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# COMMERCIAL HORTICULTURE AND AGRICULTURAL MARKETING PROGRAM (CHAMP)

## 2016 Annual Report



### January 2017

This publication was produced for review by the United States Agency for International Development. It was prepared by Roots of Peace.

# COMMERCIAL HORTICULTURE AND AGRICULTURAL MARKETING PROGRAM (CHAMP)

## Annual Report 2016

Cooperative Agreement Award:	No. 306-A-00-10-00512-00
Cooperative Agreement Recipient:	Roots of Peace
Period of Cooperative Agreement:	February 1, 2010 - December 31, 2019
Amount of Cooperative Agreement:	\$61,294,444
Agreement Officer Representative:	Hameedullah H. Safi

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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 2016. The reporting period is January 1 through December 31, 2016 in keeping with the USAID-approved 2016 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

AAIDO	Afghanistan Almond Industry Development Organization
ABADE	Assistance in Building Afghanistan by Developing Enterprises
ABC	Afghan Business Center
ATAR	Afghanistan Trade and Revenue
AWDP	Afghanistan Workforce Development Program
B2B	Business-to-business
CHAMP	Commercial Horticulture and Agriculture Marketing Program
DAIL	Directorate of Agriculture, Irrigation and Livestock
FAIDA	Financial Access for Investing in the Development of Afghanistan
FFS	Farmer Field School
FICCI	Federation of Indian Chamber of Commerce and Industries
HACCP	Hazard Analysis and Critical Control Points
IITF	India International Trade Fair
KFZ	Kandahar Food Zone
LN	Local national
M&E	Monitoring and Evaluation
MAIL	Ministry of Agriculture, Irrigation and Livestock
MOU	Memorandum of Understanding
MT	Metric ton
RADP-N	Regional Agriculture Development Program-North
RADP-S	Regional Agriculture Development Program-South
ROP	Roots of Peace
UAE	United Arab Emirates
USAID	United States Agency for International Development
USD	U.S. Dollars

# Preface



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***“This new way forward ... will catalyze CHAMP’s impact throughout the entire Afghan agriculture sector”***

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The year 2016 was an important milestone for CHAMP. USAID extended the program three years for a total of ten, a rare and distinguished event for any development project. This attests to CHAMP’s ability to maintain its relevance in support of the Afghan high value agricultural export sector and to the country’s economic development goals as a whole.

CHAMP was designed with the market foremost in mind, promoting crops and product varieties in line with market demands and requirements. As CHAMP matured, the emphasis shifted from production and product quality to enhancing other critical aspects along the value chains that it supports – most notably post-harvest handling and marketing. In 2016, CHAMP prioritized these activities as part of an earlier two-year extension and continued to evolve, principally in its assistance to its traders so that they could target higher-end markets, while still meeting and even surpassing its export targets.

As we move forward in 2017 we will continue to make the export of high value agriculture products a priority. We have the added challenge of expanding our product and geographical coverage to include all horticultural products and regions of the country. Moreover, we will be undertaking a greater objective, that of enhancing the export capabilities of the entire horticultural sector, not just a limited number of value chains. To this end, we will implement activities that affect production, the business environment, and market access of all firms operating in the sector.

Some of our upcoming activities include improving the effectiveness of air cargo shipments, establishing an Agricultural Export Knowledge Management Unit that will disseminate reliable data on agricultural exports, investment promotion of cold storage and pack house facilities, certification, capacity building of traders, and enhancing the capacity of the domestic packaging industry.

We are humbled, and at the same time emboldened, by the new scope of work that CHAMP has been called upon to implement. We are heartened that this new way forward is well conceived and grounded in CHAMP’s past experience. It will catalyze CHAMP’s impact throughout the entire Afghan agriculture sector, including the establishment of superior product quality, a supportive business environment and a cadre of export-ready firms that will put Afghanistan’s legendary produce back on the map – a truly justified conclusion for a decade-long journey.

**Rod Carvajal**  
**CHAMP Chief of Party**

# RESULTS AT A GLANCE

## 2010 – 2016



*Kandahar grape farmers are shown at an FFS working on land preparation for the upcoming crop cycle.*



*A grape shipment facilitated by CHAMP is loaded for transport to Pakistan.*

**112,500 farmers** trained in improved agricultural techniques, including **3,800 women**

**38,400 households** benefitted from a value chain approach ranging from establishing orchards to exporting high quality produce

**2.85 million saplings** and rooted cuttings planted, benefitting **19,500 farmers**

More than **600 hectares** of traditional vineyards converted to trellising benefiting **2,900 grape producers**

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

**51,700 tons** of produce valued at more than **\$56 million** exported to international markets

More than **7,800 full-time jobs** created in agribusiness

More than **230 cool rooms and raisin drying facilities** constructed

# EXECUTIVE SUMMARY

CHAMP began in February 2010 and was extended three times, in June 2012, December 2014 and October 2016. In 2016, its seventh year of implementation, CHAMP's work continued to reinforce gains made in the export sector with a focus on lead firms, supermarkets and wholesale markets. CHAMP focused its activities on six provinces (Kandahar, Logar, Wardak, Kabul, Parwan and Kapisa) and used a value chain approach for six agricultural commodities: apples, apricots, almonds, grapes, melons and pomegranates. The program emphasized post-harvest handling and marketing activities in an effort to sustainably commercialize these high-value crops.

Under the Quality Improvement component, CHAMP worked with 289 producer groups throughout the program's area of operation and arranged Farmer Field School (FFS) programs for 2,526 apple, apricot, grape and pomegranate farmers in six provinces (including 294 women in three provinces). The courses covered a variety of topics such as crop nutrient management, soil management, pruning, fruit thinning, harvesting, post-harvest management, Integrated pest management, new technology and producing for domestic and international markets. CHAMP built the capacity of government extension agents through a training in harvest and post-harvest management, Hazard and Critical Control Points (HACCP) and food safety for five DAIL extension workers.

CHAMP's High Value Marketing and Agribusiness Development improved the potential for increasing the profits of Afghan farmers and marketing firms by providing direct assistance in fruit processing, sorting, grading and packing, and introducing improved packaging that meets international market standards. CHAMP worked with 13 Afghan companies in exporting 11,308 MT of pomegranates, raisins, dried apricots, almonds and grapes to markets in India and Pakistan. The exports were valued at more than \$13 million. CHAMP's trade offices in Dubai and New Delhi created stronger linkages between Afghan exporters and local buyers, assisted with international exhibitions and provided a go-to source for Afghan traders seeking to enter new overseas markets. CHAMP also participated in international trade fairs in Dubai, Kabul and New Delhi, enabling Afghan traders to bring their products to an international audience.

Special FFS groups were arranged to train women grape farmers in a variety of winter season practices such as land preparation, application of winter oil, use and application of lime sulfur, and pruning techniques. The activities were supervised by CHAMP female extension officers. Nearly 300 women from three provinces participated in the trainings.



*Kandahar pomegranate traders are shown using improved packaging. This enables them to earn a higher market price for their product.*



*Women farmers are shown pruning grape vines, Parwan Province.*



*Kandahar grapes are shown being loaded for export to Pakistan.*

Overall, the program achieved 117% of its program targets. Spending totaled nearly \$1.9 million, or 143% of the \$1.3 million budget allocation for the year. Total life-of-program spending (2010 through 2016) was \$44.8 million, or 99% of the approximately \$45.3 million budgeted for the period.

In October, CHAMP received a three-year program extension and an additional budget of almost \$16 million. The program is set to run until December 31, 2019. CHAMP will broaden its activities to encompass all Afghan provinces (with greater emphasis placed on those with high commercial agricultural production), expand its support to more crops and reach into new markets in Central Asia.

## 2016 CHAMP Results

More than **2,500 farmers** trained at Farmers Field Schools, of whom nearly **300 were female**.

More than **11,300 tons** of produce exported to markets in Pakistan, and India worth more than **\$13 million**.

A total of **5 DAIL extension workers trained** in Food Safety, Harvesting and Post-Harvest Management and HACCP.



# 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.<sup>1</sup>

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.

The Commercial Horticulture and Agricultural Marketing Program (CHAMP) was conceived to achieve USAID's objectives of boosting agricultural productivity and food security, providing market opportunities, and decreasing the country's poppy production. Since 2010, CHAMP has worked to reduce poverty among rural Afghan farmers by helping them shift from relatively low-value subsistence crops, such as wheat and corn, to high-value perennial crops such as fruits and vegetables. CHAMP has worked in half of the provinces of Afghanistan, providing training in best agricultural practices, building storage facilities such as cool rooms and raisin drying facilities, and helping grape farmers convert from traditional ground-based vineyards to higher output trellis systems. The program is implemented by Roots of Peace.

