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COMMERCIAL HORTICULTURE AND AGRICULTURAL MARKETING PROGRAM (CHAMP)

2014 Annual Report



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COMMERCIAL HORTICULTURE AND AGRICULTURAL MARKETING PROGRAM (CHAMP)

Annual Report 2014

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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 2014. The reporting period is January 1 through December 31, 2014, in keeping with the USAID-approved 2014 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
ACCI	Afghan Chamber of Commerce and Industries
ACE	Agricultural Credit Enhancement Program
AGE	Anti-government elements
ANNGO	Afghan National Nursery Growers' Organization
ATAR	Afghanistan Trade and Revenue
B2B	Business-to-business
CABOC	Central Asian Business Opportunities Conference
CHAMP	Commercial Horticulture and Agriculture Marketing Program
DAIL	Directorate of Agriculture, Irrigation and Livestock
EPAA	Export Promotion Agency of Afghanistan
FAIDA	Financial Access for Investing in the Development of Afghanistan
FFS	Farmer Field School
FIEO	Federation of Indian Export Organization
GAP	Good Agricultural Practices
HACCP	Hazard Analysis and Critical Control Points
IDEA-NEW	Incentives Driving Economic Alternatives for the North, East, and West
IPM	Integrated pest management
LM	Local national
M&E	Monitoring and Evaluation
MAIL	Ministry of Agriculture, Irrigation and Livestock
MOU	Memorandum of Understanding
MRRD	Ministry of Roads and Rural Development
MT	Metric ton
NHLP	National Horticulture & Livestock Program
PHDP	Perennial Horticultural Development Project
RADP-S	Regional Agriculture Development Program - South
ROP	Roots of Peace
UAE	United Arab Emirates
UNAMA	United Nations Assistance Mission in Afghanistan
USAID	United States Agency for International Development

Preface



With the end of 2014 we reached another important milestone in the CHAMP story. After five years of successful operation, a program extension by USAID will enable us to continue work for an additional two years, through December 30, 2016.

Since 2010, CHAMP has focused its efforts on developing new capacity in the Afghan horticultural sector and placing Afghan products with an expanding portfolio of international buyers. Under the program extension we will concentrate almost exclusively on the “downstream” market for the products that CHAMP promotes, prioritizing post-harvest handling, processing and marketing, and working with more demanding international buyers. These buyers require reliable and consistent product supply while offering considerably more lucrative opportunities.

During the past year we began making inroads into some of these important market segments, primarily major supermarket chains in Dubai and India. We have established relationships with retailers such as Carrefour in Dubai, and Mother Dairy and Trent Hyper (who recently acquired Tesco) in India. These new market segments constitute an exciting opportunity for Afghan exporters.

Delivering reliable and consistent product supply to major retailers requires strong supply chains. There are clear challenges in this area, such as limited availability of pack houses, cold storage facilities and processing capabilities. Many Afghan exporters are accustomed to reacting to and supplying wholesale markets at prevailing market conditions and spot prices. Some of these exporters are “here today and gone tomorrow,” depending on the whims of these markets and the availability of local supply. We will work towards developing a new generation of forward-thinking exporters who value the permanence of enduring long-term commercial relationships.

As we shift emphasis from production to marketing, we will collaborate with other donor-funded programs that have production capacity but lack market knowledge and access, helping to connect their farmers with CHAMP buyers. We will also attempt to generate greater investment from the private sector. Lastly, we will continue to play a leadership role in identifying and proposing solutions to the trade impediments that adversely affect horticulture exports.

A new page has turned, one with plenty of challenges, but with high expectations that CHAMP will continue to lead the horticulture export sector into this new and promising phase.

Rod Carvajal
CHAMP Chief of Party

“We will work towards developing a new generation of forward-thinking exporters who value the permanence of enduring long-term commercial relationships.”

RESULTS AT A GLANCE

2010 – 2014



The Afghanistan Pavilion brought Afghan exports to the attention of thousands of Gulfood visitors in February.



In January and March, more than 5 MT of Afghan almonds were exported to the UAE through CHAMP support.

105,000 farmers trained in improved agricultural techniques, including **2,700 women**

37,500 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 **2900 grape producers**

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

29,500 tons of produce valued at more than **\$33 million** exported to international markets

More than **7,500 full-time jobs** created in agribusiness

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

PROJECT CLIENT PROFILE



Haji Ghulam Sediq is a 71-year-old grape farmer from Qarabagh District, near Kabul. When he was a young man the farmers in this area dried their grapes in raisin drying houses, or *kishmish khaha*, but most were destroyed during three decades of war.

Until last year, when CHAMP helped him construct a *kishmish khana* on his property, he dried his grapes on the roof of his house, an unhygienic method that put the grapes in direct contact with pests. His new drying house is built to provide natural climate control and screening from insects.

Sediq paid a fourth of the cost of the drying house, an investment that he feels will pay for itself when his current batch of raisins are ready for sale.

"We'll sell them next month, and I guarantee you we'll get twice as much on the market for these raisins."

EXECUTIVE SUMMARY

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.

On December 30, 2014, the current CHAMP Cooperative Agreement was extended until December 30, 2016. The goal of this extension is to reinforce CHAMP gains made since 2010 and increase Afghan exports to regional supermarkets and hypermarkets by up to 10,000 metric tons (MT) annually. Total project funding now stands at \$45,296,184.

As part of the Trellising Vineyards and New Orchards component, CHAMP planted 45,630 citrus trees, establishing an area of 140 hectares of new orchards (lemon and sweet orange) benefiting 690 farmers in spring 2014, adding to the 2.8 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 conflict and a citrus-killing virus. A survival rate survey by CHAMP M&E showed a 82% survival rate of citrus saplings distributed during the previous year. CHAMP also provided trellising inputs and technical assistance to 442 grape farmers (including 37 women farmers) in seven provinces, resulting in 95 hectares of improved vineyards.

Under the Quality Improvement component, CHAMP worked with 870 producer 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. Farmer Field Schools support the exchange of knowledge between farmers and CHAMP support staff. CHAMP arranged FFS programs for 12,794 apple, apricot, grape, almond and pomegranate farmers (including 1,139 women) in all 17 provinces on such topics as improving surface irrigation systems, field preparation, pre-harvest and post-harvest practices. A total of 1,174 Afghan farmers received direct technical assistance, such as training for trellis and cool room beneficiaries. Training of Trainers built the capacity of 199 CHAMP extension officers, 43 government extension staff members, 14 university instructors, and 94 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 38 Afghan companies in exporting 16,472 MT of apples, pomegranates, raisins, fresh and dried apricots, almonds, grapes and melons to markets in Australia, Azerbaijan, Canada, India, Kazakhstan, Pakistan, Russia, Saudi Arabia, Turkey, the UAE and Ukraine. CHAMP organized business-to-business (B2B) meetings between Afghan farmers and traders as well as meetings between Afghan traders and international buyers. CHAMP's trade offices in Dubai and New Delhi created stronger linkages between Afghan exporters and local buyers, facilitating more than 1,120 MT in fruits and nuts. CHAMP also participated in international trade fairs in Dubai, Kabul and New Delhi, enabling Afghan traders to bring their products to an international audience, most notably the Dubai Gulfood exhibition, at which CHAMP traders signed nearly \$6 million in contracts with international buyers. CHAMP funded the construction of 42 apple cool rooms 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 37 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 763 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 2014, a total of 1,139 women participated in FFS trainings in grape quality improvement and apple quality improvement.

Overall, the program achieved 72% of its program targets. Total program spending slightly exceeded the 2014 budget, while total program spending for 2010 through 2014 stood at 94% of the approximately \$40 million budgeted for the period.



A training of trainers refresher course in improved irrigation systems is shown in Nangarhar Province.

2014 CHAMP Results

13,484 farmers trained in improved agricultural techniques, including **1,139 women**

45,630 citrus saplings planted, benefitting **690 farmers**

Nearly **94 hectares** of traditional vineyards converted to trellising

12,000 farmers trained at Farmers Field Schools

More than **16,000 tons** of produce exported to markets in Pakistan, Canada, India, Saudi Arabia, UAE and Russia.

42 storage facilities constructed, such as cool rooms.

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.

CHAMP focuses heavily on post-harvest activities and marketing to boost

“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 26, 2015 from: <http://www.usaid.gov/afghanistan/our-work>

exports, increase import substitution, and add value to products through post-harvest processing. The program is currently divided into four main components:

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

Under the 2014 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 carries out its 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.

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 (98.8%). 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 2014, CHAMP employed 217 local national employees and six expatriate staff.



A pomegranate and citrus farmer from Laghman Province inspects lemon trees provided by CHAMP's sapling program.

TRELLISING VINEYARDS AND NEW ORCHARDS

TRELLISING



Concrete posts are shown being installed in a grape vineyard in Helmand Province.

Trellising vineyards significantly improves the harvest yield of grapes, both in quality and in quantity. In order to increase farmers' income, CHAMP trellised existing vineyards in the grape producing areas of Kabul, Parwan, Logar, Ghazni, Zabul, Helmand and Kapisa 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 net result is a doubling of yields and an increase in quality.

