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COMMERCIAL HORTICULTURE AND AGRICULTURAL MARKETING PROGRAM (CHAMP)

2013 Annual Report



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COMMERCIAL HORTICULTURE AND AGRICULTURAL MARKETING PROGRAM (CHAMP)

Annual Report 2013

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This report is intended to provide USAID and other stakeholders with an annual progress report on the Commercial Horticulture and Agricultural Marketing Program (CHAMP). Produced to meet the requirements of the CHAMP Cooperative Agreement, the report lists achieved results and describes the context of operations, implementation processes, and program and environmental changes during the course of 2013. The reporting period is February 1 through December 31, 2013, in keeping with the USAID-approved 2013 CHAMP Work Plan.

The documents used in developing this report include all CHAMP quarterly progress reports, as well as supplementary project documents (surveys, trackers, etc.). These documents are available upon request from Roots of Peace Headquarters in San Rafael, California or on the CHAMP website: CHAMP.af.

The views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development (USAID) or the United States Government.

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Abbreviations

ACCI	Afghanistan Chamber of Commerce and Industries
AGE	Anti-government elements
ANNGO	Afghan National Nursery Growers' Organization
B2B	Business-to-business
CHAMP	Commercial Horticulture and Agriculture Marketing Program
DAIL	Directorate of Agriculture, Irrigation and Livestock
EPAA	Export Promotion Agency of Afghanistan
FFS	Farmer Field School
GAP	Good Agricultural Practices
HACCP	Hazard Analysis and Critical Control Points
IDEA-NEW	Incentives Driving Economic Alternatives for the North, East, and West
IITF	Indian International Trade Fair
IPM	Integrated pest management
IRDF	Improved Raisin Drying Facility
LM	Local national
M&E	Monitoring and Evaluation
MAIL	Ministry of Agriculture, Irrigation and Livestock
MRRD	Ministry of Roads and Rural Development
MT	Metric ton
PHDP	Perennial Horticultural Development Project
RoP	Roots of Peace
UAE	United Arab Emirates
UNAMA	United Nations Assistance Mission in Afghanistan
USAID	United States Agency for International Development

Preface

Afghan fresh and dried fruit exports face all of the daunting challenges associated with a land-locked country, most notably costly access to sea freight, and other forms of needed transportation. Of even greater significance is the devastation brought to this sector by three decades of conflict. Afghanistan once enjoyed a strong reputation for high quality fruit. War and paralyzing insurgency destroyed the nation's productive capacity and disrupted commercial relations with important trade partners.

USAID's investments to reestablish these strong traditions have paid off well. In 2013, the program was responsible for exports of nearly \$11 million (9,500 MTs), greatly exceeding expectations and project targets. CHAMP achieved this by aggressively going to high priority target countries to assess markets and cultivate buyer relations.

We will continue to build on these successes, but are eager to break new ground:

- Afghan products are gaining international acceptance, but we need to forge larger, more enduring deals for those markets where we have a foothold. This will require identifying and collaborating with ventures that will help us establish the facilities and practices that will enable this level of engagement.
- We must work to develop new markets that are accessible to Afghanistan, and that offer a greater degree of market diversification – most notably Central Asia and further expansion into Gulf countries through our Dubai trade office.
- We have made important inroads into promoting greater gender integration, but more can be done. We have upgraded our performance targets for women's participation in CHAMP in 2014 and anticipate that women will comprise 15% of program beneficiaries.
- We must continue to develop value added processing in Afghanistan.

Agribusiness can serve as a catalyst to economic growth for Afghanistan. But this will require a steady, strategic and sustained effort. Our goal is to engage producers, traders, and international buyers not in "one-off" deals, but to build mutually advantageous and enduring relationships. This is a tenet of successful international agribusiness, one that CHAMP has embraced, and which will continue to guide its implementation.

“Our goal is to engage producers, traders, and international buyers not in ‘one-off’ deals, but to build mutually advantageous and enduring commercial relationships.”

Rod Carvajal
CHAMP Chief of Party

RESULTS AT A GLANCE

2010 – 2013



Apples from Kabul Province are sorted and packed for export to markets in India.



A CHAMP extension agent teaches advanced grape growing techniques at a Farmer Field School.

Nearly **90,000 farmers** trained in improved agricultural techniques, including **2,400 women**

36,000 households benefitted from a value chain approach ranging from establishing orchards to exporting high quality produce

2.7 million saplings and rooted cuttings planted, benefitting **19,000 farmers**

More than **450 hectares** of traditional vineyards converted to trellising

More than **12,000 farmers** trained at Farmers Field Schools

13,500 tons of produce valued at more than **\$15 million** exported to international markets

More than **6,000 full-time jobs** created in agribusiness

189 storage facilities constructed

EXECUTIVE SUMMARY

PROGRAM BRIEF: PROJECT BUY-IN



CHAMP requires copayments in most of its interventions to defray costs and encourage beneficiary buy-in. Strong buy-in confirms the value of project services provided, and is a key to their sustainability.

The percentage of these copayments changes throughout the life of the program. Early adopters pay a lower copayment, with the copayment increasing over time as more farmers request to work with the program.

CHAMP works with private-sector nurseries and vendors for the delivery of these goods so that private sector growth is not disrupted.

The Commercial Horticulture and Agriculture Marketing Program (CHAMP) started in February 2010 as a four year, \$34.9 million activity to improve the economic livelihoods of small rural farmers by helping them shift from relatively low-value annual crops, such as wheat, to relatively high-value perennial crops, such as apples, apricots, almonds, grapes and pomegranates in the southern, south central and eastern provinces.

In January 2012, CHAMP received an amendment to their agreement from USAID to extend the program until Dec. 31, 2014. The program is now a keystone of USAID's agribusiness and alternative development program in line with the U.S. Government's Afghanistan Agricultural Assistance strategy. In light of this, the CHAMP team has refocused its resources and activities towards post-harvest handling and marketing activities across all areas of CHAMP operations.

As part of the Trellising Vineyards and New Orchards component, CHAMP planted 54,146 citrus trees, establishing an area of 166.6 hectares of new orchards (lemon and sweet orange) benefiting 805 farmers in spring 2013, adding to the nearly 2.7 million tree saplings and rooted cuttings distributed since the beginning of the program. This effort is the culmination of a collaborative effort by CHAMP, Incentives Driving Economic Alternatives for the North, East, and West (IDEA-NEW) and European Community Perennial Horticultural Development Project (PHDP) to rebuild the citrus sector that was devastated by the conflict and a citrus-killing virus. A survival rate survey by CHAMP M&E showed an 83% survival rate of citrus saplings distributed during the previous year. CHAMP also provided trellising inputs and technical assistance to 920 grape farmers (including 44 women farmers) in seven provinces, resulting in 189 hectares of improved vineyards.

Under the Quality Improvement component, CHAMP formed 872 producers groups throughout the program's area of operation. These groups consist of farmers organized by crop type and geographic area, each group consists of a contact person (lead farmer) and 10 to 15 member farmers (sub-farmers). The lead farmer is responsible for disseminating information on CHAMP trainings throughout the group. The program also provided direct technical assistance training to a total of 13,907 farmers (including 1,248 women) in such topics as integrated pest management, orchard management, irrigation, weeding and disease control, and others. In 2013, CHAMP began Farmer Field Schools to support the exchange of knowledge between farmers and CHAMP support staff. CHAMP arranged programs for 872 lead and 11,310 sub farmers on such topics as improving surface irrigation systems, field preparation and pre-harvest practices. Training of Trainers built the capacity of 67 government extension staff members, 37 university

instructors, and 62 lead farmers, enabling them to transfer core horticultural knowledge to farmers.

CHAMP's High Value Marketing and Agribusiness Development improved the potential for increasing the profits of Afghan farmers and marketing firms. CHAMP's marketing team worked with 32 Afghan companies in exporting 9,515 metric tons (MT) of apples, pomegranates, pomegranate juice, black and green raisins, fresh and dried apricots, almonds, grapes and melons to markets in India, the United Arab Emirates (UAE), Russia, Saudi Arabia, Canada and Pakistan. CHAMP organized business-to-business (B2B) meetings between Afghan farmers and traders as well as meetings between Afghan traders and international buyers. As a result, Afghan traders exported their produce to many new markets in India, Russia and Bahrain. CHAMP also facilitated international trade fairs in Dubai, Kabul and New Delhi, enabling Afghan traders to bring their products to an international audience. CHAMP funded the construction of 68 apple cool rooms and 121 improved raisin drying facilities to provide farmers with the ability to process or store fruit and thereby generate greater returns than fresh produce.

Women were integrated into many areas of CHAMP activities. A total of 44 women from several provinces were selected to receive T-trellising systems to improve the output of their vineyards and to receive training in pre-harvest vineyard management. CHAMP provided tools and training in sulfur apricot drying to nearly 700 women. This technology will enable the beneficiaries to avoid the losses incurred with traditional drying techniques and to gain greater value over fresh apricots. Special FFS groups were arranged to train women farmers in advanced horticultural techniques. The activities were supervised by CHAMP female extension officers. In 2013, a total of 614 women participated in FFS trainings in grape quality improvement and apple quality improvement.

Overall, the program exceeded its targets in nearly all of its program indicators. Total program spending remained well within the 2013 budget. Total program spending for 2010 through 2013 stood at 82% of the approximately \$35 million budgeted for the period.

2013 CHAMP Results

13,907 farmers trained in improved agricultural techniques, including **1,248 women**

54,146 citrus saplings planted, benefitting **805 farmers**

Nearly **200 hectares** of traditional vineyards converted to trellising

12,000 farmers trained at Farmers Field Schools

More than **9,500 tons** of produce exported to markets in Pakistan, Canada, India, Saudi Arabia, UAE and Russia.

189 storage facilities constructed, such as cool rooms and raisin drying facilities.

PROGRAM BACKGROUND

Afghanistan's economy is derived almost exclusively from agriculture. While 94% of the country's land is too mountainous, arid/or remote to sustain farming, more than 80% of Afghan people derive their primary source of income from farming, livestock production or both.¹

In the 1960s and 1970s, Afghan agriculture thrived, with farmers producing abundant fruits, vegetables and cereal crops for the country's people. Exports of pomegranates, raisins, apricots, and dried fruits were known the world over. From its strategic location along the famous Silk Road, Afghanistan exported more than 60 percent of its agricultural products to lucrative markets in South Asia, the Middle East, Europe and the former Soviet Union.

Three decades of war, however, left Afghanistan's farming infrastructure in ruins. Farm families were scattered, export linkages were broken and centuries of valuable farm knowledge was lost. Afghan produce exports were halted and the once formidable agricultural producer became dependent on aid and foreign imports to sustain its population.