CHAMP's work in 2016 continued much as it had in the previous year, reinforcing gains made in the export sector since the program began in

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***“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/Afghanistan<sup>2</sup>

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## **CHAMP IN 2016**

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

<sup>2</sup> Source: USAID/Afghanistan. Retrieved January 22, 2017 from: <http://www.usaid.gov/afghanistan/our-work>

2010 by continuing CHAMP's export-led growth program with a focus on lead firms, supermarkets and wholesale markets. CHAMP focused its activities on six provinces (Kandahar, Logar, Wardak, Kabul, Parwan and Kapisa). and used a value chain approach for six agricultural commodities: apples, apricots, almonds, grapes, melons and pomegranates. The program emphasized post-harvest handling and marketing activities in an effort to sustainably commercialize these high-value crops.

The program had three components:

- Quality Improvement
- High-Value Marketing and Agribusiness Development
- Gender Integration

Under the CHAMP Work Plan, these components comprised five main focus areas:

- Quality improvement
- Post-harvest issues
- Marketing
- Agribusiness
- Gender access to economic activities

The program promoted export-led growth by focusing on the specific requirements of retail buyers and implementing the Global Food Safety Initiative to Afghan traders. By escalating high-value Afghan horticultural exports, the program is driving transformative changes in the agricultural sector in terms of competitiveness and economic development, especially in the field of processing and packing, with a view to becoming self-sustaining beyond the life of the project.

As 2016 was regarded as possibly the final year of the project, the work plan was structured to provide a steady downturn of activity aiming toward project close-out in December. Trainings for women were discontinued at the end of March while Quality Improvement activities (Farmer Field Schools) were discontinued in late April. Export Facilitation continued throughout the year, though subsidies to the trade offices ceased in March 2016, with CHAMP acting in primarily an advisory capacity thereafter. Close-out activities were abandoned upon the signing of the program extension, and the end of 2016 found CHAMP preparing for a sharp uptick of activity in the following year.

## **2017-2019 EXTENSION**

Under the current modification of the Cooperative Agreement, CHAMP is scheduled to operate until December 31, 2019. The objective of the most recent extension, which added three years and \$16 million to the project budget, was to shift project efforts more toward downstream market activities through supply chain improvement, export market development and gender integration. CHAMP will broaden its activities to encompass all Afghan provinces (with greater emphasis placed on those with high

commercial agricultural production), expand its support to more crops and reach into new markets in Central Asia.

### **1. Supply Chain Improvement**

- Expand CHAMP's reach to all major production areas of Afghanistan and broaden its value chain focus to include a larger selection of high-value fruits, nuts, vegetables and spices (pending analysis).
- Develop Farm-to-Market Guides for these new products.
- Identify and work with government and private-sector entities to reduce impediments to export trade by the following means:
  - Work with freight forwarding and logistics companies to improve the supply chain for exporting agricultural products from Afghanistan.
  - Assess existing packing houses and cold storage facilities and provide matching grants to private-sector firms for the creation of new facilities.
  - Work closely with relevant government authorities to allocate space for a cold storage facility at Kabul or other International Airports and provide matching grants to a private sector firm interested in investing in the facility.
  - Identify Afghan packaging manufacturers and work with at least one or two of them to improve packaging for fresh fruits and vegetables for local and international markets.

### **2. Export Market Development**

- Expand CHAMP's coverage from six selected high value crops to include other potential high value crops produced in the country, and providing technical and financial support to traders seeking to expand into overseas markets.
- Renew support to CHAMP trade offices in New Delhi and Dubai and, pending an assessment, create a new Central Asian trade office in Almaty, Kazakhstan.
- Restructure the current financial incentive approach and encourage traders to expand into new high paying markets, promote more quantity, and repeat orders and use of reliable cost-effective cargo freight/routes.
- Develop an Agricultural Export Knowledge Management Unit as a central database for housing and disseminating information related to agricultural trade, such as market price, market assessments, export and import by volume, value, type and destination per year.
- Ensure that exported products meet international market requirements by providing trainings in food safety, quality and hygiene trainings such as HACCP, ISO-22000 or Global GAP for processors and packers targeting international markets. CHAMP will

assess the certification requirements of key markets and develop a cost-sharing mechanism with interested entities to gain necessary certification.

- Assess fumigation requirements for the export of walnuts into the Indian market.
- Develop approaches to extend credit to participating traders who need working capital and/or trade financing to reach international markets.
- Address four key trade impediments for intervention: freight and logistics development, absence of adequate cold storage facilities at the airport, pack house capacity development, and food quality and safety certification

### **3. Gender Integration**

- Include women in all program activities.
- Create activities aimed at improving women's capacity in food processing and agricultural sales (i.e. food safety training, promoting improved sorting, grading and packaging, technical and financial support to women involved in food processing and drying, and direct assistance to women-owned agribusinesses).



*Farmers from Parwan Province are shown participating in a Farmers Field School program on grape pruning techniques.*

# 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, Afghan fruit often does not meet the specifications required by international markets for appearance and size. In addition, the volume produced does not always 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 good agricultural practices (GAP) and through direct technical assistance, FFS, and training of trainers and government extension agents.

## FARMER FIELD SCHOOLS

To better facilitate training and outreach activities, CHAMP worked with 289 common interest producer groups throughout the program's area of operation. These groups consist of farmers organized by crop type and geographic area, each with a lead farmer who is responsible for disseminating information on CHAMP trainings throughout the group. These groups are the core beneficiaries of CHAMP's training programs. The objective of developing producer groups is to identify, evaluate and make decisions on crop problems, link farmers with potential buyers and enhance their production quantitatively and qualitatively.

CHAMP established FFS 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, saw, sprayers, harvesting bags to avoid losses during harvest, 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 2016, CHAMP arranged FFS programs for 2,526 apple, apricot, grape and pomegranate farmers in six provinces (including 294 women in three provinces). The courses covered a variety of topics such crop nutrient management, soil management, pruning, fruit thinning, harvesting, post-harvest management, Integrated pest management, new technology and producing for domestic and international markets. (See [Annex 1 – Farmer Field Schools](#).)



*Wardak apple farmers are shown at an FFS in pruning techniques.*

## TRAINING OF GOVERNMENT EXTENSION AGENTS

Fruit exports are often mishandled or damaged because of improper ripening time, harvesting methods, post-harvest handling and lack of food safety precautions. Harvest and post-harvest care has a direct impact on the value of fruit exports. Because fruit is highly perishable, special care must be taken in the period between harvest, delivery to traders and processing. Post-harvest losses in fresh fruit are estimated at 5% to 25% in developed countries and 20% to 50% in developing countries, depending upon the commodity, cultivar and handling conditions. To reduce these losses, producers and handlers must first understand the biological and environmental factors involved in deterioration, and then apply post-harvest techniques that delay senescence and maintain the best possible quality.

Food Safety and Workplace Hygiene training is aimed at raising awareness of the various pathogens and routes of contamination that cause food to become unfit for consumption. These pathogens may accelerate spoilage, resulting in unsalable produce reaching the market. The training course outlines how these pathogens can be reduced or eliminated through improved hygiene practices.

HACCP training is aimed at teaching attendees the systematic approach to food safety that has become a world standard and a minimum requirement for sale or shipment to developed countries. It describes the preliminary steps in developing a HACCP team as well as the seven basic principles of HACCP that enable production of safe and wholesome food products.

In August, CHAMP provided a training course on Food Safety, Hazard Analysis and Critical Control Points (HACCP), and Harvest and Post-Harvest techniques to a total of five agricultural trainers from the Kapisa Directorate of Agriculture, Irrigation and Livestock (DAIL). The training was mostly focused on grapes.



*Kapisa DAIL staff members are shown at a CHAMP training aimed at improving food safety and the quality of fruit exports.*

A man wearing a grey turban and a dark brown long-sleeved shirt is shown from the chest up, leaning over a large pile of ripe, red pomegranates. He is using his right hand to place white, shredded paper packing material into a cardboard box. The pomegranates are densely packed and fill most of the left side of the frame. The scene is brightly lit, suggesting an outdoor or well-lit indoor market setting.