In 2014, CHAMP provided trellising inputs and technical assistance to 442 grape farmers (including 37 women farmers) in Kabul, Parwan, Logar, Ghazni, Zabul, Helmand and Kapisa provinces. This resulted in 95 HA of improved vineyards. (See [Annex 1 – 2014 Vineyard Trellising.](#))

ORCHARD ESTABLISHMENT

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.

In 2014, CHAMP continued to help farmers shift from low-value annual crops to perennial crops by establishing new orchards. In addition to the nearly 2.8 million tree saplings and rooted cuttings distributed since the beginning of the program, CHAMP planted 45,630 citrus trees (lemon and sweet orange), establishing an area of 140 HA of new orchards benefiting 690 farmers in Nangarhar, Laghman and Kunar provinces. (See [Annex 2 – 2014 Orchard Establishment.](#))

In addition to providing the saplings, CHAMP specialists helped select



Citrus saplings are inspected at an ANNGO-registered nursery in Laghman Province prior to distribution.

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.

Survival rate survey. CHAMP has distributed some 2.8 million saplings and rooted vines 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 2014, the CHAMP Monitoring and Evaluation (M&E) team conducted a survey of trees planted in 2013 to determine the survival rate of saplings distributed to beneficiaries. M&E surveyed 65 farmers (roughly 10% of sapling beneficiaries) in Kunar, Laghman and Nangarhar provinces. The farmers had received more than 4,000 citrus saplings (sweet orange and lemon). The survey found around 763 dead saplings, or 82% survival (with a 3% margin of error), which is in keeping with survival rate predictions. (See [Annex 3 – Citrus Survival Rate Survey](#).)

TRELLISING: BETTER OUTPUT, BETTER QUALITY



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

T-trellising systems consist of concrete poles running parallel to the vines and steel wires fixed over the poles. This system, capable of supporting the load of the grapes, places the vines at a manageable height.

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.



A farmer from Bamiyan who received CHAMP Farmer Field School training shows off his summer apricot harvest.

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 good Agricultural practices (GAP) 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](#)).

PRODUCERS GROUPS

To better facilitate training and outreach activities, CHAMP works with more than 870 producer 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.

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, 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 2014, CHAMP arranged FFS programs for 12,794 apple, apricot,



Farmers from Ghazni Province participate in a ToT course in preparing lime sulfur for winter pest control.

grape, almond and pomegranate farmers (including 1,139 women) in all 17 provinces. The courses covered a variety of topics such

- Integrated pest management (IPM)
- Trellis management
- Irrigation
- Pruning
- Thinning of fruits
- Weeding and nutrition management
- Intercrop planting
- Field preparation
- Harvesting and post-harvest practices

(See [Annex 4 – Farmer Field Schools.](#))

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. In total, 1,174 Afghan farmers received direct technical assistance in 2014. The CHAMP extension team paid special attention to follow-up activities for the protection and improvement of program-established citrus orchards, training 690 farmers in orchard management. Another 42 beneficiaries of apple cool rooms received training in proper management of these structures. Another 442 beneficiaries of trellises received specialized technical assistance related to proper trellis management.

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. Trainings included:

- Techniques for preparing dormant sprays using lime sulfur, Bordeaux mixture, winter oil and Bordeaux paste, which control infestations by harmful insects as well as bacterial and fungal diseases in orchards and vineyards.
- Apricot Sulfur Drying
- Citrus orchard management (efficient use of irrigation, integrated pest management)
- Advanced spring and summer management practices (green pruning) for grapevines and fruit trees
- Conversion of bush vines to T-trellis systems
- Insect pest and disease control for grapevines and orchards
- Efficient water management for vineyards and orchards



A training of trainers refresher course in improved irrigation systems is shown in Nangarhar Province.



A training of trainers refresher course in orchard pruning is shown in Paktya Province.

- Dormant pruning of orchards and grapevines.
- Organic fertilizer application and preparation in orchards and vineyards. Participants were trained in the function, preparation methods, and dosage, timing and application methods of organic fertilizers.
- Preparation of proper irrigation techniques for different crops in the CHAMP value chain.
- Harvest and post-harvest practices of target crops.

In 2014, CHAMP trained 354 extension workers consisting of 174 male and 25 female CHAMP extension officers, 43 extension staff members from DAIL, 14 university instructors, 4 NGO employees and 94 lead farmers. (See [Annex 5 – 2014 Training of Trainers.](#))

PROJECT CLIENT PROFILE



“We weren’t getting good results with the traditional system. The grapes were sometimes diseased and had a bad color, making them difficult to sell in the local market.”

Abdul Rashid is a grape farmer from Shakardara District in Kabul Province. He hails from a long line of farmers who for centuries have grown their grapes on earthen mounds. But the grapes were susceptible to disease, and during a bad winter the entire vineyard might be lost to freezing.

Last year, with CHAMP assistance Abdul installed a T-trellis system in his vineyard. The grapevines were trained to climb overhead wires, gaining better access to sunlight and ventilation. The results were immediate and tangible.

“I was surprised by how many grapes we produced,” Rashid said. “Where we once might have harvested 14kg of grapes we were now bringing in 28kg or even 36kg.”

With the extra income he is enlarging his vineyard, which will provide a stable source of income for his family for generations to come.



A CHAMP-supported fruit exporter shows off apricots in improved packaging being shipped to Dubai.

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 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.

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 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.

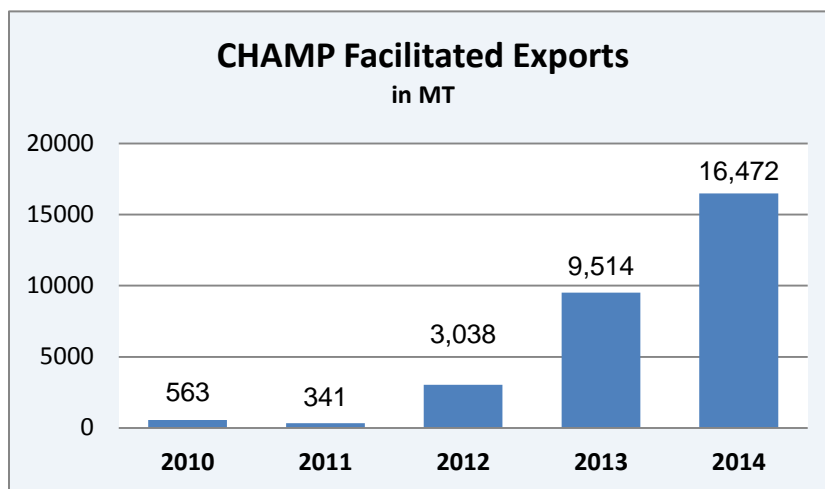
In 2014, CHAMP's marketing team worked with 38 Afghan companies in exporting 16,472 MT of apples, pomegranates, raisins, fresh and dried apricots, almonds, grapes and melons to markets in Australia, Azerbaijan, Canada, India, Kazakhstan, Pakistan, Russia, Saudi Arabia, Turkey, the UAE and Ukraine. For a breakdown of exports by target country (in MT and USD) see [Annexes 6 and 7](#), respectively. For a breakdown of exports by province of origin (in MT and USD) see [Annexes 8 and 9](#), respectively.



Workers at the CHAMP packing center in Kabul Province load packaged apricots onto a refrigerated container for shipment to Dubai.

As shown in the table below, CHAMP-facilitated exports to new markets for 2014 showed an increase of more than 73% over exports for 2013.

Table 1 – CHAMP-Facilitated Exports 2010-2014



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 10](#).

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 2014, CHAMP strengthened these linkages through organizing B2B meetings between Afghan farmers and traders as well as meetings between Afghan traders and international buyers.

- CHAMP organized a B2B meeting between 12 potential grape buyers and 17 lead farmers from Kabul, Kapisa and Parwan provinces at the CHAMP packing facility in Mirbachakot, Kabul



Lead farmers and potential buyers are shown at a B2B meeting in Kabul Province.

Province. The purpose of the meeting was to provide an opportunity for farmers to establish relationships, share contacts and learn more about consumer preferences in terms of quality, sorting and packaging. During the meeting, buyers were shown produce samples and discussed the quality and available quantity of different crop varieties, delivery and payment conditions. Deals were still pending at the conclusion of the meeting.

- As a means of generating greater apple exports, CHAMP hosted a linkage meeting for 11 apple lead farmers from Wardak, Logar and Ghazni provinces and nine Kabul-based Afghan traders. Traders were able to sample a wide variety of apples, and farmers were briefed on market demands and post-harvest handling requirements.
- CHAMP arranged a linkage meeting between 31 Afghan traders and CHAMP trade office officials in Kabul. CHAMP's trade offices in India and the UAE encourage greater Afghan imports into India and the UAE by increasing exposure for Afghan products and linking Afghan exporters with international buyers. The trade offices also provide the oversight needed to assure that Afghan merchants are receiving their fair share from sales in these important markets. The purpose of the meeting was to update Afghan traders on the services and facilities available to them through the trade offices and get updated information on upcoming export opportunities. CHAMP representatives discussed program goals and strategies for 2014.



