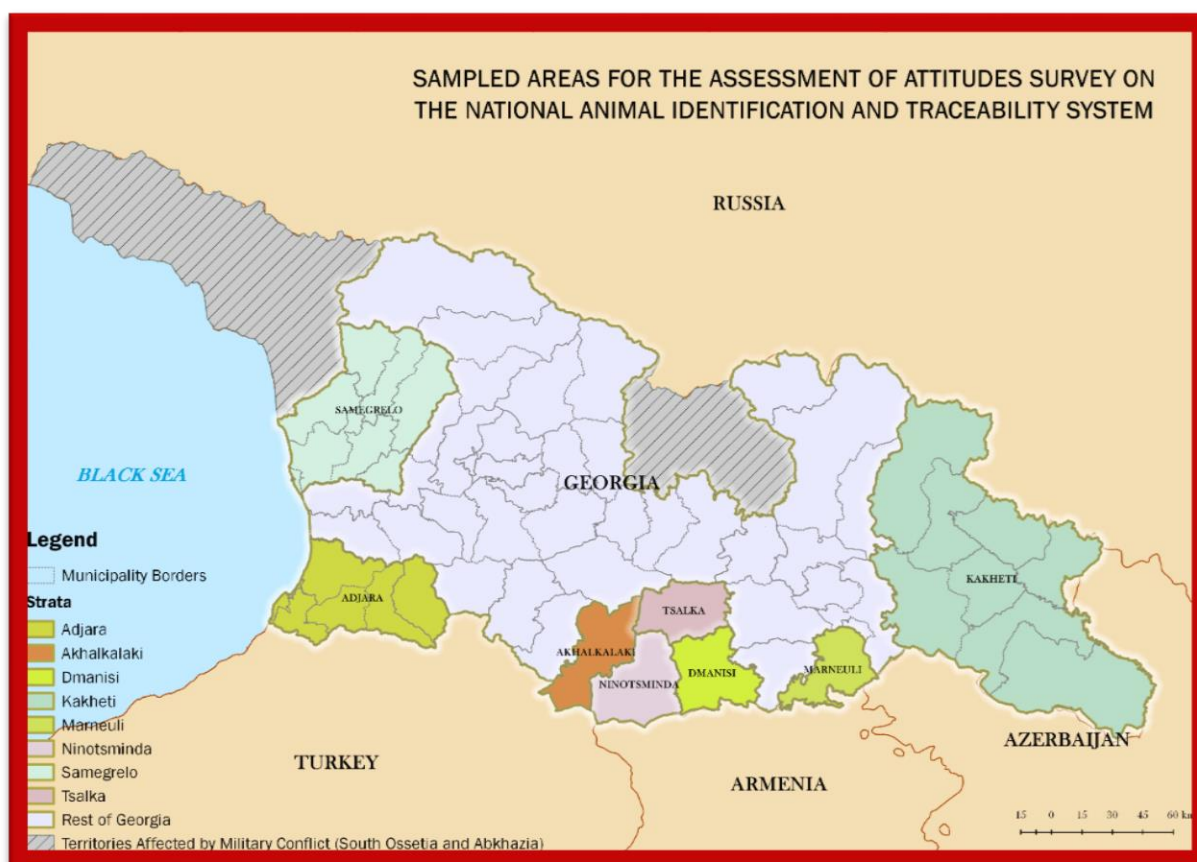
LIVESTOCK OWNERSHIP AND HUSBANDRY PRACTICES IN GEORGIA

Most rural livestock farmers in Georgia are involved in small-scale and/or subsistence farming. The survey suggests that rural livestock farmers, in general, consume their own livestock and products rather than selling them. If they sell them, they do it by themselves or via traders. The most widespread problems related to the sale of livestock and livestock products is the low-price farmers fetch and transportation related issues. Self-assessed knowledge in livestock healthcare and husbandry is

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[1] Excluding the populations living in territories affected by military conflict (South Ossetia and Abkhazia).

relatively high; however, the data indicates that Georgian livestock owners are not aware of important issues related to the healthcare and food safety. They do not keep records of activities related to the health of their animals and rarely consult with veterinarians.

Cattle are the main type of livestock in Georgia, and ownership of pigs, buffalo, sheep and goats is unevenly distributed in the regions of Georgia. Nearly every respondent (99%) in the rural livestock farmers' survey indicated they own cattle. On average, their households had 3.8 head of cattle. More than one third (36%) had pigs, with 2.7 pigs on average. Only 8% of farmers had sheep (19.5 sheep on average), 2% goats and 1% buffalo (Tables 1, 2)[2]. Cattle were the most common livestock animals among rural livestock farmers in all surveyed settlements in Georgia. Buffalo were more common in Samegrelo than other regions. Pigs were most common in Akhalkalaki, Ninotsminda and Samegrelo; sheep in Dmanisi, Ninotsminda and Kakheti; and goats in Dmanisi and Tsalka (Table 1a). A large majority (95%) of rural livestock farmers had a designated space to shelter and keep their livestock during the last 12 months (Table 3). In all but one strata in the survey, more than 80% of rural livestock farmers had designated places for their livestock. The only exception was Marneuli where less than half (48%) of the livestock farmers had a place for their cattle, pigs and sheep (Table 3a).

Rural livestock farmers are largely consumers of their livestock and their products rather than sellers. On average, they consumed 73% of their livestock in the last 12 months (mode: 100%; median: 90%) and sold 21% (both mode and median: 0%) (Tables 4, 5). The distribution of households in different ranges of consumption also indicates that 58% of farmers consume 76 to 100% of livestock and livestock products (Table 4_gr). To better understand practices among sellers and non-sellers, HH who sell from 0 to 10% of their livestock were categorized as non-sellers and HH who sell from 11% to 100% of their livestock and their products as sellers (Table 5_gr 1). This variable is in turn used to compare different patterns of behaviour and attitudes among rural livestock farmers.

Those selling livestock and livestock products, on average had a net income of 2 144 Lari (GEL) in the last 12 months (mode: GEL 2 000; median: GEL 800) (Table 6).

In most regions (based on the strata), the share of livestock and livestock products consumed is over 60%. In Akhalkalaki, Samegrelo and Adjara livestock farmers consume 80% or more of their livestock and products. In Tsalka, last year's average net income from livestock was GEL 3 766, and in Ninotsminda it was GEL 2 484. Livestock owners in Kakheti and Marneuli, where sales of livestock and livestock products is less than one third of the total share, also had average net income of more than GEL 2 000 (Tables 4a, 5a, 6a).

GRAPH 4_gr: Regarding your livestock and their products, what percent did your household consume of annual production in the last 12 months? (% of households) Grouped by quartiles

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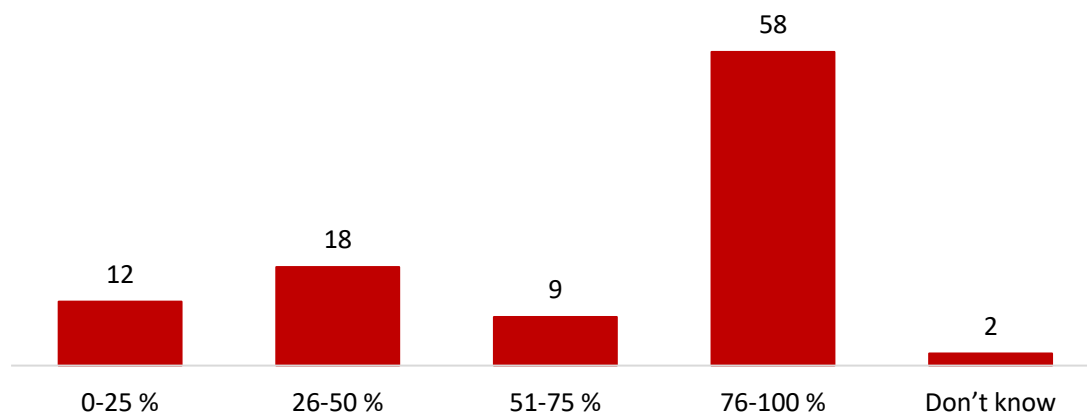
[2] Frequency distribution and crosstabulation tables are provided in Annex 1.

GRAPH 5_gr2: Speaking of your livestock and their products, what percent of it did your household sell in the last 12 months? (% of households) Grouped by quartiles

67	18	6	8	2
0-25 %	26-50 %	51-75 %	76-100 %	Don't Know
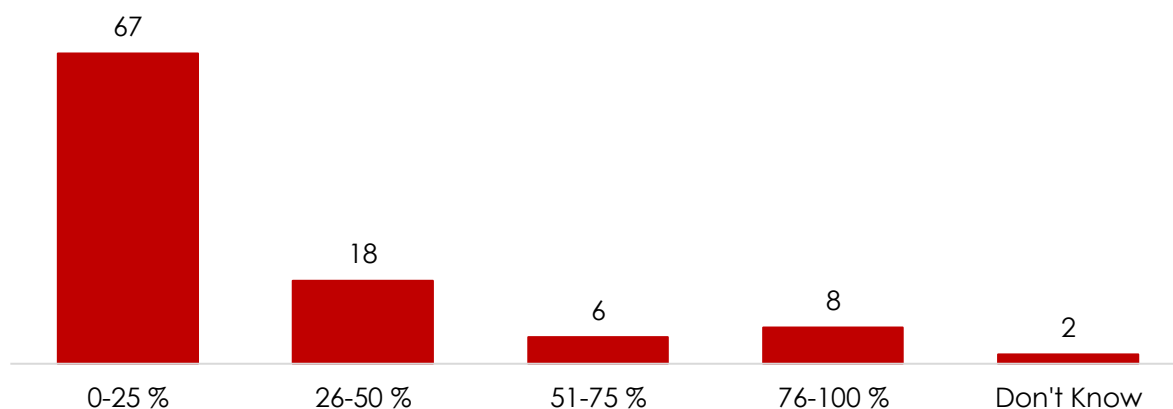
During the focus group discussions, participants all over Georgia stated that mostly they produce dairy products (milk, cheese, source cream, etc.), while production and sale of meat is less widespread.

"After producing the products, we keep what is needed for the family and sell the rest... If we need to make cheese, butter and sour cream, we keep some milk at home."(Samtskhe–Javakheti, Ninotsminda District, Armenian man, 35 years old)

For those households that sell livestock or livestock products, the most common methods for sale are directly from home and through traders. Almost half of the households that sell livestock (45%) sold directly from home in the last 12 months and an additional 21% sold to distributors. A little more than one-tenth of rural livestock farmers sold their livestock in a local market in their own settlement (16%) or in a different settlement (13%). Selling livestock abroad is not a common practice for rural livestock farmers in Georgia (Table 7). Selling livestock from home is most common in Kakheti (74%), Akhalkalaki (60%) and Adjara (49%), while traders are largely used in Dmanisi (66%) and Tsalka (54%) (Table 7a).

More than one third of rural livestock farmers selling livestock products (35%) sold directly from home and only 10% to distributors. Markets are used more often for selling livestock products: 29% of rural livestock farmers selling livestock products sold in a market in a different settlement in the last 12 months and one fifth of them (20%) in a local market in their own settlement. Rural livestock farmers in Georgia do not report selling their livestock products abroad

(Table 9). Selling livestock products from home is most common in Akhalkalaki (75%), Ninotsminda (67%) and Kakheti (65%). Rural livestock farmers take their livestock products to sell in markets in a different settlement most often in Adjara (28%). In addition, local markets are used mostly in Marneuli (56%) and Samegrelo (33%) (Table 9a). In addition to the above sales mechanisms, the focus group discussions in Samtskhe–Javakheti showed that bartering livestock products is a common practice:

"We produce cheese and sell it... Also, if someone brings some other products we also exchange cheese for that product." (Samtskhe–Javakheti, Akhalkalaki District, Armenian woman, 25 years)

The biggest problem that rural livestock farmers encounter while selling their livestock or livestock products is unsatisfactory prices, while the second most frequently mentioned problem is related to transportation – which was named by 5% of rural livestock farmers (Table 11). Twenty eight percent of households who sell livestock or livestock products have not been able to sell them for a good price in the last 12 months. There is slight difference in male and female farmers in this case. Unsatisfactory prices are more problematic for men (32%) than women (25%) (Table 11b). Farmers in Tsalka (68%), Kakheti (55%), Dmanisi (48%) and Ninotsminda (43%) mentioned selling livestock or livestock products for a poor price as a problem more often. Issues with transportation are more commonly mentioned in Akhalkalaki (21%), Dmanisi (17%) and Ninotsminda (16%) (Table 11a).

GRAPH 12: Speaking of the last 12 months, when killing small livestock/cattle, did you usually take them to a slaughterhouse or did you slaughter them yourself? (%)
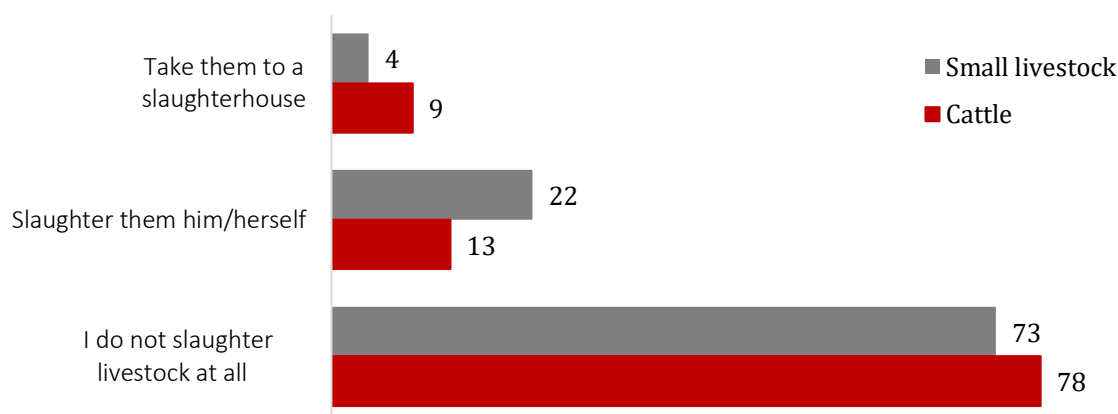
Not having many options for where to sell their products negatively affects farmers' potential income from sales, as they have little to no bargaining power.

> *"If a farmer wants to sell a product, he must take it to Tbilisi. But second-hand dealers always recognise that the farmer is not local and try to give cheap prices to the products and eventually fool the farmer."(Samtskhe–Javakheti, Akhalkalaki District, Armenian man, 45 years)*

Slaughtering of livestock is not a widespread practice among rural livestock farmers. Most rural livestock farmers said they had not slaughtered cattle (78%) or small ruminants (73%) in the last 12 months either at home or at a slaughterhouse. Only a small share, 9% in the case of cattle and 4% in the case of small ruminants, took their animals to slaughterhouses (Tables 12.1, 12.2). Slaughtering cattle is relatively more common in Marneuli and Dmanisi. In those areas, 40% and 52% of rural livestock farmers said they had slaughtered cattle in the last 12 months. Unsurprisingly, these strata have the highest number of people taking cattle to slaughterhouses (Table 12.1a). Slaughterhouses are used in Marneuli and Dmanisi for slaughtering small ruminants as well. In contrast, in Ninotsminda and Akhalkalaki, two areas that also reported higher levels of slaughtering small ruminants, people slaughter cattle themselves (Table 12.2a). Participants from every selected region of Georgia claim that limited availability of slaughterhouses is one reason why they have difficulties selling livestock meat.

> *"[The slaughterhouse] is in Erge village and we live in Akhalsofeli village. We should take our livestock to that village to slaughter them properly and this is very difficult." (Adjara, Khelvachauri District, Georgian woman, 35 years)*

The results of establishing a National Animal Identification, Registration and Traceability System will not only be the identification and registration of livestock, but an improved situation in terms of both human and animal healthcare and food safety. Specific questions regarding this topic were included in the questionnaire to identify the rural livestock farmers' standpoints on these issues. With regard to this subject, the main findings relate to regional differences in attitudes toward NAITS, ear tags, livestock care practices and communications with veterinarians. No significant gender differences were found.

It is important for livestock farmers to know a lot about livestock diseases. When they were asked to assess their knowledge in this field, a majority indicated upper-middle expertise in livestock diseases: on an 11-point scale, where 0 means "I know nothing about livestock diseases" and 10 means "I know everything about livestock diseases", 46% indicated between 5 and 7 (Table 35).

The self-assessed knowledge is highest in Dmanisi and Tsalka: 26% and 27% of rural livestock farmers in those areas indicate that they "Know everything about livestock diseases", respectively.

The lowest rate of selecting this answer option was in Samegrelo (1%) and Akhalkalaki (3%) (Table 35a). Interestingly, the older the farmers are, the more

knowledge they claim they have of livestock diseases – 21% of farmers who choose 7, 8 9 or 10 points on the knowledge self-assessment scale about knowledge of livestock diseases are young farmers below the age of 36, while 43% of them are farmers who are 56 years old or older (Table 35c).

At the same time, during the focus group discussions, farmers admitted that in many cases their knowledge of livestock diseases and other important issues related to animal healthcare is incomplete and based more on word of mouth than scientific experience:

"We have very superficial knowledge. For example, one farmer said that vaccination reduced the yield of the milk. However, on the *other hand, we do not know what the positive effects of vaccination are; nearly 70% of farmers are ignorant in that topic." (Samegrelo, Zugdidi District, Georgian man, 61 years)*

To some extent, the answers to the question assessing the knowledge of livestock explains livestock farmers' attitudes toward the ear tags used during the livestock identification-registration process: for 27%, ear tags are neither important, nor unimportant to the health of livestock, while only 37% think it is important and 4% see them as very important (Table 36).

GRAPH 35: How much do you know about livestock diseases? Please use this card where 0 means "I know nothing about livestock diseases" and 10 means "I know everything about livestock diseases". (%)

According to the 29% rural livestok farmers, they do not know to much about livestock diseases

* Numbers may not add up due to rounding
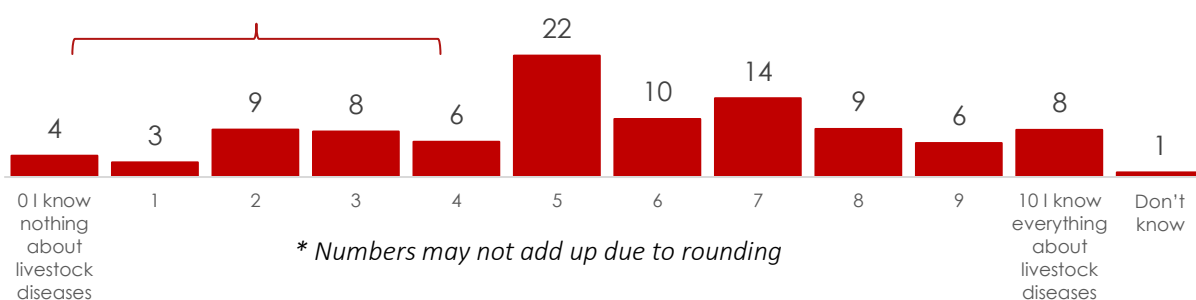
Though young farmers self-assessed their knowledge more modestly than older farmers (Table 35c), younger farmers think that ear tags are important for animal and human health (Tables 36c and 37c). Livestock owners are less assured that the application of ear tags will eventually be important for the health of humans (Table 37). Belief that ear tags are important to livestock and human health is highest in Marneuli, Dmanisi and Kakheti, and lowest in Adjara and Samegrelo (Tables 36a and 37a).

Hence, the overall position of farmers on the link between food safety, healthcare, and the application of ear tags is mostly neutral: a plurality of people surveyed (41%) say that this process will have neither a positive nor negative effect on the safety of food products produced from their livestock (Tables 37e, 42). Attitudes vary in different settlements with more positive attitudes in Marneuli and Dmanisi and more neutral attitudes in Ninotsminda and Akhalkalaki

(Table 42a). For rural livestock farmers, the most useful part of NAITS and the application of ear tags is that it helps secure livestock from theft and in the case of loss, aids in finding animals. In addition, it could prevent the sale of stolen cattle. As focus group participants noted:

"If someone takes and steals the cattle, he or she will not be able to sell it." (Samegrelo, Zugdidi District, Georgian woman, 35 years)
"Of course, the cattle will not get lost anymore." (Samtskhe–Javakheti, Armenian woman, 65 years);

Keeping records of activities related to the health of animals and regular communication with veterinarians is another important topic that ensures both livestock healthcare and food safety. However, 43% of livestock owners say they never keep records of activities related to the health of their animals

(Table 38)[3]. However, the practice of keeping such records is not the same in different areas. Records are kept most often in Marneuli and Dmanisi.

At the same time, the highest rates of answering "Never" for that question was in Ninotsminda and Akhalkalaki (Table 38a). The same pattern was observed in the focus group discussions.

GRAPH 37e: In your opinion, how important or not important are ear tags for the health of livestock / health of human? Please use this card. (%)

34	66
Think ear tags are important or very important for health of livestock and health of humans	Do not think that ear tags are important or very important for health of livestock and health of humans
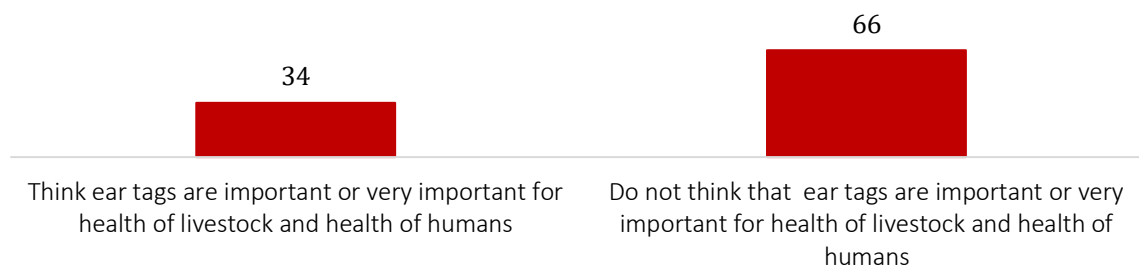
The vast majority of participants admitted that they do not keep records and try to memorize each procedure related to the healthcare of their animals. Notably, this practice was widespread across all regions, including ones with ethnic minorities:

"We memorize everything and do not keep any records." (Samegrelo, Zugdidi District, Georgian woman, 63 years)

"No, we do not [Keep records]… We know everything without it." (Kvemo Kartli, Marneuli District, Azerbaijani woman, 52 years)

"When they come to vaccinate the cattle, they make the records themselves and at the end we sign the papers. However, afterwards we are not making any records." (Samtske-Javakethi, Ninotsminda District, Armenian man, 60 years).

The situation around vaccinations is better: 71% said their livestock had been vaccinated in the last 12 months (Table 39). However, in some regions this number is significantly different from the national average: Samegrelo (54%) and Marneuli (57%) have the lowest rates of vaccination, whereas Dmanisi (98%), Kakheti (84%), and Tsalka (84%) have the highest (Table 39a). The majority of livestock owners indicate that veterinary services (including both availability and affordability of veterinary services) are accessible (Table 40). This number is high in every target region of the study. However, Ninotsminda and Akhalkalaki show relatively low figures on this indicator (Table 40a). Even though farmers indicate that veterinary services are accessible, the majority of them (52%) say they seldom consult a veterinarian (Table 41). Importantly, Adjara has the lowest rate of consultation with a veterinarian: 27% answered never or almost never when asked about how often they consult with veterinarians (Table 41a).

