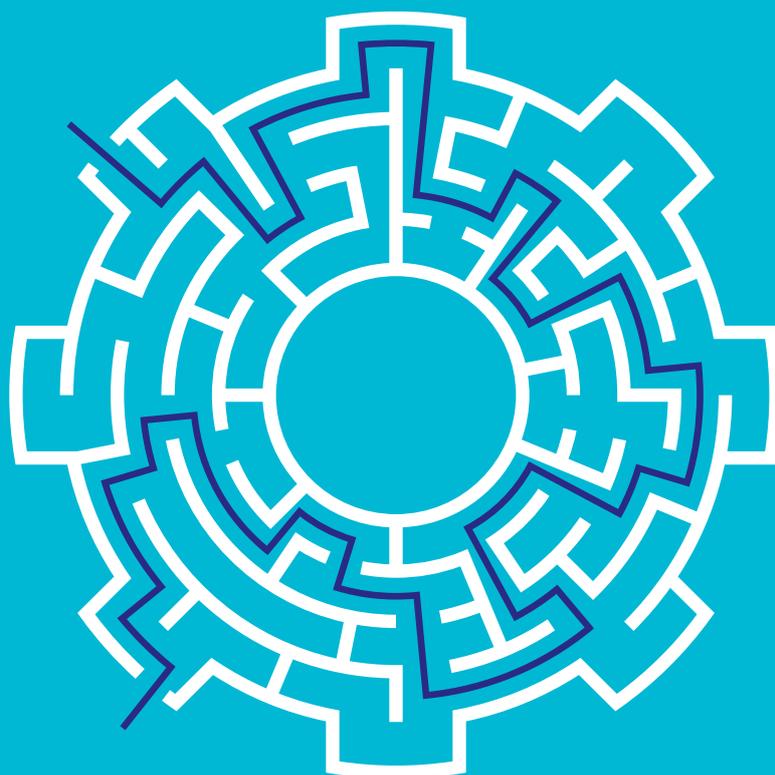


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# Greater growth? *Know how.*

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With funding from the European Union, we helped Tetri Qudi, a mushroom grower from Georgia, improve their accounting systems and develop their business.



# Mushroom producer, Georgia

**We've been supporting Georgian mushroom company Tetri Qudi since 2012. We helped them improve their productivity and the quality of the mushrooms they produced, and sharpened their marketing skills. As a result, Tetri Qudi has increased its profits by 24% and exports by 39%.**

In 2009 the entrepreneurial spirit of two Georgians and one Armenian culminated in the establishment of Tetri Qudi – or 'white cap' – a reference to the champignon mushrooms that this agribusiness grows and sells. Now, the business produces around 140 tonnes of mushrooms every month. Fresh mushrooms are not commonly grown in Georgia and the company quickly came to hold an 80% market share, largely replacing imports.

As the company had grown rapidly, Tetri Qudi's management realised they needed an effective computerised system to manage the information coming from their farms, warehouses, staff and customers. We connected the business with a local consultant



New production techniques are helping Tetri Qudi grow their business.

from Optimus Management Information Systems, who helped them introduce an information management system tailored to their specific needs. The consultant:

- Analysed the way the business operated and recommended a system
- Set up the new system, including 1C accounting software, and tested it
- Trained key staff in how to use the new system.

The new system allowed precise analysis of Tetri Qudi's customers, and streamlined workflows, making the business operate more effectively. It allowed the company to upgrade its bookkeeping to management accounting.

Tetri Qudi was so impressed with the value brought to their business by the external experts that they are now working with one of our international advisers. The adviser, Mr Hubert Heijer, is an agribusiness expert from the Netherlands, and is helping Tetri Qudi improve their production, from refining the type of compost they use in their cultivation to choosing new machinery, introducing new products like Portobello mushrooms. Special attention was also paid to food safety and hygiene standards, and to obtaining HACCP Certification, essential for exports. Finally, the company is currently preparing for ISO 14001 certification in environmental management.

[www.ebrd.com/knowhow](http://www.ebrd.com/knowhow)

Pre-tax profits

+24%

Turnover

+14%

Production

+20%

Client contribution

€19,401

Total project value to date

€89,901