Potential produce buyers are shown sampling Afghan dried fruit at the Gulfood Exhibition in Dubai. The Afghan Pavilion drew thousands of visitors and yielded more than \$8 million in signed contracts for Afghan traders.

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.

CHAMP supported the participation of seven Afghan traders at the Gulfood Exhibition in Dubai on February 23-27, 2014. The CHAMP team assisted with the design and set-up of the booth, and oversaw all related administrative and procurement aspects. CHAMP provided traders with adequate facilities during the event so they could display product samples and conduct meetings with buyers. Moreover, CHAMP organized visits to the Al Aweer fresh fruit and vegetable market and the Al Ras dried fruit and saffron market to expose the traders to international import market standards. CHAMP also helped the traders in meeting other Gulfood exhibitors for purposes of developing commercial linkages, and assisted them in the coordination of trial shipments.

In coordination with the USAID/Afghanistan Trade and Revenue (ATAR) project and USAID/Financial Access for Investing in the Development of Afghanistan (FAIDA) project, CHAMP rented a 51 sq. meter booth to promote Afghan products at the World Trade Center. The costs associated with the aforementioned activities was shared by CHAMP,

ATAR and FAIDA.

During the five days of exhibition, the seven traders supported by CHAMP generated 207 MTs of confirmed deals within the CHAMP value chain worth nearly \$750,000. The traders signed additional contracts for 377 MTs of items valued at nearly \$5 million outside of the CHAMP value chain, such as figs, walnuts and pistachios.

KABUL INTERNATIONAL AGFAIR

CHAMP participated in the Kabul International AgFair, which was held at the Badam Bagh Fairgrounds on Sept. 24-26, 2014. The event is held twice a year and is aimed at promoting Afghan agricultural products and facilitating access to local and regional/international markets. Farmers, traders, international buyers, governmental officials and the general public attended the event.

In addition to two CHAMP booths, the project provided a booth for its New Delhi trade office and three booths for exporters of fresh and dried fruits (Milad Jaihoon Sadat, Ltd., Hekmatullah Nusrat Shouib, Ltd. and Samsorban, Ltd.). Participation in the AgFair enabled CHAMP to share information about its activities and offer product samples provided by beneficiaries.

FRESH FRUIT INDIA

In April, the CHAMP marketing director and two representatives from the Afghan Business Center (India Trade Office) participated in the Fresh Fruit Produce India conference in Pune, India. More than 200 delegates from India and 20 other countries attended the event, which brings together importers and exporters with interests in the Indian fresh fruit market. The event provided the CHAMP team with an opportunity to explore markets for Afghan fresh produce and to build relationships with potential Indian customers and representatives from other participating countries. The event also showcased packaging, cold storage, shipping lines and other information relevant to the Indian market.

ROUNDTABLE ON AFGHAN FRUIT AND NUT EXPORTS

In May, CHAMP organized a roundtable discussion among key stakeholders working in the agricultural export sector in Afghanistan. The purpose of the meeting was to establish consensus on trade impediments for fruit and nut exports, identify possible solutions and actions for solving these export impediments. Participants included officials from USAID, EPAA, the Afghan Customs Dept., government ministries and members of the donor community. As a result of the event, a number of trade barriers were identified as key impediments in the growth of Afghan agricultural exports. As an action item from the discussion, CHAMP undertook a survey of Afghan agricultural exporters, as described on page 39.

CENTRAL ASIAN BUSINESS OPPORTUNITIES CONFERENCE

In April, CHAMP participated in the Central Asian Business Opportunities Conference (CABOC). The event brought together business leaders,



Participation in the Kabul AgFair provided an opportunity for CHAMP to promote its work for a variety of stakeholders.



The Roundtable on Afghan Fruit and Nut Exports created an interactive platform for discussing challenges and opportunities facing Afghan exports on the international marketplace.



The CABOC exposed participants to issues related to Central Asian trade, such as documentation clearance, border challenges and security issues.

traders and other stakeholders from Pakistan, Afghanistan, and the Central Asian Republics of Tajikistan, Turkmenistan, Uzbekistan, Kazakhstan and Kyrgyzstan, providing them with the opportunity to engage in government-to-government, government-to-business, and B2B networking and information sharing. The governments of the U.S. and Pakistan co-hosted the conference, together with the Rawalpindi Chamber of Commerce and Industry.

OTHER LINKAGES

In June, CHAMP staff visited the Afghan Trade Office in India to monitor its activities as required under the Memorandum of Understanding (MoU). CHAMP held discussions with the staff on how to manage the trade office activities in compliance with the MoU. It shared its experience working with the previous management company and discussed potential opportunities to help Afghan traders during the current fruit export season. During this visit CHAMP also had the opportunity to participate in a business meeting arranged by Afghan Embassy, Afghan Trade Office and Federation of Indian Export Organizations. In this meeting a memorandum of understanding was signed between EPAA and the Federation of Indian Export Organization (FIEO) in order to provide more flexibility and facilitation for bilateral trade.

CHAMP also participated in a meeting on private sector priorities to identify and prioritize policy items for a roundtable event that will take place in London in November. The event was organized by Harakat, an independent, Afghan-managed NGO that aims to improve Afghanistan's business environment. The goal of the event was to come up with a list of 5-10 policy recommendations for the Afghan government as a means of removing constraints to private sector development and promoting economic growth, greater tax revenues and job creation. The CHAMP marketing director, who was present as a contributing expert for the agribusiness sector, shared insights on trade impediments facing Afghan agricultural exports.

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 and the UAE. In 2014, the trade offices facilitated exports of melons, apricots, grapes, apples, pomegranates, fresh fruit, raisins totaling 1,124.5 MT. For a complete disaggregation by product and location, see [Annex 11](#).

DUBAI TRADE OFFICE

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 market. The office facilitates linkages between traders and buyers, promotes Afghan exports at exhibitions and looks for new markets within the UAE. The office's annual



An Afghan fruit exporter is shown with a representative from CHAMP's Dubai Trade Office on a visit to a Dubai supermarket. The trade offices help exporters better understand the packing, sorting and grading standards demanded by overseas retailers.

objectives include the following:

- Facilitate the import of 400 MT of CHAMP value chain products into UAE or other Gulf countries
- Identify and participate in UAE trade exhibitions
- Promote CHAMP value chain producers in UAE and Gulf countries
- Provide updates of market requirements regarding packaging, sorting, grading and other essential information to CHAMP and Afghan traders to meet UAE market standards
- Collect and report market price information twice weekly to CHAMP
- Oversee commission agents during sales of CHAMP value chain products
- Regular market assessments of apples, grapes and almonds
- Nutritional analysis and certification of CHAMP value chain products
- Provide appropriate warehousing space to Afghan traders to store and repackage imported CHAMP products as required

In 2014, the Dubai Trade Office facilitated the import of 424 metric tons (MT) of fresh and dried fruit (raisins, fresh and dry apricot, melons and grapes), reaching 106% of its annual target. See table below.

Table 2 - Exports Facilitated through Dubai Trade Office (in MT)

Product	Direct Import (MT)	Facilitation (MT)
Almonds	0	41
Raisin	49.35	64
Dry Apricot	19.00	48
Fresh Apricot	100.30	94.35
Melon	4.00	0
Grapes	4.00	0
Subtotal	176.65	247.35
Total		424.00

NEW DELHI TRADE OFFICE

The CHAMP 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



Representatives from the New Delhi Trade Office meet with international buyers to discuss Afghan exports at the Fresh Produce India conference in April.

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.abcpltd.in) was launched in 2014.

The office's annual objectives include the following:

- Facilitate the import of 565 MT of CHAMP value chain products into Indian markets (including direct import of 125 MT using the trade office license).
- Identify and participate in international trade exhibitions in India
- Promote CHAMP value chain producers in major states of India
- Provide updates of market requirements regarding packaging, sorting, grading and other essential information to CHAMP and Afghan traders to meet Indian market standards
- Collect and report market price information twice weekly
- Oversee commission agents during sales of CHAMP value chain products
- Regular market assessments of Afghan melons, apricots, almonds, pomegranates and apples
- Nutritional analysis and certification of CHAMP value chain products
- Provide appropriate warehousing space to Afghan traders to store and repack imported CHAMP products as required
- Other related activities that will increase sales of Afghan fruits within the CHAMP value chain

In 2014, the New Delhi Trade Office facilitated the import of 700.5 MT of fresh and dried fruits, reaching 124% of its annual target. See table below.

Table 3 - Exports Facilitated through New Delhi Trade Office (in MT)

Product	Direct import (MT)	Facilitation (MT)
Apricots	24.3	25.7
Melons	28.5	41.5
Grape	3.5	12.5
Pomegranate	155.0	135.0
Apple	110.0	76.0
Dried Fruits	33.0	55.5
Subtotal	354.3	346.2
Total		700.5 MT

ACHIEVEMENTS OF THE TRADE OFFICES

The trade offices in India and Dubai provided Afghan traders with facilitation in linking to the market, arranging business to business meetings, participation in trade fairs, linking to supermarkets and hyper-stores, customs clearance, preparation of documents, assisting in back-payments and visits to the UAE and India. Key achievements included:

Weekly price updates. Both trade offices provided a weekly price list of all the fruits in the CHAMP value chain throughout the season.