*A CHAMP-supported Kandahar trader is trained in improved pomegranate packing methods.*



# HIGH VALUE MARKETING AND AGRIBUSINESS DEVELOPMENT

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 other activities that build linkages between producers, traders and overseas buyers.

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.

## **EXPORT PROMOTION**

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 (B2B) 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.

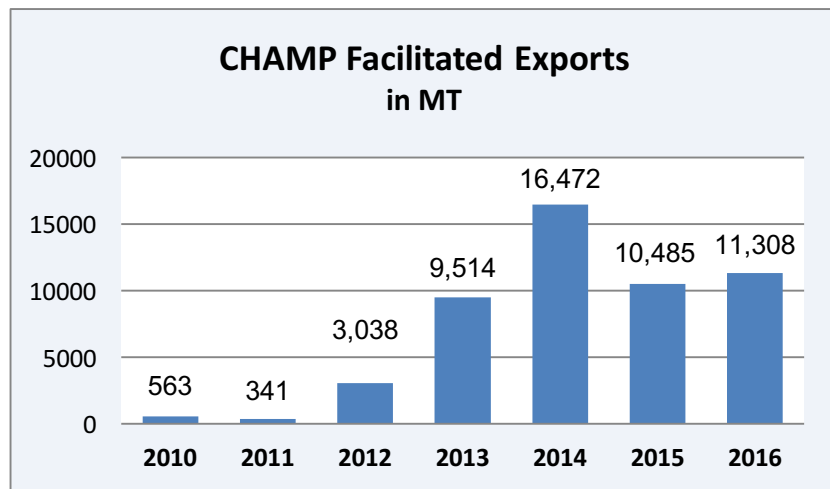
CHAMP has identified markets that demand high quality Afghan products and will pay a higher price than nearby markets such as Peshawar, in Pakistan. (For a sample comparison of grape shipments to different markets in Pakistan, see [Annex 6](#).) CHAMP selects a limited number of traders and assists them in entering these markets. CHAMP assists these traders in obtaining more in-depth market information and establishing initial contacts. 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 2016, CHAMP’s marketing team worked with 13 Afghan companies in exporting 11,308 MT of pomegranates, raisins, dried apricots, almonds and grapes to markets in India and Pakistan. The exports were valued at more than \$13 million. For a breakdown of exports by target country (in MT and USD) see [Annexes 2 and 3](#), respectively. For a breakdown of exports by province of origin (in MT and USD) see [Annexes 4 and 5](#), respectively.

The table below shows the history of CHAMP-facilitated exports since program inception. Exports in 2016 were 8% higher than in 2015 and 13% higher than the 10,000 MT target for 2016 owing primarily to greater than anticipated demand for grapes and pomegranates in Pakistan and India.<sup>2</sup>

**Table 1 – CHAMP-Facilitated Exports 2010-2016**



**B2B MEETING**

CHAMP works to build linkages between farmers, traders and international markets in an effort to create trade corridors for high-value Afghan produce. CHAMP strengthened these linkages in July by organizing a B2B meeting between 12 lead farmers and three traders in CHAMP’s Kabul office, which afforded them an opportunity to exchange contact information, identify areas of key production and prepare for future collaboration.

**CONFERENCES AND EXHIBITIONS**

**GULFOOD EXHIBITION, DUBAI**

CHAMP supported the participation of four Afghan traders at the Gulfood Exhibition in Dubai, February 21-25, 2016. The CHAMP team assisted with the design and set-up of a 40 sq. meter booth and with related administrative and procurement tasks. Booth expenses were covered by USAID’s Afghanistan Trade and Revenue (ATAR) and Regional Agriculture Development Program South (RADP-S) projects. These

<sup>2</sup> The exports shown are for traders who were assisted by CHAMP in 2016. CHAMP has trained many traders who continue to export products without CHAMP assistance and whose exports are not reflected in these figures.



*The Afghanistan Pavilion at Gulfood.*

projects supported the participation of an additional eight traders at Gulfood. The traders displayed product samples and conducted meetings with buyers attending the exhibition. Through its trade office, CHAMP organized visits to the Al Aveer fresh fruit and vegetable market and the Al Ras dried fruit and saffron market to expose the traders to international import market standards. During the five-day exhibition, the four traders supported by CHAMP generated 178 MTs of confirmed deals worth \$692,800 and 372 MT of potential orders totaling \$2.3 million.

### **“MADE in AFGHANISTAN” CONFERENCE**

Through its trade office in India and in a collaboration with USAID’s ATAR, RADP-S, UN Women and the Federation of Indian Chamber of Commerce and Industries (FICCI), CHAMP participated in the “Made in Afghanistan” Conference and Exhibition in New Delhi, India on July 19-20, 2016. The conference provided a venue for 38 Afghan exporters to meet and negotiate deals with Indian buyers.

CHAMP’s New Delhi Trade Office operated a booth at the conference and provided prospective clients with a range of brochures and other materials promoting Afghan produce. The trade office also assisted six Afghan traders with booth management, translation services, setting up B2B meetings and general logistics. One contract for 360 MT of Afghan figs was signed, valued at \$2 million, with others expected to follow.

### **MEETING TO IDENTIFY CONSTRAINTS TO HIGH VALUE MARKETING**

CHAMP met with USAID’s Kandahar Food Zone (KFZ) program on July 19 and 20 in Kandahar to identify and propose potential solutions for constraints in high value marketing and agribusiness development. CHAMP’s senior marketing specialist Mr. Abdullah Rahimi was invited to participate in the meeting. On the first day of the meeting, two grape and raisin traders and five pomegranate traders participated.

Each meeting participant was assigned a specific responsibility for what their organization was capable of handling. CHAMP was asked to expand its activities and assistance in marketing, linkage programs, facilitate the traders’ participation in national and international exhibitions, and assist with any other constraints that CHAMP is capable of solving. For a list of challenges and possible solutions discussed at the meeting, see [“Challenges”](#).

### **KABUL INTERNATIONAL AGFAIR**

The Kabul International Ag-Fair is the largest venue for showcasing agricultural products in Afghanistan and an excellent opportunity to promote and boost sales in agriculture. The event was hosted by MAIL at the Badam Bagh fairgrounds on October 19-21. CHAMP hosted a booth at the Knowledge Center for more than 100 farmers, traders and representatives from other projects. CHAMP displayed the proper packaging materials for sorting, grading and shipping produce. The marketing team spoke with visitors and distributed trade office brochures.



*Dr. Shaida Mohammad Abdali, Afghan Ambassador to India, opens the “Made in Afghanistan” conference.*



*The CHAMP booth is shown at the Kabul International Ag-Fair*

Farmers, herders and agribusinesses gathered to showcase their produce, strengthen business relations and find new buyers.

### **INDIA INTERNATIONAL TRADE FAIR**

CHAMP supported the participation of seven Afghan traders at the India International Trade Fair (IITF) in Delhi, India on November 14-27. The CHAMP team assisted with the set-up of booths as well as with related administrative and procurement tasks. CHAMP provided traders with space at the event so they could display product samples and conduct meetings with buyers. Moreover, CHAMP helped the traders in meeting other IITF exhibitors for purposes of developing commercial linkages.

This was CHAMP's fifth consecutive year to support Afghan traders at IITF. In addition to the space rented by ATAR and RADP-S for Afghan participants, CHAMP rented booth space (28 sq. meters) for seven traders to promote Afghan products at the exhibition site. Costs associated with the exhibition were shared by CHAMP, ATAR and USAID's Regional Agriculture Development Program North (RADP-N). ACCI and RADP-N also had their own space at the same pavilion for the participating Afghan firms exhibiting at the event.

Takdana Ltd. (a firm supported by CHAMP) generated a potential order for 100 MT of Afghan apples valued at \$150,000. No other contracts were signed at the event, as most of the buyers were offering withdrawn currency that could only be exchanged at Indian banks (see "[Challenges](#)"). That said, the traders were able to promote their goods and form linkages that are expected to bring results during the 2017 export season.

### **EXPO AFGHANISTAN, DUBAI**

CHAMP helped three client traders participate in Expo Afghanistan in Dubai, UAE on December 6-10. Other USAID projects participated, including ATAR, Assistance in Building Afghanistan by Developing Enterprises (ABADE), Financial Access for Investing in the Development of Afghanistan (FAIDA) and Afghanistan Workforce Development Program (AWDP). The event resulted in one confirmed deal of 50 MT of almonds worth \$475,000 and a potential deal of 20 MT figs worth \$180,000.