ATTITUDES TOWARD ANIMAL HEALTH INTERVENTIONS INCLUDING THE NATIONAL ANIMAL IDENTIFICATION AND TRACEABILITY SYSTEM

Half of rural livestock farmers have heard of the NAITS, but their knowledge and awareness of the system is not thorough. For a majority, the ultimate goal of the NAITS is just counting livestock and not the protection of human and animal healthcare and food safety. Therefore, they do not expect that the introduction of NAITS will have any impact on their animal husbandry or future incomes. More than half of rural livestock farmers also do not know about the upcoming restrictions on livestock slaughter, however, a majority do not expect the decision about slaughterhouse restrictions which will enter force

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[3] The question was aimed to identify how often do livestock farmers record (write down) activities related to the health of animals

from January 2018 to be problematic. Of those who think that this decision will cause problems, the majority name increased costs of transportation, livestock care, and increased bureaucracy as the likely cause of issues. Although attitudes towards the NAITS and ear tagging of animals is more positive than negative, a significant share of farmers are not willing to pay for ear tags if they were to no longer be free of charge.

More than half of rural livestock farmers (53%) have heard about the National Animal Identification and Traceability System (NAITS), which, for more clarity, in the question was also referred to as a system under which livestock are ear-tagged. Less than half (46%) said they did not know about the system (Table 19;). Women had heard about NAITS slightly more than men: 54% of female farmers said 'Yes, they had heard of the NAITS' compared to 50% of male farmers (Table 19b). Rural livestock farmers had heard about the NAITS most often in Adjara (75%), Samegrelo (63%), Dmanisi (62%) and Kakheti (59%). The least informed region was Marneuli (17%) (Table 19a). Knowledge of the NAITS does not differ significantly among different age groups (Table 19c). At the same time, farmers with lower household income had heard of the programme more often than those in the upper income categories (Table 19d). However, due to the wording, the question about NAITS visibility *(Have you heard of the National Animal Identification and Traceability System*

(NAITS), under which ear tags are attached to livestock?) indicates that more people know about ear tags. Based on this, it can be assumed, that the question only indirectly measures the visibility of the NFA, which is the provider of ear tags. Knowledge and awareness about NAITS itself, measured by the questions discussed below, is significantly lower than the number provided in Table 19.

When asked to evaluate their knowledge of NAITS, the majority of rural livestock farmers (54%) said they did not know much about the system: when choosing on an 11-point scale from 0 (knowing nothing) to 10 (knowing everything) about the NAITS, 16% said they know nothing about the NAITS. Only 3% of rural livestock farmers evaluated their knowledge as knowing everything about the NAITS and a fifth (20%) chose some level of knowledge. One quarter of rural livestock farmers (25%) responded with a middle-point answer (Table 24). It is worth noting that only 17% of farmers, which are more oriented to selling their products, indicated '5' – the middle point – on the knowledge evaluation scale, while 29% of farmers who are selling 10% or less of their livestock and livestock products indicated the same option (Table 24d). Veterinarians were the main source of information for the livestock farmers who said they had heard of NAITS – the majority (65%) named a veterinarian as someone who told them about the programme.

GRAPH 20: Where or from whom did you hear about the program? (%)
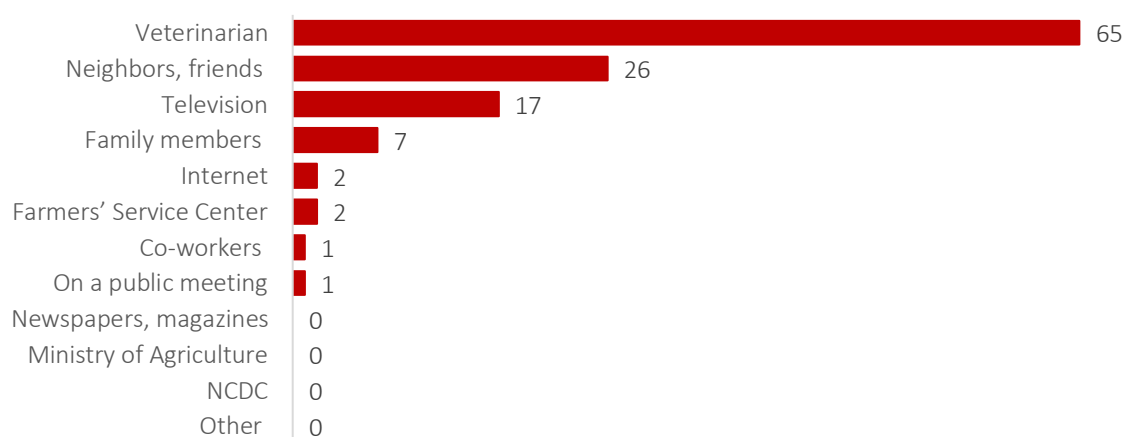
Two other important sources were neighbours/friends (26%) and television (17%) (Table 20). Female farmers named veterinarians more often than male farmers: 68% of women and 59% of men mentioned a veterinarian as a source of information on the NAITS. The proportion was reversed in the case of television.

While 24% of men named TV, 13% of women did (Table 20b). In most areas, most rural livestock farmers named a veterinarian as someone who told them about NAITS. In Tsalka, 81% of livestock farmers named veterinarians as their source of information; in Kakheti, this share was 70%. The only two regions that

did not name veterinarians often were Marneuli (6%) and Dmanisi (5%). In those strata, family members, neighbours/friends and co-workers were the main sources of information about NAITS (Table 20a).

Most rural livestock farmers (57%) assessed NAITS as positive or very positive, about one third (30%) chose a neutral stance and only 8% provided a negative or very negative evaluation of the system (Table 21). The most positive attitudes were in Kvemo Kartli. In However, some negative sentiments regarding the implementation of the programme were expressed in focus group discussions. Rural livestock farmers noted that from the start of the registration and identification programme, nobody provided farmers with information about why participation in the NAITS programme is important and what were the pros and cons of the programme:

Marneuli, Dmanisi and Tsalka, the vast majority (over 70%) evaluated their attitude as positive or very positive (Table 21a). At the same time, it seems that younger farmers tend to evaluate their attitude towards NAITS more positively than older farmers do (Table 21c), but no significant differences were observed among livestock and product sellers and non-sellers (Table 21d).

"When they were ear tagging our cattle, we asked for clarification – what is this needed for. However, they could not answer what they were doing. They said we do not know what we are doing either." (Samegrelo, Zugdidi District, Georgian woman, 52 years)

GRAPH 22e: In your opinion, what is the goal of identification-registration of livestock, under which ear tags are pinned to livestock? (%) Combination of different answer options

Ensuring the health of livestock and humans	14
Ensuring health of livestock and improving the quality of livestock products	3
Ensuring health of humans and improving the quality of livestock products	2
Ensuring health of livestock and humans and improving the quality of livestock products	1
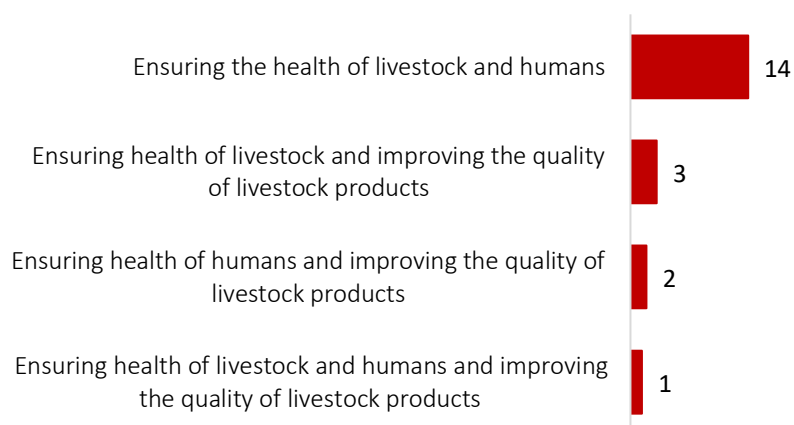
As for the perceptions of rural livestock farmers about the goal of the NAITS, positive perceptions dominated. When asked about the goals of the NAITS, four were most often pointed out. The most frequently mentioned goal was simply counting and registering livestock (41%). The views of men and women differed here, with more male farmers (48%) naming it as a goal than female farmers (37%) (Table 22b).

More than one third of rural livestock farmers (36%) said NAITS was intended to ensure the health of livestock; one fifth of rural livestock farmers (20%) claimed NAITS aimed at simplifying the livestock ownership claim procedure, and slightly fewer (17%) said the goal was to ensure the health of humans (Table 22). The idea that the goal of NAITS is simply counting livestock is most often mentioned in

Samegrelo (43%). The vast majority of farmers in Marneuli and Dmanisi (77% in each) and in Kakheti (63%) said NAITS was intended to ensure the health of livestock. Additionally, in Marneuli and Dmanisi over half of rural livestock farmers thought ensuring human health was the main goal of NAITS (Table 22a). However, while more positive perceptions prevail in the household survey, in the focus group discussions, farmers revealed that at the initial stage of the introduction of NAITS to farmers, many were afraid of the purpose of the programme. Some feared losing social benefits and assistance.

"Some were saying that this [ear tags] is for the sake of calculations and its final aim is imposing taxes. I do not know exactly... Each animal is going through the special registration and I believe that

after some time, the taxes will be imposed based on the number of cows owned" (Samegrelo, Zugdidi District, Georgian woman, 50 years).

"Many socially vulnerable families are dissatisfied with that [registration] … maybe when registering the cattle they are also counting which family has what amount of cattle and eventually the family will receive higher points [the number of points a family has determines whether they receive assistance]" (Samegrelo, Zugdidi District, Georgian man, 24 years).

"They are looking for income when they come. Suppose, you have a cow, that also counts as income and that means a change in the points (Adjara, Khelvachauri District, Georgian woman, 35 years).

The data from the survey also showed that the majority of livestock farmers fail to see the link between animal health and human health. Combination of different answer options on question 22 indicated that only 14% of rural livestock farmers named both ensuring health of livestock and ensuring health of humans as the goals of NAITS (Table 22e). Similarly, the number of farmers who mentioned (a) ensuring the health of livestock and improving the quality of livestock products; (b) ensuring the health of humans and improving the quality of livestock products; and (c) ensuring the health of livestock and humans and improving the quality of livestock products as the goal of the identification-registration of livestock is less than 5% (Table 22e).

A number of positive statements were offered to the surveyed rural livestock farmers about NAITS and its potential outcomes. More than half of rural livestock farmers agreed or fully agreed with almost all of them. The statement with the least support is that NAITS will help farmers take better care of their animals. Meanwhile, a large majority, over 60%, agreed or fully agreed with the statements that NAITS will protect people from diseases spread by animals (67%), that NAITS will decrease the risk of the spread of disease among animals (67%), that NAITS will significantly decrease the sale of diseased animals (66%), and that NAITS will increase consumer trust in livestock products (64%) (Table 23).

Two statements about NAITS regarding healthcare, that (1) NAITS will decrease the risk of the spread of

disease among animals and that (2) NAITS will protect humans from animal diseases are supported more by women than men. A total of 70% of women agree or fully agree with both statements compared to 53% and 62% of men, respectively (Table 23b). When farmers participating in the focus groups were asked about the reason why they decided to enrol in NAITS and attach ear tags to their livestock, concerns about animal healthcare was most widely discussed. Male participants of the focus group from Dmanisi District recalled an occasion when using an ear tag at a veterinarian helped to identify the diseased cattle. That pushed many to ear tag their cattle:

"It [registration] is important. For example, there were some problems with my cattle and they [veterinarians] came and saw that a cow with the ear tag number 35027 had some disease and others were saved." (Kvemo Kartli, Dmanisi District, Azerbaijani man, 72 years)

Though most farmers evaluated the statements about NAITS positively, the number of famers who see the link between those statemates is lower (Table 23e). Only 50% agree or fully agree with both the statements that (1) "It will be more profitable to sell animals and products of livestock registered with NAITS" and (2) "NAITS will increase consumer trust in livestock products" (Table 23e). Similarly, only 39% agreed with both of the following statements: (1) "NAITS will help farmers take better care of their livestock" and (2) "It will be more profitable to sell animals and products of livestock registered with NAITS" (Table 23e).

While around half of rural livestock farmers had heard or had some information about NAITS, slightly fewer (40%), had heard about passports for livestock. Young farmers are slightly more informed about passports for livestock (Table 25c). Additionally, 23% of those who had heard about it, did not know what the livestock passport was needed for. The three main reasons named by rural livestock farmers for why passports are needed were tracking the health condition of livestock (32%), collecting data on livestock description (24%), and proving ownership of livestock (19%) (Table 26). Proving ownership is listed more often by male livestock farmers (25%) than female (15%), as was the collection of information about the description of livestock (male 29%, female 21%) (Table 26b). Though more farmers in the young

age groups had heard about livestock passports, farmers in the older age groups were more opinionated about the goals of the programme. Nearly

one third of the farmers younger than 36 think that there is no need for livestock passports (Table 26c).

GRAPH 23e: Please, tell me how much you agree or disagree with each of [these statements]. Use this card. (%) Fully agree and Agree answers only
Combination of different answer options

(1) It will be more profitable to sell animals and products of livestock registered at the NAITS and (2) NAITS will increase consumer trust in livestock products.	50
(1) NAITS will help farmers take better care of their livestock and (2) it is essential to improve the quality of livestock products.	44
(1) NAITS will help farmers take better care of their livestock, (2) improve the quality of livestock products, (3) decrease the risk of disease spread among animals and (4) protect people from diseases spread by animals.	42
(1) NAITS will help farmers take better care of their livestock and (2) It will be more profitable to sell animals and products of livestock registered at the NAITS.	39

Proving ownership of livestock is something that farmers approve of, since it can protect their livestock and decrease the risk of theft:

> *"There were many cases, when cattle were brought to the slaughterhouse and when verifying them into the database it was revealed that the animal was stolen. If the animal is not assigned to your name and surname and you bring it to the slaughterhouse this means you have stolen the animal" (Adjara, Kobuleti District, Georgian man, 39 years).*

Interestingly, in Marneuli and Dmanisi the absolute majority, over 85% of rural livestock farmers, say passports are needed to track the health condition of livestock and in Dmanisi the majority (65%) agreed that passports are necessary to collect data on livestock description.

Livestock farmers chose more negative statements more often in Akhalkalaki compared to other areas (Table 26a). Interestingly, farmers that sell more than 10 percent of their livestock products, are more inclined to say that there is no need for livestock passports, compared to farmers selling 10% or less of their livestock products (Table 26d). Only 5% of rural livestock farmers indicated that the goal of passports is both the tracking of the health condition of livestock and the improvement of the quality of livestock

products (Table 26e). The number is even lower for farmers who think that the goal of passports is to improve the quality of livestock products and to ease the sale of livestock/livestock products for farmers (Table 26e).

Some of the focus group participants also noticed that passports could help farmers to simplify livestock sales:

> *"I think they do it because of insurance. When they know that it is numbered and to figure out whether it is your cattle when you are selling it. ...I do not know. We are taking care of our cattle and that passport may help us when selling it." (Samegrelo, Zugdidi District, Georgian woman, 57 years)*

Slightly more than half of rural livestock farmers (53%) have not heard that starting from January 2018, only ear-tagged animals will be allowed in slaughterhouses (Table 14). Men reported hearing about slaughterhouse restrictions slightly more often than women did – about half (51%) of male rural livestock farmers said they had heard about it compared to 44% of female farmers (Table 14b).

Most people have heard about slaughterhouse restrictions in Adjara (62%), Samegrelo (57%) and Tsalka (52%). Areas with the least knowledge were Marneuli (12%), Akhalkalaki (12%) and Ninotsminda

(19%) (Table 14a). At the same time, the data shows that livestock farmers that sell at least 11 or more percent of their livestock and livestock products are slightly more informed than those who sell less than

10 percent of their livestock and livestock products (Table 14d).

GRAPH 14: Have you heard that starting from January 2018, it will be allowed to slaughter only ear-tagged livestock in slaughterhouses? (%)

47   **53**

Yes, I have heard about it   No, I have not heard about it
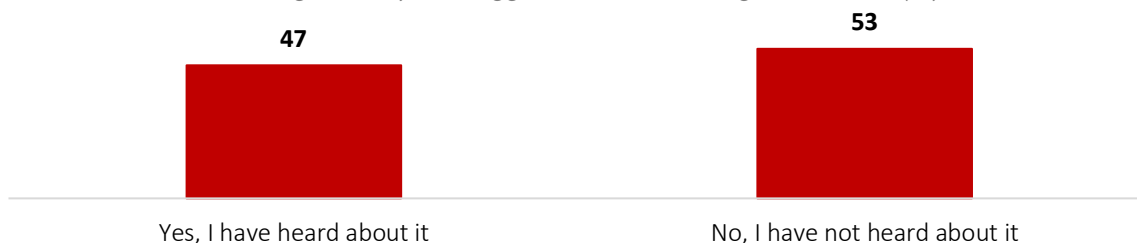
In Georgian speaking focus group discussions, farmers said they have heard about the regulation, and the primary source of information named was veterinarians and neighbours:

> *"I have heard from a veterinarian and generally when we speak of those issues we spread it in the neighbourhood" (Samegrelo, Zugdidi District, Georgian woman, 50 years).*

The attitudes of rural livestock farmers towards this decision were mostly positive: 55% of them assessed it positively or very positively, around one quarter of them (26%) took a neutral stance and 12% gave a negative or very negative evaluation (Table 15). The most positive reactions to the slaughterhouse restrictions starting from January were in Marneuli (76%) and Dmanisi (65%), two regions where taking livestock to slaughterhouses is more common compared to other regions (Table 15a). It is important to note that negative attitudes toward the new regulations are slightly higher in the groups of livestock farmers that sell more than 10% of their overall livestock and livestock products (Table 15d).

A majority of rural livestock farmers (64%) do not expect the decision about slaughterhouse restrictions from January 2018 to be problematic, with almost half (47%) saying it will not be problematic at all (the extreme point on an 11-point scale) (Table 16). Rural livestock farmers in Ninotsminda, Akhalkalaki and Samegrelo take a more neutral stance on this question compared to other regions (Table 16a). At the same time, no differences were observed among primarily livestock and livestock product sellers and non-sellers when it comes to their expectations towards the

slaughterhouse restrictions (Table 16d). Those who expect some problems (17%) named increased costs as the major problem – including increased costs of transportation and livestock care. They also say bureaucratic procedures will increase and generally, it will be harder for them to sell meat (Table 17). Increased transportation costs are mostly problematic in Adjara (79%), Kakheti (78%), and Dmanisi (57%). Increased livestock care costs were most concerning for rural livestock farmers in Ninotsminda and Akhalkalaki. Livestock farmers in Marneuli were most confused by this question, and a large majority (93%) were not able to answer, choosing "Don't know" in response to this question (Table 17a). Livestock farmers that are not oriented to selling their products name complications in selling meat products and an increase of bureaucratic procedures less often than those who sell their products (Table 17d). Focus group discussions confirmed farmers' concerns; despite more positive than negative attitudes, focus group participants suggested that increased transportation costs may cause problems in the future. Hence, some participants suggested redefining the distribution of slaughterhouses in each municipality according to the local context:

> *"Imagine a farmer from Khulo wants to slaughter a cow. For this, he should take his cow to the city, Batumi. That will be too costly for him. That is why the Ministry of Agriculture, or whatever agency is responsible for the slaughterhouses, should look at the map and calculate the distance between the villages and establish new slaughterhouses nearby" (Adjara, Kobuleti District, Georgian man, 39 years).*

It was harder for rural livestock farmers to speak about their neighbours and other people in their settlement and say whether they would have a positive or negative attitude towards slaughterhouse restrictions.

GRAPH 27: Does your livestock have ear tags pinned under the NAITS program? (%)
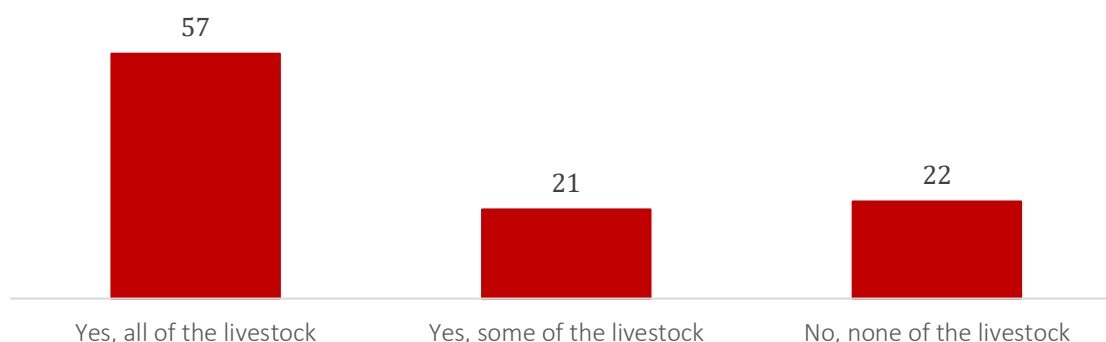
Currently, more than half (57%) of rural livestock farmers said all of their livestock had ear tags, while 21% said some of them had ear tags, and 22% said none of their livestock were tagged. Of those whose livestock did not have ear tags (partially or fully), the majority (61%) planned to tag them and 25% did not have such plans. Another 14% did not know what to answer (Table 28). The majority in Dmanisi (88%), Tsalka (82%), Kakheti (61%) and Adjara (60%) reported fully tagged livestock (Table 27a). It is important to note that the once widespread practice of removing ear tags from cattle is no longer common. Even during the focus group discussions, it was mentioned only once:

> *"I took the ear tags and kept them. Some of my cattle do not have tags - especially bulls. My father did not want to have animals tagged and we just kept them without application" (Imereti, Zestafoni District, Georgian man, 45 years).*

While livestock ear tagging is currently free of charge, the cost of tags and their application costs a significant amount. Survey participants were asked whether they would pay for ear tags. The majority (57%) said they would pay, with women (59%) saying it slightly more than men (54%) (Table 29b). About one third (33%) said they would refuse to pay anything for ear tags and another 10% did not know what to answer (Table 29). Tsalka had the most livestock farmers that would be willing to pay for ear tags (78%). A majority in the surveyed strata, with two exceptions – (Dmanisi (44%) and Samegrelo (47%) – share this opinion (Table 29a).

The government should explain in detail what the value added of ear tags is, including the improved healthcare for the livestock and free vaccinations. Focus group participants suggest that people reject the idea of paying any amount for ear tagging and registration due to a lack of information on the subject:

> *"I know that it [ear tags] is necessary. However, my neighbour does not know whether it is needed because he has no experience" (Kvemo Kartli, Dmanisi District, Azerbaijani man, 72 years).*

In addition, farmers during focus group discussions suggested that beneficiaries of the NAITS programme should be classified by those who produce meat and those who produce mostly milk products, since the farmers suggested that vaccination sometimes has a negative impact on milk yields.