Market visits. The Dubai Trade Office team visited the fruit markets in Dubai many times and provided information to CHAMP and Afghan traders. The trade office team in India paid a visit to the Mumbai wholesale market and assessed its potential as a target for Afghan fruits, particularly for pomegranates. The trade office undertook a search for appropriate cold storage. The trade office also paid a visit to the corporate office of Carrefour and the regional office of Spenser's. Carrefour has five large wholesale stores in Northern India and Spenser's has more than 200 retail stores in India. The purpose of these visits was to better understand the needs of these retailers and identify suitable candidates for import. The trade office team also visited the Wagah border crossing and identified customs clearing agents and logistics companies.

Business meetings and promotional activities. In April, the trade office teams participated in a coordination meeting in Kabul with Afghan traders. Trade office representatives introduced their services and facilities in an effort to improve exports of Afghan fruits. The trade offices also facilitated a number of B2B meetings between Afghan traders and buyers in their host countries. These meetings resulted in a number of business contracts. For instance, a December B2B meeting between the Dubai Trade Office and buyers from a number of Middle Eastern countries led to future contracts for fresh apricots and pomegranates.

Trade Fairs and Exhibitions. The trade offices provided full support to CHAMP and participating Afghan traders during the Gulfood exhibition in February and the Fresh Produce India exhibition in April. The offices were instrumental in handling logistics for the events and arranging meetings with buyers and visits to local wholesale markets (See pages 20-21.)

Market assessments. Both trade offices provided support in basic market assessments, as the Mumbai Market Assessment on Apples and Pomegranates by India Trade Office, the Dubai Market Assessment on Pomegranates, the Market Assessment on Almonds, Raisins and Figs by the New Delhi Trade Office, the Dubai Market Assessment on Apples, and the Dubai Market Assessment on Melons. These assessments were used by the CHAMP marketing team for ongoing planning and were shared with exporters to help them better understand market needs and requirements.

APRICOT DRYING

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 2014, CHAMP taught sulfur-drying techniques to 1,797 farmers, including 763 women, in five provinces. For a complete breakdown, see table below. Participants received a range of related tools and implements, such as sulfur, drying trays, a heater, plastic sheeting and a hut structure.

Table 4 – Training in Apricot Sulfur Drying, 2014

Province	Districts	Female	Male	Total
Bamiyan	Kahmard	0	46	46
	Saighan	17	78	95
Kabul	Chahar Asyab	177	244	421
Logar	Charkh	0	63	63
	Pul Alam	0	24	24
Parwan	Shikh Ali	204	160	364
	Shinwari	47	138	185
	Sya Gard	96	190	286
Wardak	Chak	0	46	46
	Jalriz	222	18	240
	Narkh	0	27	27
Total		763	1,034	1,797

Impact assessment. Nearly half of the farmers participating in the apricot sulfur drying program hailed from the Ghorband region of Parwan Province and Chaharasiab of Kabul Province. To measure the impact of the program, CHAMP conducted an impact assessment study with 53

AGRICULTURAL INFRASTRUCTURE

beneficiaries from the region, or 3% of all apricot drying participants.

The study demonstrated that CHAMP technical assistance had been successfully adopted, with 57% of the farmers utilizing sulfur drying with their harvest in 2014. A total of 8% of the beneficiaries sulfur dried all their harvest, while 49% partially used both sulfur and traditional drying, selling some of their apricots as fresh, while 43% of the beneficiaries sold all their harvest as fresh. The study also found that sulfur-dried apricots contributed 19% of the total income for the surveyed farmers compared to less than 0.5% for farmers using traditional methods, indicating a diminished interest in traditional drying.

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.

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

With cool rooms, 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 25% copayment toward construction costs. The payback period for the farmers' cash investment will be 1.4 years. A total of 42 apple cool rooms were constructed in Paktya, Ghazni, Wardak and Paktika provinces in 2014. Following completion of the cool rooms, the farmers received training in how to use the facilities for optimum yield. (See Annex 12.)

TRAINING MATERIALS

Training materials such as manuals, pamphlets and handouts assist in capacity building and training management for CHAMP extension agents and the beneficiaries they serve. They provide useful future reference for farmers following completion of CHAMP training programs. During the year, CHAMP finalized the creation of four eight-page booklets on a variety of orchard/vineyard management topics:

- *Pomegranate Irrigation Scheduling and Methods*. Demonstrates methods of irrigation that can improve fruit health and quality.
- *Pomegranate Pest Control*. Provides a reference for preventing, identifying and treating pests and insects specific to pomegranates.
- *Identification and Control of Aphids*. Explains the symptoms, control measures and preventive methodology for aphid control.
- *Orchard and Grapevine Pruning and Fertilizer Application*.
-



SUPPLY CHAIN AND TRADE FACILITATION

In September, two expat horticultural specialists joined the CHAMP team to improve trade linkages and increase the adoption of Afghan exports by overseas retailers. The trade facilitation specialist conducted assessments of the wholesale markets in India and the UAE and met with potential buyers from large retail chains such as Choitrans, Mother Dairy, Future Group, Trent Hyper (formerly Tesco), Reliance Retail and IG International. These meetings laid the foundation for direct exports of fresh and dried fruits and nuts in 2015.

The supply chain specialist developed training modules for “Food Safety and Workplace Hygiene” and “Hazard Analysis and Critical Control Points.” These courses will be targeted at the traders and manufacturers CHAMP will be engaging for the export markets in 2015. The specialist also provided technical support in conjunction with the Regional Agricultural Development Program - South (RADP-S) to the Kandahar Fresh Fruit Association for a successful trial shipment of 1 MT of pomegranates to the UK, which were sold at Harrods, and numerous assessments for potential CHAMP collaborations in 2015.

PROFILE: APRICOT SULFUR DRYING



CHAMP trainers in Kabul Province receive training in apricot sulfur drying. In 2013, CHAMP taught sulfur-drying techniques to 2,462 farmers in 10 provinces.

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 provides 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.

Farmers learn to sort, grade, and clean the apricots. The farmers then fumigate the apricots with sulfur gas for four to six hours. 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.



Women from Parwan Province are shown at a CHAMP training in apricot sulfur drying.

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 2014, 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.



Nearly 40,000 concrete posts were required for trellis installations in 2014, many of which were needed by women farmers.

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 37 women² participated in the trellising program from Kabul, Kapisa and Parwan provinces. The trellises will collectively benefit 7.4 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 2014, CHAMP trained a total of 763 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.

Table 5 - Apricot Drying, Female Beneficiaries, 2014

Province	Districts	Female Beneficiaries
Bamiyan	Saighan	17
Kabul	Chahar Asyab	177
Parwan	Shikh Ali	204
	Shinwari	47
	Sya Gard	96
Wardak	Jalriz	222
Total		763

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 2014, a total of 1,139 women from five provinces participated in FFS trainings related to quality improvement in the apple, apricot and grape value chains. See table below.



Women are shown participating in an FFS training in orchard management in Kabul Province.

Table 6 – Female FFS Beneficiaries, 2014

Province	Apple	Apricot	Grape	Total
Bamiyan	0	136	0	136
Kabul	0	0	463	463
Kapisa	0	0	168	168
Paktya	228	0	0	228
Parwan	0	0	144	144
Total	228	136	775	1,139



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 March 2014. During the reporting period, CHAMP collectively achieved 72% of its target indicators, as outlined below.

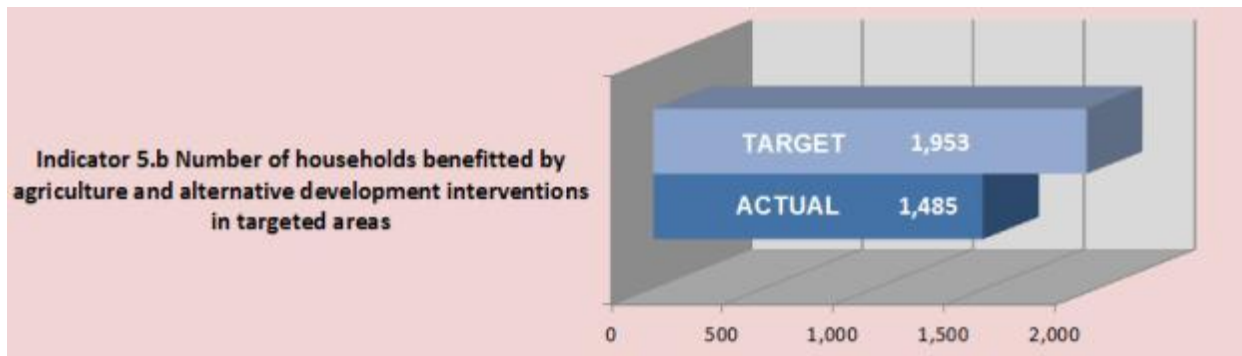
Most shortfalls in achievement can be traced to extended delays in receiving USAID vetting approval of contractors supplying inputs needed for direct technical assistance, trellising and other activities. Examples included:

