



## **MARKETING OF LAND RESOURCES AND THEIR EFFECTIVE USAGE IN THE CONSUMER MARKET (BASED ON THE EXAMPLE OF IMERETI REGION)**

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**“Whoever brought two grains  
there, before only one grain came,  
does the utmost service to man-  
kind.”**

**Ilia Chavchavadze**

### **INTRODUCTION**

The problems of effective use of land resources in the transition to a market economy of Georgia occupy a central place not only in the theory and practice of agricultural development, but also in the overall development strategy of the country. The organizational-economic problems of land usage should be considered in terms of achieving the appropriate effect on the single area and by ensuring the country's food security. At the same time, it is especially important for Georgia to perfect the quality of the use of land resources in the regions by its constant improvement, and thus to maintain the integrity of the national economy in exceptional natural-climatic conditions.

Marketing of Land Resources is a fairly broad area that covers a large number of local issues related to the use of marketing technol-

ogy at the regional level, including the issue of the resource management of the region's land.

Nowadays, land is one of the main sources of attracting the investment in the region. That is why, the greatest attention is paid to land issues at all levels of government, laws are being adopted, such as the Law of Georgia on "Land Use Planning and Sustainable Agricultural Land Management", which aims at ensuring rational land use and protection, promoting land market and land balance development, etc.

Land is one of the main national treasures that needs special care and protection, almost half of Georgia's natural wealth comes from land. But for the last ten years, Georgia's significant land resources have been sold to foreign nationals on a quite a long term use. Which is the wrong attitude of the state to this fact. Land resources occupy a special place in human life and work, that is why we should protect every inch of it. When exposed to earth, a person uses its chemical, physical, and biological properties. Thus, the final result of labor in the agriculture- the crop, depends on the thickness of the fertile layer of the soil, its mechanical ingredients and on the presence of chemicals.

Georgia is a mountainous country, with only 46% of the country's valley . Here the land resources are characterized by high level of agricultural use and by natural productivity of the agricultural land.

**Key words:** Land Resource, Land Efficiency, Land Resource Marketing

## **METHODOLOGY OF RESEARCH AND MATERIALS**

The usage of agricultural land is constantly changing. The transformation of the agricultural land structure and their quality is caused by acquisition of new lands, active land, reclaiming activities and more. The purpose of our research is to study how effectively land resources are used in the Imereti region. We use both primary and secondary information for the study. Initial information is obtained through field surveys and online surveys, based on the analy-

sis we develop recommendations and suggestions that will play an important role in rational use of land resources.

## DISCUSSIONS AND RESULTS

The total area of agricultural land in Georgia is 3025.8 thousand hectares, which is 39.7% of the total area. As for Imereti region, its land covers 65737 hectares, which makes up 85% (77191 hectares) of the total area [1]. In terms of usage, the territory of Georgia can be divided into three parts:

1. The agricultural area -15.8%;
2. Natural-agricultural area -70.6% (forest, bushes, grassland);
3. Unused land in agriculture - 13.6%.

The efficiency of land use in agriculture is characterized by a system of natural, cost, and land-use indices that are divided into main and additional. The main natural indicator of effective land use is: productivity of agricultural crops and production calculated on 100 hectares of basic crops (wheat, sugar beets, potatoes, etc.) In this respect, the beans, garden and corn yields in the Imereti region in 2016-2018 are as follows (see Table 1):

**Table 1**

**Productivity of Garden Yields, Maize and beans in 2016-2018**

| Name          | Dimension | 2016 | 2017 | 2018 |
|---------------|-----------|------|------|------|
| Beans         | t/ha      | 0,7  | 0,5  | 0,6  |
| Garden Yields | t/ha      | 10,9 | 19,5 | 18,3 |
| Maize         | t/ha      | 2,01 | 1,1  | 1,6  |

The income from the sale of agricultural products in the Imereti region during the last 2016-2018 also is of vital importance (see Table 2). As for the production of agricultural products in the Imereti region according to 2016-2018 [3], is the following (see Table 3.)