> *"They should balance it [ear tag fee]. If a farmer has a milk cow and the yield after ear tag and vaccination will be decreased, that would be an additional cost for him" (Samegrelo, Zugdidi District, Georgian man, 40 years).*

About one quarter of them (24%) did not know what to answer. About one third said people in their neighbourhood would assess the decision positively or very positively (33%) and slightly less (31%) thought people in their settlement would be neutral about it (Table 18).

GRAPH 29: Currently registration/ear tagging of livestock is free of charge. However, if after a certain period the program becomes paid, would you pay for ear tags?

57	33	10
Yes	No	Don't know
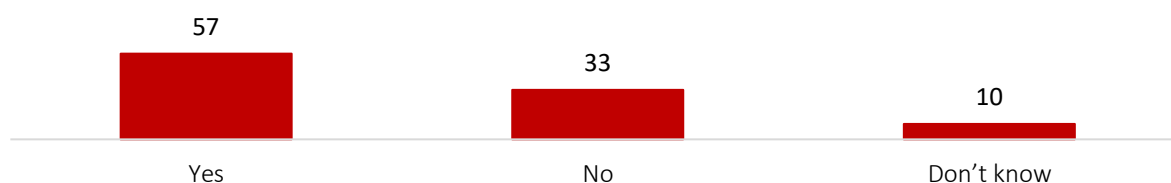
GENDER ROLES IN LIVESTOCK FARMING IN GEORGIA

The gender component is an important part of the project. Given the need for more information about gender inequalities in rural households, special attention was given to ensure the collection of data disaggregated by sex for gender analysis. Importantly, the distribution of the agricultural activities and decision-making processes between men and women in rural Georgia potentially plays a role in the formation of attitudes toward NAITS. The preliminary results show that men are more involved in animal feeding related activities, while women are more involved in animal milking. However, even though activities are differentiated by gender, the average time spent on animal care is the same for both men and women.

The survey data shows that men and women engage in different practices related to taking care of livestock (Table 43). Male members of households predominantly handle feeding animals (60%) and taking animals to pastures (43%). Milking animals (74%) is reported to be a female dominated activity.

Activities, like feeding animals on a daily basis (38%) and taking care of them when they get sick (46%) tend to be more equally distributed between male and female members of household. Farmers indicated that division of activities between males and females is determined by the nature of the tasks, although farmers do not report that there are some types of tasks that can be done just by men or women, in principle. For example, a participant of the focus group from the Kobuleti District stated:

"The 'tough' tasks are mostly done by men, but there are families where only women live, and all of the 'tough' work is done by women only. Nevertheless, when there are males and females in the family, you cannot just ask her to take a scythe and bring some grass from the garden" (Adjara, Kobuleti District, Georgian man, 39 years).

Interestingly, focus group participants report female members of households were equally included in every type of activity in non-Georgian communities:

"[Since] young people are heading abroad to seek a job in Turkey, Azerbaijan, we do not have any herdsman left. Accordingly, families are forced to take care of the animals themselves and as a result women are included in those activities" (Kakheti, Sagarejo District, Azerbaijani man, 29 years).

The data suggests that all major livestock related activities are distributed solely between the household members with the exception of taking animals to pasture: 11% of households report that a hired man usually handles this activity. Differences in livestock care practices are present in different areas (Table 43a). For example, providing feed to animals is a male household member dominated activity in Kakheti (83%), Adjara (73%) and Marneuli (77%). while female household members are more involved in those activities in Samegrelo (19%) and Akhalkalaki (19%). In Kakheti, male household members prevail in feeding animals (56%), while in Adjara (48%) it is a more female dominated activity. Taking animals to pasture is also a male-dominated activity in the regions of Kakheti (57%), Samegrelo (44%) and Marneuli (41%). It should be noted that 51% of households in Ninotsminda and Marneuli and 64% in Tsalka, used hired men to take animals to pasture. Generally speaking, the distribution of tasks is well summarized in this quote from an Armenian woman from Akhalkalaki:

Even though men and women tend to be involved in different activities, the average time spent on animal care is the same for both men and women: on average, they spent around 2 hours and 40 minutes daily on animal care. However, the average time is likely influenced by outliers. The mode (the most widespread answer) and median for that question is around 2 hours (Table 44b). In comparison to the gender factor, time dedicated to animal care is different in different regions. On average, the most time spent on animal care was in Kakheti, Dmanisi and Ninotsminda, while the least time was spent in Adjara (Table 44a).

GRAPH 43: Speaking of the household, who did the following in the last 12 months? (%)

■ Mostly male members of household
■ Equally male and female members of household
■ Mostly hired women
■ Not applicable
■ Mostly female members of household
□ Mostly hired men
■ Hired men and women equally

	Mostly male	Mostly female	Equally	Mostly hired men	Hired men and women equally	Not applicable
Who provided feed to the animals?	60	11	28		1	
Who fed animals daily?	35	26	38			
Who took animals to pastures?	43	18	23	11	1	4
Who milked animals?	10	74	11		1	4
Who took care of cutting/brushing animal hair?	26	28	22	1		22
Who took care of animals when they got sick?	26	18	46		1	9

For the most part, both men and women in rural livestock farmer households make decisions jointly, but there are some topics where men have a larger say. Even though a plurality of farmers (32%) report that decisions about selling livestock are usually made equally by male and female members of households, male members (22%) are three times as likely to make decisions on the topic alone compared with females (7%) (Table 45). Interestingly, with the sale of livestock products, decisions are made more equally by male and female members of households. Responses were: mostly by male members – 13%; mostly by female members –13%; and equally male and female members of household – 27% (Table 46).

In the same manner, male and female members of the household mostly report making decisions equally on what to do with income from selling livestock and livestock products (Table 47). Issues related to the slaughter of cattle and small livestock are made equally by both male and female members of households (Tables 13.1 and 13.2). The data from the household survey is backed by information provided during the focus group discussions. Everyone in the male focus groups claimed that they make decisions jointly with female members of the households:

GRAPH 48: Speaking of your household, who did usually take decisions in your household on vaccinating or registering your livestock in the last 12 months? (%)

Mostly male members of household	28
Mostly female members of household	14
Equally male and female members of household	43
Not applicable	15
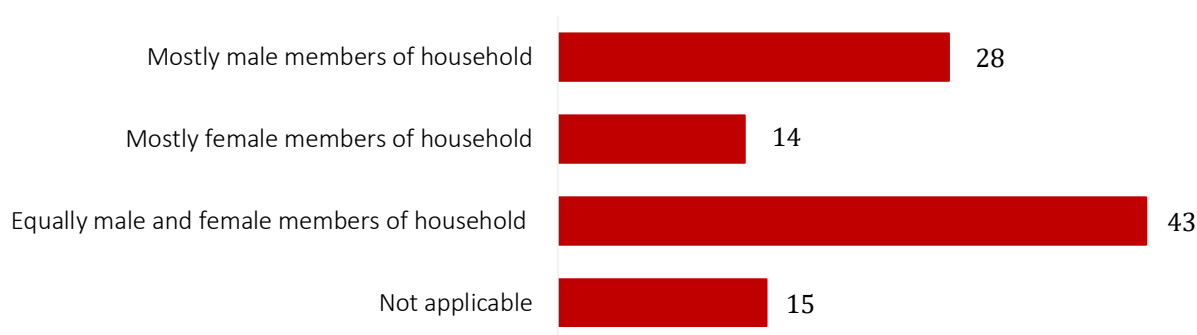
However, the female participants of focus groups had different views. They thought decisions related to the sale of livestock products was more common among female members of the household, while the decision to sell livestock was more often made by males:

"If we have to sell a cow or a calf, then decisions are made more by men" (Adjara, Keda District, Georgian woman, 45 years).

Female farmers from the Azerbaijani speaking villages also indicated that male members of the households more frequently made decisions on the sale of livestock and livestock products:

"If we have some products to sell, I tell it to my father and he takes them to the market and sells them" (Kvemo Kartli, Marneuli district, Azerbaijani female, 18 years).

As for vaccination, in a plurality of families male and female members of the household made decisions equally (43%). However, twice as many households reported that decisions on vaccinations are made mostly by male members of the household (28%), than mostly by female members of the household (14%) (Table 48). A slightly different picture was drawn from focus group discussions. Focus group participants indicated that women are more informed on topics related to livestock healthcare and vaccination. Elaborating on possible reasons for this, farmers indicated that females tend to spend more time with livestock, and thus they have more knowledge of individual animals. At the same time, the farmers from Georgian speaking villages indicated that despite this

fact, the decision-making process is still skewed toward male members of the household.

"In our case, when we observe that an animal is ill, we communicate this and call for the veterinarian" (Samegrelo, Zugdidi District, Georgian woman, 45 Years).
"Nevertheless, the man's word is final" (Adjara, Khulo District, Georgian man, 43 years).

Although male and female farmers make decisions equally at the national level, some geographic disparities exist. For example, Marneuli has the highest rates of male members making decisions on selling livestock (Table 45a). Akhalkalaki has the highest rate of females making decisions on income from livestock and livestock products (Table 47a). As for vaccination related topics, males dominate in Kakheti, Tsalka and Marneuli (Table 48a). Unlike Georgian language focus group participants, livestock farmers in both Armenian and Azerbaijani villages indicate that men have the final say with livestock healthcare, vaccination, and/or registration. The only exception is female-headed households. Despite the fact women are sometimes more concerned by the health of animals, it is still male members of the household who make decisions.

"On the whole, of course, this is men's business, because they are more involved and more knowledgeable in livestock care. However, when there is something wrong with an animal, women are more aware and concerned. She raises the need all the time to go and bring the veterinarian" (Samtskhe–Javakheti, Ninotsminda District, Armenian man, 45 years).

CHANNELS OF COMMUNICATION WITH GEORGIAN LIVESTOCK FARMERS

Alongside the gender component, it is important to understand what the main sources of information are for rural livestock farmers. Designing an effective communication strategy depends on identifying what means of communication are most appropriate for the target group. Moreover, knowing who the opinion leaders are for the rural livestock farmers also benefits future advocacy and public relations activities. According to the survey, TV is the most widespread source of information, while other types of media like radio and the printed press are unpopular. Importantly, rural livestock farmers in regions with a

high share of ethnic minorities mostly watch non-Georgian TV channels. The internet comes in a distant second as a means of communication and source of information in general. When it comes to information about livestock related activities, veterinarians and neighbours are the most trusted sources. During discussions about the most in need information about livestock related activities, participants of focus groups named topics related to the new regulations related to livestock, prevention of livestock disease, and information about livestock product sales.

GRAPH 49-q50: What are your main sources of information about current events?
Please tell me, which is your first and second main sources of information.
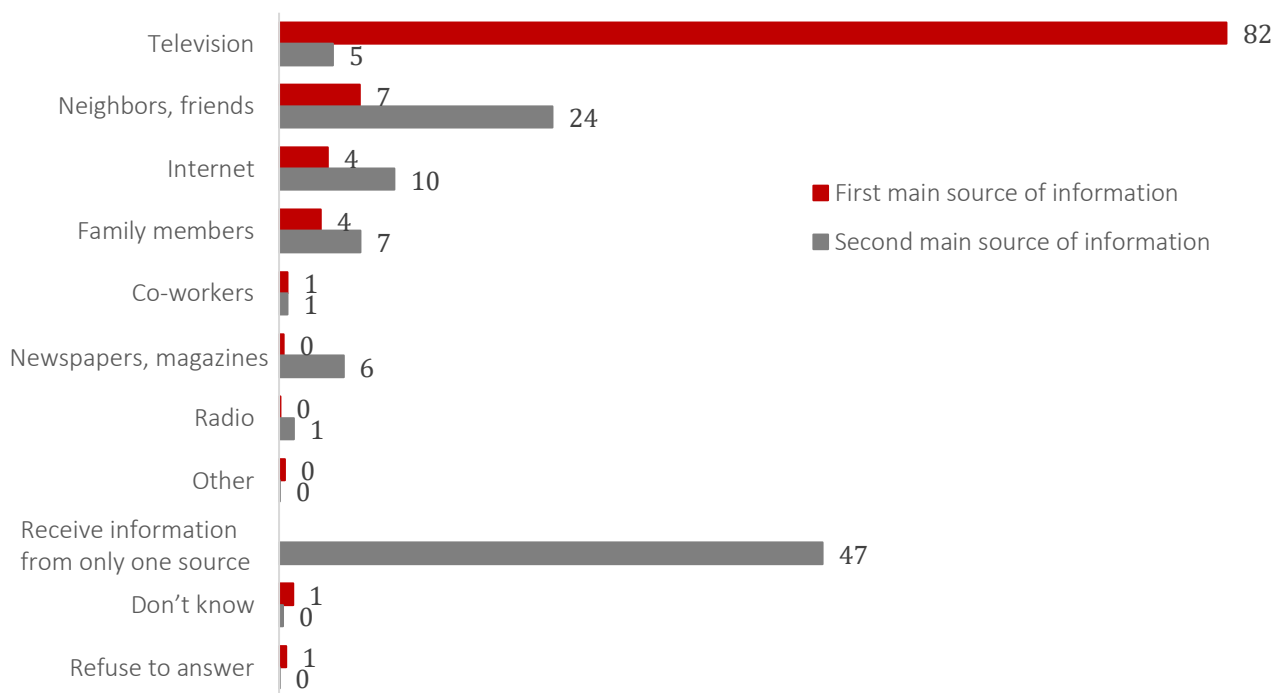
TV is the most widespread (82%) source of news about current events (Table 49). As for secondary sources of information, neighbours and friends (24%) lead the list. However, TV is not the most common means of getting news about current events in every target region of the survey. For example, in Marneuli, it is from the "family members" (29%) and "neighbours, friends" (30%) (Table 49a). As for the distribution among different age groups, the older (56 years and older) and middle age (from 35 to 55 years) groups

mostly receive information from television, while a significant amount of farmers who are under 35 years old also name the internet as their main source of information (Table 49c).

The television audience is split between Imedi and Rustavi 2: on the question "Please name up to three television channels that you watch most often?" Imedi was mentioned by 55% and Rustavi 2 by 54% (Table q51_gr). However, in regions with a high number of ethnic minorities, non-Georgian language TV stations

prevail. In Akhalkalaki (86%) and Ninotsminda (84%), Armenian television channels are the most widespread, while in Marneuli (97%) and Dmanisi (68%), Azerbaijani or Turkish television channels are the most popular. In Ninotsminda, Akhalkalaki and Marneuli, none of the Georgian language TV outlets received more than 5% (Table 51a). The latter observation can be explained by the fact that in the settlements with a high density of ethnic minorities, people do not follow the Georgian language media. Mostly they watch, read or listen to media sources that are in Armenian, Azerbaijani or Russian.

"We receive information by word of mouth. Our people are far from media. We do not keep an eye on Georgian means of information and even do not have any idea about the legislation in that field [livestock registration]" (Kakheti, Sagarejo District, Azerbaijani man, 29 years).

Households were asked to name which TV programmes they watch most often on each of the television channels they named. For Georgian TV channels, Imedi and Rustavi 2, news programmes and various soap operas were mentioned the most (Tables q52_1_1 and q52_2_1). TV is most watched in the evening hours from 20:00 to 22:00 (Tables 53_1_1 and 53_2_1).

The printed and radio media outlets are not popular among rural livestock farmers: 84% of them say that they do not read newspapers or magazines at all. As for the most mentioned, Kviris Palitra (7%), Guriis Moambe (3%) and Asaval-Dasavali (2%) are the most common (Table 54_gr). The small numbers of rural livestock farmers who read newspapers or magazines usually purchase and read them at least once a week (Tables 55_2, 56_2, 55_4, 56_4, 55_10 and 56_10). Radio stations are even less popular among rural livestock farmers, with 94% of them saying they do not listen to the radio at all (Table 57_gr).

The internet is the second most popular form of receiving information. Though 22% of rural livestock farmers report that they do not know how to use the internet, 24% of them reported using the internet daily (Table 58). Everyday internet usage is most common among Ninotsminda and Akhalkalaki rural livestock farmers, while Marneuli and Dmanisi farmers who use the internet every day are very rare (Table 58a). There are no gender-based differences in internet usage patterns (Table 58b). Unsurprisingly, daily internet consumption is most common among younger farmers, while nearly half of the farmers who are 56 years and older never use the internet (Table 58c).

As for the most frequent internet actions, using social networking sites to communicate with friends and acquaintances (55%) and getting news through websites shared by social network users (36%) are the most widespread.

GRAPH 63: Generally, who do you trust the most for information about livestock care? (%)

Category	%
Veterinarian	80
Neighbors	8
Other farmers	2
Journalists	1
Ministry/Minister of Agriculture	1
Village elders (Ukhutsesebi)	1
Farmers Service Center representatives	1
Other	2
Don't know	3
Refuse to answer	1
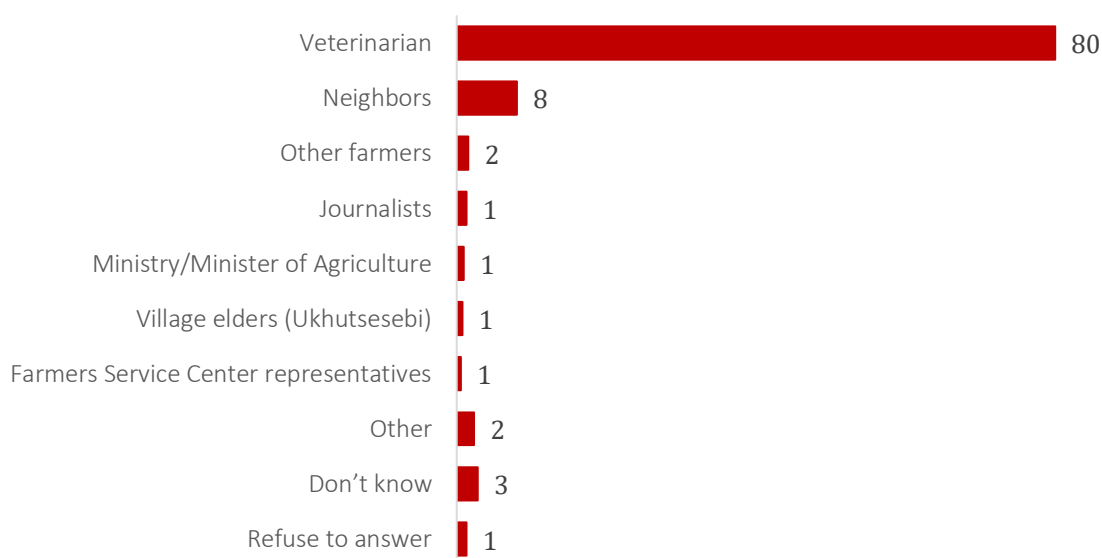
These activities are followed by searching for information (24%) and using Skype for instant messaging and calls (22%) (Table 59). Getting news through websites shared by social network users is most common in Adjara (43%) and Dmanisi (44%), and searching for information is most common in Kakheti (47%) (Table 59a). As for differences by gender, females (59%) use social networking sites slightly more frequently to communicate with friends and acquaintances than males (49%) (Table 59b). Similar to differences among different age groups in internet consumption patterns, the most frequent internet actions also vary among different generations. For example, using social networking sites to communicate with friends and acquaintances is more popular among farmers who are 35 or younger, while using Skype for instant messaging and for calls is more popular among farmers 56 and above (Table 59c).

Given the fact that using social networks is the most common online activity, it is unsurprising that the most visited website is Facebook.com (41%), followed by YouTube (34%) and Odnoklasniki.ru (15%) (Table 60_gr). The most popular Georgian video and entertainment web-portals include Myvideo.ge (18%), Imovies.ge (4%) and Adjaranet.com (8%). However, they are not used very frequently to watch films/videos/TV series or programmes by the respondent or other household members (Table 61).

GRAPH 64: Speaking about livestock care, which source of information would be most convenient for you? (%)
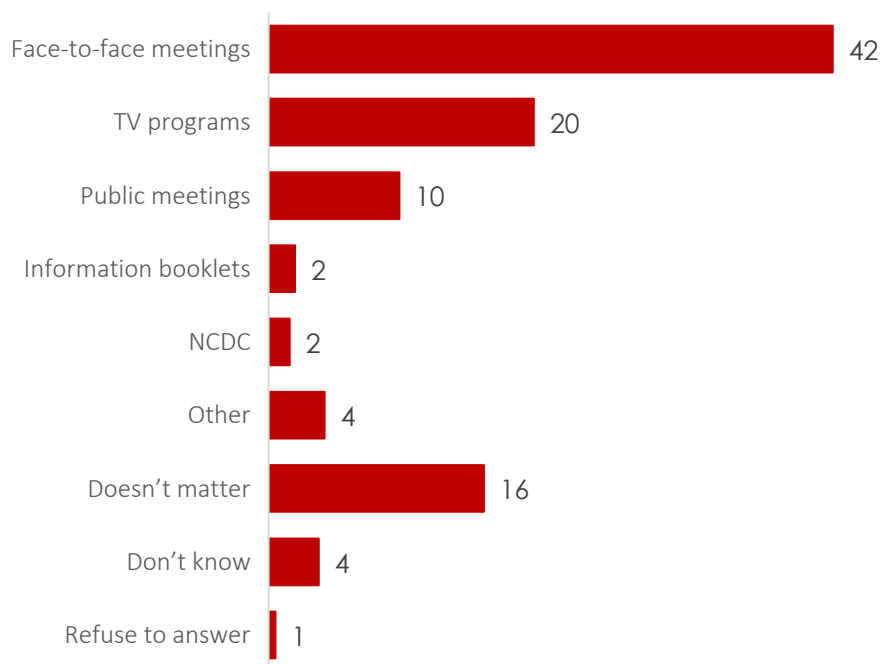
However, more than one third of the users of those web-portals report daily use (Table 62). During the focus groups, farmers mentioned computers and the internet as a way of searching for information and getting familiar with agriculture related issues.

> *"When I have some time I use the computer to search for some information that I am interested in at that moment" (Samegrelo, Zugdidi District, Georgian woman, 45 years).*

Even though TV is the most common way of getting information about current events, journalists are not the most trusted source for information about livestock care (Table 63). For the vast majority, both nationwide and in all the strata, veterinarians (80%) are the most trusted source (Table 63a). Moreover, there are no age differences among farmers when naming the most trusted source of information about livestock care (Table 63c). Nonetheless, attitudes towards veterinarians are not straightforward. Both, in the Georgian and non-Georgian language focus

groups, participants indicated that sometimes they do not trust the competence of veterinarians and go about their business in their own way.

"I call a veterinarian only in those occasions when the animal is sick. Otherwise we try to take care of the animals ourselves" (Imereti, Zestafoni Distrcit, Georgian man, 52 years).

"I do not trust veterinarians, because they did not help me. Eventually, we did what we knew was right and our methods were successful. The methods that were taught by elderly people" (Kvemo Kartli, Marneuli district, Armenian female, 57 years).