- Diammonium phosphate, potassium sulfate and urea fertilizer (5 ½ months)
- Safety goggles and protective respiratory equipment for farmers (4 ½ months)
- Plastic baskets for storing and transporting fruit (2 months)
- Trellis posts (1 ½ months)

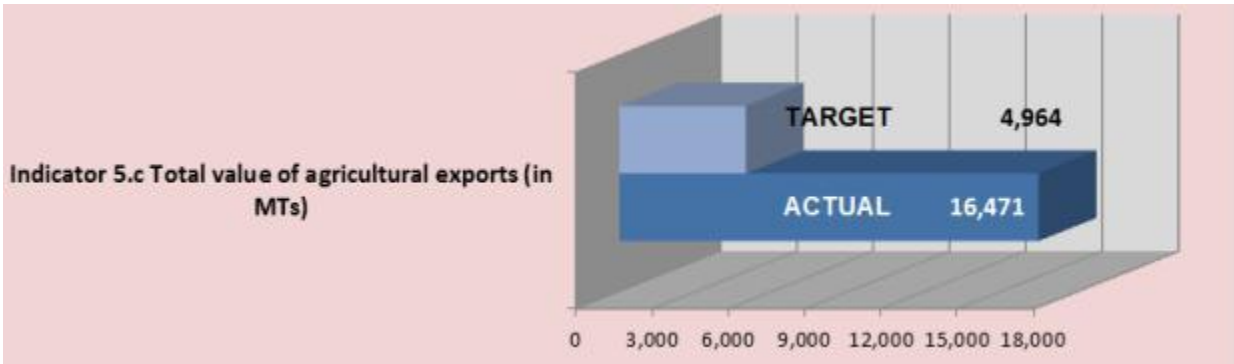
These items were needed for activities directly pegged to the crop calendar, with delays often resulting in cancellation of activities and causing CHAMP to be unable to meet its targets.

On the other hand, activities unaffected by USAID vetting procedures generally exceeded targets. For example, thanks to unexpectedly high participation of Afghan traders in CHAMP export marketing, export tonnage was more than triple the original projected target, leading to commensurate gains in increased sales of licit farm and non-farm products (230%).

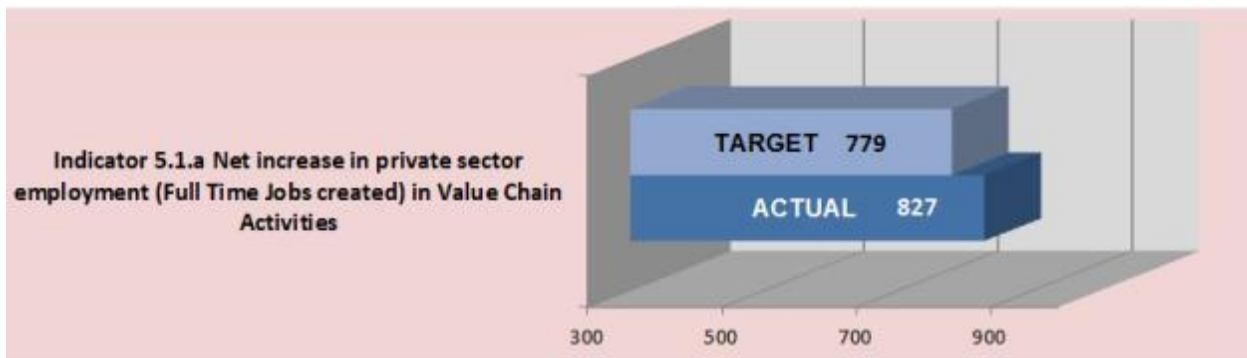
(For complete 2014 indicator data, see Annex 13. For 2010-2014 indicator data, see Annex 14.)



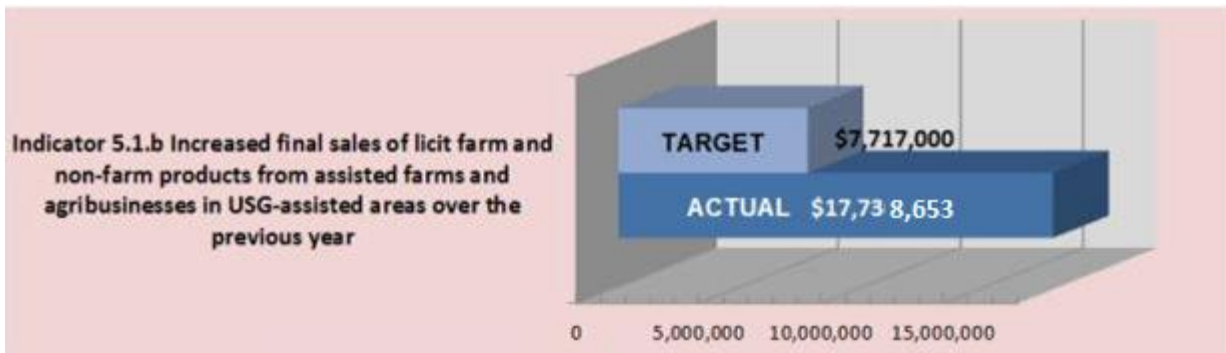
Under Indicator 5.b, CHAMP achieved **76% of target**. This annual target was based on new beneficiaries to be added through trellising activities, which was not completed owing to delays in USAID vetting. Only new beneficiaries are counted under this indicator.



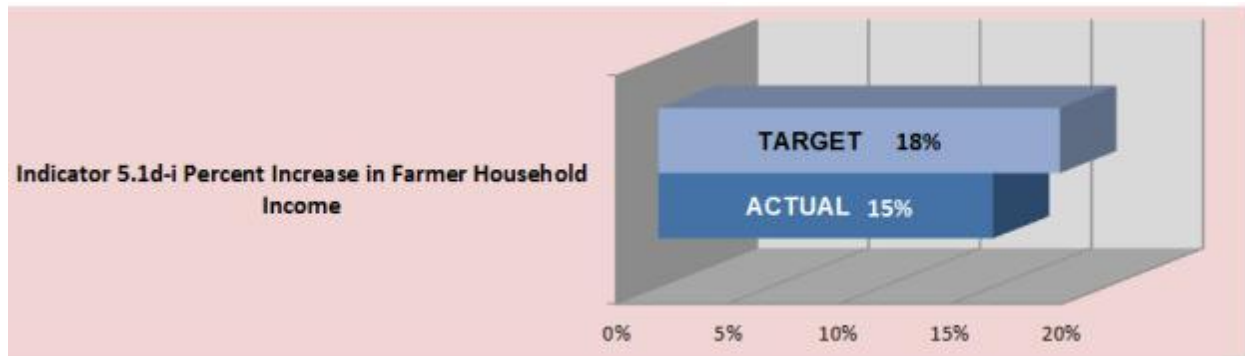
CHAMP exceeded its goals for Indicator 5.c by **332% of target**. This indicator was added in 2014 and was based on an anticipated growth in exports that significantly exceeded expectations. CHAMP’s client traders, seeing profitable business growth and lucrative linkages with international buyers, participated to a far greater extent than was anticipated.



CHAMP achieved **106% of target** for this indicator, slightly exceeding projections.



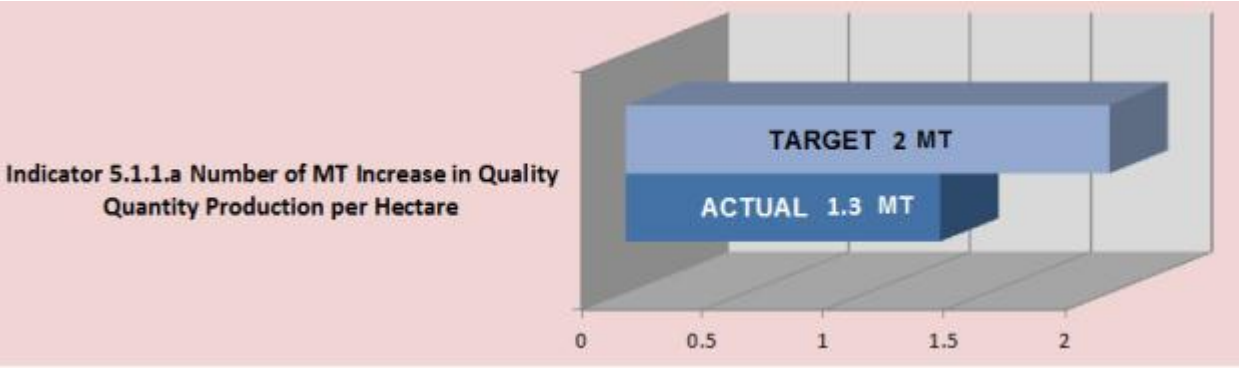
CHAMP achieved **230% of target**. This was the result of a number of factors: greater market demand, improved post-harvest handling (better cartons, sorting and grading practices adopted), access to more markets (especially within Pakistan) and on-tree crop purchases compelling traders to increase exports.