## **TRADE OFFICES**

CHAMP operates trade offices in Dubai, UAE and New Delhi, India to create stronger linkages between Afghan traders and overseas buyers. These offices ensure that Afghan traders are engaging in these markets in the best possible commercial terms. This provides a sustainable basis for growth in the value of exports to India, the UAE and the greater Gulf region. Owing to the projected close-out of the project, financial support to the trade offices was discontinued in March 2016, with CHAMP acting thereafter in an advisory capacity.

The Dubai Trade Office began operation in February 2011 as a collaboration between CHAMP and TAKDANA Fresh Fruits Processing. The goal of the trade office is to boost marketing activities for Afghan fruit and nuts to expand sales in the UAE and Gulf market. The office



*Crowds gather at the Afghanistan Pavilion during IITF.*

facilitates linkages between traders and buyers, promotes Afghan exports at exhibitions and looks for new markets within the UAE.

The New Delhi Trade Office began operation in mid-2011 to provide assistance to Afghan traders exporting into India. When the initial collaboration with Afghanistan Almond Industry Development Organization (AAIDO) did not bring about the desired level of export facilitation, CHAMP conducted a public bidding process to identify a new operator. The office re-opened in December 2013 under a new collaboration with Pace Group, a private sector organization specialized in trade event facilitation and highly knowledgeable of Indian import markets. The office was registered in India under the name Afghan Business Center (ABC) PVT LTD in January 2014, giving it legal authorization to operate in India. The 1,000 sq. ft. office is located 1.5km from the Azadpur Wholesale Market. A website ([www.abcpvtltd.in](http://www.abcpvtltd.in)) was launched in 2014.

Under the terms of its sub-agreements, the trade offices' responsibilities included:

- Promoting CHAMP value chain products in India and the UAE.
- Facilitating the import of CHAMP value chain products, subject to product availability.
- Overseeing commission agents and preparing sales reports.
- Providing weekly market sales reports.
- Provide assistance with other commercial activities (such as exhibitions and conferences)

Key activities for the trade offices included:

**Market visits.** The trade office teams visited the fruit markets in their host countries numerous times and provided information to CHAMP and Afghan traders.

**Trade Fairs and Exhibitions.** The trade offices provided full support to CHAMP and participating Afghan traders at trade fairs and exhibitions. The offices were instrumental in handling logistics for the events and arranging meetings with buyers and visits to local wholesale markets. The Dubai Trade Office assisted with Gulfood and Expo Afghanistan, while the New Delhi Trade Office provided support at IITF and the "Made in Afghanistan" Conference. (See "[Conferences and Exhibitions.](#)")

**Meetings with government and trade dignitaries.** In March, the New Delhi Trade Office gave a presentation on its activities as well as on trade and food safety at the International Conference on Food Quality and Safety in New Delhi, which was sponsored by USAID's Office of Agriculture and Kansas State University. The conference focused on mycotoxin assessment for Afghan dry fruits, nuts and wheat. The trade office also assisted USAID at this event by organizing visits for the participating Afghan delegation to Indian government offices (Food Safety and Standards Authority, Food and Nutrition Board, and Air Cargo Section/Indira Gandhi International Airport).



*Representatives from the New Delhi Trade Office presented at a USAID conference on mycotoxin assessment in New Delhi.*



Women farmers from Parwan Province attend a Farmers Field School training in winter oil application.

# 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 2016, women participated in technical trainings aimed at improving their orchards and vineyards through farmer field schools. Gender activities were discontinued at the end of March as part of the CHAMP 2016 Work Plan.

## **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 grape farmers in a variety of winter season practices such as land preparation, application of winter oil, use and application of lime sulfur, and pruning techniques. The activities were supervised by CHAMP female extension officers. In 2016, a total of 294 women from three provinces participated in the trainings.

**Table 2 – Female FFS Beneficiaries, 2016**

<b>Province</b>	<b>Number of Farmers</b>
Kabul	170
Kapisa	56
Parwan	68
<b>Total</b>	<b>294</b>



*A CHAMP-supported Kandahar trader packs grapes in improved branded boxes for shipment to Pakistan.*



# PROGRAM PERFORMANCE

## PERFORMANCE INDICATOR REPORT

In 2016, CHAMP results were measured by seven indicators, as determined by the Performance Management Plan. During the reporting period, CHAMP collectively achieved 117% of its target indicators, as outlined below.

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### Total value of agricultural exports (in MTs)

Target: 10,000 MT

Actual: 11,308 MT

Achieved 113% of target.

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

Target: 2,524

Actual: 2,526

Achieved 100% of target.

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### Net increase in private sector employment (Full Time Jobs created) in Value Chain Activities

Target: 77

Actual: 150

Achieved 194% of target owing to unanticipated export facilitation reported during the year, which correlates with the creation of full-time jobs.

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### Total value of sales of final agricultural products from assisted farms and agribusinesses

Target: \$8,981,250

Actual: \$13,071,643

Achieved 146% of target. This was due to conservative cost projections by the marketing team and unexpectedly high demand for Afghan grapes and pomegranates in India and Pakistan.

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**Number of GIRoA agricultural extension staff trained in new techniques**

Target: 3

Actual: 5

Achieved 167% of target owing to larger than expected participation by GIRoA trainees, which is often difficult to forecast.

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**Percentage of female participants in USG-assisted programs designed to increase access to productive economic resources (assets, credit, income or employment)**

Target: 12

Actual: 12

Achieved 100% of target.

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**Percentage of females who report increased self-efficacy at the conclusion of USG supported training/programming**

Target: 58

Actual: 58

Achieved 100% of target.

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(For complete 2016 indicator data, see [Annex 7](#). For 2010-2016 indicator data, see [Annex 8](#).)

**FINANCIAL REPORT**

Program spending exceeded the 2016 budget, as shown in the table below. Spending totaled nearly \$1.9 million, or 143% of the \$1.3 million budget allocation for the year. Total life-of-program spending (2010 through 2016) was around \$44.8 million, or 99% of the approximately \$45.3 million budgeted for the period.

**Personnel.** Expenses for salaries, fringe benefits and other employee allowances totaled nearly \$1.2 million for 2016, which was approximately 45% over budget. CHAMP intentionally overspent its personnel budget with funds carried over from earlier years as more staff was retained in the second half of 2016 than budgeted.

**Travel and Per Diem.** This category includes program-related travel expenses as well as R&R travel for expat personnel. 2016 spending totaled nearly \$31,000, or 67% of the budget allocation.

**Direct Program Expenses.** This category includes expenses for program inputs and supplies, equipment, vehicles and freight, fees to subcontractors and other direct costs. In 2016, the project spent \$229,568, or 112% of the budget allocation for this category. Excess spending was due to increased cost of maintaining a larger team in the

second half of 2016.

**Overhead.** This category included general administrative expenses accrued by ROP home office as well as overhead expenses accrued by subcontractors. In 2016, overhead expenses totaled \$420,584. This was 177% of the budget allocation due to higher direct charges in 2016 and adjustments in overhead charges for previous years.

For a detailed analysis, see [Annex 9 - Financial Report](#).

**Table 3 – 2016 Program Budget, by Category**

Cost Category	2016 Spending	Budget Allocation (2016)	2016 Attainment	Total Spending (2010-2016)	Budget Allocation (2010-2016)	Attainment
Personnel	\$1,199,857	\$826,241	145%	\$15,406,984	\$13,773,942	112%
Travel & Per Diem	\$30,588	\$45,399	67%	\$794,162	\$1,599,032	50%
Direct Program Expenses	\$229,568	\$204,490	112%	\$19,335,633	\$21,688,758	89%
Overhead	\$420,584	\$236,749	177%	\$9,298,067	\$8,234,453	113%
<b>TOTAL</b>	<b>\$1,880,597</b>	<b>\$1,312,879</b>	<b>143%</b>	<b>\$44,834,846</b>	<b>\$45,296,184</b>	<b>99%</b>

## COMMUNICATIONS

The CHAMP Communications team oversaw 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, quarterly and annual reports in keeping with the CHAMP Cooperative Agreement. The team also produced a variety of ad-hoc reports to document project activities or by request of USAID and other stakeholders, including:

- Activity Report on CHAMP Trade Offices
- Gulfood Activity Report
- IITF Activity Report

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

- Gulfood Exhibition, Dubai (February 2016)
- Kabul International AgFair (September 2016)

**Success Stories.** CHAMP developed two success stories for publication on the USAID/Afghanistan website and Facebook page.