Rebuilding Afghan agriculture has thus been a central component of USAID's \$15 billion investment in Afghanistan since 2002. USAID's agriculture program is focused on improving food security, increasing agricultural productivity and rural employment, and improving family incomes and well-being. Improved job opportunities and incomes also reduce pressures on the poor to grow opium poppy, an important tangential outcome in a country that produces 92% of the world's opium.

CHAMP was developed to achieve USAID's objectives of boosting agricultural productivity and food security, providing market opportunities, and decreasing the country's poppy production.

CHAMP works to reduce poverty among rural Afghan farmers by assisting them to shift from relatively low-value safety crops, such as wheat and corn, to high-value perennial crops such as fruits and vegetables. CHAMP provides training in best agricultural practices, builds storage facilities such as cool rooms and raisin drying facilities and helps grape farmers convert from traditional ground-based vineyards to higher output trellis systems. CHAMP also helps stimulate farm exports by linking farmers to traders and traders to high-paying markets. CHAMP includes women in many of its activities in an effort to integrate them into the mainstream agricultural sector.

“The purpose of USAID’s agriculture program is to improve food security, increase agricultural productivity and rural employment, and improve family incomes and well-being. Improved job opportunities and incomes also reduce pressures on the poor to grow opium poppy.”

USAID/Afghanistan²

¹ Source: Blanchard, C. M. (2009). *Afghanistan: Narcotics and us policy*. DIANE Publishing.

² Source: USAID/Afghanistan. Retrieved January 22, 2014 from: <http://www.usaid.gov/afghanistan/our-work>

CHAMP focuses heavily on post-harvest activities and marketing to boost exports, increase import substitution, and add value to products through post-harvest processing. The program is divided into four main components:

- Trellising Vineyards and New Orchards
- Quality Improvement
- High Value Marketing and Agribusiness Development
- Gender Integration.

Under the 2013 CHAMP Work Plan, these components comprise six main focus areas:

- Quality improvement
- Post-harvest issues
- Marketing
- Agribusiness
- Gender access to economic activities
- Citrus orchard establishment in the eastern regions

CHAMP is implemented by Roots of Peace. The program began in February 2010 and was originally slated to end in January 2014. In June 2012, however, the program's Cooperative Agreement was extended until December 2014 to focus resources and activities on a value-chain approach that emphasizes post-harvest handling and marketing activities.

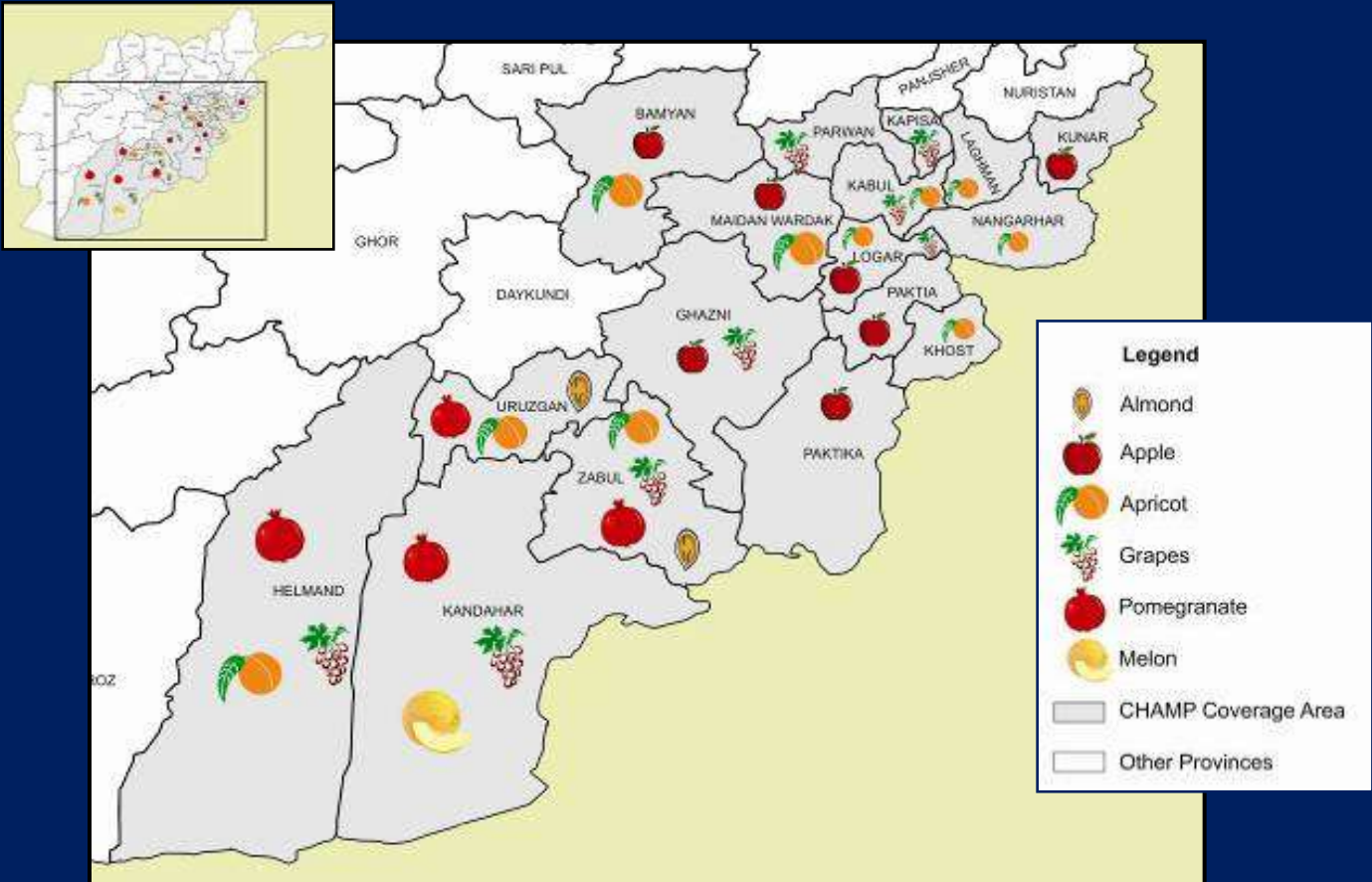
Under the new approach, CHAMP is carrying out activities throughout five main value chains (grapes, almonds, pomegranates, apricots and apples) and one sub-value chain (melons). The program focuses on improving horticultural and marketing practices to produce high-quality fruit for high-value markets. CHAMP's value chain approach seeks to sustainably commercialize Afghanistan's traditionally marketed high value crops. The program focuses heavily on post-harvest activities through marketing to increase exports, increase import substitution and increase value-add through post-harvest processing.

CHAMP activities are implemented in close coordination with the Ministry of Agriculture, Irrigation and Livestock (MAIL) and its provincial Directorates of Agriculture, Irrigation and Livestock (DAIL). CHAMP also coordinates its activities through regular meetings with USAID, the Afghanistan Chamber of Commerce and Industries (ACCI), the Ministry of Roads and Rural Development (MRRD), the Export Promotion Agency of Afghanistan (EPAA), and the United Nations Assistance Mission in Afghanistan (UNAMA). Such coordination prevents duplication of effort and ensures full transparency of CHAMP activities with its key partners and stakeholders.

CHAMP operates in 17 Afghan provinces: Bamiyan, Ghazni, Helmand, Kabul, Kandahar, Kapisa, Khost, Kunar, Laghman, Logar, Maidan Wardak, Nangarhar, Paktya, Paktika, Parwan, Uruzgan and Zabul. CHAMP's main office is located in Kabul, with field offices in Nangarhar, Kabul, Bamiyan, Ghazni, Kandahar, Helmand and Paktya provinces.

CHAMP's staff is composed primarily of Afghan national personnel (98.5%). Afghan staff members of both genders are utilized at every level of program design, development and implementation and occupy key positions essential for successful completion of program activities. In 2013, CHAMP employed 203 local national employees and three expatriate staff.

CHAMP AREA OF OPERATIONS





A farmer from the Shomali Plains shows off grapes from a vineyard trellised with CHAMP support.

TRELLISING VINEYARDS AND NEW ORCHARDS

TRELLISING



Trellises provided by CHAMP keep grapes off the ground, resulting in higher yields and superior quality.

Trellising vineyards significantly improves the harvest yield of grapes, both in quality and in quantity. In order to increase farmers' income, CHAMP is trellising existing vineyards in the grape producing areas of Kabul, Parwan, Logar, Ghazni, Zabul, Helmand and Kandahar provinces. Traditionally in Afghanistan, vines are grown on the ground, but this can damage the quality of the grapes by putting them in direct contact with moisture and pests. This practice also eliminates sunlight penetration and airflow, which decreases the quantity of production.

T-trellising systems consist of concrete poles running parallel to the vines and steel wires fixed over the poles. Each pole has a T-bar placed at the top, through which three wires are extended along the direction of the poles. This system, capable of supporting the load of the grapes, places the vines at a manageable height for the average sized adult. With this technique grapes grow in greater quantities and reach a higher quality. As trellised grapes stay off the ground, the harvested fruit does not contain dirt particles, resulting in a higher grading and ultimately higher market price. Trellised vines are exposed to more sunlight, which encourages growth and increases yields and quality. Trellising also protects plants from the effects of flooding and hail. The increased airflow around the vine decreases the likelihood of disease. The net result is a doubling of yields and an increase in quality.

In 2013, CHAMP provided trellising inputs and technical assistance to 920 grape farmers (including 44 women farmers) in Kabul, Parwan, Helmand, Kandahar, Zabul, Ghazni and Kapisa provinces. This resulted in 189 hectares of improved vineyards.

Afghanistan is home to a wide variety of fruits and nuts, which profit from the country's favorable perennial growing climate. CHAMP activities focus on improving the output and quality of this important agricultural income stream by establishing new orchards and improving the quality of existing orchard production through training in best agricultural practices.

ORCHARD ESTABLISHMENT

In 2013, CHAMP continued to help farmers shift from low-value annual crops to perennial crops by establishing new orchards. In addition to the nearly 2.7 million tree saplings and rooted cuttings distributed since the beginning of the program, CHAMP planted 54,146 citrus trees, establishing an area of 166.6 hectares of new orchards (lemon and sweet orange) benefiting 805 farmers in Nangarhar, Laghman and Kunar provinces. (See [Annex 1 – 2013 Orchard Establishment](#).)

In addition to providing the saplings, CHAMP specialists helped select

suitable land for establishing new orchards. The specialists then created the basic layout design of the orchard and ensured that saplings were planted properly with adequate irrigation. Farmers were required to pay a 30% copayment for the saplings.