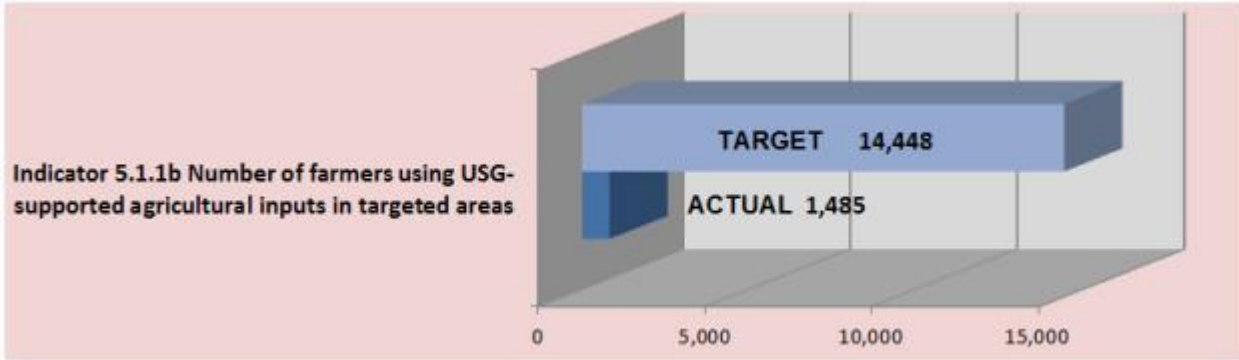
CHAMP achieved **83% of target** for this indicator owing to delay in USAID vetting. The following inputs were not received in time to implement activities in line with the crop calendar: fertilizers (urea and potassium sulfate), lime sulfur, dust sulfur, wettable sulfur, copper, hydrozide, protecting cloths, pruning shears, plastic collection baskets, picking tools, ladders and spray pumps.



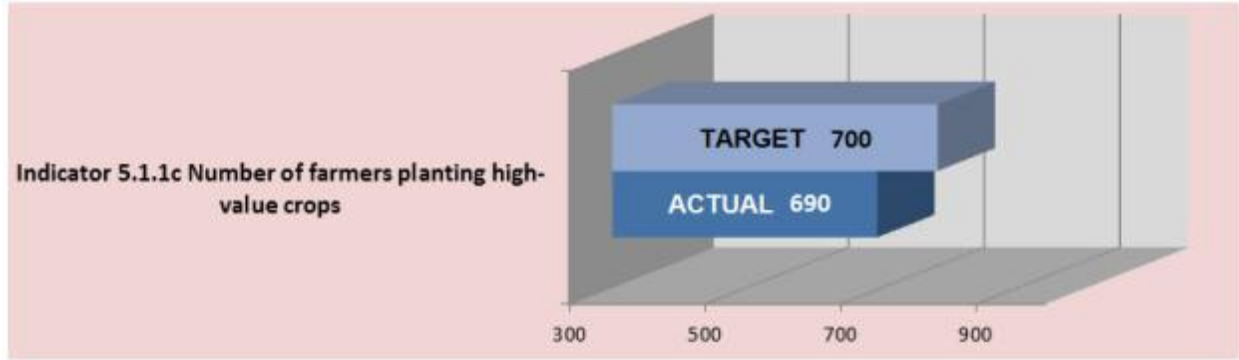
CHAMP achieved only **53% of target** for indicator 5.1.d-ii owing to a number of factors. Greater than average rainfall affected pomegranate harvests in Kandahar and grapes in Kabul, Parwan and Kapisa provinces. Competition forced down the market price for Afghan produce in some international markets.



CHAMP achieved only **65% of target** for this indicator owing to delays in USAID vetting which hindered the procurement of necessary inputs, such as fertilizers (urea and potassium sulfate), lime sulfur, dust sulfur, wettable sulfur, copper, hydroxide, protecting cloths, pruning shears, plastic collection baskets, picking tools, ladders and spray pumps.

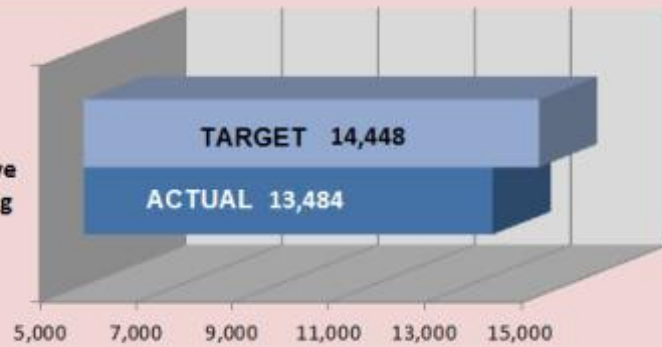


This target was based on providing inputs to new beneficiaries to be added through trellising activities, and the beneficiaries for quality improvement, which were not undertaken owing to delays in USAID vetting required for purchase of trellising materials and inputs for quality improvement. Thus CHAMP achieved only **10% of target**.



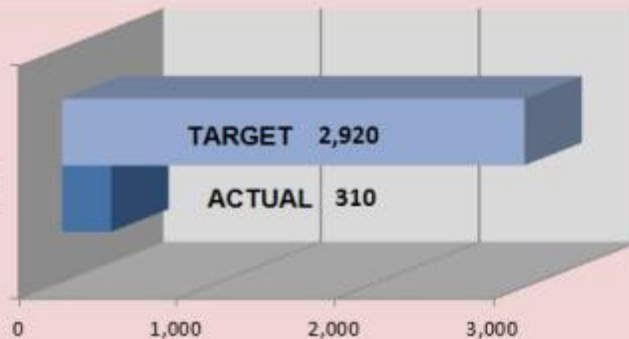
CHAMP achieved **99% of target** for this indicator.

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



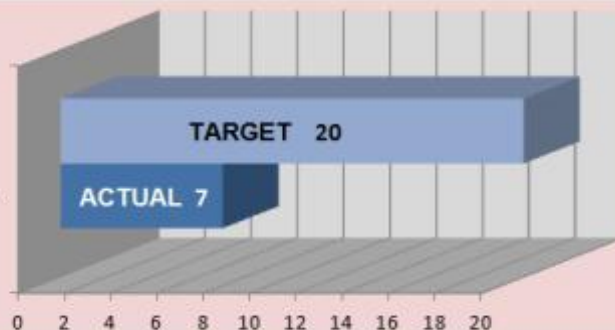
CHAMP achieved **93% of target** for this indicator. The slight deficit was the result of trellising activities that were not undertaken owing to USAID vetting delays.

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



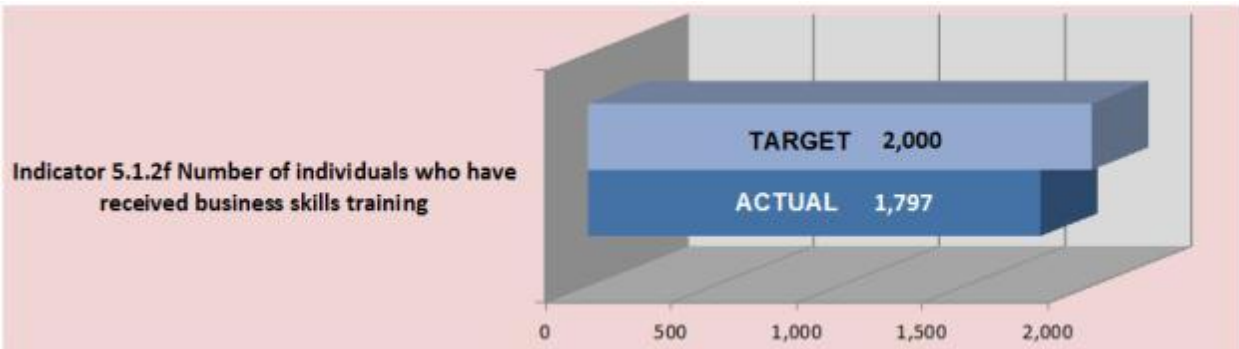
CHAMP achieved only **11% of target** for this indicator, which relied heavily on trellising activities that were not undertaken owing to delays in USAID vetting for trellising components.

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

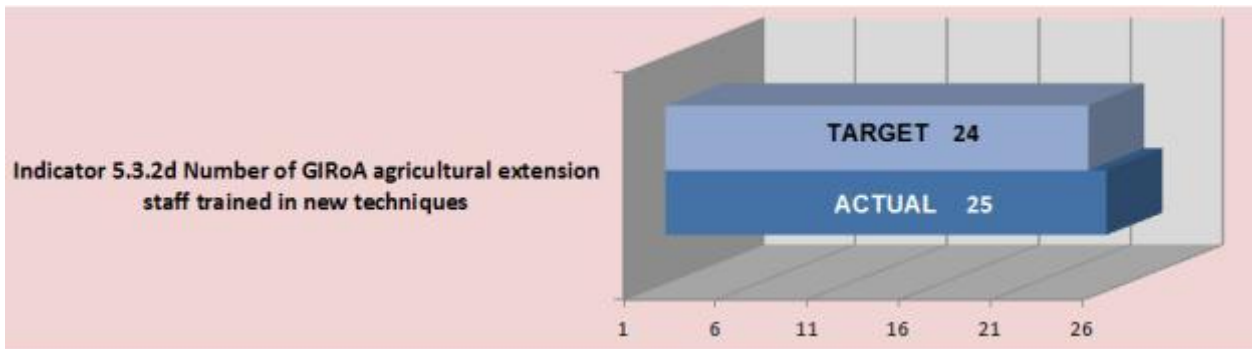


CHAMP achieved only **35% of target** for this indicator owing to delays in USAID vetting of construction and supply contractors providing trellising

posts, protective equipment and plastic buckets, thus reducing the number of firms doing business with CHAMP.