The role of neighbours is highly important in Marneuli (31%) and Dmanisi (47%). As for the most convenient means of getting information about livestock care, rural livestock farmers in Georgia name face-to-face meetings (42%) and TV programmes (20%) most frequently. However, for 16%, the source of information does not matter (Table 64). One reason why farmers may prefer other types of communication and receiving information from other sources than television is the lack of close interaction and ability to crosscheck and obtain detailed information:

"The word spoken on TV is a different thing, because you broadcast it once and it's gone" (Samegrelo, Zugdidi District, Georgian man, 53 years).

"You are not always watching the TV, and booklets will be with you always. They stay with you and you can read them" (Samegrelo, Zugdidi District, Georgian man, 59 years).

In Ninotsminda (24%) and Akhalkalaki (34%), public meetings are also among the high-ranking choices for the most convenient source of information (Table 64a). There were no gender specific differences (Table 64b). In addition to face-to-face meetings, young farmers also name public meetings as the most convenient source of information about livestock care and for farmers 56 years old or more, TV programmes are the second most convenient way. During focus group discussions, participants also suggested the creation of a special centre in each village or municipality focused on livestock and livestock care related issues:

"Sometimes that information does not reach ordinary people. That is why the creation of a special centre, which will be working specifically on livestock, will be better for us. It will communicate with us" (Kakheti, Sagarejo District, Azerbaijani man, 29 years).

The focus group discussions were also concentrated on figuring out what the most important and desired types of information are. It is worth noting that because of the difficulties in understanding the official information in Georgian, some participants of focus groups suggested getting information they are interested in directly from veterinarians:

"It will be the best case that veterinaries should distribute the information about the registration and what it is needed for, when they come to our houses to apply ear tags" (Samtskhe–Javakheti, Akhalkalaki District, Armenian woman, 40 years).

"For example, when the cattle are sick, we do not know what to do. If the veterinarian came to the household once a month for healthcare control, he should also provide information about different types of vaccinations – for winter, for summer, etc." (Kvemo Kartli, Marneuli District, Azerbaijani woman, 58 years).

Participants of the focus groups were also keen to receive information and suggestions regarding first aid, symptoms of diseases, vaccination periods for animals, improvement in cattle birth rates and convenient ways of selling their products:

"[I want] information about livestock care, when to vaccinate animals and with which medicines" (Samegrelo, Zugdidi District, Georgian man, 24 years).

"[I want information] on food, care, then diseases, symptoms of diseases and first aid" (Samegrelo, Zugdidi District, Georgian woman, 53 years).

"The most necessary information is pre-disease periods and symptoms, so that you know that this disease has this symptom; for a farmer to be able to identify the problem and what to do. This is the most important; you may be treating a different disease without knowing the symptoms of diseases" (Adjara, Keda District, Georgian woman, 45 years).

CONCLUSIONS

Georgian rural livestock farmers are more consumers of livestock and livestock products than sellers. Only one fifth sell their livestock or products. The most common way of selling both livestock and livestock products is from home, as an individual farmer or through a distributor. Almost no one sells livestock and products abroad. The biggest problem for rural livestock farmers who sell their livestock or livestock products are prices – they are often unable to get a satisfactory price. Transportation related problems are also challenging for farmers.

Most rural livestock farmers are not aware of restrictions affecting slaughterhouses that will be enforced from January 2018. Despite this, they do not expect many problems after these changes. Several did express concerns about increased transportation costs, increased costs associated with livestock care, and more complicated bureaucratic procedures.

The NAITS and/or ear-tagging of livestock is something that most rural livestock farmers have heard about, and they heard about it mostly from veterinarians. However, they do not have a thorough understanding of NAITS or what it will entail. Their attitudes are more positive than negative. However, a significant share of livestock farmers chose neutral or 'Don't know' answers to questions about the goals of the NAITS and statements about its consequences. In addition, in cases where people should pay for ear-tags, one third of rural livestock farmers said they would not agree to pay anything.

Rural livestock farmers demonstrate a high self-assessed knowledge of livestock diseases and healthcare. However, partly due to the lack of knowledge about NAITS, they do not place a high level of importance on this system in terms of livestock or human health.

Certain patterns of gender differences were identified in the survey, mostly related to the distribution of tasks related to livestock care. While men are responsible for bringing food to animals or taking them to pasture, women take care of milking animals. When it comes to issues related to the health of animals, both men and women are involved equally. Men and women also spend about the same amount of time on livestock care.

The most important source of information for rural livestock farmers is national TV channels. However, in non-Georgian settlements almost no one watches Georgian channels. Rural livestock farmers do not consume other types of media, such as radio and printed press. The second most important source for them is internet. Despite this, when it comes to livestock care related information, the most trusted source for rural livestock farmers is veterinarians and neighbours. They generally prefer to receive information about livestock care directly from people through face-to-face or public meetings.

Based on the survey findings, while building the communications strategy the following should be considered:

- Decision-making on livestock issues among ethnic minorities mostly rests with men. This is especially the case in Azerbaijani communities. In Armenian communities, the elderly generally make decisions.

- There is a large disparity in access to Georgian-language media; therefore, non-Georgian speakers have limited information on legislative changes and regulations in the agricultural sphere.

- Minority livestock farmers prefer face-to-face meetings and information booklets, since with the former, they can follow-up and crosscheck information, and with the latter, they can keep the information and always look back into booklets. A combination of both means of communication is likely to be most successful.

- Veterinarians are perceived as trustworthy messengers when it comes to information about livestock care. Livestock farmers see veterinarians as the most important source of information about livestock care and updates in the field. Therefore, veterinarians should be well informed.

- Livestock farmers self-assessed their knowledge about livestock diseases and livestock care quite highly; however, they failed to link livestock health with human health.

- For many, NAITS's goal is simply counting livestock. This goal is linked to fears that livestock farmers have including that the state will: (1) impose additional taxes; and (2) use the information to exclude them from social assistance programmes.

ANNEX 1: TABLES

Frequency distribution and crosstabulation tables of Variables. Results are weighted. Percentages may not add up to 100 due to rounding.

Table 1	In the last 12 months did your household have [insert animal]? Include animals of any age. (% of households)			
	Yes	No	Don't know	Refuse to answer
Cattle	99	1		
Buffalo	1	99	0	
Pig	36	64		
Sheep	8	92	0	
Goat	2	98	0	

Table 1a	In the last 12 months did your household have animals? Include animals of any age. (% of households) by Stratum, Yes percentage only								
	Kakheti	Adjara	Samegrelo	Ninots.	Akhalkalaki	Tsalka	Marneuli	Dmanisi	Georgia
Cattle	93	99	100	100	99	99	98	99	99
Buffalo	1	0	5	2	0	1	2		1
Pig	39	2	43	50	68	21		20	36
Sheep	20	1	2	22	2	13	7	42	8
Goat	3	1	1	3		6	3	8	2

Table 2	How many animals did your household have in the last 12 months? Include animals of any age.					
	Mean	Median	Mode	Std. Deviation	Minimum	Maximum
Cattle	3.84	2	2	5.21	1	143
Buffalo	2.4	2	1	2.50	1	30
Pig	2.71	2	1	3.98	1	100
Sheep	19.54	4	1	66.44	1	800
Goat	6.42	4	2	12.63	1	100

Table 2a	In the last 12 months did your household have [insert animal]? Include animals of any age. (% of households) Grouped by different Type of ruminants.	
	Yes	No
Small (Sheep or Goat) and Large (Cow/bull or Buffalo) ruminants together	5	95
Only Large ruminants (Cow/bull or Buffalo)	62	38
Only Small ruminants (Sheep or Goat)	6	94
Pigs and Large ruminants (Cow/bull or Buffalo)	36	64
Pigs and Small ruminants (Sheep or Goat)	6	94
Pigs and Small (Sheep or Goat) and Large (Cow/bull or Buffalo) ruminants together	3	97
Sheep and cattle	7	93
Sheep and pigs	2	98
Sheep and pigs and cattle	2	98
Cattle and pigs	36	64

Table 3	Did your household have isolated space/spaces for livestock in the last 12 months? (% of households)
Yes	95
No	5

Table 3a	Did your household have isolated space/spaces for livestock in the last 12 months? (% of households) by Stratum								
	Kakheti	Adjara	Samegrelo	Ninots.	Akhalkalaki	Tsalka	Marneuli	Dmanisi	Georgia
Yes	92	94	97	93	91	83	48	93	95
No	8	6	3	7	9	17	52	7	5

Table 3f	Did your household have isolated space/spaces for livestock in the last 12 months? (% of households) by type of animal			
	Total	Cattle[4]	Pig[5]	Sheep[6]
Yes	95	95	98	96
No	5	5	2	4

Table 4	Regarding your livestock and their products, what percent did your household consume of annual production in the last 12 months?
Mean	72.9
Median	90
Mode	100
Std. Deviation	31.8
Minimum	0
Maximum	100

Table 4_gr	Regarding your livestock and their products, what percent did your household consume of annual production in the last 12 months? (% of households) Grouped by quartiles
0-25 %	12
26-50 %	18
51-75 %	9
76-100 %	58
Don't know	2

Table 4a	Speaking of your livestock and their products, what percent of it did your household consume of annual production in the last 12 months? by Stratum								
	Kakheti	Adjara	Samegrelo	Ninots.	Akhalk.	Tsalka	Marneuli	Dmanisi	Georgia
Mean	62.33	79.56	82.89	42.20	86.42	38.97	61.65	73.59	72.87
Median	70	100	100	30	100	30	70	100	90
Mode	100	100	100	50	100	20	100	100	100
Std. Deviation	34.99	30.79	25.38	36.34	25.96	31.92	33.24	34.57	31.8
Minimum	0	0	0	0	0	0	0	0	0
Maximum	100	100	100	100	100	100	100	100	100

Table 4f	Speaking of your livestock and their products, what percent of it did your household consume of annual production in the last 12 months? by type of animal			
	Total	Cattle	Pig	Sheep
Mean	72.87	66.05	72.8	63.5
Median	90	80	90	70
Mode	100	100	100	100
Std. Deviation	31.8	35.55	33	37.1
Minimum	0	0	0	0
Maximum	100	100	100	100

Table 5	Speaking of your livestock and their products, what percent of it did your household sell in the last 12 months?
Mean	20.83
Median	0
Mode	0
Std. Deviation	28.72
Minimum	0
Maximum	100

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[4] Cattle owners also having other animals are counted as cattle owners in the cross-tabulation tables.
[5] Pig owners also having other animals are counted as pig owners in the cross-tabulation tables.
[6] Sheep owners also having other animals are counted as sheep owners in the cross-tabulation tables.

Table 5_gr1	Speaking of your livestock and their products, what percent of it did your household sell in the last 12 months? (% of households) Grouped by Non-sellers (HH who sell 0 – 10% of their livestock and their products) and Sellers (HH who sell 11%– 100% of their livestock and their products)
0% – 10% - Non-sellers	59
11% -100% - Sellers	41

Table 5_gr2	Speaking of your livestock and their products, what percent of it did your household sell in the last 12 months? (% of households) Grouped by quartiles
0-25 %	67
26-50 %	18
51-75 %	6
76-100 %	8
Don't know	2

Table 5a	Speaking of your livestock and their products, what percent of it did your household sell in the last 12 months? by Stratum							
	Kakheti	Adjara	Samegrelo	Ninots.	Akhalk.	Tsalka	Marneuli	Dmanisi	Georgia
Mean	27.87	12.56	14.78	59.72	12.66	42.65	14.41	15.14	20.83
Median	10.00	0	0	70	0	50	0	0	0
Mode	0	0	0	50	0	0	0	0	0
Std. Deviation	31.88	21.22	23.15	35.87	24.57	37.64	17.88	23.98	28.72
Minimum	0	0	0	0	0	0	0	0	0
Maximum	100	100	100	100	100	98	80	99	100

Table 5f	Speaking of your livestock and their products, what percent of it did your household sell in the last 12 months? by type of animal			
	Total	Cattle	Pig	Sheep
Mean	20.83	20.65	21.98	29.39
Median	0	0	10	20
Mode	0	0	0	0
Std. Deviation	28.72	28.59	27.64	33.27
Minimum	0	0	0	0
Maximum	100	100	100	100

Table 6	[If the household sells] In the last 12 months, what was your household's net income from selling livestock or their products?
Mean	2143.92
Median	800
Mode	2000
Std. Deviation	5590.92
Minimum	0
Maximum	70000

Table 6a	[If the household sells] In the last 12 months, what was your household's net income from selling livestock or their products? by Stratum							
	Kakheti	Adjara	Samegrelo	Ninotsminda	Akhalka.	Tsalka	Marneuli	Dmanisi	Georgia
Mean	2 898	1 035.4	1 269.4	2 484.2	850	3 766.1	2 137.2	1 179.5	2 143.9
Median	800	600	900	1 500	500	2 200	1 800	500	800
Mode	300	500	1 000	500	500	2 000	2 000	300	2 000
Std. Deviation	8 327.3	1 110.1	1 434.1	2 674.4	967	5 194.2	3 857.2	2 646.8	5 590.9
Minimum	0	0	0	0	0	0	0	0	0
Maximum	70 000	6 000	10 000	15 000	5 000	35 000	50 000	25 000	70 000

Table 6f	[If the household sells] In the last 12 months, what was your household's net income from selling livestock or their products? by type of animal			
	Total	Cattle	Pig	Sheep
Mean	2 143.92	2 110.36	1 546.1	4 656.27
Median	800	700	1 000	1 900
Mode	2 000	2 000	2 000	9 000
Std. Deviation	5 590.92	5 524.94	2 370.72	8 567.87
Minimum	0	0	0	0
Maximum	70 000	70 000	26 000	70 000

Table 7	[If the household sells] Speaking of the last 12 months, where did your household usually sell their livestock? (% of households)				
	Mentioned	Not mentioned	Do not sell livestock	Don't know	Refuse to answer
Sell directly from home (excluding distributors)	45	40	16		
Sell myself in a local market in my settlement	16	68	16		
Sell myself in a market in a different settlement	13	72	16		
Sell through a distributor (including selling from home to distributors)	21	63	16		
Take to the local slaughterhouse in my settlement	2	82	16		
Take to a slaughterhouse in a different settlement	1	84	16		
Sell abroad		84	16		
Other	1	84	16		

Table 7a	[If the household sells] Speaking of the last 12 months, where did your household usually sell their livestock? (% of households) by Stratum, Mentioned percentage only								
	Kakheti	Adjara	Samegrelo	Ninotsminda	Akhalkalaki	Tsalka	Marneuli	Dmanisi	Georgia
Sell directly from home (excluding distributors)	74	49	33	42	60	19	34	27	45
Sell myself in a local market in my settlement	7	7	32	11	6	7	56	12	16
Sell myself in a market in a different settlement	6	8	16	6	7	5	4	12	13
Sell through a distributor (including selling from home to distributors)	18	10	24	24	20	54	3	66	21
Take to the local slaughterhouse in my settlement	2						6	2	2
Take to a slaughterhouse in a different settlement	1	1							1
Sell abroad								1	
Other			4						1
Do not sell livestock products	5	29	10	28	13	24	7	7	16

Table 7f	[If the household sells] Speaking of the last 12 months, where did your household usually sell their livestock? (% of households) by type of animal			
	All	Cattle	Pig	Sheep
Sell directly from home (excluding distributors)	45	45	46	33
Sell myself in a local market in my settlement	16	17	14	19
Sell myself in a market in a different settlement	13	13	23	6
Sell through a distributor (including selling from home to distributors)	21	21	23	32
Take to the local slaughterhouse in my settlement	2	2	1	5
Take to a slaughterhouse in a different settlement	1	1	1	1
Sell abroad	0	0	0	0
Other	1	1	0	0
Do not sell livestock products	16	16	16	20

Table 8 [If the household sells] Speaking of your household, who usually take decisions on selling livestock in the last 12 months? (% of households)	
Mostly male members of household	28
Mostly female members of household	12
Equally male and female members of household	39
Not applicable	16
Don't know	4

Table 9 [If the household sells] Speaking of the last 12 months, where do you usually sell your livestock products? (% of households)	Mentioned	Not mentioned	Don't sell products	Don't know	Refuse to answer
Sell directly from home (excluding distributors)	35	50	16	0	0
Sell myself in a local market in my settlement	20	64	16	0	0
Sell myself in a market in a different settlement	29	55	16	0	0
Sell through a distributor (in selling from home to distributors)	10	74	16	0	0
Sell abroad	0	84	16	0	0
Other	0	84	16	0	0

Table 9a [If the household sells] Speaking of the last 12 months, where do your household usually sell their livestock products? (% of households) by Stratum, Mentioned percentage only	Kakheti	Adjara	Samegrelo	Ninots.	Akhalk	Tsalka	Marneuli	Dmanisi	Georgia
Sell directly from home (excluding distributors)	65	52	19	67	75	27	36	36	35
Sell myself in a local market in my settlement	6	6	33	18	5	6	56	16	20
Sell myself in a market in a different settlement	6	28	14	5	4	21	6	11	29
Sell through a distributor (including selling from home to distributors)	10	5	26	14	5	66	5	60	10
Sell abroad			1						0
Other			2						0
Do not sell livestock	21	16	16	9	9	2	3	1	16

Table 9f [If the household sells] Speaking of the last 12 months, where do your household usually sell their your livestock products? (% of households) by type of animal	Total	Cattle	Pig	Sheep
Sell directly from home (excluding distributors)	35	34	35	33
Sell myself in a local market in my settlement	20	20	21	21
Sell myself in a market in a different settlement	29	30	35	21
Sell through a distributor (including selling from home to distributors)	10	10	11	10
Sell abroad	0	0	0	0
Other	0	0	0	0
Do not sell livestock products	16	15	10	22

Table 10 [If the household sells] Speaking of your household, who did usually take decisions on selling livestock products in the last 12 months? (% of households)	
Mostly male members of household	18
Mostly female members of household	24
Equally male and female members of household	40
Not applicable	16
Don't know	2
Refuse to answer	0

Table 10f	[If the household sells] Speaking of your household, who did usually take decisions on selling livestock products in the last 12 months? (% of households) by type of animal			
	Total	Cattle	Pig	Sheep
Mostly male members of household	18	18	13	23
Mostly female members of household	24	24	30	5
Equally male and female members of household	40	41	45	50
Not applicable	16	15	10	22
Don't know	2	2	0	0
Refuse to answer	0	0	1	0

Table 11	[If the household sells] What problems did your household come across while selling your livestock or their products in the last 12 months? (% of households)				
	Mentioned	Not mentioned	no problems	Don't know	Refuse to answer
Transportation related problems	5	26	67	1	1
Livestock identification/ear-tag related problems	1	30	67	1	1
Non-satisfactory price	28	3	67	1	1
Lack of information on livestock or livestock product sales	2	29	67	1	1
Lack of places where it is possible to sell livestock or their products / Infrastructural problems	3	28	67	1	1
Other	1	30	67	1	1

Table 11a	[If the household sells] Speaking of the last 12 months, where did your household usually sell their livestock products? (% of households) by Stratum, Mentioned percentage only								
	Kakheti	Adjara	Samegrelo	Ninotsminda	Akhalkalaki	Tsalka	Marneuli	Dmanisi	Georgia
Transportation related problems	7	8	4	16	21	7	4	17	5
Livestock identification/ear-tag related problems				9	7	6	1	4	1
Non-satisfactory price	55	29	29	43	39	68	11	48	28
Lack of information on livestock or livestock product sales	5	0	0	6	7	2	3	19	2
Lack of places where it is possible to sell livestock or their products / Infrastructural problems	5	3	4	2	3	1	4	14	3
Other	4	1		1		1	5		1
I do not come across any problems	40	68	68	33	24	23	64	15	67

Table 11b	[If the household sells] What problems did your household come across while selling your livestock or their products in the last 12 months? (% of households) by Gender, Mentioned percentage only	
	Male	Female
Transportation related problems	8	3
Livestock identification/ear-tag related problems	1	0
Non-satisfactory price	32	25
Lack of information on livestock or livestock product sales	2	2
Lack of places where it is possible to sell livestock or their products / Infrastructural problems	3	3
Other	1	1
I do not come across any problems	60	71

Table 11f	[If the household sells] What problems did your household come across while selling your livestock or their products in the last 12 months? (% of households) by type of animal			
	Total	Cattle	Pig	Sheep
Transportation related problems	5	5	4	8
Livestock identification/ear-tag related problems	1	1	1	2
Non-satisfactory price	28	27	33	24
Lack of information on livestock or livestock product sales	2	2	2	3
Lack of places where it is possible to sell livestock or their products / Infrastructural problems	3	3	5	3
Other	1	1	1	1
I do not come across any problems	67	67	62	68

Table 12.1	Speaking of the last 12 months, when killing cattle, did you usually take them to a slaughterhouse or did you slaughter them yourself? (% of households)
Take them to a slaughterhouse	9
Slaughter them him/herself [All possible answers that assume slaughtering animals outside the slaughterhouse.]	13
I do not slaughter cattle at all	78
Don't know	0
Refuse to answer	0

Table 12.1a	Speaking of the last 12 months, when killing cattle, did you usually take them to a slaughterhouse or did you slaughter them yourself? (% of households) by Stratum								
	Kakh eti	Adj ara	Sameg relo	Ninots minda	Akhalk alaki	Tsal ka	Marn euli	Dma nisi	Geor gia
Take them to a slaughterhouse	3	2	1	0	1	1	31	26	9
Slaughter them him/herself [All possible answers that assume slaughtering animals outside the slaughterhouse.]	9	11	17	40	36	30	9	26	13
I do not slaughter cattle at all	89	86	82	59	62	68	57	45	78
Don't know		0		0	1	0	2	3	0
Refuse to answer					0	1	0	0	0

Table 12.1f	Speaking of the last 12 months, when killing cattle, did you usually take them to a slaughterhouse or did you slaughter them yourself? (% of households) by type of animal			
	Total	Cattle	Pig	Sheep
Take them to a slaughterhouse	9	9	9	21
Slaughter them him/herself [All possible answers that assume slaughtering animals outside the slaughterhouse.]	13	13	19	14
I do not slaughter cattle at all	78	78	72	64
Don't know	0	0	0	0
Refuse to answer	0	0	0	0

Table 12.2	Speaking of the last 12 months, when killing small livestock, did you usually take them to a slaughterhouse or did you slaughter them yourself? by the small livestock we mean sheep, goat, pig and etc. (% of households)
Take them to a slaughterhouse	4
Slaughter them him/herself [All possible answers that assume slaughtering animals outside the slaughterhouse.]	22
I do not slaughter small livestock at all	73
Don't know	0
Refuse to answer	1

Table 12.2a	Speaking of the last 12 months, when killing small livestock, did you usually take them to a slaughterhouse or did you slaughter them yourself? By the small livestock we mean sheep, goat, pig and etc. (% of households) by Stratum								
	Kakheti	Adjara	Samegrelo	Ninotsminda	Akhalkalaki	Tsalka	Marneuli	Dmanisi	Georgia
Take to a slaughterhouse	2		1	0	0		21	24	4
Slaughter them him/herself [All answers that assume slaughtering outside slaughterhouse.]	25	3	16	50	52	30	4	34	22
I don't slaughter cattle at all	73	96	82	45	41	69	70	36	73
Don't know	0	1			2	4	0	3	6	0
Refuse to answer			2	2	3	1	2	0	1