In keeping with the USAID Afghan First policy, CHAMP field staff worked with the Afghanistan National Nursery Grower Organization (ANNGO) and the Provincial Nursery Grower Associations to source the saplings. CHAMP arranged it so that the farmers deal directly with the local nurseries to obtain the trees and the nurseries' guarantee to replace any trees that did not survive due to nursery fault. This helps establish a working relation between the farmers and the nurseries for any future expansion. CHAMP staff visited many of their sites to check their nursery practices for quality of saplings and root-cuttings. These nurseries could be potential sapling suppliers in the future. All these nurseries are registered with ANNGO.



CHAMP has distributed some 2.8 million fruit tree saplings in the course of the program.

Survival rate survey. CHAMP has distributed some 2.8 million saplings during the course of the program. Despite good management training for farmers, lack of nutrients, weather conditions, floods and drought will inevitably lead to loss of some of the trees. When designing the program, an overall survival rate of 80% was forecast given the success rate for similar species of saplings planted under comparable climatic conditions in Afghanistan. In 2013, the CHAMP Monitoring and Evaluation (M&E) team conducted a survey to determine the survival rate of saplings distributed to beneficiaries. M&E surveyed 85 farmers (10% of program beneficiaries) in Kunar, Laghman and Nangarhar provinces. The farmers had received more than 4,700 citrus saplings (sweet orange and lemon). The survey found around 940 dead saplings, or 83% survival (with a 3% margin of error), which is in keeping with survival rate predictions.



Builders are shown constructing one of the nearly 70 apple cool rooms constructed by CHAMP during 2013. Cool rooms offer farmers the ability to hold back portions of their harvest to sell when market conditions improve in the months after harvest.

PROGRAM BRIEF: COOL ROOMS

At harvest time, when produce floods the market, crop prices drop to their lowest point in the year. Many farmers hold back a portion of their harvest until prices rebound, but without proper storage facilities their produce often deteriorates and loses value.

Certain crops, such as potatoes and apples, will maintain their quality when stored in cool rooms. Apple prices double within two months after the end of the harvest season, while potato prices double in five months. Beneficiaries of CHAMP's cool rooms have the ability to time their produce sales to coincide with highest crop prices for maximum income yield.



QUALITY IMPROVEMENT

Most fruit and nut production in Afghanistan is done using traditional methods that emphasize the quantity rather than the quality of the yield. Because of this, most Afghan fruit does not meet the specifications required by international markets for appearance and size. In addition, the volume produced does not meet the demand of the international market for a continuous supply throughout the year. CHAMP works to improve the quality of orchard produce through training in best horticultural practices and through direct technical assistance, Farmer Field Schools (FFS), training of trainers and government extension agents. Women were included in all phases of CHAMP training (see [Gender Integration](#), pg 25).



Trainers and DAIL extension agents from Kabul Province are trained in how to prepare vineyards for winter.

PRODUCERS GROUPS

To better facilitate training and outreach activities, in 2013 CHAMP formed 872 producers groups throughout the program's area of operation. These groups consist of farmers organized by crop type and geographic area, each with a contact person responsible for disseminating information on CHAMP trainings throughout the group. These groups became the core beneficiaries of CHAMP's training programs. The objective of developing producers groups is to link farmers with potential buyers and introduce them to product quality improvement techniques, advanced orchard/vine management, harvesting methods, marketing knowledge and new technologies, such as the use of harvesting pickers to avoid fruit and tree damage during harvesting and mobile stairs for safe harvesting of fruits.

DIRECT TECHNICAL ASSISTANCE

Training is included in all areas of CHAMP orchard development interventions. Training ensures that beneficiary farmers are able to properly manage CHAMP inputs for optimum crop yield. The CHAMP extension team paid special attention to follow-up activities for the protection and improvement of program-established orchards.

In 2013, a total of 13,907 farmers (including 578 women) received technical assistance courses in:

- Integrated pest management (IPM)
- Trellis management
- Irrigation
- Pruning
- Weeding and disease control
- Intercrop planting
- Field preparation



Grape farmers learn irrigation techniques at a Farmer Field School in Helmand

FARMER FIELD SCHOOLS

CHAMP established Farmer Field Schools to support the exchange of knowledge between farmers and CHAMP support staff. FFS members learn new agricultural practices such as orchard management, trellising and trellis management, use of modern agricultural practices; they receive modern agricultural inputs such as pruning shears, and share experiences to find solutions to agricultural challenges. In an FFS, one person is selected as a lead farmer who arranges classes for a group of 10 to 15 people from his or her village. The ultimate aim of the FFS is to improve farmers' knowledge base and decision-making abilities so they can build up sustainable agricultural systems and enhance food security in their families and communities.

In 2013, CHAMP arranged FFS programs for 872 lead and 11,310 sub farmers on such topics as improving surface irrigation systems, field preparation and pre-harvest practices.

TRAINING OF TRAINERS AND GOVERNMENT EXTENSION AGENTS

CHAMP builds the capacity of its extension staff and government extension agents so they can transfer core horticultural knowledge to farmers. TOTs in Ghazni, Bamiyan and Kabul provinces focused on the topics of nursery growing, orchard and vineyard layout and trellising, fertilizer application, orchards and vineyard pruning, pests and disease control, soil preparation and weed control, irrigation water management.

In Nangarhar, Laghman and Kunar provinces trainings focused on the topics of fertilizer application and compost formation, safe use of pesticides, irrigation systems, control measures of the common seasonal pests and diseases, and efficient use of available irrigation water.

In Nangarhar, Laghman, Kunar, Zabul and Kandahar provinces trainings focused on the topics of proper spring and summer management practices for grapevines and other fruit trees, conversion of bush vine to T-trellis and fertilizer application to grapevines, insect pest and diseases of grapevines, orchards and their possible control measures, green pruning and fruit thinning, apricot post-harvest handling and apricot sulfur drying.

In 2013, CHAMP trained 205 extension workers consisting of 21 female extension officers, 67 extension staff members from DAIL, 37 university instructors, and 62 lead farmers. Topics included grapevine and orchard pruning, preparation and application of lime sulfur, fertilizer application, preparation and application of Bordeaux-mixture with practical field work.



Farmers from Kandahar Province attend a ToT course in trellis management.



The CHAMP marketing program has facilitated the export of Afghan produce to markets in India, Russia, Canada, Bahrain, Saudi Arabia and the United Arab Emirates.

HIGH VALUE MARKETING AND AGRIBUSINESS DEVELOPMENT



Afghan apples from Paktiya are cleaned, sorted and ready for export to India in improved packaging.

EXPORT PROMOTION

In addition to improving the quality of orchards, CHAMP works to create a strong link between producers and traders to link Afghan produce to well paying international markets. CHAMP's high value marketing component thus improves the potential for increasing the profits of Afghan farmers and marketing firms. Interventions target higher paying domestic markets and traditional export markets like India and Dubai, and non-traditional markets like Canada and Russia. These interventions include export trade promotion, business promotion and infrastructure projects such as raisin drying facilities and cool rooms that improve farmers' ability to create export-quality produce, and allow producers to offer product at times when market conditions are most favorable.

CHAMP also operates trade offices in Dubai and New Delhi to create stronger linkages between Afghan traders and overseas buyers. These offices ensure that Afghan traders are receiving the appropriate profit from the sales of their fruit. This provides a sustainable basis for growth in the value of exports to India and UAE.

Through its export promotion efforts, CHAMP provides assistance to traders in sorting, grading, packaging and transporting their produce. This assistance brings product quality and packaging standards to levels required for entry into demanding international markets. Market requirements are gathered by the High Value Marketing Team during market assessment and trade mission trips, business to business meetings and participation in international events and exhibitions. The information is then transferred to the Afghan traders while informing them of the changing market requirements for their produce. As a result, CHAMP methods help Afghan traders better understand international market requirements and generate greater prices for their value-added produce.

In 2013, CHAMP's marketing team worked with 32 Afghan companies in exporting 9,515 MT of apples, pomegranates, pomegranate juice, black and green raisins, fresh and dried apricots, almonds, grapes and melons to markets in India, UAE, Russia, Saudi Arabia, Bahrain, Canada and Pakistan.

- Early in the year, CHAMP worked with four Afghan companies to export 60 MT of pomegranates and pomegranate juice to India, UAE



Potential buyers examine Afghan produce on display at the CHAMP-supported Afghan Pavilion at the Gulfood Exhibition in Dubai.

and Russia.

- A subsequent shipment to Saudi Arabia resulted in the export of 20 MT of black raisins in improved packaging.
- CHAMP also exported 29.9 MT of pomegranate juice to Canada.
- CHAMP facilitated the export of nearly 4,300 MT of almonds, fresh and dried apricots, black raisins, grapes, melons and pomegranates to markets in India, Pakistan, Saudi Arabia and UAE.
- CHAMP facilitated the export of 2 MT of fresh apricots to Bahrain.
- CHAMP then facilitated the export of 525 MT of apples, apricots, grapes, melons, pomegranates and black and green raisins to India and Pakistan.
- In the fall, CHAMP assisted with the export of more than 3,725 MT of apples, dried apricots, grapes, melons, pomegranates and raisins to Canada, the UAE, India and Pakistan.
- At the end of the year, a CHAMP-supported export trader delivered 887 MT of almonds, dried apricots, raisins and pomegranates to Russia, India and Pakistan.

For a breakdown of exports by country/produce type and province of origin, see [Annexes 3 and 4](#), respectively. As shown in the table below, CHAMP-facilitated exports for 2013 showed an increase of more than 200% over exports for 2012.

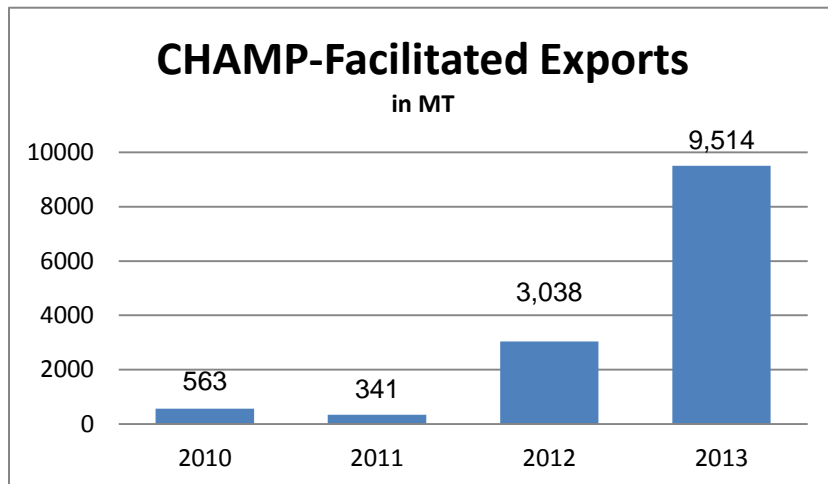


Table 1 – CHAMP-Facilitated Exports 2010-2013

CHAMP works to build linkages between farmers, traders and international markets in an effort to create trade corridors for high-value Afghan produce. Afghan fresh and dried fruits are increasingly sought after by many international markets. But, due to poor post-harvest management in sorting, grading and packaging, the fruit does not always meet the quality demands expected abroad. This affects both the profitability of Afghan traders and the reputation of Afghan produce on the

international market, forcing traders to sell at lower prices in domestic markets.