- Spicing Up Afghanistan's Food Exports

## HUMAN RESOURCES

- Making Fruit Exports Profitable Again

See [Annex 11 – Success Stories](#). A complete collection of videos and success stories is available for review at [www.CHAMP.af](http://www.CHAMP.af).

A total of 60 local national (LN) staff were employed by CHAMP at the beginning of the year, decreasing to 37 by year’s end, largely owing to retrenchments related to a sharp downturn of field activity in March and April. Expat personnel numbered two throughout the year (or 5% of total staff). At the end of 2015, total staff numbered 39.

**Table 4 - CHAMP 2016 Staff Figures**

Staff	Number
No. LN employees at start of 2016	60
Hired	2
Terminated	23
Resigned	2
<b>LN staff (as of Dec. 31, 2016)</b>	<b>37</b>
Expat personnel employed	2
Interns	0
<b>Expat staff (as of Dec. 31, 2016)</b>	<b>2</b>
<b>Total CHAMP staff (as of Dec. 31, 2016)</b>	<b>39</b>

## PROGRAM CHALLENGES

The following challenges had a direct impact on CHAMP’s ability to achieve targets, reach program objectives and/or meet the objectives set forth in the 2016 Work Plan.

**Security challenges.** CHAMP operated during a period of continued violence in the eastern provinces of Logar and Wardak as well as the southern province of Kandahar, with attacks on Afghan and foreign citizens. Deteriorating security conditions in the Afghan capital posed significant challenges to program operation, particularly the relatively high number of security attacks aimed at individuals and their host organizations.

**Constraints resulting from foreign government regulations.**

CHAMP’s success at the Gulfood Exhibition was complicated with the decision by UAE authorities to restrict travel to UAE by Afghan nationals. This disallowed the travel of vital CHAMP exporters and supporting CHAMP staff to Gulfood. In the face of this challenge, a secondary option had to be developed in which traders holding a Dubai resident visa had to be sought for participation. CHAMP’s Dubai Trade Office had to assume functions that would have been carried out by CHAMP’s marketing department. Taken together, these factors point to the need for making firm planning decisions at least six months in advance of the event.

During the IITF exhibition, the Indian government took its 1,000 and 500 rupee notes out of circulation owing to widespread counterfeiting. The

economic backlash had an adverse effect on the Afghan traders hoping to sign contracts with Indian buyers. Takdana Ltd. (a firm supported by CHAMP) generated a potential order for 100 MT of Afghan apples valued at \$150,000. No other contracts were signed at the event, as most of the buyers were offering withdrawn currency that could only be exchanged at Indian banks.

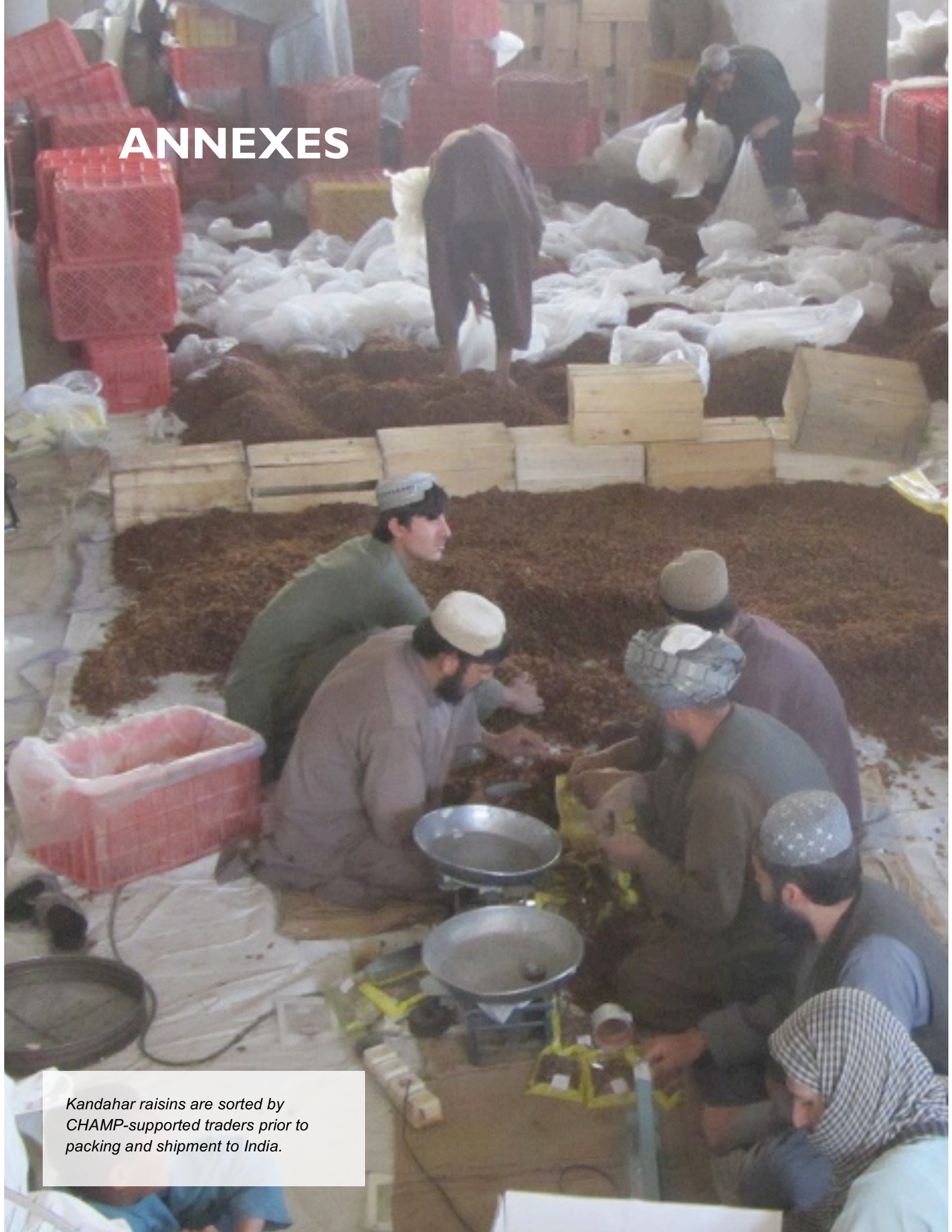
The Afghan-Pakistani border crossing at Spin Boldak, Kandahar Province, was closed in August after a demonstration on the Afghan side of the border. Afghan protesters set a Pakistani flag ablaze in protest of a similar demonstration against India on the Pakistani side of the border. The border was closed for two weeks, halting produce exports to India and the UAE. This resulted in heavy financial losses and fruit spoilage for Afghan traders and farmers.

**Trade constraints.** The following challenges were identified at the July 19-20 meeting with KFZ to identify constraints in high value marketing and agribusiness development.

- **Hold times.** Kandahar can export fresh produce into Pakistan the same day as shipped, while fresh products from Helmand and other areas in the region reach the border later in the day and are held up until the next morning. Need government assistance to extend border transit hours.
- **More technical support for traders.** Rather than financial subsidies, traders need technical assistance in documentation for export, transit documents, visa issues, customs clearance and registration documents. More donor support is needed in this regard.
- **Raisin cleaning inadequate.** Raisin cleaning facilities in Afghanistan can't handle the large output needed by exporters. A sample of cleaned raisins sent to Holland was reported to contain unacceptable levels of dust and dirt. Better facilities should be provided by the Afghan government with support from the donor community.
- **Cold storage.** Lack of cold storage for fresh product is still one of the biggest challenges in the region. Lack of pack houses and refrigerated containers is also a major challenge. More government and donor support is needed.
- **Delays in Pakistan.** Pakistan authorities do not prioritize timely processing of fresh produce at the border but hold consignments for at least a day, resulting in produce damage of up to 50% in some cases. Discussions between the two governments are needed.
- **Raisin drying.** The lack of raisin drying facilities results in low quality raisin products. More facilities need to be established.
- **Air shipment.** Air cargo flights are limited and prices are too high. Private-sector and/or government subsidies may be necessary.
- **Lack of locally sourced packaging.** Traders need high quality, humidity-resistant packaging for dry fruit exports traveling by sea via Pakistan. More packaging factories need to be established in the region.