Table 12.2f	Speaking of the last 12 months, when killing small livestock, did you usually take them to a slaughterhouse or did you slaughter them yourself? By the small livestock we mean sheep, goat, pig and etc. (% of households) by type of animal			
	Total	Cattle	Pig	Sheep
Take them to a slaughterhouse	4	4	6	13
Slaughter them him/herself [All possible answers that assume slaughtering animals outside the slaughterhouse.]	22	22	51	34
I do not slaughter small livestock at all	73	73	43	53
Don't know	0	0	0	1
Refuse to answer	1	1	0	0

Table 13.1	Speaking of your household, who did usually take decisions on slaughtering cattle in the last 12 months? (% of households)
Mostly male members of household	12
Mostly female members of household	4
Equally male and female members of household	20
Not applicable	64
Don't know	1
Refuse to answer	0

Table 13.2	Speaking of your household, who did usually take decisions on slaughtering small livestock in the last 12 months? (% of households)
Mostly male members of household	10
Mostly female members of household	4
Equally male and female members of household	20
Not applicable	65
Don't know	0
Refuse to answer	0

Table 14	Have you heard that starting from January 2018, it will be allowed to slaughter only ear-tagged livestock in slaughterhouses? (% of respondents)
Yes, I have heard about it	47
No, I have not heard about it	53
Don't know	1
Refuse to answer	0

Table 14a	Have you heard that starting from January 2018, it will be allowed to slaughter only ear-tagged livestock in slaughterhouses? (% of respondents) by Stratum								
	Kakheti	Adjara	Samegrelo	Ninots.	Akhalka.	Tsalka	Marneuli	Dmanisi	Georgia
Yes, I have heard about it	42	62	57	19	12	52	12	42	47
No, I have not heard about it	58	38	42	81	87	46	88	52	53
Don't know	1	0	2		0	1	0	6	1
Refuse to answer					0	1			0

Table 14b	Have you heard that starting from January 2018, it will be allowed to slaughter only ear-tagged livestock in slaughterhouses? (% of respondents) by Gender	
	Male	Female
Yes, I have heard about it	51	44
No, I have not heard about it	49	55
Don't know	1	0
Refuse to answer	0	0

Table 14d	Have you heard that starting from January 2018, it will be allowed to slaughter only ear-tagged livestock in slaughterhouses? (% of respondents) by non-sellers and sellers of livestock & its products		
	Total	Non-sellers	Sellers
Yes, I have heard about it	47	44	50
No, I have not heard about it	53	55	49
Don't know	1	0	1
Refuse to answer	0	0	0

Table 14f	Have you heard that starting from January 2018, it will be allowed to slaughter only ear-tagged livestock in slaughterhouses? (% of respondents) by type of animal		
	Total	Cattle	Pig	Sheep
Yes, I have heard about it	47	47	52	40
No, I have not heard about it	53	53	48	59
Don't know	1	1	0	1
Refuse to answer	0	0	0	0

Table 15	How positively or negatively would you evaluate this decision? Please use this card. (% of respondents)
Very negatively	1
Negatively	11
Neutrally	26
Positively	50
Very positively	5
Don't know	6
Refuse to answer	0

Table 15a	How positively or negatively would you evaluate this decision? Please use this card. (% of respondents) by Stratum								
	Kakheti	Adjara	Samegrelo	Ninots.	Akhalka.	Tsalka	Marneuli	Dmanisi	Georgia
Very negatively	1	1	1	3	2	4	0	2	1
Negatively	19	10	9	14	10	11	1	8	11
Neutrally	28	26	33	42	28	32	14	19	26
Positively	46	55	45	37	54	33	74	61	50
Very positively	3	3	2	1	0	10	2	4	5
Don't know	4	5	10	3	5	9	10	6	6
Refuse to answer					0	1			0

Table 15d	How positively or negatively would you evaluate this decision? Please use this card. (% of respondents) by non-sellers and sellers of livestock & its products		
	Total	Non-sellers	Sellers
Very negatively	1	1	1
Negatively	11	8	13
Neutrally	26	27	25
Positively	50	52	48
Very positively	5	5	6
Don't know	6	6	6
Refuse to answer	0	0	0

Table 15f	How positively or negatively would you evaluate this decision? Please use this card. (% of respondents) by type of animal		
	Total	Cattle	Pig	Sheep
Very negatively	1	1	1	4
Negatively	11	11	12	6
Neutrally	26	26	26	13
Positively	50	50	51	68
Very positively	5	5	5	4
Don't know	6	6	5	5
Refuse to answer	0	0	0	0

Table 15g	How positively or negatively would you evaluate this decision? Please use this card. (% of respondents) by non-sellers and sellers of livestock & its products and spitted type of animal							
	Non-sellers				Sellers			
	Total	Cattle	Pig	Sheep	Total	Cattle	Pig	Sheep
Very negatively	1	1	1	2	1	1	1	1
Negatively	8	8	11	5	13	13	11	13
Neutrally	27	27	26	13	25	25	28	25
Positively	52	52	57	73	48	48	44	48
Very positively	5	5	2	6	6	6	8	6
Don't know	6	6	3	1	6	6	8	6
Refuse to answer	0	0	0	0	0	0	0	0

Table 16	In your opinion, how will the decision of allowing the slaughtering of only ear-tagged animals in slaughterhouses from January 2018 affect you? Please use the card, where 0 means "It will be very problematic for me" and 10 means "It will not be problematic for me at all". (% of respondents)
0 It will be very problematic	4
1	1
2	4
3	6
4	3
5	12
6	4
7	5
8	6
9	3
10 It will not be problematic at all	47
Don't know	6
Refuse to answer	0

Table 16a	In your opinion, how will the decision of allowing the slaughtering of only ear-tagged animals in slaughterhouses from January 2018 affect you? Please use the card, where 0 means "It will be very problematic for me" and 10 means "It will not be problematic for me at all". (% of respondents) by Stratum								
	Kakheti	Adjara	Samegrelo	Ninotsminda	Akhalkalaki	Tsalka	Marneuli	Dmanisi	Georgia
0 very problematic	3	6	1	6	2	8		4	4
1	2	1	1	1	1	1	0	1	1
2	5	2	2	10	10	2	0	3	4
3	8	2	4	11	8	2	14	5	6
4	4	1	5	8	5	3	8	8	3
5	6	11	27	22	26	2	4	6	12
6	3	2	8	9	16	3	3	3	4
7	12	1	9	6	11	8	7	9	5
8	9	1	5	3	6	11	16	6	6
9	7	4	2	1	0	7	13	4	3
10 not problematic	38	58	23	18	11	50	29	45	47
Don't know	4	10	13	7	4	4	5	4	6
Refuse to answer						0		2	0

Table 16d	In your opinion, how will the decision of allowing the slaughtering of only ear-tagged animals in slaughterhouses from January 2018 affect you? Please use the card, where 0 means "It will be very problematic for me" and 10 means "It will not be problematic for me at all". (% of respondents) by non-sellers and sellers of livestock & its products		
	Total	Non-sellers	Sellers
0 It will be very problematic	4	3	4
1	1	1	2
2	4	3	5
3	6	4	8
4	3	2	3
5	12	13	12
6	4	4	3
7	5	5	5
8	6	6	4
9	3	3	2
10 It will not be problematic at all	47	47	47
Don't know	6	7	5
Refuse to answer	0	0	0

Table 17	If this decision is problematic for you (From 0 through 4 in the question 16), tell us the problems that you expect to come up. (% of respondents)			
	Mentioned	Not mentioned	Don't know	Refuse to answer
It will be harder for me to sell meat	21	69	10	0
Costs of livestock care will increase (excluding transportation costs)	24	67	10	0
Transportation of livestock will significantly increase my expenses	56	34	10	0
Bureaucratic procedures will increase / It will take too much time to collect relevant papers	21	69	10	0
It will be difficult to identify livestock if it loses an ear tag	18	73	10	0
Other	7	84	10	0

Table 17a	If this decision is problematic for you (From 0 through 4 in the question 16), tell us the problems that you expect to come up. (% of respondents) by Stratum, Mentioned percentage only								
	Kakheti	Adjara	Samegrelo	Ninotsminda	Akhalkalaki	Tsalka	Marneuli	Dmanisi	Georgia
It will be harder to sell meat	18	24	18	45	30	21		19	21
Costs of livestock care will increase (excluding transportation costs)	32	2	6	50	56	35	4	12	24
Transportation will significantly increase my expenses	78	79	31	42	44	52	3	57	56
Bureaucratic procedures will increase / It will take time to collect relevant papers	42	17	22	15	21	21		23	21
It will be difficult to identify livestock if it loses an ear tag	12	5	18	4	3	4	2	15	18
Other	3	2	2	0	1		1		7
Don't know	6	2	20	15	16		93	4	10
Refuse to answer	1								0

Table 17d	If this decision is problematic for you (From 0 through 4 in the question 16), tell us the problems that you expect to come up. (% of respondents) by non-sellers and sellers of livestock & its products, Mentioned percentage only		
	Total	Non-sellers	Sellers
It will be harder for me to sell meat	21	16	26
Costs of livestock care will increase (excluding transportation costs)	24	25	22
Transportation of livestock will significantly increase my expenses	56	60	52
Bureaucratic procedures will increase / It will take time to collect relevant papers	21	15	27
It will be difficult to identify livestock if it loses an ear tag	18	20	16
Other	7	6	7
Don't know	10	9	10
Refuse to answer	21	0	0

Table 18	In your opinion, how positively or negatively would people in your settlement evaluate this decision? Please use this card. (% of respondents)
Very negatively	1
Negatively	12
Neutrally	31
Positively	31
Very positively	1
Don't know	24
Refuse to answer	0

Table 18f	In your opinion, how positively or negatively would people in your settlement evaluate this decision? Please use this card. (% of respondents) by type of animal			
	Total	Cattle	Pig	Sheep
Very negatively	1	1	0	3
Negatively	12	12	14	5
Neutrally	31	31	30	31
Positively	31	31	29	38
Very positively	1	2	2	0
Don't know	24	24	24	22
Refuse to answer	0	0	0	0

Table 19	Have you heard of the National Animal Identification and Traceability System (NAITS), under which ear tags are applied to livestock? (% of respondents)
Yes	53
No	46
Don't know	1
Refuse to answer	0

Table 19a	Have you heard of the National Animal Identification and Traceability System (NAITS), under which ear tags are pinned to livestock? (% of respondents) by Stratum								
	Kakheti	Adjara	Samegrelo	Ninotsminda	Akhalkalaki	Tsalka	Marneuli	Dmanisi	Georgia
Yes	59	75	63	50	33	52	17	62	53
No	39	24	36	46	57	46	83	37	46
Don't know	1	1	1	4	10	2	0	1	1
Refuse to answer				0	0	1			0

Table 19b	Have you heard of the National Animal Identification and Traceability System (NAITS), under which ear tags are pinned to livestock? (% of respondents) by Gender	
	Male	Female
Yes	50	54
No	49	45
Don't know	1	1
Refuse to answer	0	0

Table 19c	Have you heard of the National Animal Identification and Traceability System (NAITS), under which ear tags are pinned to livestock? (% of respondents) by Age groups		
	Up to 35	From 36 to 55	56 and more
Yes	58	53	51
No	40	46	48
Don't know	2	1	1
Refuse to answer	0	0	0

Table 19d	Have you heard of the National Animal Identification and Traceability System (NAITS), under which ear tags are pinned to livestock? (% of respondents) by Household income						
	Up to GEL 180	GEL 181 - 300	GEL 301 - 500	GEL 501 - 800	More than GEL 801	Don't know	Refuse to answer
Yes	71	54	59	57	59	18	32
No	29	45	41	42	40	80	67
Don't know	0	1	1	1	1	2	1
Refuse to answer	0	0	0	0	0	0	0

Table 19f	Have you heard of the National Animal Identification and Traceability System (NAITS), under which ear tags are pinned to livestock? (% of respondents) by type of animal			
	Total	Cattle	Sheep	Goat
Yes	53	53	45	75
No	46	47	54	25
Don't know	1	1	1	0

Table 20	Where or from whom did you hear about the programme? (% of respondents)			
	Mentioned	Not mentioned	Don't know	Refuse to answer
Co-workers	1	98	1	0
Family members	7	92	1	0
Neighbours, friends	26	72	1	0
Internet	2	97	1	0
Newspapers, magazines	0	98	1	0
Television	17	82	1	0
Radio		99	1	0
Farmers' Service Center	2	97	1	0
On a public meeting	1	97	1	0
Veterinarian	65	34	1	0
Ministry/Minister of Agriculture	0	99	1	0
Ministry/Minister of Healthcare		99	1	0
National Center for Disease Control and Public Health	0	99	1	0
Other	0	98	1	0

Table 20a				Where or from whom did you hear about the programme? (% of respondents) by Stratum, Mentioned percentage only					
	Kakheti	Adjara	Samegrelo	Ninotsminda	Akhalkalaki	Tsalka	Marneuli	Dmanisi	Georgia
Co-workers	1	1		3	2	3	1	59	1
Family members	9	6	12	16	32	3	32	47	7
Neighbours, friends	30	27	42	16	17	8	69	49	26
Internet	6	1	2	3	5	1	1	2	2
Newspapers, magazines	0		0	2					0
Television	23	19	11	18	21	6	0	19	17
Radio									
Farmers' Service Center	3	3	0		1		1		2
On a public meeting	1	1		1	1				1
Veterinarian	70	63	61	51	42	81	6	5	65
Ministry/Minister of Agriculture			0	1					
National CDC and Public Health						1	1	0	0
Other	0	1	0	1					0
Don't know	1	4		2					1

Table 20b	Where/whom did you hear about the programme? (% of respondents) by Gender, Mentioned % only	
	Male	Female
Co-workers	2	1
Family members	6	8
Neighbors, friends	26	27
Internet	1	2
Newspapers, magazines	1	0
Television	24	13
Farmers' Service Center	3	1
On a public meeting	3	1
Veterinarian	59	68
Ministry/Minister of Agriculture	0	0
National CDC and Public Health	0	0
Other	1	0

Table 21	Using this card please assess your attitude towards the National Animal Identification and Traceability System (NAITS) under which ear tags are pinned to livestock. (% of respondents)
Very negative	1
Negative	7
Neutral	30
Positive	53
Very positive	4
Don't know	5
Refuse to answer	0

Table 21a				Using this card please assess your attitude towards the National Animal Identification and Traceability System (NAITS) under which ear tags are pinned to livestock. (% of respondents) by Stratum					
	Kakheti	Adjara	Samegrelo	Ninotsminda	Akhalkalaki	Tsalka	Marneuli	Dmanisi	Georgia
Very negative	1	1	1	0	0	0	0	0	1
Negative	7	1	4	2	3	1	0	2	7
Neutral	28	26	32	43	36	23	6	13	30
Positive	59	62	51	48	57	57	83	71	53
Very positive	3	2	1	2	1	16	2	11	4
Don't know	3	9	11	5	3	3	9	3	5

Table 21c Using this card please assess your attitude towards the National Animal Identification and Traceability System (NAITS) under which ear tags are pinned to livestock. (% of respondents) by Age groups			
	Up to 35	From 36 to 55	56 and more
Very negative	0	1	1
Negative	2	6	8
Neutral	29	26	33
Positive	62	59	47
Very positive	4	5	5
Don't know	4	3	6
Refuse to answer	0	0	0

Table 21d Using this card please assess your attitude towards the National Animal Identification and Traceability System (NAITS) under which ear tags are pinned to livestock. (% of respondents) by non-sellers and sellers of livestock & its products			
	Total	Non-sellers	Sellers
Very negative	1	1	1
Negative	7	6	7
Neutral	30	30	31
Positive	53	53	53
Very positive	4	5	3
Don't know	5	5	4
Refuse to answer	0	0	0

Table 21f Using this card please assess your attitude towards the National Animal Identification and Traceability System (NAITS) under which ear tags are pinned to livestock. (% of respondents) by type of animal				
	Total	Cattle	Pig	Sheep
Very negative	1	1	1	3
Negative	7	7	9	2
Neutral	30	30	28	36
Positive	53	53	56	51
Very positive	4	5	4	4
Don't know	5	5	3	4
Refuse to answer	0	0	0	0

Table 22 In your opinion, what is the goal of identification and registration of livestock, under which ear tags are pinned to livestock? (% of respondents)				
	Mentioned	Not mentioned	Don't know	Refuse to answer
Ensuring health of livestock	36	46	17	0
Ensuring health of humans	17	66	17	0
Easing sales of livestock and livestock products	5	78	17	0
Improving quality of livestock products	5	78	17	0
Providing financial incentives to people who enrol in the programme	1	82	17	0
Simplifying the livestock ownership claim procedure	20	63	17	0
Enabling the state to control income/welfare of households	2	80	17	0
Enabling the state to control provision of social aid	1	82	17	0
Imposing additional taxes by the state	3	79	17	0
Fining people in cases when livestock breaks public order (e.g.: road accidents, presence of livestock in cities)	1	82	17	0
Counting/registering livestock	41	41	17	0
Other	3	80	17	0

Table 22a — In your opinion, what is the goal of identification-registration of livestock, under which ear tags are pinned to livestock? (% of respondents) by Stratum, Mentioned percentage only	Kakheti	Adjara	Samegrelo	Ninotsminda	Akhalkalaki	Tsalka	Marneuli	Dmanisi	Georgia
Ensuring health of livestock	63	24	38	37	35	31	77	77	36
Ensuring health of humans	35	5	24	20	30	12	52	59	17
Easing sales of livestock and livestock products	7	3	6	15	14	14	6	41	5
Improving quality of livestock products	15	4	2	13	8	13	11	21	5
Providing financial incentives to people who enrol in the programme	3	1	0	4	6	11	4	9	1
Simplifying the livestock ownership claim procedure	31	41	22	8	5	45	1	9	20
Enabling the state to control income/welfare of households	5	0	1	5	7	4	3	8	2
Enabling the state to control provision of social aid	4	0	2	1	6	5	2	5	1
Imposing additional taxes by the state	9	1	2	3	12	3	1	9	3
Fining people in cases when livestock breaks public order (e.g.: road accidents, presence of livestock in cities)	3	1	1	0	1	3	3	10	1
Counting/registering livestock	31	33	43	27	16	19	3	26	41
Other			0	3		0			3
Don't know	11	20	19	24	15	14	17	5	17

Table 22b — In your opinion, what is the goal of identification-registration of livestock, under which ear tags are pinned to livestock? (% of respondents) by Gender, Mentioned percentage only	Male	Female
Ensuring health of livestock	34	38
Ensuring health of humans	16	17
Easing sales of livestock and livestock products	5	5
Improving quality of livestock products	5	5
Providing financial incentives to people who enrol in the programme	1	1
Simplifying the livestock ownership claim procedure	4	2
Enabling the state to control income/welfare of households	22	19
Enabling the state to control provision of social aid	1	1
Imposing additional taxes by the state	6	2
Fining people in cases when livestock breaks public order (e.g.: road accidents, presence of livestock in cities)	1	1
Counting/registering livestock	48	37
Other	3	3
Don't know	14	19

Table 22d — In your opinion, what is the goal of identification-registration of livestock, under which ear tags are pinned to livestock? (% of respondents) by non-sellers and sellers of livestock & its products	Total	Non-sellers	Sellers
Ensuring health of livestock	36	37	34
Ensuring health of humans	17	18	13
Easing sales of livestock and livestock products	5	4	6
Improving quality of livestock products	5	5	5
Providing financial incentives to people who enrol in the programme	1	1	1
Simplifying the livestock ownership claim procedure	20	19	22
Enabling the state to control income/welfare of households	2	2	3
Enabling the state to control provision of social aid	1	1	2
Imposing additional taxes by the state	3	3	4
Fining people in cases when livestock breaks public order (e.g.: road accidents, presence of livestock in cities)	1	0	1
Counting/registering livestock	41	39	45
Other	3	4	2
Don't know		17	17

Table 22e	In your opinion, what is the goal of identification-registration of livestock, under which ear tags are pinned to livestock? (% of respondents), *(Combination of different answer options*
Ensuring health of livestock and humans	14
Ensuring health of livestock and improving quality of livestock products	3
Ensuring health of humans and improving quality of livestock products	2
Ensuring health of livestock and humans and improving quality of livestock products	1

Table 23 Now I will read you several statements about the National Animal Identification and Traceability System (NAITS). Please, tell me how much you agree or disagree with each of them. Use this card. (% of respondents)	Fully disagree	Disagree	Neither agree or disagree	Agree	Fully agree	Don't know	Refuse to answer
NAITS will help farmers take better care of their livestock.	4	15	26	46	3	6	0
NAITS is essential to improve the quality of livestock products.	3	11	20	54	5	7	0
NAITS will significantly drop sales of diseased animals.	3	6	19	55	10	6	0
NAITS will decrease the risk of disease spread among animals.	2	8	17	58	9	5	0
NAITS will protect people from diseases spread by animals.	2	8	17	57	10	6	
NAITS will increase consumer trust in livestock products.	2	8	20	54	9	6	
It will be more profitable to sell animals and products of livestock registered at the NAITS.	3	10	24	48	6	10	0

Table 23b Now I will read you several statements about the National Animal Identification and Traceability System (NAITS). Please, tell me how much you agree or disagree with each of them. (% of respondents) by Gender	Gender	Fully disagree	Disagree	Neither agree or disagree	Agree	Fully agree	Don't know	Refuse to answer
NAITS will protect people from diseases spread by animals.	Male	2	10	21	52	11		4
	Female	2	6	15	61	10		7
NAITS will decrease the risk of disease spread among animals.	Male	2	11	21	52	10		3
	Female	2	6	15	61	9	0	6
NAITS will significantly drop sales of diseased animals.	Male	2	7	21	53	12	0	4
	Female	3	6	18	56	9		7
NAITS will increase consumer trust in livestock products.	Male	2	9	23	50	12		4
	Female	2	8	19	57	8		7
NAITS is essential to improve the quality of livestock products.	Male	3	13	20	55	4	0	4
	Female	3	9	20	53	6	0	8
It will be more profitable to sell animals and products of livestock registered at the NAITS.	Male	4	13	25	48	5	0	5
	Female	2	8	23	49	6		12
NAITS will help farmers take better care of their livestock.	Male	5	14	28	45	4		5
	Female	4	16	24	46	3	0	7

Table 23e	Now I will read you several statements about the National Animal Identification and Traceability System (NAITS). Please, tell me how much you agree or disagree with each of them. Use this card. (% of respondents) *(Combination of different answer options)*	
(1) It will be more profitable to sell animals and products of livestock registered at the NAITS and (2) NAITS will increase consumer trust in livestock products.		50
(1) NAITS will help farmers take better care of their livestock and (2) it is essential to improve the quality of livestock products.		44
(1) NAITS will help farmers take better care of their livestock, (2) improve the quality of livestock products, (3) decrease the risk of disease spread among animals and (4) protect people from diseases spread by animals.		42
(1) NAITS will help farmers take better care of their livestock and (2) It will be more profitable to sell animals and products of livestock registered at the NAITS.		39