CHAMP has identified markets that demand high quality Afghan products and will pay a higher price than nearby markets such as Peshawar, in Pakistan. For a sample comparison of grape shipments to different markets in Pakistan and India, see [Annex 5](#).

CHAMP selects a limited number of traders and assists them in entering these markets. CHAMP assists these traders in obtaining more in-depth market information and establishing initial contacts for incursion into these markets. CHAMP also helps these traders to enhance the quality of their produce and add value to their shipments by improving packing and packaging techniques expected by more demanding buyers. Meanwhile the marketing team also works to strengthen linkages with existing markets through continued improvement of post-harvest management practices.

In 2013, CHAMP strengthened these linkages through organizing business-to-business (B2B) meetings between Afghan farmers and traders as well as meetings between Afghan traders and international buyers. CHAMP also helped Afghan traders find new buyers and strengthen their linkages with current buyers through facilitating commercial missions, participation in international trade fairs and exhibitions. As a result, in 2013 Afghan traders exported their produce to new markets in India, Russia and Bahrain. Furthermore, Afghan traders shipped produce to top-tier markets in Pakistan without help from middlemen, thus increasing their profits.



MAIL Minister Mohammad Asif Rahimi examines dried fruit and nuts of CHAMP-supported traders from Uruzgan and Zabul at the Kabul International AgFair.

GULFOOD EXHIBITION, DUBAI

CHAMP provides assistance to Afghan traders to help them access higher paying international markets for exports of their produce. Exposure at international exhibitions and trade fairs allows them to display their products for international marketing companies and traders.

In February, CHAMP supported seven Afghan fresh and dry fruits exporters to participate in the Gulfood exhibition held in Dubai. CHAMP contributed one-third of the cost of booth reservation and provided support for obtaining visas. During the four-day exhibition more than 500 business representatives and buyers visited the Afghan Pavilion. The Afghan companies supported by CHAMP negotiated deals estimated at more than 530 MT valued at \$2 million. Following the Gulfood exhibition, four companies received orders for shipment of pomegranate juice to Dubai and raisins to Saudi Arabia and raisins, dried apricots and almonds to Ahmadabad, India.

KABUL INTERNATIONAL AGFAIR

In late October, CHAMP supported traders' participation in the Kabul International AgFair, held at the Badam Bagh Demonstration Farm in Kabul. The fair provided booths allowing local traders to exhibit products; training opportunities for members of the agribusiness community, and



A meeting between grape producers and traders allowed farmers to prepare fruit to meet the needs of international markets.



Trade meetings, such as one that took place with Tata's Trent Supermarket in India, allow exporters to better understand the produce needs of host countries.

B2B meetings that connected local traders to each other and to international buyers. CHAMP rented seven booths to allow Afghan traders to display produce, forge business deals and to enable the project to share information about its activities. CHAMP delivered presentations on sorting, grading and packing as well as export market challenges. CHAMP also supported MAIL in organizing B2B matchmaking sessions.

INDIAN INTERNATIONAL TRADE FAIR

CHAMP supported the participation of eight Afghan traders in the Indian International Trade Fair (IITF) in New Delhi, India. CHAMP has been supporting Afghan traders in participating in IITF since 2010. CHAMP covered 40% of booth costs as well as transportation expenses. CHAMP organized the Afghanistan Pavilion, coordinated B2B meetings, facilitated visits of the participants to the CHAMP-supported New Delhi trade office, and used the opportunity to seek out international buyers

EVALUATION OF KABUL PACKAGING COMPANIES

The use of appropriate and high quality packaging is an important factor in marketing effectiveness. The limited availability of quality packaging materials represents a constraint for Afghan traders in working with international buyers. Afghan packaging material often cannot withstand humidity, lift-load and other transport conditions, resulting in fruit damage and spoilage before reaching the intended markets.

Early in the year, the CHAMP marketing team visited three carton manufacturers in Kabul to examine the sources and availability of quality packaging materials for 2013. The team discussed the manufacturing process with the companies and collected samples to be compared with other companies. Based on the comparison, CHAMP was able to identify strengths and weaknesses and make recommendations to traders as to the capacity of the different companies.

OTHER LINKAGES

- CHAMP organized a meeting with IG International, one of India's leading producers of equipment for fruit sorting and packing. IG gave a detailed presentation on its products aimed at enhancing fruit shelf life, such as waxing and protecting from sunlight. Technical Director Sunil Vaidya indicated that his company was interested in packaging and distributing Afghan produce. In the end, IG sold a waxing machine to a group of Kabul-based companies. The CHAMP team is monitoring the new facility and its potential for improving the quality of Afghan fruit exports.
- In April, CHAMP representatives attended India's annual fresh produce expo in Bangalore, India. The show provides a forum for the latest trends and developments in Indian fresh produce sector and an opportunity to develop new international business contacts. The show also displays new packaging, cold storages and allied technologies in the fresh produce sector. The CHAMP delegation team met with a number of corporate representatives and visited a fruit processing

center in Nagpur. The visit helped the CHAMP members understand the market demand for Afghan fresh produce in the country.

- CHAMP organized a delegation to Peshawar, Islamabad and Lahore, Pakistan, to explore markets in Pakistan for Uruzgan and Zabul almonds. The CHAMP Almond Value Chain Director facilitated the negotiation between Afghan and Pakistani traders, commission agents, and wholesalers. The meeting revealed that Pakistani traders are more interested in buying almonds without sorting and grading, as these carry a higher profit margin. One local trader placed an order for 100 MT of Sherbai almonds to Pakistan during the upcoming season.
- CHAMP's Marketing Manager visited the Afghan Trade Office in New Delhi, India to discuss the trade office marketing and business plan, contacting new buyers in India, collecting market information and facilitating exports. This was followed by meetings with staff from Tata's Trent Supermarket in New Delhi to explore opportunities for Afghan products.
- A meeting in Kabul between grape producers and traders allowed farmers to better understand how to prepare fruit to meet the needs of international markets. The traders evaluated samples provided by the farmers and discussed opportunities for future collaboration.
- CHAMP visited Pakistan to conduct an assessment of the regional markets and identify importers and commission agents. The delegation researched requirements regarding packaging, size, quality and types of fruit to be exported from Afghanistan.

APRICOT DRYING



Farmers attend a course in apricot drying. Once enclosed, the apricots are fumigated with sulfur to preserve their taste and color.

Apricots are a perishable fruit that lose their quality within hours if not handled properly. Due to a lack of resources, cold storage facilities, and proper transportation, Afghan apricots often spoil and go to waste. As a result, during the peak season there is often an overabundance of apricots reaching the local markets, forcing farmers to sell their apricots at low prices.

In Afghanistan, farmers often sun-dry their apricots on bare ground. Sun-dried apricots are hard and have a blackish-brown color that greatly reduces their value in the local markets. To help farmers avoid these losses, CHAMP provided training in the technique of drying apricots using sulfur, thereby converting apricot harvests into high-value crops. Sulfur drying improves the shape, taste, and color of apricots, resulting in a higher market value.

As part of the training, farmers learn to sort, grade, and clean the apricots. The farmers then arrange the apricots on wooden trays and stack the trays in a wooden structure called a sulfur-drying hut. The farmers then fumigate the apricots with sulfur gas for four to six hours. After fumigation, the farmers remove the trays and put them in the sunlight to further dry for three days. After removing the seeds and treating the apricots with paraffin oil, the apricots are sun-dried until the fruits' moisture has been reduced to 20 percent. The dried apricots are then ready to be packaged and sold.

In 2013, CHAMP taught sulfur-drying techniques to 2,462 farmers, including 680 women, in 10 provinces. For a complete breakdown, see [Annex 2](#)

AGRICULTURAL INFRASTRUCTURE



A raisin drying facility is shown in the early phases of construction in Ghazni Province. CHAMP constructed 121 of these facilities in 2013.

Participants received a range of related tools and implements, such as sulfur, drying trays, a heater, plastic sheeting and a hut structure.

Impact assessment. More than one-third of the farmers participating in the apricot sulfur drying program hailed from the Ghorband region of Parwan Province. To measure the impact of the program, CHAMP conducted an impact assessment study with 47 beneficiaries from the region, or approximately 2% of all apricot drying participants.

The study demonstrated that CHAMP technical assistance had been successfully adopted, with 70% of the farmers utilizing the technique with their 2013 harvest (another 27% preferred to sell their apricots fresh and 3% utilized the traditional drying technique). The study also found that sulfur-dried apricots contributed 67% of the total income for the surveyed farmers.

To further support Afghan farmers in improving their post-harvest produce for high-value markets, CHAMP funds the construction of infrastructure projects for selected commercial farmers and producer groups. These projects provide farmers with the ability to process or store fruit and thereby generate greater returns over fresh produce.

IMPROVED RAISIN DRYING FACILITIES

Shade-dried, green raisin are highly valued for their fresh, sweet flavor and typically sell for two to three times the price of sun-dried black raisins made from the same grapes. Afghans have traditionally produced green raisins in mud brick drying houses or *kishmish khanas*. This process yields green grapes that receive a higher price than drying grapes in the sun, as is practiced for making black raisins. Grapes dried in these facilities earn about \$1,870 per MT, while the same grapes dried in the sun earn \$1,350 per MT.

For the past seven years ROP has worked to develop an improved *kishmish khana* that would help boost production of this competitive product. After numerous trials the CHAMP team settled on a design that yields twice as many green raisins than traditional *kishmish khanas*. After pilot projects proved successful, the project was fully implemented in 2013. Farmers are rewarded with a farm gate price that is 33-44% higher than sun dried raisins. The facilities reduce the drying time from 40 days to 25 days and increase the capacity of drying from 10 metric tons to 20 metric tons. Farmers are required to make a 20% copayment toward construction costs to help defray costs and encourage beneficiary buy-in. In 2013, CHAMP funded the construction of 121 improved raisin drying facilities (IRDF) in Kabul, Ghazni, Zabul, Wardak, Logar, Paktya and Paktika provinces. This was 10 less than the target of 131 set forth in the 2013 owing to security-related project cancellations.