CHAMP achieved **90% of target** for this indicator. This indicator fell short because of security issues related to the presidential election, which took place during the time in the crop cycle when such trainings were needed.



CHAMP achieved **104% of target** for this indicator.

FINANCIAL REPORT

Program spending slightly exceeded the 2014 budget, as shown in the table below. Spending in 2014 totaled \$8.9 million, or 107% of the \$8.59 million budget allocation for the year. Total life-of-program spending (2010 through 2014) was around \$37.8 million, or 94% of the approximately \$40.3 million budgeted for the four-year period.

Program spending showed some line items that exceeded their budgets significantly and some under significantly. This imbalance was due to the shift in program focus from production to marketing. At the time of the program focus shift, the overall budget was not adjusted to reflect this change. The change to marketing focus required an increase in professional marketing and business development staff. The reduction in emphasis on production meant a reduction in program inputs spending for new orchards, trellises, cool rooms and fruit drying facilities and equipment.

Personnel. Expenses for salaries, fringe benefits and other employee allowances totaled \$3.8 million for 2014. This was 129% of 2014 budget, owing to increase professional marketing staff (two expats and more local professionals). This increase in salaries caused increased fringe and allowances as well.

Travel and Per Diem. This category includes program-related travel expenses as well as R&R travel for expat personnel. 2014 spending totaled \$192,413, which was 79% of 2014 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 2014, the project spent just over \$3 million, or 83% of the \$3.7 million budgeted for this category. This shortfall was due to stopping work to implement new raisin drying structures and cool rooms. In January, USAID OAG management requested CHAMP to stop future construction of buildings, including the cool rooms and raisin drying facilities.

Overhead. This category included general administrative expenses accrued by ROP home office as well as overhead expenses accrued by subcontractors. In 2014, overhead expenses totaled \$1.85 million. This was 108% of the \$1.7 million budget in this category, owing to adjustments in past overhead charges to reflect a slightly higher NICRA rate. For a detailed analysis, see Annex 14 - Financial Report.

Table 7 – 2014 Program Budget, by Category

Cost Category	2014 Spending	Budget Allocation (2014)	Five-year Spending (2010-2014)	Budget Allocation (2010-2014)	Remaining
Personnel	\$3,813,137	\$2,959,351	\$11,969,510	\$10,946,605	(\$1,022,905)
Travel & Per Diem	\$192,413	\$243,580	\$671,628	\$1,390,998	\$719,370
Direct program expenses	\$3,049,042	\$3,671,723	\$17,570,834	\$20,795,775	\$3,224,941
Overhead	\$1,852,640	\$1,714,539	\$7,610,605	\$7,186,761	(\$423,844)
TOTAL	\$8,907,232	\$8,589,193	\$37,822,577	\$40,320,139	\$2,497,562

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, 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:

- Survey of Afghan Agricultural Exporters
- Activity Report on CHAMP Trade Offices
- Gulfood Activity Report

- CHAMP Export Roundtable Activity Report
- Case Study on Afghanistan-Pakistan Trade Barriers
- Report on Export Transit Routes

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 (February 2014)
- Kabul International AgFair (September 2014)
- MAIL Export Roundtable (November 2014)

Success Stories. CHAMP developed a number of success stories in both print and video format for publication on the USAID/Afghanistan's website, Facebook page and YouTube channel.

- Trellising: Helping Afghan Grape Farmers Double Production (video)
- Gulfood: Connecting Afghan Exports with International Markets (video)
- Winning the War Against Powdery Mildew (video)
- CHAMP: How it Works (video)
- CHAMP: How it Works (Dari version) (video)
- From Charikar to the World (*USAID FrontLines* magazine)
- First Person: A New Family Tradition (print)
- Travels of the Afghan Pomegranate (print)
- Farmer Field Schools Seed Change (print)
- Afghan Grapes: A Growing Industry (print)



More than 90 Afghan agricultural exporters participated in a survey conducted by CHAMP in June 2014. The results offer a nuanced profile of the demographics, preferences and challenges faced by exporters in getting Afghan produce on the international market.

Videos and success stories are available for review at www.CHAMP.af.

As an action item from the Roundtable on Export Trade Barriers held in May, CHAMP conducted a survey of Afghan agricultural exporters. A contact list of 151 potential respondents was assembled from the databases of CHAMP, the USAID Financial Access for Investing in the Development of Afghanistan (FAIDA) project, the USAID Afghanistan Trade and Revenue (ATAR) project, the Ministry of Agriculture, Irrigation and Livestock (MAIL), EPAA and the Afghanistan Chamber of Commerce and Industries (ACCI). A total of 93 exporters participated in the survey, which was conducted by phone, online and via site visits. The full survey is available for download [here](#).

HUMAN RESOURCES

A total of 217 local national (LN) staff were employed by CHAMP during 2014. Of this number, 145 were terminated, four resigned voluntarily and 18 were new hires. The staff also included six expat personnel (or 1.2% of total) and two interns. At the end of 2014, total staff numbered 76.

Table 5 - CHAMP 2014 Staff Figures

Staff	Number
No. employees at start of 2014	199
Hired	18
Terminated	145
Resigned	4
Total LN staff (as of Dec. 31, 2014)	68
Expat personnel	6
Interns	2
Total CHAMP staff (as of Dec. 31, 2014)	76

PROGRAM CHALLENGES

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.
- 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 response to heightened security threats surrounding the presidential election and military drawdown, Roots of Peace hired an expat security manager to improve security throughout all of its operations in the country, including CHAMP. Nonetheless, on March 28, 2014, the Taliban launched a complex attack on the Roots of Peace guest house in Kabul. The attack, which involved a suicide car bomb and four gunmen, resulted in a protracted gun battle between insurgents and Roots of Peace security personnel. The organization and its personnel suffered no casualties, but the attack resulted in damage to the guest house, a week-long office closure and the evacuation of expat staff for a two-week period.

Deteriorating security conditions in the Afghan capital posed significant challenges to program operation in the lead-up and wake of the Afghan presidential election. Security incidents such as demonstrations, VBIED attacks and others led to periodic office closures for local and/or expat staff. Security concerns related to the announcement of election results led to a precautionary retrenchment of expat staff to Dubai for a period of one week. During the fall, verified threats against the CHAMP office led

to the closure of the office and relocation to a new building in another part of the city. For several weeks all staff were required to work from home.

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 three months. Lengthy delays in obtaining USAID vetting approval for project procurements disrupted a number of time-sensitive activities related to the crop calendar, and hindered CHAMP's ability to meet projected performance targets. These procurements included fertilizer needed for use in new and established citrus orchards, lime sulfur, dust sulfur, wettable sulfur, copper, hydroxide, protecting cloths, pruning shears, plastic collection baskets, picking tools, ladders and spray pumps.

ANNEXES



Annex I – 2014 Vineyard Trellising

Province	District	No. Beneficiaries	No. Hectares Trellised
Ghazni	Muqor	14	4.7
	Ghazni Center	21	5.3
Helmand	Lashkargah	27	7.4
	Nad-e-Ali	25	4.6
	Nawa	25	5.8
	Nahr-e Saraj	9	2.4
Zabul	Qalat	20	4.0
Parwan	Charikar	26	5.2
	Bagram	43	8.6
Kabul	Shakardara	20	4.0
	Mirbachakot	32	6.4
	Kalakan	17	3.4
	Farza	24	4.8
	Qarabagh	34	6.8
	Dihsabz	19	3.8
Kapisa	Mahmod Raki	14	2.8
	First Part	1	0.2
	Second Part Kohistan	3	0.6
Logar	Pul-e Alam	4	0.8
	Charkh	56	11.2
	Mohammad Agha	8	1.6
Total		442	94.5

Annex 2 – 2014 Orchard Establishment

Province	District	No. of Beneficiaries	Farm Size		No of Saplings		
			Area in Jeribs	Area in Hectares	Lemon	Sweet Orange	Total
Kunar	Asadabad	104	105	21.0	1,820	5,005	6,825
	Ghaziabad	8	8	1.6	0	520	520
Laghman	Alishang	32	33	6.6	195	1,950	2,145
	Mehtarlam	27	28	5.6	260	1,560	1,820
	Qarghaee	63	63	12.6	1,950	2,145	4,095
Nangarhar	Achin	61	69	13.8	1,560	2,925	4,485
	Bati Kot	60	61	12.2	1,430	2,535	3,965
	Ghanikhil	68	68	13.6	1,430	2,990	4,420
	Kama	62	62	12.4	1,625	2,405	4,030
	Khogiani	70	70	14.0	3,185	1,365	4,550
	Mohmandara	72	72	14.4	1,105	3,575	4,680
	Shirzad	63	63	12.6	1,885	2,210	4,095
Total		690	702	140.4	16,445	29,185	45,630