- **Destinations.** Most exports are sold only in Pakistan because of its proximity and ease of transport. More markets need to be identified. Donors should facilitate traders' participation in more international exhibitions, trade-related events, and market assessments.
- **Financing.** Loan programs for farmers are complicated and difficult for them to obtain. Private and government investments are needed.
- **Drying technology.** Raisin drying should be stepped up through the use of new technologies in processing, such as solar raisin drying, advanced raisin cleaning machinery and others. Donors should assist in this sector.
- **Handling.** Lack of standardization/certification in ISO and HACCP limits export expansion. Government and private sector assistance is required.

# ANNEXES



*Kandahar raisins are sorted by CHAMP-supported traders prior to packing and shipment to India.*

## Annex 1 – Farmer Field Schools, by value chain

Province	Apple	Apricot	Grapes		Pomegranate	Total
	Male	Male	Female	Male	Male	
Kabul	0	0	170	507	0	677
Kandahar	0	0	0	351	514	865
Kapisa	0	0	56	92	0	148
Logar	107	29	0	162	0	298
Parwan	0	0	68	259	0	327
Wardak	197	14	0	0	0	211
<b>Total</b>	<b>304</b>	<b>43</b>	<b>294</b>	<b>1,371</b>	<b>514</b>	<b>2,526</b>

## Annex 2 – CHAMP exports by target country, in MT

Target Country	Almond	Dried Apricot	Grapes	Pomegranate	Raisin	Total
India	2	163	0	0	411	576
Pakistan	0	0	5,288	5,444	0	10,732
<b>Total</b>	<b>2</b>	<b>163</b>	<b>5,288</b>	<b>5,444</b>	<b>411</b>	<b>11,308</b>

## Annex 3 – CHAMP exports by target country, in USD

Target Country	Almond	Dried Apricot	Grapes	Pomegranate	Raisin	Total
India	\$8,387	\$502,259	0	0	\$1,207,714	\$1,718,359
Pakistan	0	0	\$4,719,196	\$6,634,087	0	\$11,353,284
<b>Total</b>	<b>\$8,387</b>	<b>\$502,259</b>	<b>\$4,719,196</b>	<b>\$6,634,087</b>	<b>\$1,207,714</b>	<b>\$13,071,643</b>



## Annex 4 – CHAMP exports by province, in MT

Province	Almond	Dried Apricot	Grapes	Pomegranate	Raisin	Total
Kabul	0	0	864	0	0	864
Kandahar	0	0	2,257	5,444	58	7,759
Kapisa	0	0	1,589	0	0	1,589
Parwan	0	0	577	0	0	577
Uruzgan	0	46	0	0	0	46
Zabul	2	118	0	0	353	472
<b>Total</b>	<b>2</b>	<b>163</b>	<b>5,288</b>	<b>5,444</b>	<b>411</b>	<b>11,308</b>

## Annex 5 – CHAMP exports by province, in USD

Province	Almond	Dried Apricot	Grapes	Pomegranate	Raisin	Total
Kabul	0	0	\$718,951	0	0	\$718,951
Kandahar	0	0	\$2,529,410	\$6,634,087	\$167,180	\$9,330,677
Kapisa	0	0	\$1,050,242	0	0	\$1,050,242
Parwan	0	0	\$420,593	0	0	\$420,593
Uruzgan	0	\$140,231	0	0	0	\$140,231
Zabul	\$8,387	\$362,027	0	0	\$1,040,534	\$1,410,948
<b>Total</b>	<b>\$8,387</b>	<b>\$502,259</b>	<b>\$4,719,196</b>	<b>\$6,634,087</b>	<b>\$1,207,714</b>	<b>\$13,071,643</b>

## Annex 6 – Comparison of Grape Exports to Different Cities in Pakistan in 2016

	Target City (Price USD/MT)							Overall Pakistan
	Faisalabad	Gujranwala	Gujarat	Islamabad	Karachi	Lahore	Multan	
Farm Gate	\$326	\$345	\$337	\$288	\$579	\$427	\$599	\$408
Expenses	\$297	\$260	\$257	\$305	\$202	\$433	\$532	\$359
Total Cost	\$623	\$604	\$593	\$593	\$781	\$860	\$1,131	\$767
Sales Revenue	\$861	\$862	\$815	\$670	\$1,148	\$949	\$1,187	\$892
<b>Gross Profit</b>	<b>\$238</b>	<b>\$257</b>	<b>\$221</b>	<b>\$77</b>	<b>\$367</b>	<b>\$89</b>	<b>\$57</b>	<b>\$125</b>
<b>Gross Profit in %</b>	<b>38%</b>	<b>43%</b>	<b>37%</b>	<b>13%</b>	<b>47%</b>	<b>10%</b>	<b>5%</b>	<b>16%</b>

## Annex 7 – Performance Indicators – 2016

Indicator Name and Number (and disaggregation by gender)	Baseline (and date baseline was collected)	Q2 FY2016 (Jan-Mar-2016)		Q3 FY2016 (Apr-Jun-2016)		Q4 FY2016 (Jul-Sep-2016)		Q1 FY2017 (Oct-Dec-2016)		TOTAL Cumulative figures for 2016		TOTAL Cumulative for Life of Project
		Target	Actual	Target	Actual	Target	Actual	Target	Actual	Target	Actual	Actual
<b>Total volume of agricultural exports (in MTs)</b>		2,350	5021			4,705	3,494	2,945	2,793	10,000	11308	51,721
<b>Males</b>		2,350	5021			4,705	3,494	2,945	2,793	10,000	11308	51,488
<b>Females</b>		0	0			0	0	0	0	0	0	233
Apples								1,105				
Apricots						2,430	138	70	25			
Grapes		1050	606			600	3356	955	1737			
Pomegranates		1300	4415			0		765	1029			
Melons						1,675						
Almonds								50	2			
<b>Number of individuals who have received agriculture-related short-term training</b>		2524	2526							2,524	2526	112,500
<b>Males</b>		2231	2232							2,231	2232	108,676
<b>Females</b>		293	294							293	294	3,824
Apples (Males)		304	304									
Apricots (Males)		43	43									
Grapes (Males)		1370	1371									
Grapes (Females)		293	294									
Pomegranates (Males)		514	514									
<b>Net increase in private sector employment (Full Time Jobs created) in Value Chain Activities</b>		18	68			37	49	22	33	77	150	7,828
<b>Males</b>		18	68			37	49	22	33	77	150	7,705
<b>Females</b>												123
Apples								8				
Apricots						19	1	1				

Indicator Name and Number (and disaggregation by gender)	Baseline (and date baseline was collected)	Q2 FY2016 (Jan-Mar-2016)		Q3 FY2016 (Apr-Jun-2016)		Q4 FY2016 (Jul-Sep-2016)		Q1 FY2017 (Oct-Dec-2016)		TOTAL Cumulative figures for 2016		TOTAL Cumulative for Life of Project
		Target	Actual	Target	Actual	Target	Actual	Target	Actual	Target	Actual	Actual
Grapes		8	9			5	48	7	21			
Pomegranates		10	59					6	12			
Melons						13						
Almonds												
<b>Total value of sales of final agricultural products from assisted farms and agribusinesses</b>		<b>2,287,500</b>	<b>5,875,654</b>			<b>4,116,875</b>	<b>3,242,874</b>	<b>2,576,875</b>	<b>3,953,115</b>	<b>8,981,250</b>	<b>13,071,643</b>	<b>56,734,081</b>
<b>Males</b>		<b>2,287,500</b>	<b>5,875,654</b>			<b>4,116,875</b>	<b>3,242,874</b>	<b>2,576,875</b>	<b>3,953,115</b>	<b>8,981,250</b>	<b>13,071,643</b>	<b>56,373,181</b>
<b>Females</b>												<b>360,900</b>
Apples								966,875				
Apricots						2,126,250	49,550	61,250	452,709			
Grapes		1,150,000	425,610			525,000	3,193,324	835,625	2,307,976			
Pomegranates		1,137,500	5,450,044					669,375	1,184,043			
Melons						1,465,625						
Almonds								43750	8387			
<b>Number of GIRoA agricultural extension staff trained in new techniques</b>		<b>3</b>					<b>5</b>			<b>3</b>	<b>5</b>	<b>237</b>
<b>Males</b>		<b>3</b>					<b>5</b>			<b>3</b>	<b>5</b>	<b>237</b>
<b>Females</b>												
<b>Percentage of female participants in USG-assisted programs designed to increase access to productive economic resources (assets, credit, income or employment)</b>								<b>12</b>	<b>12</b>	<b>12</b>	<b>12</b>	<b>19</b>
<b>Females</b>									<b>12</b>		<b>12</b>	
<b>Percentage of females who report increased self-efficacy at the conclusion of USG supported training/programming</b>								<b>58</b>	<b>58</b>	<b>58</b>	<b>58</b>	<b>65</b>
<b>Females</b>									<b>58</b>			