**Table 2**

**Revenues from sale of agricultural products  
in 2011-2018 (GEL million)**

| <b>Name</b>                                                | <b>2011</b> | <b>2012</b> | <b>2013</b> | <b>2014</b> | <b>2015</b> | <b>2016</b> | <b>2017</b> | <b>2018</b> |
|------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Imereti<br>Racha-Lechkhumi<br>and Kvemo (Lower)<br>Svaneti | 6,3         | 8,5         | 9,3         | 11,0        | 9,0         | 9,7         | 7,6         | 8,3         |

**Table 3**

**Production of agricultural products in Imereti region  
in 2016-2018 (Thousand tons)**

| <b>Name</b>   | <b>2016</b> | <b>2017</b> | <b>2018</b> |
|---------------|-------------|-------------|-------------|
| Maize         | 53,9        | 27,7        | 32,5        |
| fruit         | 11,8        | 11,2        | 11,2        |
| Seeded Fruit  | 3,0         | 3,0         | 3,5         |
| Stone- Fruit  | 2,9         | 3,4         | 4,1         |
| Garden Yields | 8,2         | 14,4        | 13,2        |

The increasing production of agricultural products can only be successfully accomplished by a significant growth in the effective use of land resources. In modern conditions this is gaining special relevance.

The key role in promoting effective land use lies with the state, which must develop and implement targeted programs for effective and rational land use. Reduction of land areas and inappropriate

ate use should not be allowed. Public authorities should promote a change in the overall economic conditions that create the basis for the expansion and intensification of agricultural production again. In this regard, the Chamber of Commerce of Georgia has developed and implemented various programs for effective use of land in both rural and urban areas, in particular:

- UNDP Rural Development Program with 50% funding.
- Mechanization support program, with 50% financing for harvesting and 30% for combine processing;
- Financing of processing and savings enterprises - Preferential agro credit - 50% grant financing, 50% benefits;
- Purchase of seedlings within the future program is funded by 70%, irrigation system- by 50%, planting- by 10 %;
- Greenhouse clusters have been created in the Imereti region to help the increase of export potential.

It should be noted that 8500 ha of land is currently cultivated under the Program “Plan the Future”, and today the planting of various seedlings continues.

The problem of raising land use efficiency has always been a pressing issue. But when it comes to market relations, it takes on special significance. The analysis shows that due to the improper use of part of the land resources, their productivity is low, this prevents people from raising their standard of living. This is reflected in their employment, which amounted to 60.3% in Imereti region in 2018, while the unemployment rate in the urban-rural area in 2005-2018 is as follows: (figure 1). It should also be noted that according to statistics, the major part of the population below the poverty line in Georgia, according to 2018 data, comes to the village - 23.1%. In the city this rate is -18% [4].

For the last five years, 142.2 thousand inhabitants of Imereti, most of whom were highly qualified specialists, left the village for searching the jobs. This indicates the fact that if the village is emptied, the land will remain unprocessed. Residents of the Imereti region should make reasonable use of the above-mentioned programs

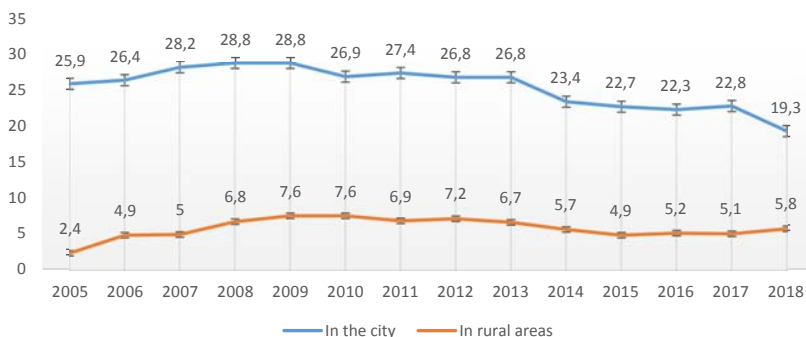
offered by the state, this will contribute to raising the level of their economic well-being as well as enhancing the living standards of the region's population.