COOL ROOMS

Certain crops can be stored after harvest in subterranean cool rooms. These underground cellars are naturally cooled and require no power costs, unlike cold rooms which require a source of power generation. Farmers can store crops like onions, potatoes and apples in cool rooms

COOL ROOMS - FAST FACTS

Value added:	80%
Farm Gate Prices:	
Harvest season	\$500/mt
Off-season	\$1,000/mt
Storage Capacity:	12 mt
Construction Cost:	\$7,000
Payback Period:	1 season
Loss rate for apples:	
2 months	<5%
3 months	<10%

for many months, with losses less than 5% compared to losses of 30-40% in uncooled facilities.

From 2008 to 2010, ROP constructed more than 1,000 potato storage units. Following their success, in 2013 CHAMP adapted these plans for use with apples. Farmers can store their apples for two to four months and then introduce them into Afghan markets at twice the harvest season price when the market reaches its peak. Farmers are required to make a 20% copayment toward construction costs. The payback period for the farmers' cash investment will be 1.4 years. A total of 68 apple cool rooms were constructed in Paktia, Ghazni, Wardak and Paktika provinces. Following completion of the cool rooms, the farmers received training in how to use the facilities for optimum yield.



CHAMP trade offices provide critical linkages between Afghan traders and supermarkets, wholesalers and direct importers in India and the UAE.

PROGRAM BRIEF: TRADE OFFICES

CHAMP maintains trade offices in New Delhi and Dubai. These offices assist traders in breaking into new markets in India and the UAE. They also provide market assessments and transmit market information twice weekly to CHAMP, EPAA and Afghan traders.

For Afghan exporters, the trade offices act as a go-between for traders trying to navigate complicated import laws. Trade offices are also invaluable for organizing exhibitions, such as Gulfood and IITF.

Cumulatively, these trade offices have facilitated the import of 965 MT of CHAMP value chain products in India and the UAE.



A CHAMP extension worker shows female farmers in Parwan Province how to prune grape vines for better yields.

GENDER INTEGRATION

While farming is generally a male-dominated occupation, women are involved in virtually all farming activities through their work on farms, stables and gardens. In homes where women serve as the head of the family they rely almost entirely on agricultural-related activities for their household income.

CHAMP integrates women into many areas of its programming. In 2013, women participated in technical trainings aimed at improving their vineyards: trellising, apricot drying and farmer field schools.

TRELLISING

As part of the trellising program, women from several provinces were selected to receive T-trellising systems to improve the output of their vineyards and to receive training in pre-harvest vineyard management. Most of the women who participated in the program were widows or female heads of family for whom the vineyards provided their chief source of income.



CHAMP trained nearly 700 women in the process of drying apricots, a process that provides greater income than fresh apricots.

T-trellising systems consist of concrete poles running parallel to the vines and steel wires fixed over the poles. Each pole has a T-bar placed at the top, through which three wires are extended along the direction of the poles. This system, capable of supporting the load of the grapes, places the vines at a manageable height for the average sized adult. With this technique grapes grow in greater quantities and reach a higher quality. As trellised grapes stay off the ground, the harvested fruit does not contain dirt particles, resulting in a higher grading and ultimately higher market price. Trellised vines are exposed to more sunlight, which encourages growth and increases yields and quality. Trellising also protects plants from the effects of flooding and hail.

In addition to receiving trellis systems, beneficiaries received training in how to install the trellises, how to grow vines using the trellises and other vineyard management techniques. A total of 44 women² participated in the trellising program from Kabul, Kapisa and Parwan provinces. The trellises will collectively benefit 8.8 hectares of vineyards.

APRICOT DRYING

The apricot is a perishable fruit that loses its quality within hours if not handled properly. In Afghanistan, farmers often sun-dry their apricots on bare ground. Sun-dried apricots are hard and have a blackish-brown color that greatly reduces their value in the local markets. To help farmers avoid these losses, CHAMP provided training in the technique of drying apricots using sulfur, thereby converting apricot harvests into high-value crops.

² The relatively low number of beneficiaries is due to (a) unfamiliarity with trellis technology and (b) the required copayment of \$420, which is beyond the means of many Afghan women.

In 2013, CHAMP trained a total of 680 women in three provinces (Bamiyan, Parwan and Wardak) in apricot drying techniques. Participants received a range of related tools and implements, such as sulfur, drying trays, a heater, plastic sheeting and a hut structure.

Province	Female Farmers
Wardak	291
Bamiyan	103
Parwan	276
Total	670

Table 3 - Apricot Drying, Female Beneficiaries, 2013

FARMER FIELD SCHOOLS

CHAMP established Farmer Field Schools to support the exchange of knowledge between farmers and CHAMP support staff. FFS members learn new agricultural practices such as orchard management, trellising and trellis management, use of modern agricultural practices; they receive modern agricultural inputs such as pruning shears, and share experiences to find solutions to agricultural challenges. Special FFS groups were arranged to train women farmers in advanced horticultural techniques. The activities are supervised by CHAMP female extension officers. In 2013, a total of 578 women participated in FFS trainings in grape quality improvement and apple quality improvement.



More than 600 women received training as part of CHAMP's Farmer Field Schools. These programs were aimed at improving the output and quality of their orchards and vineyards.

PROGRAM BRIEF: WOMEN FARMERS

Women are a crucial but typically unrecognized and underserved force in Afghanistan's economy. Women are involved in many areas of agriculture, from field work to home garden production.

USAID's Gender Equality and Female Empowerment Policy works to support women and girls by ensuring its gender efforts are integrated all programming.

More than 2,400 women have benefitted from CHAMP interventions since 2010. In 2013, women received trellises and training to improve the output of their vineyards. Women also received training in apricot sulfur drying and in Farmer Field Schools.



PROGRAM PERFORMANCE

PERFORMANCE INDICATOR REPORT

CHAMP results are measured by 14 indicators, as determined by the Performance Management Plan, the most recent version of which was approved on April 2013. During the reporting period, CHAMP met or exceeded 93% of its target indicators, as outlined below. (For complete indicator data, see [Annex 6.](#))

5.b Number of households benefitted by agriculture and alternative development interventions in targeted areas

Target	Actual	% of Target
11,832	13,564	115%

5.1.a Net increase in private sector employment (Full Time Jobs created) in Value Chain Activities

Target	Achieved	% of Target
515	1,397	271%

5.1.b Increased final sales of licit farm and non-farm products from assisted farms and agribusinesses in USG-assisted areas over the previous year

Target	Achieved	% of Target
6,513,482	10,884,145	167%

5.1.d-i Percent Increase in Farmer Household Income

Target	Achieved	% of Target
15%	33%	220%

5.1.d-ii Percent Increase in income of the business firms Participating in CHAMP Value Chain

Target	Achieved	% of Target
13%	25%	192%

(5.1.d-iii) Percent Increase in Income of Women Participating in Value Chain

Target	Achieved	% of Target
10%	10%	100%

5.1.1.a Number of MT Increase in Quality Quantity Production per Hectare

Target	Achieved ³	% of Target
5	2.49	50%

³ While production in this indicator did increase by 2.49 MT, hail damage and other weather-related incidents had a severe impact on crop yields, particularly in Daman District (Kandahar Province), Charasyab District (Kabul Province) and throughout Bamiyan Province, resulting in lower achievement than forecast.

5.1.1b Number of farmers using USG-supported agricultural inputs in targeted areas

Target	Achieved	% of Target
11,832	14,582	123%

5.1.1c Number of farmers planting high-value crops

Target	Achieved	% of Target
700	805	115%

5.1.1f Number of individuals who have received agriculture-related short-term training

Target	Achieved	% of Target
11,693	13,907	119%

5.1.1g Number of hectares of alternative crops under cultivation targeted by USG programs

Target	Achieved	% of Target
2,085	4,579	220%

5.1.2c Number of agriculture-related firms benefitting directly from USG-supported interventions

Target	Achieved	% of Target
29	45	155%

5.1.2f Number of individuals who have received business skills training

Target	Achieved	% of Target
1,521	2,462	162%

5.3.2d Number of GIRoA agricultural extension staff trained in new techniques

Target	Achieved	% of Target
24	67	279%

FINANCIAL REPORT

Program spending remained well within the 2013 budget, as shown in the table below. Spending in 2013 totaled nearly \$10.1 million, or 82% of the \$12.4 million budget allocation for the year. Total program spending for 2010 through 2013 was around \$28.8 million, or 82% of the approximately \$35 million budgeted for the four-year period.

Personnel. Expenses for salaries, fringe benefits and other employee allowances totaled \$3 million for 2013. Total project spending amounted to \$8.2 million, or 86% of budget for this category.

Travel and Per Diem. This category includes program-related travel expenses as well as R&R travel for expat personnel. 2013 spending totaled around \$152,000. Total project spending was around \$624,000, or 44% of budget.

Direct Program Expenses. This category includes expenses for program inputs and supplies, equipment, vehicles and freight, fees to

subcontractors and other direct costs. In 2013, the project spent \$4.8 million. Total program expenses since 2010 totaled \$14.3 million, or 74% of budget.

Overhead. This category included general administrative expenses accrued by Roots of Peace home office as well as overhead expenses accrued by subcontractors. In 2013, overhead expenses totaled \$2.1 million. Total four-year spending totaled \$5.8 million, or 79% of budget.

For a detailed analysis, see [Annex 7 - Financial Report](#).

Cost Category	2013 Spending	Budget Allocation (2013)	Four-year Spending (2010-2013)	Budget Allocation (2010-2013)	Remaining	Budget vs. Actual
Personnel	\$3,033,177	\$2,962,000	\$8,242,204	\$9,369,438	\$1,127,234	88%
Travel & Per Diem	\$152,300	\$385,820	\$483,426	\$1,107,666	\$624,240	44%
Direct program expenses	\$4,801,019	\$6,559,881	\$14,292,633	\$18,508,633	\$4,216,000	77%
Overhead	\$2,106,389	\$2,470,981	\$5,757,965	\$5,972,959	\$214,994	96%
TOTAL	\$10,092,885	\$12,378,682	\$28,776,228	\$34,958,696	\$6,182,468	82%

Table 4 - Program Budget, by Category

COMMUNICATIONS

The CHAMP Communications team oversaw or assisted in the production of all media materials disseminated by the program. This included internal communications, outreach materials, documentation of project activities and program presentations.

Reporting. The team produced and submitted monthly and quarterly reports in keeping with the CHAMP Cooperative Agreement.