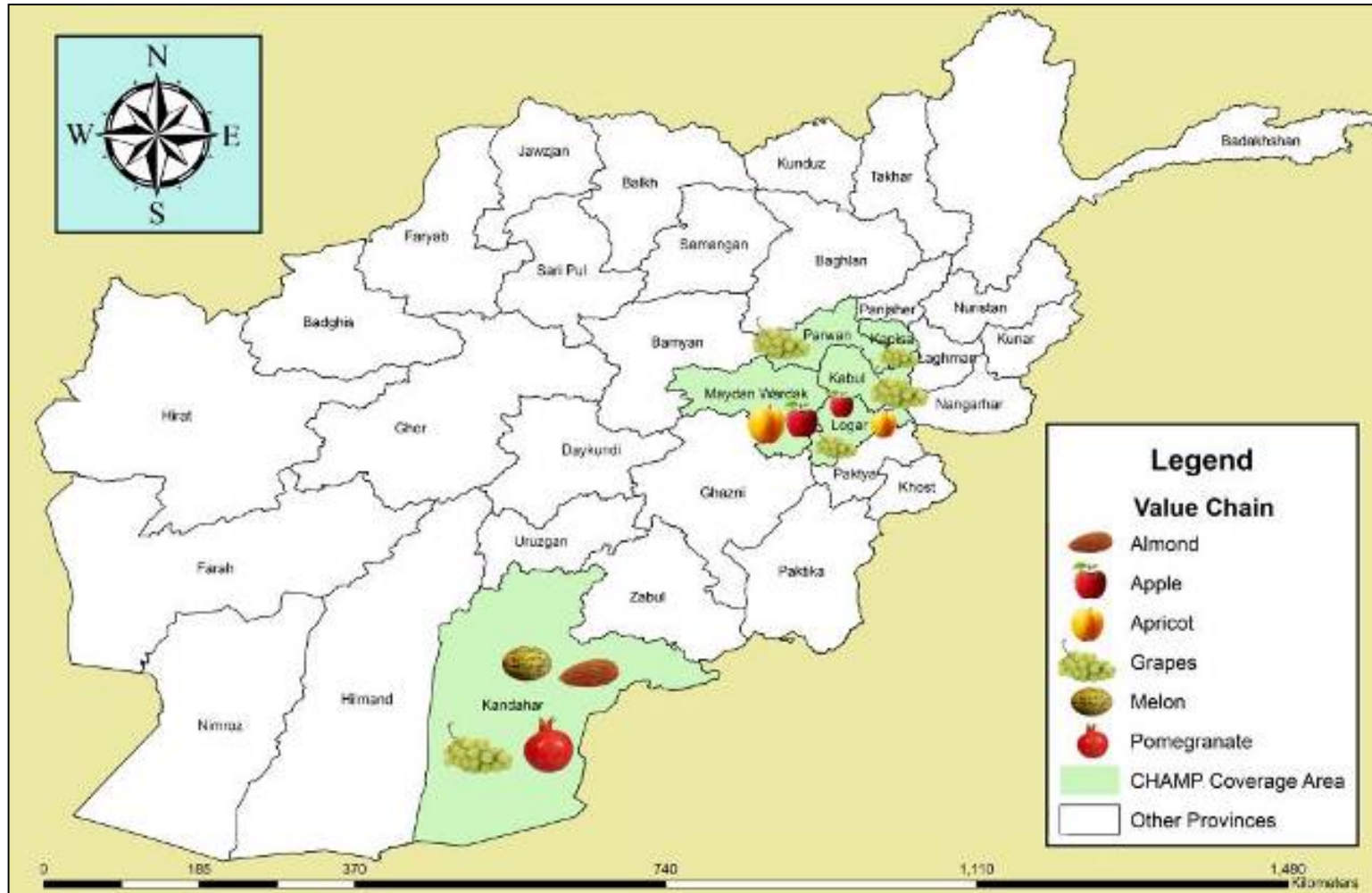
## Annex 8 – Performance Indicators – 2010-2016

Indicator Name and Number	2010	2011	2012	2013	2014	2015	2016	LOP Targets	LOP Actual	LOP Actual Percentage
Percent Increase in Farmer Household Income	n.a.	n.a.	108%	33%	15%	5%	n.a.	28%	62%	221%
Total value of agricultural exports (in MTs)	n.a.	n.a.	n.a.	n.a.	16,471	10,485	11,308	32,906	38,264	116%
Number of households benefitted by agriculture and alternative development interventions in targeted areas	2,878	8,788	10,998	13,564	1,485	783	n.a.	37,913	38,496	102%
Number of MT Increase in Quality Quantity Production per Hectare	n.a.	n.a.	9.8	2.5	1.3	1.08	n.a.	4.7	6	128%
Number of individuals who have received agriculture-related short-term training	3,506	34,319	40,410	13,907	13,484	4,348	2,526	55,051	112,500	204%
Net increase in private sector employment (Full Time Jobs created) in Value Chain Activities	780	2,395	2,122	1,397	827	157	150	7339	7,828	107%
Total value of sales of final agricultural products from assisted farms and agribusinesses	839,020	377,027	3,455,838	10,884,145	17,738,653	10,367,755	13,071,643	35,393,136	56,734,081	160%
Number of individuals who have received business skills training	664	300	1,864	2,462	1,797	478	n.a.	5,701	7,565	133%
Number of GIRoA agricultural extension staff trained in new techniques	6	44	60	67	25	30	5	120	237	198%
Percentage of female participants in USG-assisted programs designed to increase access to productive economic resources (assets, credit, income or employment)	n.a.	n.a.	n.a.	n.a.	n.a.	26	12	15	19	127%
Percentage of females who report increased self-efficacy at the conclusion of USG supported training/programming	n.a.	n.a.	n.a.	n.a.	n.a.	72	58	65	65	100%

## Annex 9 – Financial Report

Cost Category	Total CHAMP Budget Previous with new increased Balance	Years 1-6 (2010 to 2015)	Year 7 (Feb 1 – Dec 31, 2016)	Total 2010 to 2016	Budget Allocation for 2016	Budget Remaining	2010-2015 Budget VS Actual Spending
Salaries	\$10,420,473.90	\$10,349,061	\$893,006	\$11,242,067	\$625,205	(\$821,593)	108%
Fringe Benefits	\$1,375,811.30	\$1,351,014	\$171,251	\$1,522,265	\$66,793	(\$146,453)	111%
Allowances	\$1,977,656.50	\$2,507,052	\$135,600	\$2,642,652	\$134,243	(\$664,996)	134%
Travel & Per Diem	\$1,599,032.00	\$763,574	\$30,588	\$794,162	\$45,399	\$804,870	50%
Program Inputs & Supplies	\$16,146,815.00	\$13,040,046	\$88,135	\$13,128,181	\$61,410	\$3,018,634	81%
Other Direct Costs	\$2,627,051.50	\$3,734,969	\$140,977	\$3,875,946	\$143,080	(\$1,248,895)	148%
Equipment, Vehicles & Freight	\$770,405.00	\$647,753	\$456	\$648,209	-	\$122,196	84%
Subcontractor	\$2,144,486.00	\$1,683,297	\$0	\$1,683,297	-	\$461,189	78%
<b>Sub Total</b>	<b>\$37,061,731</b>	<b>\$34,076,766</b>	<b>\$1,460,012</b>	<b>\$35,536,778</b>	<b>\$1,076,130</b>	<b>\$1,524,953</b>	<b>96%</b>
ROP G&A - Subcontractors	\$58,562.00	\$55,003	\$0	\$55,003	0	\$3,559	94%
ROP Overhead	\$8,175,890.80	\$8,822,480	\$420,584	\$9,243,064	\$236,749	(\$1,067,174)	113%
<b>TOTAL</b>	<b>\$45,296,184</b>	<b>\$42,954,249</b>	<b>\$1,880,597</b>	<b>\$44,834,846</b>	<b>\$1,312,879</b>	<b>\$461,338</b>	<b>99%</b>

## Annex 10 – CHAMP Area of Operations



# Annex II – Success Stories



**USAID**  
FROM THE AMERICAN PEOPLE

# AFGHANISTAN

## SNAPSHOT

### Making Afghan fruit exports profitable again

**USAID-funded trade offices help Afghan fruit exports reach overseas buyers**



*A representative from CHAMP's Dubai Trade Office offers a pomegranate sample for potential wholesale buyers.*

**Restoring overland export trade will provide greater income opportunities for Afghan traders and the farmers they serve.**

U.S. Agency for International Development  
[www.usaid.gov](http://www.usaid.gov)

For centuries, Afghanistan's pomegranates have been in high demand for their rich taste and color. Afghanistan has more varieties of pomegranates than any other country in the world, and the fruit is an important source of livelihood for thousands of farmers.