Table 24	Using this card where 0 means "I know nothing about NAITS" and 10 means "I know everything about NAITS" please assess your knowledge of the National Animal Identification and Traceability System (NAITS). (% of respondents)	
0 I know nothing about NAITS		16
1		3
2		10
3		13
4		11
5		25
6		7
7		7
8		2
9		1
10 I know everything about NAITS		3
Don't know		1
Refuse to answer		0

Table 24d	Using this card where 0 means "I know nothing about NAITS" and 10 means "I know everything about NAITS" please assess your knowledge of the National Animal Identification and Traceability System (NAITS). (% of respondents) by non-sellers and sellers of livestock & its products		
	Total	Non-sellers	Sellers
0 I know nothing about NAITS	16	18	14
1	3	4	2
2	10	9	12
3	13	11	15
4	11	7	18
5	25	29	17
6	7	7	8
7	7	8	6
8	2	2	3
9	1	1	0
10 I know everything about NAITS	3	2	4
Don't know	1	2	1

Table 25	Have you heard of issuing passports for livestock? (% of respondents)
Yes	40
No	58
Don't know	2
Refuse to answer	0

Table 25c	Have you heard of issuing passports for livestock? (% of respondents) by Age groups		
	Up to 35	From 36 to 55	56 and more
Yes	41	47	36
No	58	52	62
Don't know	0	1	3
Refuse to answer	0	0	0

Table 25f	Have you heard of issuing passports for livestock? (% of respondents) by type of animal			
	Total	Cattle	Pig	Sheep
Yes	40	41	42	43
No	58	57	56	57
Don't know	2	2	2	1
Refuse to answer	0	0	0	0

Table 26	In your opinion, what are livestock passports needed for? (% of respondents)				
	Mentioned	Not mentioned	There is no need of livestock passports	Don't know	Refuse to answer
To track health condition of livestock	32	30	16	23	
To collect data on livestock description	24	37	16	23	
To improve quality of livestock products	7	54	16	23	
To ease sales of livestock/livestock products for farmers	6	55	16	23	
For the state to get additional income	4	57	16	23	
For the state to control activities of farmers	3	58	16	23	
To prove ownership over livestock	19	42	16	23	
For the state to impose additional taxes	2	59	16	23	
To fine people in cases when livestock breaks public order (e.g.: road accident, presence of livestock in cities)	2	59	16	23	
Other	1	60	16	23	

Table 26a	In your opinion, what are livestock passports needed for? (% of respondents) by Stratum, Mentioned percentage only								
	Kakheti	Adjara	Samegrel	Ninotsmi	Akhalkala	Tsalka	Marneuli	Dmanisi	Georgia
To track health condition of livestock	54	23	40	50	22	24	92	87	32
To collect data on livestock description	23	16	23	36	35	8	26	65	24
To improve quality of livestock products	9	3	4	19	32	5	25	52	7
To ease sales of livestock/livestock products for formers	4	9	5	3	24	7	11	6	6
For the state to get additional income	7	3	1	6	19	8	9	5	4
For the state to control activities of farmers	7	3	3	8	16	5	8	3	3
To prove ownership over livestock	27	48	29	3	5	52	6	13	19
For the state to impose additional taxes	7	2	1	3	5	6		3	2
To fine people in cases when livestock breaks public order (e.g.: road accident, presence of livestock in cities)	5	3	1		5	18	2	9	2
Other				2					1
There is no need of livestock passportization	15	5	14	0	3	14	0	1	16

Table 26b In your opinion, what are livestock passports needed for? (% of respondents) by Gender, Mentioned percentage only		
	Male	Female
To track health condition of livestock	29	33
To collect data on livestock description	29	21
To improve quality of livestock products	8	6
To ease sales of livestock/livestock products for formers	9	4
For the state to get additional income	6	3
For the state to control activities of farmers	4	3
To prove ownership over livestock	25	15
For the state to impose additional taxes	2	2
To fine people in cases when livestock breaks public order (e.g.: road accident, presence of livestock in cities)	3	1
Other		1
There is no need of livestock passportization	17	15

Table 26c In your opinion, what are livestock passports needed for? (% of respondents) by Age groups, Mentioned percentage only			
	Up to 35	From 36 to 55	56 and more
To track health condition of livestock	26	32	32
To collect data on livestock description	19	14	34
To improve quality of livestock products	9	7	7
To ease sales of livestock/livestock products for formers	6	5	7
For the state to get additional income	1	7	3
For the state to control activities of farmers	1	4	4
To prove ownership over livestock	17	14	23
For the state to impose additional taxes	2	1	3
To fine people in cases when livestock breaks public order (e.g.: road accident, presence of livestock in cities)	1	1	2
Other	3	1	0
There is no need for livestock passport	31	17	11

Table 26d In your opinion, what are livestock passports needed for? (% of respondents) by non-sellers and sellers of livestock & its products			
	Total	Non-sellers	Sellers
To track health condition of livestock	32	33	27
To collect data on livestock description	24	26	18
To improve quality of livestock products	7	7	8
To ease sales of livestock/livestock products for farmers	6	5	8
For the state to get additional income	4	3	7
For the state to control activities of farmers	3	4	3
To prove ownership over livestock	19	19	20
For the state to impose additional taxes	2	2	2
To fine people in cases when livestock breaks public order (e.g.: road accident, presence of livestock in cities)	2	2	1
Other	1	1	1
There is no need of livestock passports	16	11	25

Table 26e In your opinion, what are livestock passports needed for? (% of respondents) *(Combination of different answer options)*	
(1) To track health condition of livestock and (2) to improve quality of livestock products	5
(1) To improve quality of livestock products and (2) To ease sales of livestock/livestock products for farmers	2

Table 27 Do your livestock have ear tags applied under the NAITS programme? (% of households)	
Yes, all of the livestock	57
Yes, some of the livestock	21
No, none of the livestock	22
Don't know	0
Refuse to answer	0

Table 27a	Do your livestock have ear tags applied under the NAITS programme? (% of households) by Stratum								
	Kakheti	Adjara	Samegrelo	Ninotsm	Akhalkalaki	Tsalka	Marneuli	Dmanisi	Georgia
Yes, all of the livestock	61	60	30	70	41	82	54	88	57
Yes, some of the livestock	22	18	27	28	56	17	39	8	21
No, none of the livestock	16	22	43	1	3	1	6	1	22
Don't know	1			1			1	2	0
Refuse to answer	0			0		0			0

Table 27d	Do your livestock have ear tags applied under the NAITS programme? (% of households) by non-sellers and sellers of livestock & its products		
	Total	Non-sellers	Sellers
Yes, all of the livestock	57	55	57
Yes, some of the livestock	21	20	23
No, none of the livestock	22	25	20
Don't know	0	0	0
Refuse to answer	0	0	0

Table 28	Do you plan to tag your livestock? (% of respondents)
Yes	61
No	25
Don't know	14
Refuse to answer	0

Table 28f	Do you plan to ear tag your livestock? (% of respondents) by type of animal			
	Total	Cattle	Pig	Sheep
Yes	61	61	59	59
No	25	25	29	26
Don't know	14	14	12	15
Refuse to answer	0	0	0	0

Table 28j	Do you plan to ear tag your livestock? (% of respondents) by Tag ownership		
	Total	Yes, some of the livestock	No, none of the livestock
Yes	61	73	49
No	25	18	31
Don't know	14	9	19
Refuse to answer	0	0	0

Table 29	Currently registration/ear tagging of livestock is free of charge. However, if after a certain period becomes necessary, would you pay for ear tags? (% of respondents)
Yes	57
No	33
Don't know	10
Refuse to answer	0

Currently registration/ear tagging of livestock is free of charge. However, if after a certain period becomes necessary, would you pay for ear tags? (% of respondents) by Stratum									
	Kakheti	Adjara	Samegrelo	Ninotsminda	Akhalkalaki	Tsalka	Marneuli	Dmanisi	Georgia
Yes	53	61	47	51	63	78	64	44	57
No	27	29	32	42	33	16	18	28	33
Don't know	19	10	21	7	4	6	17	22	10
Refuse to answer								6	0

Table 29b	Currently registration/ear tagging of livestock is free of charge. However, if after a certain period becomes necessary, would you pay for ear tags? (% of respondents) by Gender	
	Male	Female
Yes	54	59
No	36	31
Don't know	10	11
Refuse to answer	0	0

Table 29f	Currently registration/ear tagging of livestock is free of charge. However, if after a certain period becomes necessary, would you pay for ear tags? (% of respondents) by type of animal			
	Total	Cattle	Pig	Sheep
Yes	57	57	61	52
No	33	33	32	36
Don't know	10	10	7	11
Refuse to answer	0	0	0	0

Table 29j	Currently registration/ear tagging of livestock is free of charge. However, if after a certain period the programme becomes paid, would you pay for ear tags? (% of respondents) by Tag ownership			
	Total	Yes, all of the livestock	Yes, some of the livestock	No, none of the livestock
Yes	57	65	56	39
No	33	28	31	46
Don't know	10	7	13	15
Refuse to answer	0	0	0	0

Table 30	Approximately what amount would you be willing to pay for each ear tag?
Mean	3.39
Median	1
Mode	0
Std. Deviation	60.6
Minimum	0
Maximum	5 000

Table 30a									Approximately what amount would you be willing to pay for each ear tag? by Stratum
	Kakheti	Adjara	Samegrelo	Ninotsminda	Akhalkalaki	Tsalka	Marneuli	Dmanisi	Georgia
Mean	1.6	2.33	1.61	1.33	1.17	80.89	10.07	3.77	3.39
Median	1	1	0	1	1	1	2	1	1
Mode	0	0	0	1	1	1	1	0	0.00
Std. Deviation	2.40	5.54	2.74	6.95	1.14	486.82	17.70	10.82	60.6
Minimum	0	0	0	0	0	0	0	0	0.00
Maximum	20	80	20	120	10	5 000	80	60	5 000

Table 30f	Approximately what amount would you be willing to pay for each ear tag? by type of animal			
	Total	Cattle	Pig	Sheep
Mean	3	3.41	2.29	9.79
Median	1	1	1	1
Mode	0	0	0	0
Std. Deviation	61	60.89	3.54	146.61
Minimum	0	0	0	0
Maximum	5000	5000	120	4000

Table 35, How much do you know about diseases? Please use this card where 0 means "I know nothing about diseases" and 10 means "I know everything about diseases". (% of respondents)	
0 I know nothing about livestock diseases	4
1	3
2	9
3	8
4	6
5	22
6	10
7	14
8	9
9	6
10 I know everything about livestock diseases	8
Don't know	1

Table 35a How much do you know about livestock diseases? Please use this card where 0 means "I know nothing about livestock diseases" and 10 means "I know everything about livestock diseases". (%respondents) by Stratum	Kakheti	Adjara	Samegrelo	Ninotsminda	Akhalkalaki	Tsalka	Marneuli	Dmanisi	Georgia
Refuse to answer					0			1	0
Don't know	0	2	3	1	1	0		3	1
0 I know nothing about livestock diseases	1	5	0	3	1	20	0	6	4
1	1	1		3	0	3		1	3
2	5	9	2	12	10	0	1	3	9
3	7	14	6	10	10	3	17	10	8
4	4	10	7	9	8	5	8	9	6
5	11	28	47	30	30	14	7	12	22
6	14	9	17	11	17	15	12	8	10
7	21	7	12	12	13	9	14	9	14
8	16	4	5	4	4	4	18	9	9
9	5	2	0		1	1	17	3	6
10 I know everything about livestock diseases	13	9	1	6	3	26	6	27	8

Table 35c How much do you know about livestock diseases? Please use this card where 0 means "I know nothing about livestock diseases" and 10 means "I know everything about livestock diseases". (% of respondents) by Age group	Up to 35	From 36 to 55	56 and more
Refuse to answer	0	0	0
Don't know	0	0	0
0 I know nothing about livestock diseases	1	1	1
1	11	3	3
2	2	4	2
3	13	10	7
4	10	8	7
5	9	6	6
6	22	24	20
7	11	10	11
8	6	13	17
9	8	5	11
10 I know everything about livestock diseases	2	6	7

Table 36	In your opinion, how important or not are ear tags to the health of livestock? Please use this card. (% of respondents)
Not important at all	6
Not important	17
Neither important, nor not important	27
Important	37
Very important	4
Don't know	10
Refuse to answer	0

Table 36a	Kakheti	Adjara	Samegrelo	Ninots.	Akhalka.	Tsalka	Marneuli	Dmanisi	Georgia
Not important at all	1	10	5	2	1	5		0	6
Not important	6	23	6	3	4	14	1	4	17
Neither important, nor not important	27	17	36	39	46	27	6	13	27
Important	55	31	38	50	47	31	76	56	37
Very important	6	4	1	1	0	10	8	21	4
Don't know	5	16	15	4	1	13	9	5	10
Refuse to answer					0				0

Table 36a — In your opinion, how important or not are ear tags to the health of livestock? Please use this card. (% of respondents) by Stratum

Table 36c	Up to 35	From 36 to 55	56 and more
Not important at all	2	6	7
Not important	9	16	20
Neither important, nor not important	30	26	27
Important	46	40	32
Very important	4	4	3
Don't know	8	8	11
Refuse to answer	0	0	0

Table 36c — In your opinion, how important or not are ear tags to the health of livestock? Please use this card. (% of respondents) by Age groups

Table 36f	Total	Cattle	Pig	Sheep
Not important at all	6	6	7	3
Not important	17	17	13	27
Neither important, nor not important	27	27	28	11
Important	37	37	39	47
Very important	4	4	2	7
Don't know	10	9	11	5
Refuse to answer	0	0	0	0

Table 36f — In your opinion, how important or not important are ear tags to the health of livestock? Please use this card. (% of respondents) by type of animal

Table 37	In your opinion, how important or not are ear tags to the health of humans? Please use the same card. (% of respondents)
Not important at all	8
Not important	19
Neither important, nor not important	25
Important	33
Very important	4
Don't know	10
Refuse to answer	0

Table 37a					In your opinion, how important or not are ear tags to the health of humans? Please use the same card. (% of respondents) by Stratum				
	Kakheti	Adjara	Samegrelo	Ninotsminda	Akhalkalaki	Tsalka	Marneuli	Dmanisi	Georgia
Not important at all	1	13	6	2	1	4			8
Not important	4	25	5	2	4	11	0	5	19
Neither important, nor not important	28	18	33	40	43	22	5	10	25
Important	52	28	41	49	49	39	75	55	33
Very important	10	2	1	1	1	11	9	24	4
Don't know	4	13	14	4	2	13	10	6	10
Refuse to answer					0			0	0

Table 37c	In your opinion, how important or not are ear tags to the health of humans? Please use the same card. (% of respondents) by Age groups		
	Up to 35	From 36 to 55	56 and more
Not important at all	9	8	8
Not important	13	18	21
Neither important, nor not important	27	24	26
Important	41	36	29
Very important	4	6	4
Don't know	7	8	12
Refuse to answer	0	0	0

Table 37e	Importance of ear for health of livestock and health of humans (% of respondents) Combination of questions q36 and q37
Think ear tags are important or very important for health of livestock and health of humans	34
Do not think that ear tags are important or very important for health of livestock and health of humans	66

Table 37f	In your opinion, how important or not important are ear tags to the health of humans? Please use the same card. (% of respondents) by type of animal			
	Total	Cattle	Pig	Sheep
Not important at all	8	8	10	2
Not important	19	19	16	19
Neither important, nor not important	25	25	25	15
Important	33	33	25	52
Very important	4	5	4	7
Don't know	10	10	12	4
Refuse to answer	0	0	0	0

Table 38	For the last 12 months how often, did you keep records of activities related to the health of your animals – always, sometimes or never?[7] (% of respondents)
Always	24
Sometimes	31
Never	43
Don't know	2
Refuse to answer	0

Table 38a	For the last 12 months how often, did you keep records of activities related to the health of your animals – always, sometimes or never? (% of respondents) by Stratum								
	Kakheti	Adjara	Samegrelo	Ninotsminda	Akhalkalaki	Tsalka	Marneuli	Dmanisi	Georgia
Always	32	7	10	8	8	33	32	48	24
Sometimes	25	32	53	28	31	31	41	19	31
Never	40	57	33	63	58	34	22	28	43
Don't know	4	4	4	1	3	1	4	5	2
Refuse to answer						1		1	0

[7] The question was aimed to identify how often do livestock farmers record (write down) activities related to the health of animals

Table 38f	For the last 12 months how often did you keep records of activities related to the health of your animals – always, sometimes or never? (% of households) by type of animal			
	Total	Cattle	Pig	Sheep
Always	24	24	24	35
Sometimes	31	32	31	24
Never	43	43	44	40
Don't know	2	2	1	2
Refuse to answer	0	0	0	0

Table 39	For the last 12 months have your animals been vaccinated? (% of households)
Yes	71
No	25
There was need for it.	4
Don't know	0
Refuse to answer	0

Table 39a	For the last 12 months have your animals been vaccinated? (% of households) by Stratum								
	Kakheti	Adjara	Samegrelo	Ninotsminda	Akhalkalaki	Tsalka	Marneuli	Dmanisi	Georgia
Yes	84	70	54	83	73	84	57	98	71
No	10	30	33	17	24	12	43	1	25
Don't know	1		1	0	1	1		0	0
Refuse to answer									0
There was need	5		11	0	2	2	0	1	4

Table 39f	For the last 12 months have you vaccinated your livestock? (% of households) by type of animal			
	Total	Cattle	Pig	Sheep
Yes	71	71	78	66
No	25	25	18	31
There was need for it.	4	4	4	2
Don't know	0	0	0	0
Refuse to answer	0	0	0	0

Table 40	In your opinion, how accessible or inaccessible is veterinary service for you? Please include both availability and affordability of veterinary services. Please use this card. (% of respondents)
Very inaccessible	0
Inaccessible	9
[In the middle]	10
Accessible	67
Very accessible	14
Don't know	0
Refuse to answer	0

Table 40a	In your opinion, how accessible or inaccessible is veterinary service for you? Please include both availability and affordability of veterinary services. Please use this card. (% of respondents) by Stratum								
	Kakheti	Adjara	Samegrelo	Ninots.	Akhalk.	Tsalka	Marneuli	Dmanisi	Georgia
Very inaccessible		0	0			1			0
Inaccessible	3	6	8	3	3	1	3	5	9
[In the middle]	11	11	10	20	21	9	1	6	10
Accessible	69	78	80	71	61	47	90	53	67
Very accessible	16	4	2	4	12	42	6	35	14
Don't know	1	0	1	1	3	0	1	1	0
Refuse to answer						0			0

Table 40f	In your opinion, how accessible or inaccessible is the veterinarian service for you? Please include both availability and affordability of veterinarian services. Please use this card. (% of respondents) by type of animal			
	Total	Cattle	Pig	Sheep
Very inaccessible	0	0	0	0
Inaccessible	9	9	8	9
[In the middle]	10	10	10	6
Accessible	67	67	72	67
Very accessible	14	13	9	18
Don't know	0	0	0	0
Refuse to answer	0	0	0	0

Table 41	Usually, how often do you consult a veterinarian… (% of households)
Never	6
Almost never	13
Seldom	52
Often	25
Very often	3
Don't know	0
Refuse to answer	0

Table 41a	Usually, how often do you consult a veterinarian… (% of households) by Stratum								
	Kakheti	Adjara	Samegrelo	Ninotsminda	Akhalkalaki	Tsalka	Marneuli	Dmanisi	Georgia
Never	0	8	2	3	4	5	3	5	6
Almost never	5	19	6	8	7	6	4	6	13
Seldom	46	57	64	42	35	37	76	40	52
Often	40	16	28	45	51	47	11	31	25
Very often	7	1	0	1	2	5	4	14	3
Don't know	1			1	1		3	3	0
Refuse to answer		0						1	0

Table 41f	sually, how often do you consult a veterinarian… (% of households) by type of animal			
	Total	Cattle	Pig	Sheep
Never	6	6	6	8
Almost never	13	13	12	17
Seldom	52	52	56	38
Often	25	25	23	30
Very often	3	3	2	6
Don't know	0	0	0	0
Refuse to answer	0	0	0	0

Table 42	In your opinion, how positively or negatively does applying ear tags to your livestock affect safety of food products produced from your livestock? Use this card. (% of respondents)
Very negatively	1
Negatively	3
Neutrally	41
Positively	38
Very positively	3
Don't know	14
Refuse to answer	0

Table 42a	In your opinion, how positively or negatively does applying ear tags to your livestock affect safety of food products produced from your livestock? Use this card. (% of respondents) by Stratum								
	Kakheti	Adjara	Samegrelo	Ninotsminda	Akhalkalaki	Tsalka	Marneuli	Dmanisi	Georgia
Very negatively		0	1			1		0	1
Negatively	1	1	1	1	1	4		1	3
Neutrally	37	42	40	50	37	26	5	26	41
Positively	45	30	38	42	57	42	81	57	38
Very positively	7	0		2	2	13	5	14	3
Don't know	9	26	20	5	2	14	9	2	14
Refuse to answer			0				0	1	0

Table 42f	In your opinion, how positively or negatively does pinning ear tags to your livestock affect safety of food products produced from your livestock? Use this card. (% of respondents) by type of animal			
	Total	Cattle	Pig	Sheep
Very negatively	1	1	1	1
Negatively	3	3	2	3
Neutrally	41	41	41	30
Positively	38	38	44	38
Very positively	3	3	2	5
Don't know	14			
Refuse to answer	0			

Table 43	Speaking of your household, who did the following in the last 12 months? Please, use this card and answer separately for each activity. (% of households)								
	Mostly male members of household	Mostly female members of household	Equally male and female members of household	Mostly hired men	Mostly hired women	Hired men and women equally	Not applicable	Don't know	Refuse to answer
Who provided feeding for animals?	60	11	28	1	0	0		0	0
Who fed animals daily?	35	26	38	0	0	0	0	0	0
Who took animals to pastures?	43	18	23	11	0	1	4		0
Who milked animals?	10	74	11	0	1	0	4		0
Who took care of cutting/brushing animal hair?	26	28	22	1	0	0	22	0	0
Who took care of animals when they get sick?	26	18	46	1	0	0	9	0	0

Table 43a		Speaking of your household, who did the following in the last 12 months? Please, use this card and answer separately for each activity. (% of households) by Stratum							
		Kakheti	Adjara	Samegrelo	Ninotsminda	Akhalkalaki	Tsalka	Marneuli	Dmanisi
Who provided feeding for animals?	Mostly male members of household	83	73	43	46	39	63	77	41
	Mostly female members of household	5	7	19	14	19	4	6	3
	Equally male and female members of household	9	20	37	36	35	31	17	51
	Mostly hired men	2	0	1	2	3	2	1	4
	Hired men and women equally	0	0	0	2	4	0	0	0
	Not applicable	0	0	0	0	0	0	0	1
		Kakheti	Adjara	Samegrelo	Ninotsminda	Akhalkalaki	Tsalka	Marneuli	Dmanisi