Marketing. CHAMP Communications developed banners, website, videos, presentations, folders, and other marketing materials. These materials co-branded with both USAID and ROP identity. The team worked closely with CHAMP's Marketing department to provide materials for the following special events:

- Gulfood Exhibition, Dubai (Feb. 25-March 1, 2013)
- Farmer's Field Day (March 21-23, 2013)
- India International Trade Fair (Nov. 18, 2013)

Success Stories. The following success stories were approved by USAID for publication and are included in the back of this report:

- *Snapshot: Afghan Woman Creates Nest Egg*
- *Photo and Caption: Boosting Exports, One Box at a Time*
- *Photo and Caption: Trellises Modernize Family Business*
- *Snapshot: School Grows Knowledge – and Crops*
- *Snapshot: Businesswoman Builds Company and Country*

HUMAN RESOURCES

A total of 215 local national (LN) staff were employed by CHAMP during 2013. Of this number, 14 were terminated, eight resigned voluntarily and 25 were new hires. The staff also included three expat personnel (or 1.5% of total) and three interns. At the end of 2013, total staff numbered 199.

Staff	Number
No. employees at start of 2013	190
Hired	25
Terminated	14
Resigned	8
Total LN staff	193
Expat personnel	3
Interns	3
Total CHAMP staff	199

Table 5 - CHAMP 2013 Staff Figures



Table 5 – Comparison of CHAMP expatriate and local national staff

**PROGRAM BRIEF:
“AFGHAN FIRST”**

USAID’s “Afghan First” policy encourages local procurement of Afghan products made by Afghans to benefit and improve the well-being of the Afghan people.

Procuring goods and services from Afghan companies promotes economic development, supports the growth of a modern and competitive business sector, and boosts Afghan employment.

In keeping with this policy, CHAMP is implemented by a strong local national team, with expatriate workers comprising less than 2% of the total.

CHALLENGES AND REMEDIAL ACTION

Trade barriers. CHAMP's success largely depends on its ability to steer Afghan produce toward international markets. But in many instances, inadequate trade infrastructure, export tariffs and political issues have erected trade barriers that made it difficult or impossible for Afghan produce to reach foreign markets. For the most part, such issues are beyond the scope of CHAMP to rectify, and must be addressed by Afghan government ministries and other stakeholders.

- Afghan trucking is often not allowed access into India through Pakistan. As a result, Afghan traders must hire Pakistani trucks after they cross the border to deliver their cargo to India, and must obtain additional insurance to make the transit. Similarly, Afghan trucks are not allowed access through Uzbekistan to reach markets in Russia, Kazakhstan and Ukraine. Afghan trucks must be unloaded at the Uzbek border, transferred by cargo ship across the Amu Darya river, then reloaded onto rail cars.
- Produce arriving by sea at the Pakistan port of Karachi is often not prioritized for clearance (as is the practice for fresh/dry produce at most ports), leading to spoilage.
- Lengthy customs clearance requirements in Afghanistan often cause lengthy delays for produce traders. In some cases more than 20 signatures are required before exports can leave the country.
- Air shipments are often impaired because of the limited capacity of cargo airlines. Space is often not confirmed until four to six hours before departure, making it difficult or impossible for traders to plan their shipments. In some cases, produce has been loaded and then unloaded when it exceeded the carrier's space requirements, leading to lost produce.
- Produce awaiting air shipment is often stored in hangars without climate control pending inspection by narcotics agents. Fresh produce is then subject to significant degradations in quality.
- No Afghan exporters have global certification in Good Agricultural Practices (GAP), impeding their ability to enter markets in the EU and Asia, where GAP certification is required for food products. Similarly, Afghan packing houses often do not have proper certification in Hazard Analysis and Critical Control Points (HACCP). Lack of GAP and HACCP certification affects the income not only of the traders but of the farmers who depend on such exports for improved livelihood.
- The absence of any internationally accredited food labs makes it impossible to accurately determine the safety of Afghan produce, as is required by some importing countries.
- Afghan farmers do not have access to reliable trade credit, making it difficult for them to build the capacity of large commercial operations. In many cases, farmers are unable to document the collateral necessary to process such loans.

- Foreign investors are slow to invest in Afghan produce owing to security threats, unreliable modes of transportation, high taxes and complicated customs processes.
- Lack of import duties makes it difficult for Afghan farmers to compete with cheap imports arriving from China, Pakistan and Iran. Conversely, Pakistan charges up to 35% in import duties for Afghan produce.

The shortage of available packing houses and cold storage facilities that meet international standards in selection, grading and packaging is a further impediment to Afghan exports.

Security challenges. CHAMP operated during a period of escalating violence in the south, with attacks on Afghan and foreign targets occurring beyond the bounds of the traditional fighting season. In some cases, CHAMP projects drew the attention of anti-government elements (AGE) that brought pressure upon local governing bodies to cancel the projects prior to completion. In other cases, kinetic districts had to be avoided altogether, impairing CHAMP's ability to reach beneficiaries in key areas. In 2013, such security incidents led to project cancellations in Logar, Zabul and Ghazni provinces, in which case the projects were moved to less volatile areas. In response to heightened security threats surrounding the presidential election and military drawdown, Roots of Peace has hired an expat security manager to improve security throughout all of RoP's operations in the country, including CHAMP.

Donor challenges. USAID requires approval of Afghan contractors and vendors before projects of more than \$25,000 can get underway. This approval process can take as little as two weeks or as much as six weeks. In one illustrative case, vetting for a purchase of nearly 40 MT of galvanized wire that was submitted on December 7 was not approved until January 27. Delays in vetting can have a critical impact on CHAMP's ability to accomplish its work plan on schedule. In this particular case, the delayed procurement of wire adversely affected the completion of trellis systems that were badly needed by CHAMP farmers. A more predictable, streamlined process with a tighter approval window would enable CHAMP to achieve its targets more efficiently on larger projects.

In addition, when USAID began requiring third-party monitoring of projects in 2013, CHAMP was one of the first projects to be audited. However, conflicting GPS information on the part of the outside monitoring organization led to misreported project errors. Resolution came at the expense of considerable time and resources.

Low capacity of service providers. In a number of cases, goods were procured for CHAMP activities from vendors who did not have the capacity to make good on their contracts. Vendors occasionally present false credentials or commit to procurements that they do not have the means to fulfill. Such contracts in most cases must be re-awarded to other vendors, leading to project delays.

ANNEXES



Annex I – 2013 Orchard Establishment

Province	District	No. Beneficiaries	Sweet-orange Saplings	Lemon Saplings	Hectares	Jeribs
Kunar	Asadabad	54	2,925	585	10.8	54
Kunar	Dangam	9	585	0	1.8	9
Kunar	Ghazi Abad	8	520	0	1.6	8
Laghman	Alishang	34	2,275	1,040	10.2	51
Laghman	Mehtarlam	39	1,690	1,235	9	45
Laghman	Qarghai	60	3,901	325	13	65
Nangarhar	Achin	30	1,170	780	6	30
Nangarhar	Batikot	80	2,340	2,860	16	80
Nangarhar	Kama	84	3,250	2,210	16.8	84
Nangarhar	Khugyani	100	3,445	3,055	20	100
Nangarhar	Mumandara	65	2,665	1,560	13	65
Nangarhar	Shirzad	107	3,770	3,185	21.4	107
Nangarhar	Shinwar	85	4,615	910	17	85
Nangarhar	Spinghar	50	1,885	1,365	10	50
Total	14	805	35,036	19,110	166.6	833

Annex 2 – Apricot Drying, by province

Province	Female	Male	Total
Bamiyan	103	208	311
Kabul	0	311	311
Khost	0	264	264
Laghman	0	18	18
Logar	0	179	179
Nangarhar	0	52	52
Parwan	277	494	771
Urozgan	0	15	15
Wardak	300	223	523
Zabul	0	18	18
Total	680	1,782	2,462

Annex 3 – CHAMP exports by type and country

	Bahrain		Canada		India		Pakistan		Russia		Saudi Arabia		UAE		Total	
	USD	MT	USD	MT	USD	MT	USD	MT	USD	MT	USD	MT	USD	MT	USD	MT
Almond	-	-	-	-	\$109,228	17	-	-	-	-	-	-	-	-	\$109,228	17
Apple	-	-	-	-	\$72,508	78	\$453,818	520	-	-	-	-	-	-	\$526,326	598
Apricot	\$5,199	2	-	-	\$63,389	23	\$924,904	1,003	-	-	\$1,110	1	\$68,577	29	\$1,063,179	1,058
Dried Apricot	-	-	\$35,712	6	\$372,866	143	-	-	-	-	-	-	-	-	\$408,578	149
Grapes	-	-	-	-	\$754,533	354	\$4,191,784	3,891	-	-	\$5,188	3	-	-	\$4,951,505	4,248
Melon	-	-	-	-	\$201,361	216	\$193,094	258	-	-	-	-	-	-	\$394,455	473
Pomegranate	-	-	-	-	-	-	\$2,423,813	2,518	\$95,100	39	-	-	\$49,912	35	\$2,568,825	2,592
Pomegranate Juice	-	-	\$29,900	30	-	-	-	-	-	-	-	-	\$44,000	42	\$73,900	72
Raisin	-	-	\$14,227	4	\$705,522	266	-	-	-	-	\$68,400	38	-	-	\$788,149	308
Total	\$5,199	2	\$79,839	40	\$2,279,407	1,097	\$8,187,413	8,190	\$95,100	39	\$74,698	42	\$162,489	106	\$10,884,145	9,515

Annex 4 – CHAMP exports by province

	Almond		Apple		Apricot		Dried Apricot		Grapes		Melon		Pomegranate		Pom. Juice		Raisin		Total	
	USD\$	MT	USD\$	MT	USD\$	MT	USD\$	MT	USD\$	MT	USD\$	MT	USD\$	MT	USD\$	MT	USD\$	MT	USD\$	MT
Ghazni	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	\$50,227	24	\$50,227	24
Kabul	-	-	\$30,284	35	-	-	-	-	\$1,552,217	1,317	-	-	-	-	-	-	-	-	\$1,582,501	1,352
Kandahar	-	-	-	-	-	-	-	-	\$3,366,012	2,885	\$369,353	449	\$2,568,825	2,592	\$73,900	72	\$705,522	266	\$7,083,612	6,264
Logar	-	-	-	-	-	-	-	-	\$33,276	46	-	-	-	-	-	-	-	-	\$33,276	46
Parwan	-	-	-	-	\$147,575	147	-	-	-	-	\$25,102	25	-	-	-	-	\$32,400	18	\$205,077	190
Wardak	-	-	\$496,042	563	\$915,604	911	-	-	-	-	-	-	-	-	-	-	-	-	\$1,411,646	1,474
Zabul	\$109,228	17	-	-	-	-	\$408,578	149	-	-	-	-	-	-	-	-	-	-	\$517,806	166
Total	\$109,228	17	\$526,326	598	\$1,063,179	1,058	\$408,578	149	\$4,951,505	4,248	\$394,455	473	\$2,568,825	2,592	\$73,900	72	\$788,149	308	\$10,884,145	9,515