While three decades of war brought pomegranate exports to a near standstill, USAID's Commercial Horticulture and Agricultural Marketing Program (CHAMP) is helping to put Afghan pomegranates back on supermarket shelves throughout the region.

CHAMP operates trade offices in Dubai and New Delhi to create stronger linkages between Afghan traders and overseas buyers. These offices help Afghan traders navigate the complex maze of government paperwork and ensure that they are receiving the appropriate profit from the sale of their fruit. It also provides a sustainable basis for growth in the value of exports to India and UAE.

Recently, CHAMP's Dubai Trade Office facilitated the import of more than 7 metric tons of Afghan pomegranates into Dubai via road and ship through Pakistan. It was the first large container of pomegranates to arrive at the Dubai port in many years. The trade office worked with the Afghan trader to ensure that the pomegranates were properly sorted, cleaned and packaged, and handled all the necessary customs clearances at the border.

According to Zabiullah Ehsan, who oversees operations of the trade office, the shipment was historic. "Pomegranates are sometimes shipped by air from Kabul, but air cargo is expensive and the Afghan exporter doesn't make a profit. With this shipment we demonstrated that overland shipping via Pakistan is a viable option for Afghan traders."

The shipment, he notes, was not perfect. Around 8% of the pomegranates were damaged due to packing issues. But such problems don't negate the transformative benefits that the shipment promises for Afghan pomegranate exports in years to come.

"We have requests all the time from buyers in Saudi Arabia, Kuwait, Bahrain and other places wanting Afghan pomegranates, but there just wasn't enough supply," he says. "As soon as these pomegranates arrived, we had no trouble selling them."

And the prices are far higher than the traders can receive selling the pomegranates domestically. These greater returns mean better returns for Afghan traders and farmers, and greater international recognition for Afghanistan's unique pomegranates.





**USAID**  
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# AFGHANISTAN

## SNAPSHOT

# Spicing Up Afghan Food Exports

**USAID-funded trade offices source new markets for Afghan fruit and vegetable exports**



*Coriander (or cilantro) is a popular herb in South Asia and the Middle East, used as a garnish or in the making of chutney.*

Photo: USAID/CHAMP

***Restoring export trade provides greater income opportunities for Afghan traders and the farmers they serve.***

U.S. Agency for International Development  
[www.usaid.gov](http://www.usaid.gov)

While known throughout the world for its fine grapes, raisins, pomegranates and other fruits, Afghanistan's farmers are ramping up commercial volumes of a variety of food exports, including many vegetables and herbs. But rebuilding old trade routes damaged by decades of war and economic hardships poses challenges for Afghan exporters.

USAID's Commercial Horticulture and Agricultural Marketing Program (CHAMP) is helping to put Afghan products on supermarket shelves throughout the region, thanks in large part to its overseas trade offices.

CHAMP operates trade offices in Dubai and New Delhi to create stronger linkages between Afghan traders and overseas buyers. These offices help Afghan traders navigate the complex maze of government paperwork and ensure that they are receiving the appropriate profit from the sale of their fruit. It also provides a sustainable basis for growth in the value of exports to India and UAE.

In late 2015, its Dubai Trade Office was responsible for the first-ever shipment of coriander into the important UAE trade hub. The consignment of 25 metric tons successfully reached the wholesale fruit and vegetable market and sold profitably, with some traders realizing gains of more than 100%.

The trade office provided vital logistical support in helping the traders register the shipments with customs and municipal authorities, as well as shepherding the product to the right buyers.

"Afghan traders have a quality product and a receptive market, but the paperwork is often too daunting," said Sayed Zabihullah, who manages the trade office. "This was the first time coriander has ever been shipped from Afghanistan, and with the success of the shipment it will certainly not be the last."

## Annex 12 – CHAMP Fact Sheet



### COMMERCIAL HORTICULTURE & AGRICULTURAL MARKETING PROGRAM (CHAMP)

FEBRUARY 2010 – DECEMBER 2019

\$61,294,442 OFF-BUDGET

#### OVERVIEW

The Commercial Horticulture and Agricultural Marketing Program (CHAMP) works with Afghans to increase the yield and quality of prized crops - pomegranates, apples, almonds, grapes, apricots and melons - and open up new export channels for these products on the global market. CHAMP supports and facilitates each stage of the market process to improve the quality of Afghan horticultural products, from farm to market. CHAMP's agribusiness activities stimulate growth in Afghanistan's agricultural sector, create jobs, improve livelihoods, and boost the economy.

CHAMP supports Afghan exports through its trade offices in New Delhi, India and Dubai, UAE to promote Afghan agricultural products and boost their export from Afghanistan to global markets. CHAMP will soon begin expanding its focus to include high value agricultural products such as saffron, walnuts, pistachios, cherries and others, and will have expanded national coverage. CHAMP will explore new inroads for Afghan agricultural products in Central Asia and improve the branding and marketing of exports in key international markets. CHAMP will also work with key government, donor and private sector partners to provide assistance with trade credit, certification for quality & safety improvement, food safety trainings, compliance with international markets standards, and packaging improvement.

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## CURRENT ACTIVITIES

- Improve pre- and post-harvest methods for fresh fruits to meet market requirements.
- Link farmers with traders, and traders with domestic and international markets.
- Facilitate the export of selected fresh and dry fruits and nuts to regional and international markets.
- Build the capacity of agribusinesses (exporters) to comply with international market requirements
- Support the trade offices established in Dubai and New Delhi, India to facilitate the export from Afghanistan and arrange business to business meeting with and between the traders and buyers

## ACCOMPLISHMENTS

- From 2010-2016 facilitated the export of over 48,500 metric tons of fresh and dried fruit and nuts worth an estimated \$51 million to international markets including Pakistan, Bahrain, Canada, India, the United Arab Emirates, Russia and Saudi Arabia.
- Benefitted 38,400 Afghan households through activities ranging from establishing commercial orchards to exporting high quality produce.
- Created nearly 7,800 full-time jobs through opportunities afforded by increased production, quality improvement and export facilitation.
- Increased 19,714 farmers' incomes 4.5 fold by assisting them to switch from annual crops to perennial horticultural crops.
- Helped 19,500 farmers plant more than 2.85 million fruit saplings, pomegranate and grape rooted cuttings, converting 6,170 hectares previously used for cereal crops to fruit orchards and vineyards.
- Assisted 2,900 farmers to trellis 600-hectares of existing vineyards in Kabul, Parwan, Logar, Ghazni, Zabul, Helmand and Kapisa provinces, realizing yield increases of more than 100% and a significant increase in quality over traditional method of letting vines lay on the ground.
- Constructed over 230 improved raisin-drying facilities and cool storage rooms for apples in partnership with farmers.
- Established more than 870 community-based Farmer Field Schools (informal coaching platforms for farmers in fields) with over 12,000 members (including 900 women).
- Trained more than 112,500 farmers (of which 3,800 were women) on improved agriculture techniques, including planting, fertilization, irrigation and disease and pest control.
- Established trade offices in Dubai and New Delhi run by Afghan companies that are facilitating agricultural exports from Afghanistan.
- Supported traders to adopt global packing standards by introducing corrugated cartons and plastic containers to reduce damage to fruit. Supported the participation of Afghan exporters in exhibitions such as the Dubai's Gulfood Exhibition (from 2012 to 2016) and the India International Trade Fair (from 2010 to 2013) to open up new markets for Afghan produce.
- Mainstreamed new agricultural practices, such as grape trellising, pruning ladders, collection baskets, sulfur drying of apricots, and growing produce driven by market demand.

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