In view of the above, it is important to focus on the following issues in the study:

- How the population of Imereti region uses the land;
- How profitable their labor is;
- Which region's lands are most productive and cultivated;
- What hinders the cultivation of land.

We surveyed 72 respondents, of whom 36.4% were male and 63.6% female. The respondents were divided according to age: 18-35 years -3,5%, 36-50 years -9.1%, 51-65 years -72.7%, above 66 -18.2%. According to the survey, 63.6% of the respondents have land in the city and 45.5%- in the village. When asked if the respondents are fully using the land under their jurisdiction, 9.1% of respondents answered yes, 36.4%- partially, 54.5% answered no. Information related to the crop that respondents bring from their plots is also of significant importance. As it is shown in the survey, cereals account for -20%, vegetables -60%, fruits -60%, grapes -50%. Respondents' views on the proposals, that the state needs to follow, are also important. After the study the following key recommendations were identified.

**Fig 1. Unemployment rate in the urban-rural area**



## CONCLUSIONS AND PROPOSALS

1. To assist both rural and urban population in purchasing toxic chemicals and cultivating land;

2. Complex measures should be taken, both in terms of the state legislative and normative basis, as well as in terms of increasing employment interest in rural areas and the cost-effectiveness of activities; Although some work is already being done by the state on these issues, it may not be enough, most people in the community need to be aware of the state programs mentioned above in order to increase population engagement.

However, there are important reasons, which the respondents pointed out about the uncultivated land. These include:

1. The number of tractors is not enough and available ones are too expensive.

2. Impoverishment, lack of equipment, massive diseases that destroy the crop. This needs more attention from the state;

3. Lack of time and low profitability;

It has to be noted that 20% of the respondents surveyed think that their work is profitable, while 78% think it is partly profitable, 2% think it is not profitable. As mentioned above the districts of Imereti region are distinguished by different terrain. In this regard, after analyzing the results of the survey, the data were distributed as follows: Baghdati -54.5%, Terjola -45.5%, Vani-Tskaltubo -27.3%, Zestafoni-Samtredia -18.2%, Tkibuli -9.1%.

In addition to the above information, the opinions of the respondents, related to the cultivation of the exploitable land areas, are really important and we can distinguish some of them:

1. The state should assist landowners in providing fertilizer and irrigation resources;

2. An appropriate institutional environment should be created.

3. To promote the acquisition of equipment, irrigation canals, land cultivation grants;

Finally, I would like to quote Emmanuel Kant and Robert Brown-

ing: “ Young man, love work, reject the pleasure not because they were denied forever, but because they were more in perspectives! Do not subdue their perceptions with endless pleasures”(Emmanuel Kant) and” Labor is the duty of a man to get the earth closer to heaven according to labor opportunities “(Robert Browning).

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### მიწის რესურსების მარკეტინგი და მისი ეფექტური გამოყენება სამომხმარებლო ბაზარზე (იმპერატივის რეგიონის მაგალითზე)

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#### რეზიუმე

გადმოცემულია საქართველოში მიწის რესურსებთან და თავად მიწის ეფექტურ გამოყენებასთან დაკავშირებული პრობლემები და პერსპექტივები. ასევე განხილულია მიწა როგორც საინვესტიციო რესურსების მოზიდვის ერთ-ერთი წყარო.

უდიდესი ყურადღება ეთმობა კვლევის მასალებს და მეთოდ-

დოლოგიას, დასაბუთებულია მიწის რაციონალური გამოყენების უდიდესი მნიშვნელობა როგორც რეგიონისათვის, ისე მისი თითოეული მაცხოვრებლისათვის, აღნიშნულია, რომ მიწა ის ერთადერთი რესურსია, რომლისგანაც მოსავალს ვიდებთ განეული შრომის სანაცვლოდ. მოყვანილია სტატისტიკური მონაცემები სოფლის მეურნეობის პროდუქტების რაოდენობის შესახებ რეგიონში 2016–2018 წწ..

**საკვანძო სიტყვები:** მიწის რესურსი, მიწის ეფექტიანობა, მიწის რესურსების მარკეტინგი.