Annex 5 – Sample Comparison of Grape Exports to Different Markets

	Peshawar	Lahore	Karachi	Delhi	Hyderabad	Mumbai
Farm gate price	\$562	\$ 562	\$ 626	\$ 663	\$ 591	\$ 649
Total expenses	\$250	\$ 317	\$ 348	\$ 525	\$ 620	\$ 750
Total cost	\$812	\$ 879	\$ 974	\$ 1,188	\$ 1,211	\$ 1,399
Sales revenue	\$868	\$ 1,011	\$ 1,229	\$ 1,995	\$ 1,900	\$ 2,100
Gross profit	\$56	\$ 132	\$ 255	\$ 807	\$ 689	\$ 701
Gross Profit in %	7%	15%	26%	68%	57%	50%

Annex 6 – Performance Indicators

Indicator Name and Number (and disaggregation by gender)	Baseline (and date baseline was collected)	Q2 FY2013 (Jan-Mar)		Q3 FY2013 (Apr-Jun)		Q4 FY2013 (Jul-Sept)		Q1 FY2014 (Oct-Dec)		Annual Adjustment 2013	TOTAL 2013		TOTAL Cumulative for Life of Project
		Target	Actual	Target	Actual	Target	Actual	Target	Actual		Target	Actual	
5.b Number of households benefitted by agriculture and alternative development interventions in targeted areas		10,682	13,042	288	259	402	1,037	460	421	(1,195) ¹	11,832	13,564	36,228
Males		10,050	12,635	269	125	376	335	430	416	(1,144)	11,125	12,367	33,975
Females		632	407	19	134	26	702	30	5	(51)	707	1,197	2,253
5.1.a Net increase in private sector employment (full time jobs created) in value chain activities		171	265	104	354	121	533	119	253	(8) ²	515	1,397	6,694
Males		144	247	102	347	113	529	117	253	(8)	476	1,368	6,630
Females		27	18	2	7	8	4	2	0	0	39	29	65
5.1.b Increased final sales of licit farm and non-farm products from assisted farms and agribusinesses in USG-assisted areas over the previous year		0	84,874	0	0	1,216,400	5,988,507	5,297,082	4,825,638	(14,874) ³	6,513,482	10,884,145	15,526,621
Males		0	84,874	0	0	1,166,400	5,988,507	4,697,082	4,757,238	(14,874)	5,863,482	10,815,745	15,458,221
Females		0	0	0	0	50,000	0	600,000	68,400		650,000	68,400	68,400
5.1.d-i Percent Increase in farmer household income	\$3,500/ha 12/31/2012								33%		25%	33%	
Males	\$3,500/ha								33%		25%	33%	
Females	\$2,750/ha								10%		25%	10%	
5.1.d-ii Percent Increase in income of business firms participating in CHAMP value chain	\$243/MT 10/31/2012										13%	25%	

Indicator Name and Number (and disaggregation by gender)	Baseline (and date baseline was collected)	Q2 FY2013 (Jan-Mar)		Q3 FY2013 (Apr-Jun)		Q4 FY2013 (Jul-Sept)		Q1 FY2014 (Oct-Dec)		Annual Adjustment 2013	TOTAL 2013		TOTAL Cumulative for Life of Project
		Target	Actual	Target	Actual	Target	Actual	Target	Actual		Target	Actual	
Males	\$243/MT								25%		13%	25%	
Females											13%		
(5.1.d-iii) Percent increase in income of women participating in value chain	\$130 7/24/2012								10%		10%	10%	
Males													
Females	\$130								10%		10%	10%	
5.1.1.a Number of MT increase in quality quantity production per hectare	10 MT/ha 12/31/2012								2.49		5	2.49	
Males	10MT/ha								2.55		5.00	2.55	
Females	7.59MT/ha								1.21		5.00	1.21	
5.1.1b Number of farmers using USG-supported agricultural inputs in targeted areas		10,682	13,042	288	259	402	367	460	426	488⁴	11,832	14,582	34,563
Males		10,050	12,635	269	125	376	335	430	421	(182)	11,125	13,334	32,259
Females		632	407	19	134	26	32	30	5	670	707	1,248	2,304
5.1.1c Number of farmers planting high-value crops		700	805								700	805	19,612
Males		700	805								700	805	19,612
Females		0	0										
5.1.1f Number of individuals who have received agriculture- related short-term training		5,078	5,871	2,074	6,025	2,554	1,382	1,987	1,029	(400)⁵	11,693	13,907	92,142
Males		4,702	5,756	1,894	5,719	2,218	1,243	1,612	967	(356)	10,426	13,329	90,544
Females		376	115	180	306	336	139	375	62	(44)	1,267	578	1,598
5.1.1g Number of hectares of alternative crops under cultivation targeted by USG programs		1,855	4,396	58	56	80	73	92	90	(37)⁶	2,085	4,579	10,761

Indicator Name and Number (and disaggregation by gender)	Baseline (and date baseline was collected)	Q2 FY2013 (Jan-Mar)		Q3 FY2013 (Apr-Jun)		Q4 FY2013 (Jul-Sept)		Q1 FY2014 (Oct-Dec)		Annual Adjustment 2013	TOTAL 2013		TOTAL Cumulative for Life of Project
		Target	Actual	Target	Actual	Target	Actual	Target	Actual		Target	Actual	
Males		1,729	4,315	54	25	75	67	86	89	(37)	1,944	4,459	10,628
Females		126	81	4	31	5	6	6	1	0	141	120	133
5.1.2c Number of agriculture-related firms benefitting directly from USG-supported interventions		9	16	9	8	8	20	3	1		29	45	844
Male Owned Firms		9	15	5	8	5	20	1	1		20	44	843
Female Owned Firms		0	1	4	0	3	0	2	0		9	1	1
5.1.2f Number of individuals who have received business skills training		1	0	0	0	1,506	2,479	14	0	(17)⁷	1,521	2,462	5,290
Males		0	0	0	0	1,206	1,809	10	0	(17)	1,216	1,792	4,540
Females		1	0	0	0	300	670	4	0		305	670	750
5.3.2d Number of GIROA agricultural extension staff trained in new techniques		4	35	8	14	8	22	4	10	(14)⁸	24	67	177
Males		4	35	6	14	6	22	4	10	(14)	20	67	177
Females		0	0	2	0	2	0	0	0		4	0	0

Note: The flowing adjustments were made to the 2013 CHAMP indicators:

- Indicator 5.b – One apricot farmer dropped out of the program, requiring an adjustment to FY2013 Q2 (Jan-Mar, 2013). In addition, 962 male grape farmers were beneficiaries for both Quality Improvement and Trellising. To avoid double counting, an adjustment was made to FY2013 Q2 (Jan-Mar, 2013). Another 51 female farmers were also deducted from this quarter to avoid double counting.
- Indicator 5.1.a – 8 FTEs were reported in January 2013, which was counted in the 2012 Annual Report.
- Indicator 5.1.b – A total of \$14,874 occurred in January 2013, which was counted in the 2012 Annual Report.
- Indicator 5.1.1.b – A total of 181 grape farmers were counted in January 2013 as part of the 2012 Annual Report. One apricot producer dropped out of the program. A total of 670 apricot female sulfur drying beneficiaries were added to FY2013 Q4 (Jul-Sep, 2013).
- Indicator 5.1.1.f – A total of 2,081 beneficiaries were counted in January 2013 and were reported in the 2012 Annual Report. Another 1,681 beneficiaries were under-reported during FY2013 Q2 (Jan-Mar, 2013) and FY2013 Q4 (Jul-Sep, 2013).
- Indicator 5.1.1.g – A total of 37ha were counted in January 2013 and were reported in the 2012 Annual Report.
- Indicator 5.1.2.f – This number was reduced by 17 owing to a clerical error in FY2013 Q4 (Jul-Sep, 2013).
- Indicator 5.3.2d – A total of 14 extension workers were counted in January 2013 and were reported in the 2012 Annual Report.

Annex 7 – 2013 Financial Report

Cost Category	Total CHAMP Budget	Spending Years 1-3 (2010 to 2012)	Spending Year 4 (Feb 1 – Dec 31, 2013)	Total 2010 to 2013	Budget Allocation for 2010-2013	Budget Allocation for 2013	Budget Remaining	2010-2013 Budget vs Actual Spending
Salaries	\$8,346,944	\$3,856,816	\$2,313,844	\$6,170,660	\$6,900,321	\$2,350,024	\$729,661	89%
Fringe Benefits	\$1,153,728	\$502,741	\$274,661	\$777,402	\$896,461	\$292,595	\$119,059	87%
Allowances	\$1,445,933	\$849,470	\$444,672	\$1,294,142	\$1,572,656	\$319,381	\$278,514	82%
Travel & Per Diem	\$1,390,998	\$331,126	\$152,300	\$483,426	\$1,107,666	\$385,820	\$624,240	44%
Program Inputs & Supplies	\$15,798,103	\$6,500,733	\$3,784,887	\$10,285,620	\$12,723,137	\$5,489,516	\$2,437,517	81%
Other Direct Costs	\$2,082,781	\$900,490	\$873,055	\$1,773,545	\$2,320,560	\$861,010	\$547,015	76%
Equipment, Vehicles & Freight	\$770,405	\$556,458	\$42,185	\$598,643	\$758,450	\$209,355	\$159,807	79%
Subcontractor	\$2,144,486	\$1,533,933	\$100,892	\$1,634,825	\$2,706,486	-	\$1,071,661	60%
Sub Total	\$33,133,378	\$15,031,767	\$7,986,496	\$23,018,263	\$28,985,737	\$9,907,701	\$5,967,474	79%
ROP G&A - Subcontractors	\$58,562	\$51,704	\$3,299	\$55,003	\$90,397	-	\$35,394	61%
ROP Overhead	\$7,128,199	\$3,599,872	\$2,103,090	\$5,702,962	\$5,882,562	\$2,470,981	\$179,600	97%
TOTAL	\$40,320,139	\$18,683,343	\$10,092,885	\$28,776,228	\$34,958,696	\$2,350,024	\$6,182,468	82%



PHOTO & CAPTION

Trellises Modernize Family Business



USAID's Commercial Horticulture and Agriculture Marketing Program (CHAMP)

Mohammad Shafi, who comes from a long line of grape farmers, stands with his three sons in his trellised vineyards in the Shomali Plains north of Kabul.