Who fed animals daily?	Mostly male members of household	56	22	28	35	35	34	50	32
	Mostly female members of household	11	48	25	21	29	14	12	10
	Equally male and female members of household	29	30	47	44	35	50	38	56
	Mostly hired men	3	0	0	0	1	1	0	1
	Hired men and women equally	1	0	0	1	0	1	0	0
Who took animals to pastures?		Kakheti	Adjara	Samegrelo	Ninotsminda	Akhalkalaki	Tsalka	Marneuli	Dmanisi
	Mostly male members of household	57	23	44	25	25	9	41	47
	Mostly female members of household	3	27	21	8	10	2	2	2
	Equally male and female members of household	5	29	30	11	13	17	4	18
	Mostly hired men	31	0	1	51	30	64	51	32
	Mostly hired women	0	0	0	0	0	1	0	0
	Hired men and women equally	1	0	0	4	21	7	0	0
	Not applicable	1	20	3	0	1	0	2	0
Who milked animals?		Kakheti	Adjara	Samegrelo	Ninotsminda	Akhalkalaki	Tsalka	Marneuli	Dmanisi
	Mostly male members of household	28	3	6	4	6	5	1	8
	Mostly female members of household	29	87	79	80	81	75	90	83
	Equally male and female members of household	28	4	11	14	12	19	4	6
	Mostly hired men	5	0	0	0	0	0	0	0
	Mostly hired women	1	0	1	1	0	1	0	2
	Hired men and women equally	1	0	0	0	0	0	0	1
	Not applicable	9	5	2	1	1	1	4	1
Who took care of cutting/brushing animal hair?		Kakheti	Adjara	Samegrelo	Ninotsminda	Akhalkalaki	Tsalka	Marneuli	Dmanisi
	Mostly male members of household	28	13	26	34	28	40	49	36
	Mostly female members of household	6	55	26	12	19	12	9	11
	Equally male and female members of household	6	26	31	23	21	46	25	48
	Mostly hired men	3	0	0	7	1	1	2	1
	Mostly hired women	0	0	1	0	0	0	0	1
	Hired men and women equally	1	0	0	0	0	0	0	1
	Not applicable	56	6	16	24	29	1	16	3
	Don't know	0	0	1	0	2	0	0	0
	Refuse to answer	0	0	1	0	1	0	0	0
Who took care of animals when they get sick?		Kakheti	Adjara	Samegrelo	Ninotsminda	Akhalkalaki	Tsalka	Marneuli	Dmanisi
	Mostly male members of household	64	10	12	32	23	22	49	30
	Mostly female members of household	7	20	20	16	26	7	9	5
	Equally male and female members of household	23	55	60	48	51	38	35	58
	Mostly hired men	2	0	0	2	0	9	1	1
	Hired men and women equally	1	1	0	0	0	1	0	0
	Not applicable	4	14	8	2	0	23	7	6

Table 44	During a regular day how much time did you dedicate to animal care in the last 12 months? Please, answer in minutes.
Mean	158.01
Median	120
Mode	120
Std. Deviation	623.37
Minimum	0
Maximum	36000

Table 44a	During a regular day how much time did you dedicate to animal care in the last 12 months? Please, answer in minutes. by Stratum								
	Kakheti	Adjara	Samegrelo	Ninotsminda	Akhalkalaki	Tsalka	Marneuli	Dmanisi	Georgia
Mean	288.82	122.7	114.21	187.43	143.42	153.91	168.35	215.44	158.01
Median	120	120	120	180	120	120	120	130	120
Mode	120	120	120	120	120	120	120	120	120
Std. Deviation	2017.8	85.07	71.99	101.26	68.03	102.83	583.92	178.22	623.37
Minimum	0	1	10	2	0	0	20	0	0
Maximum	36000	480	500	700	480	720	12000	800	36000

Table 44b	During a regular day how much time did you dedicate to animal care in the last 12 months? Please, answer in minutes. by Gender	
Male	Mean	159.58
	Median	120
	Mode	120
	Std. Deviation	200.83
	Minimum	0
	Maximum	12000
Female	Mean	157.07
	Median	120
	Mode	120
	Std. Deviation	773.61
	Minimum	0
	Maximum	36000

Table 44f	During a regular day how much time did you dedicate to animal care in the last 12 months? Please, answer in minutes. by type of animal			
	Total	Cattle	Pig	Sheep
Mean	158.01	155.74	152.94	210.86
Median	120	120	120	120
Mode	120	120	120	120
Std. Deviation	623.37	610.73	121.06	571.71
Minimum	0	0	0	0
Maximum	36000	36000	3000	12000

Table 45	Speaking of your household, who usually took decisions on selling livestock in the last 12 months? (% of households)
Mostly male members of household	22
Mostly female members of household	7
Equally male and female members of household	32
Not applicable	39
Don't know	0
Refuse to answer	0

Table 45a	Speaking of your household, who usually took decisions on selling livestock in the last 12 months? (% of households) by Stratum								
	Kakheti	Adjara	Samegrelo	Ninotsminda	Akhalkalaki	Tsalka	Marneuli	Dmanisi	Georgia
Mostly male members of household	30	18	8	29	18	30	41	20	22
Mostly female members of household	4	8	7	11	19	5	1	4	7
Equally male and female members of household	42	25	35	41	50	38	13	49	32
Not applicable	23	49	51	20	12	27	45	26	39
Don't know	0	0	0	0	0	0	0	2	0
Refuse to answer	0	0	0	0	0	0	0	0	0

Table 46	Speaking of your household, who usually took decisions on selling livestock products in the last 12 months? (% of households)
Mostly male members of household	13
Mostly female members of household	13
Equally male and female members of household	27
Not applicable	45
Don't know	1
Refuse to answer	0

Table 46a	Speaking of your household, who usually took decisions on selling livestock products in the last 12 months? % of households) by Stratum								
	Kakheti	Adjara	Samegrelo	Ninotsminda	Akhalkalaki	Tsalka	Marneuli	Dmanisi	Georgia
Mostly male members of household	13	9	3	30	17	21	32	17	13
Mostly female members of household	10	13	12	12	18	13	3	6	13
Equally male and female members of household	37	28	28	51	50	54	15	49	27
Not applicable	39	50	57	7	14	12	49	28	45
Don't know	0	0	0	0	0	0	0	0	1
Refuse to answer	1	0	0	0	0	0	0	0	0

Table 47	Speaking of your household, who usually took decisions on income from the selling animals and animal products in the last 12 months? (% of households)
Mostly male members of household	13
Mostly female members of household	10
Equally male and female members of household	38
Not applicable	39
Don't know	0
Refuse to answer	0

Table 47a	Speaking of your household, who usually took decisions on income from the selling animals and animal products in the last 12 months? (% of households) by Stratum								
	Kakheti	Adjara	Samegrelo	Ninotsminda	Akhalkalaki	Tsalka	Marneuli	Dmanisi	Georgia
Mostly male members of household	13	8	3	28	18	18	8	8	13
Mostly female members of household	7	12	9	13	18	8	3	6	10
Equally male and female members of household	49	32	33	55	52	64	45	59	38
Not applicable	31	48	54	4	11	10	44	27	39
Don't know	0	0	0	0	1	0	0	0	0
Refuse to answer	1	0	0	0	0	0	0	0	0

Table 48	Speaking of your household, who usually took decisions in your household on vaccinating or registering your livestock in the last 12 months? (% of households)
Mostly male members of household	28
Mostly female members of household	14
Equally male and female members of household	43
Not applicable	15

Table 48a	Speaking of your household, who usually took decisions in your household on vaccinating or registering your livestock in the last 12 months? (% of households) by Stratum								
	Kakheti	Adjara	Samegrelo	Ninotsminda	Akhalkalaki	Tsalka	Marneuli	Dmanisi	Georgia
Mostly male members of household	62	23	10	33	26	50	52	24	28
Mostly female members of household	5	10	11	15	21	7	2	8	14
Equally male and female members of household	27	47	45	51	51	41	15	65	43
Not applicable	6	20	33	1	1	3	30	2	15
Don't know	0	0	1	0	1	0	0	0	0
Refuse to answer	0	0	0	0	0	0	0	0	0

Table 49	What are your main sources of information for receiving news about current events? Please tell me, which is your first main source of information. (% of respondents)
Co-workers	1
Family members	4
Neighbours, friends	7
Internet	4
Newspapers, magazines	0
Radio	0
Television	82
Other	0
Don't know	1
Refuse to answer	1

Table 49a	What are your main sources of information for receiving news about current events? Please tell me, which is your first main source of information. (% of respondents) by Stratum								
	Kakheti	Adjara	Samegrelo	Ninotsminda	Akhalkalaki	Tsalka	Marneuli	Dmanisi	Georgia
Co-workers	0	0	0	0	1	9	4	34	1
Family members	2	1	6	9	15	8	29	12	4
Neighbours, friends	4	5	7	8	33	14	30	15	7
Internet	9	2	5	3	1	5	2	1	4
Newspapers, magazines	1	1	0	1	0	0	0	0	0
Radio	1	0	0	0	0	0	0	0	0
Television	84	90	82	77	49	64	23	37	82
Other	0	0	0	0	0	0	11	0	0
Don't know	0	1	0	1	0	0	1	0	1
Refuse to answer	0	0	0	0	0	0	0	0	1

Table 49c	What are your main sources of information for receiving news about current events? Please tell me, which is your first main source of information. (% of respondents) by Age groups		
	Up to 35	From 36 to 55	56 and more
Co-workers	1	1	1
Family members	3	4	3
Neighbours, friends	8	6	7
Internet	20	4	1
Newspapers, magazines	0	0	1
Radio	0	0	0
Television	66	82	85
Other	2	0	0
Don't know	0	2	0
Refuse to answer	0	0	2

Table 50	And what is your second main source of information about current events? (% of respondents)
Co-workers	1
Family members	7
Neighbours, friends	24
Internet	10
Newspapers, magazines	6
Radio	1
Television	5
Other	0
Receive information from only one source	47
Don't know	0
Refuse to answer	0

Table 50a	And what is your second main source of information about current events? (% of respondents) by Stratum								
	Kakheti	Adjara	Samegrelo	Ninotsminda	Akhalkalaki	Tsalka	Marneuli	Dmanisi	Georgia
Co-workers	1	0	1	1	1	6	3	19	1
Family members	7	4	18	17	15	15	18	30	7
Neighbours, friends	43	49	34	20	28	39	61	34	24
Internet	12	9	19	22	10	13	2	9	10
Newspapers, magazines	12	0	4	3	1	2	0	1	6
Radio	0	0	1	1	0	0	0	0	1
Television	9	4	6	6	9	7	6	1	5
Other	0	0	0	1	0	1	1	1	0
Receive information from only one source	16	33	17	29	35	17	7	5	47
Don't know	0	0	0	1	0	0	1	1	0
Refuse to answer	0	0	0	0	0	1	0	0	0

Table 50f	And what is your second main source of information about current events? (% of respondents) by type of animal			
	Total	Cattle	Pig	Sheep
Co-workers	1	1	0	0
Family members	7	7	7	7
Neighbors, friends	24	23	16	16
Internet	10	10	10	10
Newspapers, magazines	6	5	5	5
Radio	1	1	2	2
Television	5	5	5	5
Other	0	0	0	0
Receive information from only one source	47	47	53	53
Don't know	0	0	1	1
Refuse to answer	0	0	0	0

Table 51	Please name up to three television channels that you watch most often? Include both national and regional channels. (% of respondents)				
	Mentioned	Not mentioned	I do not watch TV at all	Don't know	Refuse to answer
Rustavi 2	54	40	5	2	0
Imedi	55	38	5	2	0
Channel 1 of the Georgian Public Broadcaster	5	88	5	2	0
Channel 2 of the Georgian Public Broadcaster	0	93	5	2	0
TV Pirveli	1	93	5	2	0
GDS	2	91	5	2	0
Iberia TV	1	92	5	2	0
Maestro	3	90	5	2	0
Voice of Abkhazia		93	5	2	0
Obiektivi	1	92	5	2	0
Palitra News	0	93	5	2	0
Kavkasia	0	93	5	2	0
Adjara TV	2	92	5	2	0
Saperavi TV	0	93	5	2	0
Jikha		93	5	2	0
TV-Radio company Borjomi		93	5	2	0
Ninth Wave		93	5	2	0
Kolkheti 89		93	5	2	0
Parvana	0	93	5	2	0
ATV12	0	93	5	2	0
Channel 9		93	5	2	0
Tanamgzavri	0	93	5	2	0
Bolneli		93	5	2	0
Kartuli TV	0	93	5	2	0
Akhali Sakartvelo		93	5	2	0
Momavali TV		93	5	2	0
Zari		93	5	2	0
Egrisi		93	5	2	0
Trialeti		93	5	2	0
TV 12		93	5	2	0
Rioni		93	5	2	0
Dia TV		93	5	2	0
Marneuli TV		93	5	2	0
Mega TV		93	5	2	0
Batumi TV		93	5	2	0
TV 25	0	93	5	2	0
Imervizia		93	5	2	0
Gurjaani TV		93	5	2	0
Guria TV		93	5	2	0
A Russian television channel	4	89	5	2	0
An Azerbaijani or Turkish television channel	10	83	5	2	0
An Armenian television channel	5	88	5	2	0
Other	1	92	5	2	0

Table 51_gr	Please name up to three television channels that you watch most often? Include both national and regional channels. (% of respondents)				
				Top Most Watched TV Stations	
	Mentioned	Not mentioned	I do not watch TV at all	Don't know	Refuse to answer
Imedi	55	38	5	2	0
Rustavi 2	54	40	5	2	0
Channel 1 of the Georgian Public Broadcaster	5	88	5	2	0
Maestro	3	90	5	2	0
GDS	2	91	5	2	0
Adjara TV	2	92	5	2	0
A Russian television channel	4	89	5	2	0
An Azerbaijani or Turkish TV channel	10	83	5	2	0
An Armenian television channel	5	88	5	2	0

Table 51a	Please name up to three television channels that you watch most often? Include both national and regional channels. (% of respondents) by Stratum, Mentioned Percentage only								
								Top Most Watched TV Stations	
	Kakheti	Adjara	Samegrelo	Ninotsminda	Akhalkalaki	Tsalka	Marneuli	Dmanisi	Georgia
Imedi	66	82	61	5	3	53	1	21	55
Rustavi 2	46	55	70	4	1	48	1	17	54
Channel 1 Georgian Public Broadcaster	4	2	3	0	3	4	0	2	5
Maestro	2	2	3	0	0	1	0	2	3
GDS	3	1	3	0	0	1	0	4	2
Adjara TV	1	11	0	1	0	5	0	0	2
A Russian television channel	5	0	2	39	27	19	2	2	4
An Azerbaijani or Turkish TV channel	12	0	0	0	0	8	97	68	10
An Armenian TV channel	0	0	0	86	84	17	0	0	5

Table q52_1_1	Top programmes watched most often on Rustavi 2 – First mention (% of respondents)
Kurieri	73
Seriali	9
Akhali ambebi	6
Gasartobi	3
Vanos Shu	3
Comedy Shou	2
Other	5
Refuse to answer	0

Table 53_1_1	What time is each of the programmes you named broadcasted? Top 3 Times (% of respondents)		
	21:00	*09:00*	*15:00*
Kurieri	73	5	5
	21:00	*10:00*	*16:00*
Seriali	13	8	7
	21:00	*12:00*	*18:00*
Akhali ambebi	14	5	4
	22:00	*20:00*	*10:00*
Gasartobi	28	6	1
	22:00		
Vanos Shou	93		
	20:00		
Comedy Show	63		

Table q52_2_1	Top programmes watched most often on Imedi - First mention (% of respondents)
Kronika	55
Seriali	18
Akhali ambebi	11
Seriali Elifi	7
Seriali Dzma	4
Other	5

Table 53_2_1	What time is each of the programmes you named broadcasted? Top 3 Times (% of respondents)		
	20:00	*14:00*	*17:00*
Kronika	81	3	2
	21:00	*15:00*	*14:00*
Seriali	32	21	4
	20:00	*15:00*	*21:00*
Akhali ambebi	37	27	2
	15:30	*15:00*	*14:30*
Seriali Elifi	28	27	27
	21:00	*20:50*	*22:00*
Seriali Dzma	63	23	7

Table 54	Which newspapers or magazines do you read most often? Include both national and regional editions. (% of respondents)				
	Mentioned	Not mentioned	Do not read them at all	Don't know	Refuse to answer
Rezonansi	1	15	84	0	0
Kviris Palitra	7	8	84	0	0
Versia	0	15	84	0	0
Asaval-Dasavali	2	14	84	0	0
Kronika	0	15	84	0	0
Akhali Taoba	1	15	84	0	0
Alia	0	15	84	0	0
Samkhretis Karibche	0	15	84	0	0
Sakartvelo da Msoplio	1	15	84	0	0
Guriis Moambe	3	13	84	0	0
Newspaper Rustavi	0	15	84	0	0
Akhali Gazeti	0	15	84	0	0
Voice of Kakheti		15	84	0	0
Ho da Ara		15	84	0	0
Lanchkhuti Plus		15	84	0	0
Alioni	0	15	84	0	0
Liakhvis Kheoba	0	15	84	0	0
Other	4	11	84	0	0

Table 54_gr	Most read newspapers or magazines (% of respondents)				
	Mentioned	Not mentioned	Do not read them at all	Don't know	Refuse to answer
Kviris Palitra	7	8	84	0	0
Guriis Moambe	3	13	84	0	0
Asaval-Dasavali	2	14	84	0	0

Table 55_2	How often do you usually read Kviris Palitra? (% of respondents)
Everyday	9
At least once a week	61
At least once a month	22
Less often	8

Table 56_2	How do you usually get Kviris Palitra? (% of respondents)
Buy it myself	78
Borrow it from someone	22

Table 55_4	How often do you usually read Asaval-Dasavali? (% of respondents)
Everyday	2
At least once a week	75
At least once a month	21
Less often	3

Table 56_4	How do you usually get Asaval-Dasavali? (% of respondents)
Buy it myself	73
Is distributed free of charge	3
Borrow it from someone	24

Table 55_10	How often do you usually read Guriis Moambe? (% of respondents)
Everyday	
At least once a week	95
At least once a month	
Less often	5

Table 56_10	How do you usually get Guriis Moambe? (% of respondents)
Buy it myself	94
Is distributed free of charge	
Borrow it from someone	6

Table 57	Which radio stations do you listen to most often? Include both national and regional radio channels. (% of respondents)				
	Mentioned	Not mentioned	I do not listen to radio at all	Don't know	Refuse to answer
Radio Utsnobi	0	5	94	1	0
Georgian Public Radio 1	1	5	94	1	0
Pirveli Radio	0	5	94	1	0
Radio Fortuna	1	4	94	1	0
Radio Green Wave	0	5	94	1	0
Georgian Public Radio 2		5	94	1	0
Voice of Abkhazia	0	5	94	1	0
Radio Palitra	0	5	94	1	0
Radio Obiektivi	0	5	94	1	0
Radio Imedi	2	3	94	1	0
Radio Tavisupleba	0	5	94	1	0
Radio Fortuna Plus	0	5	94	1	0
Radio Positive		5	94	1	0
OK FM		5	94	1	0
Radio Tanamgzavri		5	94	1	0
Radio Tbilisi		5	94	1	0
Star FM	0	5	94	1	0
Radio GIPA		5	94	1	0
Radio Maestro	0	5	94	1	0
Radio Commersant		5	94	1	0
Radio Jako FM		5	94	1	0
Radio Iveria	0	5	94	1	0
Radio Hereti	0	5	94	1	0
Radio Adjara	0	5	94	1	0
Radio Atinati	0	5	94	1	0
Radio Odishi+	0	5	94	1	0
Radio Trialeti	0	5	94	1	0
Radio Dzveli Kalaki		5	94	1	0
Radio Marneuli	0	5	94	1	0
TV/Radio Company Odishi	0	5	94	1	0
Other	1	4	94	1	0

Table 57_gr	Mentioned	Not mentioned	The top most listened Radios (% of respondents)		
			I do not listen to radio at all	Don't know	Refuse to answer
Radio Imedi	2	3	94	1	0
Other	1	4	94	1	0
Radio Fortuna	1	4	94	1	0
Georgian Public Radio 1	1	5	94	1	0

Table 58	How often do you use the Internet? (% of respondents)
Everyday	24
At least once a week	9
At least once a month	1
Less often	3
Never	41
Do not know how to use the internet	22
Don't know	0
Refuse to answer	0

Table 58a	Kakheti	Adjara	Samegrelo	Ninotsminda	Akhalkalaki	Tsalka	Marneuli	Dmanisi	Georgia
Everyday	23	24	21	34	29	25	10	10	24
At least once a week	9	8	12	16	17	10	8	8	9
At least once a month	2	2	2	6	8	4	3	1	1
Less often	8	1	6	6	9	10	9	2	3
Never	53	52	34	33	30	27	64	31	41
Do not know how to use the internet	5	12	25	4	8	24	5	41	22
Don't know	1	0	0	1	0	1	0	3	0
Refuse to answer	0	0	0	0	0	1	0	3	0

How often do you use the Internet? (% of respondents) by Stratum

Table 58b	How often do you use the Internet? (% of respondents) by Gender	
	Male	Female
Everyday	24	24
At least once a week	9	8
At least once a month	1	2
Less often	3	3
Never	41	41
Do not know how to use the internet	22	22
Don't know	0	0
Refuse to answer	0	0

Table 58c	How often do you use the Internet? (% of respondents) by Age groups		
	Up to 35	From 36 to 55	56 and more
Everyday	59	37	8
At least once a week	15	11	6
At least once a month	3	2	1
Less often	5	4	2
Never	15	33	51
Do not know how to use the internet	2	12	33
Don't know	0	0	0
Refuse to answer	0	0	0

Table 58f	How often do you use the Internet? (% of respondents)) by type of animal			
	Total	Cattle	Pig	Sheep
Everyday	24	24	28	29
At least once a week	9	9	10	4
At least once a month	1	1	1	1
Less often	3	3	3	2
Never	41	41	36	31
Do not know how to use the internet	22	22	22	31
Don't know	0	0	0	1
Refuse to answer	0	0	0	1

Table 59	Which of the following do you do most frequently when you are browsing the Internet? (% of respondents)			
	Mentioned	Not Mentioned	Don't know	Refuse to answer
Receive / send email	3	97	1	0
Use social networking sites (e.g. Odnoklassniki, Facebook, My Space, Google+, etc.) to communicate with friends and acquaintances	55	44	1	0
Use social networking sites (e.g. Odnoklassniki, Facebook, My Space, Google+, etc.) to get news through websites shared by users	36	63	1	0
Use Skype (for instant messaging and for calls)	22	78	1	0
Use instant messenger other than Skype (ICQ, MSN, etc.)	4	95	1	0
Engage in forum discussions	0	99	1	0
Write a blog / read other's blogs	0	99	1	0
Search for information (Google, Wiki, etc.)	24	75	1	0
Shop	0	99	1	0
Read / listen to / watch the news apart from social networking sites, including watching online TV	6	94	1	0
Download / Listen to / Watch music/videos/movies	10	90	1	0
Play online games	2	98	1	0
Visit dating websites	1	99	1	0
Other	0	99	1	0