With USAID support, Shaf has trellised his vineyards, increasing sunlight and ventilation to his grapes. This is an improvement over the traditional method of growing grapes in bushes close to the ground, which leaves them vulnerable to diseases, pests, and the elements.

Shafi said he has doubled his grapes' yield and his income through trellising. With USAID's assistance, he is also selling his grapes to a local trader who exports them to Pakistan, India, and the United Arab Emirates.

Shafi said his three sons will keep up the family tradition of grape farming, but they will continue the old family business with the modern method of trellising.

Mohammad Shafi stands with his three sons who will continue improving the family's grape yields and income through trellising.



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AFGHANISTAN

SNAPSHOT

Afghan Woman Creates Nest Egg

Illiterate Afghan women have very limited opportunity to earn money



Latifa is USAID poultry beneficiary, Zargaran Village in Bamyan Province.

The women's poultry project in Bamyan Province turned poor and widowed women of Zargaran Village into breadwinners for their families.

Latifa has faced many challenges. Her husband is disabled, so the 47-year-old woman has been the sole source of income for her four daughters and two sons. She is illiterate and has limited opportunities to earn money. Prior to participating in a USAID-funded women's poultry project, Latifa struggled to get by working in other people's homes washing clothes, cleaning, baking bread, and collecting straw to sell.

Luckily, her situation has changed for the better. When the women's poultry project was first established in Zargaran Village in Bamyan Province, Bamyan Center, she and other poor and widowed women were introduced to it by the Women's Community Development Council. Through the project, she has received 15 layer chicks, 100 kg of balanced feed, a feeder, a water dispenser, and mesh net. They also received appropriate training in poultry-rearing techniques.

Latifa is very pleased with the results of the project. In addition to her household's consumption of eggs, she is able to sell about 60 eggs per week for 350 Afghanis (approximately \$7.75). With this income, she is able to buy staples for her family. The positive changes in her life have made her feel much more at ease and happy. "I do not need to work away from my children to support my family anymore," said Latifa.

Because of the success she has had, Latifa wants to help expand the project to surrounding villages to assist other women. This way, they can also improve their lives through strengthening their economic prospects.

USAID focuses at reducing poverty among rural Afghan farmers by dramatically increasing their productivity and the quality of their products.



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AFGHANISTAN

SNAPSHOT

School Grows Knowledge – and Crops

Community-based Farmer Field Schools allow farmers to learn from each other.



An agricultural extension worker (far right), grape farmer Mohammad Shafi (second from right), and neighboring farmers gather to learn new agricultural techniques in a Farmer Field School.

Mohammad Shafi leads neighboring farmers in a Farmer Field School that enables them to learn proper agricultural practices, receive modern inputs, and share ideas.

Farming has been the primary occupation of Afghan families for centuries. However, farmers like 57-year-old Mohammad Shafi and his neighbors in a small village north of Kabul rarely gathered to share their knowledge and brainstorm on ways to boost the yield and quality of their crops.

Now Shafi leads his fellow farmers in regular training sessions at his grape vineyard as part of community-based Farmer Field Schools organized with USAID support. With the assistance of a USAID agricultural extension worker, Shafi and his neighbors meet to discuss and learn proper ways to cultivate, harvest, sort, grade, and package their produce.

These Farmer Field Schools are established to support the exchange of knowledge between farmers. Shafi's sons and those of his neighbors often attend the sessions with their fathers, ensuring knowledge is passed from one generation to the next.

With USAID support, members participate in the field-based schools to learn new agricultural practices such as trellising, receive modern agricultural inputs such as pruning shears, and share experiences to find solutions to agricultural challenges.

"We have learned about important subjects such as diseases, fertilizer application, irrigation, and trellising," said Mohammad Shafi, who said he doubled his grapes' yield and his income with the modern practice of trellising.

The Farmer Field Schools take place in 17 provinces in central, eastern, southeastern, and southern Afghanistan. One person is selected as a lead farmer who arranges classes for a group of 10 to 15 people from his or her village. There are more than 870 such groups with more than 12,000 farmer members, including more than 525 female farmers.

The schools are a sustainable way to forge bonds between farmers and allow them to work together. Shafi said he and his neighbors will continue to hold Farmer Field School classes to improve Afghanistan's agricultural sector – and their livelihoods.

"Agriculture has its role in the development of Afghanistan," said Mohammad Shafi. "With agriculture, we are supporting our families."



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SNAPSHOT Businesswoman Builds Company and Country

One woman's entrepreneurial spirit is opening up markets and creating jobs.



Kamila Sidiqi, president of Naweyan Nawed Ltd., examines raisins in a factory her company leases. Naweyan Nawed, which mainly employs Afghan women, recently exported the raisins to Kazakhstan with the support of USAID.

"I started this business because I was thinking of how I could create more jobs," said businesswoman Kamila Sidiqi. "In Afghanistan, it's important to create jobs for men and women."

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Steady profits and personal satisfaction motivate entrepreneurs worldwide, but Afghan entrepreneurs like Kamila Sidiqi have an added impetus to building a successful business. They feel a responsibility to use their business acumen to create much-needed jobs and strengthen their country's economy.

Sidiqi began Naweyan Nawed Ltd. in September 2012 to export Afghanistan's dried fruit and nuts. The business was an opportunity to build on Afghanistan's promising agricultural sector and to change the country's economic landscape.

"This business is good for me, but it's not only about me. I am an entrepreneur, so I can make money anywhere," said Sidiqi, who holds dual Afghan-British citizenship. "I started this business because I was thinking of how I could create more jobs. In Afghanistan, it's important to create jobs for men and women."

With Sidiqi's dedication and support from USAID, her company is thriving. Naweyan Nawed recently signed a significant contract to export raisins to Kazakhstan, Central Asia's largest economy with vast export potential for Afghan produce. USAID provided a vital trade incentive by covering part of the transport and packaging costs of the first shipment. Earlier in 2013, Sidiqi attended the Gulfood Exhibition in Dubai with USAID support. She signed an important deal to export raisins to Saudi Arabia. USAID covered a portion of the transport and packaging of the first shipment and provided support in sorting and grading.

Sidiqi's company employs up to 75 women and 25 men, and she is seeking to expand her business and improve the quality of life of her staff, women in particular. She has a remarkable track record of success; her first endeavour, chronicled in a book called "The Dressmaker of Khair Khana," was a dress-making business run from her Kabul home in the 1990s. The business employed her sisters and neighborhood women.

"A lot of women are involved in production in Afghanistan," said Sidiqi. "My hope is one day we will have a great environment for our women workers. My aim is not just making money, I think about the workers in the factory too. They are very poor people, and I want them to have a good life."



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PHOTO & CAPTION

Boosting Exports, One Box at a Time



A worker loads melons at a USAID-supported pack house and cold-storage facility before they are exported to India.

A worker loads boxes of Afghan melons in a cold-storage room to keep them fresh before they are exported. He is one of several employees working at the USAID-funded pack house and cold-storage facility at Mir Bacha Kot, north of Kabul.

USAID, with partner Roots of Peace, operates the facility so farmers and traders have an area to properly sort and grade their produce and store the items at a cool temperature until they are loaded onto refrigerated containers for export.

The boxes of melons will be exported to India, and the cartons of plastic containers of grapes will head to Pakistan. India and Pakistan represent two of

Afghanistan's largest markets.

To boost exports to existing and new markets, USAID trains farmers, traders, and the facility's workers on sorting, grading, and packaging to increase quality and decrease damage during shipment. USAID also provides incentives to traders for the packaging and transport of their first shipment of produce.

Since its start in February 2010, USAID's Commercial Horticulture and Agriculture Marketing Program (CHAMP) facilitated the export of more than 7,000 metric tons of fresh fruit, dried fruit, and nuts with an estimated value of \$6.5 million to leading international markets including Pakistan, India, Bahrain, Canada, the United Arab Emirates, Russia, and Saudi Arabia.



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FACT SHEET

Commercial Horticulture and Agriculture Marketing Program (CHAMP)

OVERVIEW

More than 80 percent of Afghans rely on agriculture to support their families. The Commercial Horticulture and Agriculture Marketing Program (CHAMP) helps Afghan farmers increase yield and quality, and access new global markets for six key value chains – pomegranates, apples, almonds, grapes, apricots, and melons.

CHAMP's value-chain approach starts with the Afghan farmer, continues with the local trader, and ends with the buyer who receives high-quality produce. CHAMP's agribusiness activities grow Afghanistan's agricultural sector, create jobs, improve livelihoods, and boost the economy. CHAMP covers 17 provinces in central, eastern, southeastern, and southern Afghanistan.

MAIN ACTIVITIES

- Establishing new orchards and vineyards and rehabilitating existing ones
- Linking farmers with traders, and traders with domestic and international markets
- Improving the performance of new and existing businesses by working along the value chain
- Providing employment opportunities for women

RESULTS TO DATE

- Benefitted almost 36,000 Afghan households through a value-chain approach ranging from establishing commercial orchards to exporting high-quality produce.
- Planted more than 2.8 million fruit saplings and grape cuttings and established 6,030 hectares of fruit orchards and vineyards in partnership with 19,000 farmers.
- Converted 394 hectares of traditional vineyards to trellising. Trellises double grapes' yield and farmers' income versus the traditional method of growing grapes in bushes near the ground.
- Established more than 870 farmer groups with over 12,000 members, including more than 540 women. With CHAMP support, members participate in community-based Farmer Field Schools to learn new agricultural practices, receive modern agricultural inputs, and share experiences.
- Trained more than 88,000 farmers on improved agricultural techniques covering planting, fertilization, irrigation, and disease and pest prevention. Of the 88,000 farmers, 1,400 were women trained in the same techniques as well as in raising poultry and growing gardens.
- Mainstreamed new agricultural practices, such as grape trellising, pruning ladders, collection baskets, sulfur drying of apricots, and growing produce driven by market demand. These practices are dramatic improvements over traditional methods.
- Helped traders adopt world standards by introducing carton boxes and plastic containers to reduce damage to fruit and provided assistance in marketing to meet buyer demand.
- Supported participation of Afghan businessmen and businesswomen in exhibitions such as Dubai's Gulfood and India International Trade Fair to open up new markets for Afghan produce.
- Assisted Afghan businesswomen in finding buyers in new markets and supported the export of 36 metric tons of their raisins valued at \$68,400 to Saudi Arabia.
- Facilitated the export of more than 7,000 metric tons of fresh fruit, dried fruit, and nuts with an estimated value of \$6.5 million to international markets including Pakistan, Bahrain, Canada, India, the United Arab Emirates, Russia, and Saudi Arabia.
- Generated 5,908 permanent full-time jobs in areas such as pre-harvest and post-harvest handling as well as exporting since the start of the project.