Table 59a	Which of the following do you do most frequently when you are browsing the Internet? (% of respondents) by Stratum								
	Kakheti	Adjara	Samegrelo	Ninotsminda	Akhalkalaki	Tsalka	Marneuli	Dmanisi	Georgia
Receive / send email	7	6	2	0	2	5	7	13	3
Use social networking sites (e.g. Odnoklassniki, Facebook, My Space, Google+, etc.) to communicate with friends and acquaintances	53	76	52	67	65	48	31	59	55
Use social networking sites (e.g. Odnoklassniki, Facebook, My Space, Google+, etc.) to get news through websites shared by users	35	43	32	39	31	35	18	44	36
Use Skype (for instant messaging and for calls)	16	4	36	58	44	23	36	24	22
Use instant messenger other than Skype (ICQ, MSN, etc.)	4	0	5	5	11	4	0	1	4
Engage in forum discussions	0	0	0	0	1	1	1	0	0
Write a blog / read other's blogs	0	0	0	1	0	1	0	0	0
Search for information (Google, Wiki, etc.)	47	10	28	5	2	21	13	6	24
Shop	0	0	0	0	0	2	1	0	0
Read / listen to / watch the news apart from social networking sites, including watching online TV	9	4	2	12	7	6	1	8	6
Download / Listen to / Watch music/videos/movies	16	15	3	4	6	16	9	9	10
Play online games	0	1	1	2	4	1	1	3	2
Visit dating websites	0	0	0	0	0	0	32	0	1
Other	1	1	0	1	1	1	1	1	0

Table 59b	Which of the following do you do most frequently when you are browsing the Internet? (% of respondents) by Gender		
		M	F
Receive / send email		3	3
Use social networking sites (e.g. Odnoklassniki, Facebook, My Space, Google+, etc.) to communicate with friends and acquaintances		49	59
Use social networking sites (e.g. Odnoklassniki, Facebook, My Space, Google+, etc.) to get news through websites shared by users		35	37
Use Skype (for instant messaging and for calls)		24	20
Use instant messenger other than Skype (ICQ, MSN, etc.)		2	5
Engage in forum discussions		0	0
Write a blog / read other's blogs		0	0
Search for information (Google, Wiki, etc.)		25	24
Shop		1	0
Read / listen to / watch the news apart from social networking sites, including watching online TV		7	5
Download / Listen to / Watch music/videos/movies		14	7
Play online games		1	3
Visit dating websites		1	1
Other		0	0

Table 59c	Which of the following do you do most frequently when you are browsing the Internet? (% of respondents) by Age groups		
	Up to 35	From 36 to 55	56 and more
Receive / send email	4	2	2
Use social networking sites (e.g. Odnoklassniki, Facebook, My Space, Google+, etc.) to communicate with friends and acquaintances	71	57	34
Use social networking sites (e.g. Odnoklassniki, Facebook, My Space, Google+, etc.) to get news through websites shared by users	35	44	19
Use Skype (for instant messaging and for calls)	13	17	41
Use instant messenger other than Skype (ICQ, MSN, etc.)	3	5	3
Engage in forum discussions	0	0	0
Write a blog / read other's blogs	0	0	0
Search for information (Google, Wiki, etc.)	26	23	25
Shop	2	0	0
Read / listen to / watch the news apart from social networking sites, including watching online TV	4	7	6
Download / Listen to / Watch music/videos/movies	14	8	8
Play online games	2	2	2
Visit dating websites	1	1	1
Other	0	0	1

Table 60	Please tell me, usually, which websites do you visit most often when you are browsing the internet? (% of respondents)				
	Mentioned	Not mentioned	Do not visit the websites at all	Don't know	Refuse to answer
Medianews.ge	1	69	27	3	0
info9.ge	1	69	27	3	0
ipn.ge	0	70	27	3	0
tabula.ge	0	70	27	3	0
News.ge	1	69	27	3	0
On.ge	0	70	27	3	0
For.ge		70	27	3	0
csogeorgia.org		70	27	3	0
Sazogadoeba.ge	0	70	27	3	0
Presa.ge	1	69	27	3	0
iverioni.com.ge		70	27	3	0
newposts.ge	0	70	27	3	0

Iveria.biz	0	70	27	3	0
garb.ge		70	27	3	0
newsgeorgia.ge	0	70	27	3	0
forbes.ge	0	70	27	3	0
ipress.ge	1	68	27	3	0
itv.ge	0	70	27	3	0
netgazeti.ge	0	70	27	3	0
liberali.ge		70	27	3	0
civil.ge		70	27	3	0
ghn.ge	0	70	27	3	0
batumelebi.netgazeti.ge	0	70	27	3	0
Newpress.ge	0	70	27	3	0
zugdidelebi.ge		70	27	3	0
livepress.ge		70	27	3	0
gurianews.com	0	70	27	3	0
knews.ge	0	70	27	3	0
qiziki.blogspot.com	0	70	27	3	0
Facebook.com	41	28	27	3	0
Forum.ge	0	70	27	3	0
Odnoklasniki.ru	15	55	27	3	0
YouTube	34	36	27	3	0
Myvideo.ge	12	58	27	3	0
Imovies.ge	0	70	27	3	0
Adjaranet.com	2	68	27	3	0
Ambebi.ge	9	61	27	3	0
Other	2	68	27	3	0

Table 60_gr			Top most visited websites (% of respondents)		
	Mentioned	Not mentioned	Do not visit the websites at all	Don't know	Refuse to answer
Facebook.com	41	28	27	3	0
YouTube	34	36	27	3	0
Odnoklasniki.ru	15	55	27	3	0
Myvideo.ge	12	58	27	3	0
Ambebi.ge	9	61	27	3	0
Adjaranet.com	2	68	27	3	0

Table q61	Do you or your household members visit the following websites to watch films/videos/TV series or programmes? (% of households)			
	Yes	No	Don't know	Refuse to answer
Myvideo.ge	18	76	6	0
Imovies.ge	4	88	8	0
Adjaranet.com	8	85	7	0

Table 62	If yes, how often? (Ask for each) (% of households)				
	Everyday	At least once a week	At least once a month	Less often	Don't know	Refuse to answer
Myvideo.ge	33	45	14	5	2	
Imovies.ge	39	47	12		3	
Adjaranet.com	38	41	11	9	2	

Table 63	Generally, who do you trust the most for information about livestock care? (% of respondents)	
	Neighbours	8
	Veterinarian	80
	Politician	0
	Priests	0
	Village teachers	0
	Farmers Service Centre representatives	1
	Journalists	1
	Other farmers	2
	Foreign specialists	0
	Local specialists	0
	Village elders (Ukhutsesebi)	1
	Ministry/Minister of Agriculture	1
	Ministry/Minister of Healthcare	0
	National Centre for Disease Control and Public Health	0
	Well-known people	0
	Other	1
	Don't know	3
	Refuse to answer	1

Table 63a Generally, who do you trust the most for information about livestock care? (% of respondents) by Stratum	Kakheti	Adjara	Samegrelo	Ninotsminda	Akhalkalaki	Tsalka	Marneuli	Dmanisi	Georgia
Neighbours	5	7	6	8	7	4	31	47	8
Veterinarian	82	70	79	73	75	84	54	41	80
Politician	0	0	0	0	0	0	0	1	0
Priests	0	0	2	0	0	1	0	0	0
Village teachers	0	0	0	0	0	1	0	0	0
Farmers Service Centre representatives	3	2	0	0	0	1	0	1	1
Journalists	0	1	0	0	0	0	0	0	1
Other farmers	2	2	0	0	3	0	12	2	2
Foreign specialists	0	0	0	0	0	0	0	0	0
Local specialists	1	0	1	1	1	2	0	1	0
Village elders (Ukhutsesebi)	1	1	0	6	2	0	0	0	1
Ministry/Minister of Agriculture	1	7	1	0	0	0	0	1	1
Ministry/Minister of Healthcare	0	0	0	0	0	0	0	0	0
National Centre for Disease Control and Public Health	0	0	0	0	0	0	0	4	0
Well-known people	0	0	0	0	0	0	0	0	0
Other	3	2	2	1	1	1	0	0	1
Don't know	3	9	4	8	9	4	1	2	3
Refuse to answer	0	1	5	1	2	1	0	0	1

Table 63b	Generally, who do you trust the most for information about livestock care? (% of respondents) by Gender	
	Male	Female
Neighbours	9	7
Veterinarian	79	81
Politician	0	0
Priests	0	1
Village teachers	0	0
Farmers Service Centre representatives	1	1
Journalists	2	1
Other farmers	1	2
Local specialists	1	0
Village elders (Ukhutsesebi)	1	1
Ministry/Minister of Agriculture	1	1
Ministry/Minister of Healthcare	0	0
Other	1	1
Don't know	3	3
Refuse to answer	1	1

Table 63c	Generally, who do you trust the most for information about livestock care? (% of respondents) by Age group		
	Up to 35	From 36 to 55	56 and more
Neighbours	6	9	8
Veterinarian	80	79	81
Politician	0	0	0
Priests	1	0	0
Village teachers	0	0	0
Farmers Service Centre representatives	1	1	0
Journalists	1	2	1
Other farmers	1	1	2
Foreign specialists	0	0	0
Local specialists	0	0	1
Village elders (Ukhutsesebi)	0	1	1
Ministry/Minister of Agriculture	2	1	1
Ministry/Minister of Healthcare	0	0	0
Other	2	1	1
Don't know	4	3	3
Refuse to answer	2	2	1

Table 64	Speaking about livestock care, which source of information would be most convenient for you? (% of respondents)
Face-to-face meetings	42
TV programmes	20
Public meetings	10
Information booklets	2
NCDC	2
Receiving phone SMSs	1
Farmers' Service Centres	1
Social networks	1
Internet forums	1
Radio programmes	0
Newspaper articles	0
Hotline	0
Ministry/Minister of Agriculture	0
Ministry/Minister of Healthcare	0
Other	0
The source of information doesn't matter	16
Don't know	4
Refuse to answer	1

Table 64a	Speaking about livestock care, which source of information would be most convenient for you? (% of respondents) by Stratum								
	Kakheti	Adjara	Samegrelo	Ninotsminda	Akhalkalaki	Tsalka	Marneuli	Dmanisi	Georgia
Face-to-face meetings	36	44	55	33	23	53	81	58	42
Public meetings	8	5	12	24	34	8	4	12	10
Receiving phone SMSs	1	2	0	0	2	1	0	0	1
TV programmes	18	22	11	9	6	14	6	1	20
Radio programmes	1	0	0	0	0	0	0	0	0
Newspaper articles	1	1	0	0	0	1	0	0	0
Hotline	1	0	0	0	0	1	0	0	0
Information booklets	2	3	1	1	0	2	0	0	2
Farmers' Service Centres	5	1	0	1	0	2	0	1	1
Social networks	1	0	1	0	0	0	0	0	1
Internet forums	2	1	0	0	0	0	0	0	1
Ministry/Minister of Agriculture	0	0	0	1	1	1	0	0	0
Ministry/Minister of Healthcare	0	0	0	0	1	1	0	0	0
National Centre for Disease Control and Public Health	2	0	0	0	0	0	1	11	2
Other	0	0	0	1	0	0	0	0	0
The source of information doesn't matter	20	18	12	15	16	13	5	14	16
Don't know	0	3	5	14	16	2	2	1	4
Refuse to answer	0	0	2	1	1	1	0	0	1

Table 64b	Speaking about livestock care, which source of information would be most convenient for you? (% of respondents) by Gender

	Male	Female
Face-to-face meetings	44	41
Public meetings	12	9
Receiving phone SMSs	0	1
TV programmes	19	20
Radio programmes	0	0
Newspaper articles	0	0
Hotline	0	0
Information booklets	1	2
Farmers' Service Centres	0	1
Social networks	0	2
Internet forums	1	1
Ministry/Minister of Agriculture	0	0
Ministry/Minister of Healthcare	0	0
National Centre for Disease Control and Public Health	2	2
Other	0	0
The source of information doesn't matter	16	16
Don't know	3	4
Refuse to answer	0	1

Table 64c	Speaking about livestock care, which source of information would be most convenient for you? (% of respondents) by Age group		
	Up to 35	From 36 to 55	56 and more
Face-to-face meetings	45	44	40
Public meetings	15	10	8
Receiving phone SMSs	0	1	0
TV programmes	10	16	25
Radio programmes	0	0	0
Newspaper articles	0	0	0
Hotline	0	0	0
Information booklets	1	2	1
Farmers' Service Centres	1	1	1
Social networks	1	2	0
Internet forums	3	1	1
Ministry/Minister of Agriculture	0	0	0
Ministry/Minister of Healthcare	0	0	0
National Centre for Disease Control and Public Health	0	3	1
Other	0	0	0
The source of information doesn't matter	15	15	17
Don't know	8	3	4
Refuse to answer	0	0	1

Table 65	Using this card please tell me what is the highest level of education you have achieved to date? (% of respondents)
No primary education	1
Primary education	2
Incomplete secondary education	6
Complete secondary education	44
Secondary technical/secondary special education	29
Incomplete higher education	1
Higher education (Bachelor's, Master's or specialist's diploma)	18
Doctoral degree	
(Don't know)	0
(Refuse to answer)	0

Table 65f	Using this card please tell me what is the highest level of education you have achieved to date? (% of respondents) by type of animal			
	Total	Cattle	Pig	Sheep
No primary education	1	1	0	0
Primary education	2	2	0	4
Incomplete secondary education	6	6	3	7
Complete secondary education	44	44	47	43
Secondary technical/secondary special education	29	29	33	35
Incomplete higher education	1	1	0	0
Higher education (Bachelor's, Master's or specialist's diploma)	18	18	17	12
Doctoral degree				
Don't know	0	0	0	0
Refuse to answer	0	0	0	0

Table 66	Do you consider yourself to be employed? This employment may be part-time or full-time, you may be officially employed, informally employed, or self-employed, but it brings you monetary income. (% of respondents)
Yes	55
No	45
Don't know	0
Refuse to answer	0

Table 66f	Do you consider yourself to be employed? This employment may be part-time or full-time, you may be officially employed, informally employed, or self-employed, but it brings you monetary income. (% of respondents) by type of animal			
	Total	Cattle	Pig	Sheep
Yes	55	55	63	69
No	45	45	37	30
Don't know	0	0	0	1
Refuse to answer	0	0	0	0

Table 67	Which of the following best describes your situation? (% of respondents)
Retired and not working	41
Student and not working	1
Take care of children and the house	30
Unemployed and looking for a job	25
I have limited abilities and cannot work	2
Other [including compulsory military service]	1
Don't know	0
Refuse to answer	0

Table 68	Which of the following best describes your situation? (% of respondents)
Work fulltime (even if the respondent is retired or a student), including seasonal work	26
Work part-time (even if the respondent is retired or a student), including seasonal work	3
Self-employed, not including agricultural work on the land they own, lease or lend (even if the respondent is retired or a student), including seasonal work	6
Self-employed, including agricultural work on the land they own, lease or land (even if the respondent is retired or a student), including seasonal work	66
Don't know	0
Refuse to answer	0

Table 69	Please tell me does your household own…. Please note that we are interested only in those items that your household owns and that are currently in normal working order. (% of respondents)			
	Owns	Does not own	Don't know	Refuse to answer
Colour television	98	2		0
Smartphone (phone with colour screen and internet access)	57	42	1	0
Computer tablet (e.g.: iPad, Galaxy Tab, Lenovo, etc.)	14	85	0	0
Personal computer including a laptop	53	47	0	0

Table 70	Household income is a sum of monetary income of all household members. Speaking about monetary income of all your household members last month, to which of the following groups does your household belong? (% of households)
More than GEL 1 600	2
GEL 1 201 – 1 600	2
GEL 801 – 1 200	9
GEL 501 – 800	15
GEL 301 – 500	26
GEL 181 - 300	21
Up to GEL 180	7
0 GEL	1
Don't know	8
Refuse to answer	10

Table w1	How often did you feel that the respondent lacked knowledge about the questions you asked? (% of respondents)
Never	39
Just for a few questions (fewer than ten)	45
For some questions, but not that many (approximately between 10 and 20)	14
For a substantial number of questions, but less than half the interview	2
Throughout most of the interview, or through the entire interview	0

Table w1f How often did you feel that the respondent lacked knowledge about the questions you asked? (% of respondents) by type of animal	Total	Cattle	Pig	Sheep
Never	39	39	39	45
Just for a few questions (fewer than ten)	45	45	44	48
For some questions, but not that many (approximately between 10 and 20)	14	14	15	7
For a substantial number of questions, but less than half the interview	2	2	1	1
Throughout most of the interview, or through the entire interview	0	0	0	0

Table w2 Please, indicate who was helping the respondent to answer the question for the following section of the questionnaire? (% of households)	Mostly male members of household	Mostly female members of household	Equally male and female members of household	No one
Section 2: Information about the household's livestock	7	8	3	82
Section 3: National Animal Identification and Traceability System	6	9	3	81
Section 4: Healthcare and food safety	6	9	4	81
Section 5: Gender roles	5	8	3	84
Section 6: Sources of information	5	9	3	83

ANNEX 2: METHODOLOGICAL OVERVIEW

Data collection instruments

FEGEO-NAITS team and consultants with an expertise in the livestock field in collaboration with CRRC-Georgia - the survey firm - drafted the survey instrument based on the project requirements and pre-survey focus groups. Livestock experts primarily provided their input on the components of animal health interventions and the animal identification and traceability system, while CRRC-Georgia staff members focused on aspects of the instruments related to the quality and feasibility of implementation. The questionnaire also consisted of indicators that aimed to measure access of rural women to technology, information, and markets and their ability to make decisions. Gender expertise was involved throughout the survey, and in particular at the stage when questionnaires were formulated, samples were designed and interviewers were prepared for the work.

Special focus was placed on the communication channels used by farmers (disaggregated by sex) to develop effective communication strategy for the project. After finalizing the Georgian version of the questionnaire with FEGEO-NAITS, translated the questionnaire was translated into English, Armenian, and Azerbaijani. In order to ensure quality, the Armenian and Azerbaijani questionnaires were translated using the double-blind translation with adjudication method.

Sampling approach

To collect baseline data of rural livestock owners and keepers attitudes towards improved animal health interventions, study designed a sampling approach with the aim of conducting a nationwide survey consisting of 3327 interviews. According to the sampling design, survey results are representative of the following regions of Georgia: Kakheti (high animal population, seasonal grazing and live animal exports); Adjara (autonomous republic with large Muslim population and different animal husbandry); Samegrelo (widely representative of Georgia); and the following selected municipalities: Ninotsminda and

Akhalkalaki (high density of Armenian people); Tsalka, Marneuli and Dmanisi (high proportion of Azeri, Armenian and Greek people). The sample was designed to allow for data analysis of each of the above-mentioned areas separately and to compare it to other above-mentioned areas. Besides the mentioned areas, the sample will be representative for the entire Georgia with the exception of larger cities: Tbilisi (urban area), Kutaisi, Batumi, Poti, Zugdidi, Gori, Telavi, and Rustavi, where the share of people who own livestock is very low. A simple random sampling approach was used on the assumption that individuals in each village or urban precinct are similar to individuals living in other villages or urban precincts of the same representative area.

After identifying selected areas, the random walk method was used to select households to interview, but with an additionally applied screener question to identify livestock holders — households that own livestock. During the contacts with households in selected areas, members of the household who are the most knowledgeable and have the most frequent interaction with livestock were identified. Previous household surveys on agriculture revealed an equal division of such male and female respondents within the households in rural Georgian population. This circumstance was taken into consideration to ensure gender balance in the sampled interviews.

CAPI interviewing

The study employed the Computer Assisted Personal Interviewing (CAPI) technique for data collection. In general, this innovative technique provides advantages in speed, cost and data quality as compared to more traditional paper- and pencil-based interviewing. Android-based tablet computers (Samsung Galaxy Tab4) and the open-source software ODK (Open Data Kit) was used to programme questionnaires into the tablets[8.]

The XML-based forms were built in Microsoft Excel and were converted into the corresponding format using special software also developed by ODK. Forms

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[8] See http://opendatakit.org/about

were uploaded onto a specially designed web-server using Google's App Engine Service. The server was used for storing and distributing forms as well as aggregating and downloading collected data. The interviewers used ODK Collect, a user-interface for Android-based devices. This software was used to download forms, conduct interviews and send data.

Pilot

The survey design and instruments were tested before the main wave of quantitative data collection. The pilot was conducted from 11 to 13 August 2017 in Mukhrani village of the Mtskheta Municipality. The village was chosen for being a traditional place of small and big livestock producers. During the pilot, 30 interviews were conducted. Duration of the interviews were punctiliously documented, and the average length of the interview was determined. This aided in adjusting instruments so that interviews were approximately 30 minutes long. Any potentially confusing or complicated terminology in the survey instruments was addressed by coming up with better wording and ensuring reliability of questions.

Fieldwork

Fieldwork personnel consisted of 61 individuals in total. Seven supervisors managed fieldwork in assigned regions, providing guidance and quality control for the interviewers. Overall, managerial and technical oversight was exercised from CRRC-Georgia's office: two staff members were in daily contact with each supervisor to receive information about the fieldwork process and to give appropriate instructions as necessary. In total 3327 interviews were conducted. The margin of error for the whole sample is 1.9%, 5.5% in selected regions, and 7% for the rest of Georgia.

Data cleaning

Data cleaning was carried out to identify and, where possible, correct inconsistencies. In addition, open-ended questions with textual responses were recoded so that these answers matched numeric codes. It should be noted that, with CAPI, the cleaning process was straightforward: pre- programmed questionnaire forms helped to eliminate ambiguous codes from being entered in the dataset. Also, the form did not accept errors related to selecting more values than permitted in the questionnaire.

Focus groups

In addition to the survey component, the project also employed- pre- and post-household survey focus groups, where respondents had the opportunity to expand upon their views. The main reason for conducting focus groups is to understand the potential constraints in implementing the animal identification and traceability system. Focus groups also aimed to identify the most effective communication strategies according to the rural population.

Focus groups were conducted using a flexible conversation guide and should last approximately 90 minutes. The participants who own or manage livestock in the eight target regions were recruited. Focus group members were also grouped based on sex, education, profession, and age and as well as other criteria. Focus groups were recorded on video or audio files with the consent of respondents and afterwards were transcribed. Four focus groups were conducted before the household survey in the following selected areas: (1) Georgian male farmers from Zestafoni district, Imereti region; (2) Georgian female farmers from Senaki district, Samegrelo region; (3) Azerbaijani male farmers from Telavi and Sagarejo districts, Kakheti regions; and (4) Armenian female farmers from Tsalka, Bolnisi and Marneuli districts, Kvemo Kartli region. After submitting preliminary descriptive report, focus group guide was adjusted and messages for effective communication campaign were tested. Eight focus groups were conducted in the survey in the following selected areas: Georgian (1) female and (2) male farmers from Zugdidi district, Samegrelo region; Georgian (3) female and (4) male farmers from Kobuleti, Khelvachauri, Khulo and Shuakhevi districts, Adjara region; (5) Azerbaijani male farmers from Dmanisi district, Kvemo Kartli region; (6) Azerbaijani female farmers from Marneuli district, Kvemo Kartli region; (7) Armenian male farmers from Ninotsminda district, Samtskhe Javakheti region; (6) Armenian female farmers from Akhalkalaki district, Samtskhe Javakheti region.