Annex 3 – Citrus Survival Rate Survey

Province	District	No. Beneficiaries Surveyed	No. Living Trees	No. Dead Trees	Survival Rate
Kunar	Assad Abad	10	575	84	(84% - 90%)
Laghman	Ali Shang	3	176	19	(87% - 93%)
	Mehtarlam	3	168	27	(83% - 89%)
	Qarghai	6	349	41	(86% - 92%)
Nangarhar	Achin	6	249	141	(61% - 67%)
	Bati Kot	6	291	99	(72% - 78%)
	Kama	6	354	34	(88% - 94%)
	Khogiani	7	396	59	(84% - 90%)
	Mohmandara	5	230	95	(68% - 74%)
	Sherzad	6	337	53	(83% - 89%)
	Shinwari	7	344	111	(73% - 79%)
Total		65	3,469	763	(79% - 85%)

+/- 3% margin of error

Annex 4 – Farmer Field Schools, by value chain

Province	Apple		Apricot		Grapes		Almond Male	Pomegranate Male	Total
	Male	Female	Male	Female	Male	Female			
Bamiyan	234	0	166	136	0	0	0	0	536
Ghazni	150	0	0	0	136	0	0	0	286
Helmand	0	0	147	0	344	0	0	407	898
Kabul	0	0	147	0	1,048	463	0	0	1,658
Kandahar	0	0	0	0	757	0	0	763	1,520
Kapisa	0	0	0	0	219	168	0	0	387
Khost	0	0	969	0	0	0	0	0	969
Kunar	24	0	0	0	0	0	0	0	24
Laghman		0	35	0	0	0	0	0	35
Logar	189	0	108	0	303	0	0	0	600
Nangarhar		0	311	0	0	0	0	0	311
Paktika	1,134	0	0	0	0	0	0	0	1,134
Paktya	2,226	228	0	0	0	0	0	0	2,454
Parwan	0	0	0	0	437	144	0	0	581
Uruzgan	0	0	85	0	0	0	261	111	457
Wardak	307	0	79	0	0	0	0	0	386
Zabul	0	0	97	0	218	0	123	120	558
Total	4,264	228	2,144	136	3,462	775	384	1,401	12,794

Annex 5 – 2014 Training of Trainers

Province	No. Participants						
	CHAMP		MAIL/DAIL	University	NGOs	Farmers	Total
	Female	Male					
Ghazni	0	16	8	0	0	45	69
Helmand	0	7	6	0	0	7	20
Kabul	15	55	17	0	3	15	105
Kapisa	2	4	3	0	0	0	9
Khost	0	3	0	0	0	0	3
Kunar	0	4	0	0	0	0	4
Laghman	0	5	0	0	0	0	5
Logar	0	24	0	0	0	0	24
Nangarhar	0	17	0	10	0	0	27
Paktika	0	4	0	0	0	0	4
Paktya	2	6	4	4	1	3	20
Parwan	5	6	2	0	0	6	19
Uruzgan	0	4	3	0	0	18	25
Wardak	1	19	0	0	0	0	20
Total	25	174	43	14	4	94	354

Annex 6 – 2014 CHAMP exports by target country, in MT

Target Country	Almond	Apple	Apricot	Dried Apricot	Grapes	Melon	Pomegrate	Raisin	Total
Australia	9.7			37.0				36.0	82.7
Azerbaijan			25.0					22.3	47.3
Canada	0.6			10.0				73.7	84.2
India	361.9	97.3	252.5	271.2		90.1	112.2	327.8	1,513.1
Kazakhstan								195.0	195.0
Pakistan		79.1	7,258.5		1,877.8	4,943.5	173.7		14,332.6
Russia							16.4		16.4
Saudi Arabia	12.0							34.0	46.0
Turkey	45.2		23.2					20.0	88.4
UAE	5.5		32.8					4.8	43.0
Ukraine				23.0					23.0
Total	434.9	176.4	7,591.8	341.2	1,877.8	5,033.6	302.3	713.6	16,471.7

Annex 7 – 2014 CHAMP exports by target country, in USD

Target Country	Almond	Apple	Apricot	Dried Apricot	Grapes	Melon	Pomegrate	Raisin	Total
Australia	46,443			168,850				116,064	331,357
Azerbaijan			107,500					98,208	205,708
Canada	2,728			41,800				271,110	315,638
India	2,037,402	126,421	463,963	670,181		78,007	196,286	779,070	4,351,330
Kazakhstan								292,500	292,500
Pakistan		51,310	6,515,418		1,788,648	2,655,361	180,403		11,191,140
Russia							49,200		49,200
Saudi Arabia	113,400							102,000	215,400
Turkey	363,190		107,694					74,736	545,620
UAE	44,080		76,167					7,838	128,085
Ukraine				112,675					112,675
Total	2,607,243	177,731	7,270,742	993,506	1,788,648	2,733,368	425,889	1,741,526	17,738,653

Annex 8 – CHAMP exports by province, in MT

Province	Almond	Apple	Apricot	Dried Apricot	Grapes	Melon	Pomegranate	Raisin	Total
Ghazni			76.1	46.0				244.7	366.9
Kabul		97.1			395.9			137.0	630.0
Kandahar					1,481.9	5,033.6	302.3	253.5	7,071.3
Paktya			24.5						24.5
Paktika			28.7						28.7
Parwan	2.8		773.1						775.9
Uruzgan	89.5								89.5
Wardak		79.3	6,531.4	24.0					6,634.8
Zabul	342.6		157.9	271.2				78.4	850.2
Total	434.9	176.4	7,591.8	341.2	1,877.8	5,033.6	302.3	713.6	16,471.7

Annex 9 – CHAMP exports by province, in USD

Province	Almond	Apple	Apricot	Dried Apricot	Grapes	Melon	Pomegranate	Raisin	Total
Ghazni			243,034	215,025				729,644	1,187,703
Kabul		70,515			448,983			205,500	724,998
Kandahar					1,339,665	2,733,368	425,889	668,208	5,167,130
Paktya			25,563						25,563
Paktika			29,412						29,412
Parwan	28,280		640,252						668,532
Uruzgan	690,761								690,761
Wardak		107,216	6,026,080	108,300					6,241,596
Zabul	1,888,202		306,401	670,181				138,174	3,002,958
Total	2,607,243	177,731	7,270,742	993,506	1,788,648	2,733,368	425,889	1,741,526	17,738,653

Annex 10 – Sample Comparison of Grape Exports to Different Cities in India and Pakistan

	Target City (USD per MT)									
	Balwa	Dera Ismail Khan	Faisalabad	Gujran Wala	Hyderabad	Islamabad	Karachi	Lahore	Multan	Sialkot
Farm Gate	\$637	\$470	\$366	\$340	\$289	\$368	\$388	\$375	\$375	\$305
Expenses	\$243	\$432	\$368	\$340	\$315	\$349	\$409	\$369	\$355	\$299
Total Cost	\$880	\$902	\$734	\$680	\$604	\$717	\$798	\$744	\$729	\$604
Sales Revenue	\$1,034	\$1,021	\$814	\$769	\$634	\$797	\$872	\$823	\$765	\$680
Gross Profit	\$154	\$119	\$80	\$89	\$30	\$81	\$74	\$79	\$36	\$76
Gross Profit in %	18%	13%	11%	13%	5%	11%	9%	11%	5%	13%

Annex 11 – 2014 Trade Office Exports

Product	INDIA TRADE OFFICE		DUBAI TRADE OFFICE	
	Direct Import (MT)	Facilitation (MT)	Direct Import (MT)	Facilitation (MT)
Almonds	0	0	0	41.0
Raisin	0	0	49.4	64.0
Dried Fruits (figs, walnuts, pine nut, and pasta sue)	33.0	55.5	19.0	48.0
Apricots	24.3	25.7	100.3	94.4
Melon	28.5	41.5	4.0	0
Grapes	3.5	12.5	4.0	0
Apples	110.0	76.0	0	0
Pomegranate	155.0	135.0	0	0
Subtotal	354.3	346.2	176.7	247.35
		700.5		424.0
Total				1,124.5

Annex 12 – Cool Room Construction

Province	District	No. of Cool Rooms
Ghazni	Ghazni Center	7
	Maqor	3
Paktika	Mota Khan	1
	Sarobai	1
	Sharana	3
	Urgoon	1
Paktya	Ahmmad Aba	6
	Gardez	5
	Mirzaka	2
	Sayed Karam	3
	Zurmat	2
Wardak	Chak	1
	Maidan	2
	Nerkh	3
	Jalriz	2
Total		42

Annex 13 – Performance Indicators – 2014

Indicator Name and Number (and disaggregation by gender)	Baseline (and date baseline was collected)	Q2 FY2014 (Jan-Mar-2014)		Q3 FY2014 (Apr-Jun-2014)		Q4 FY2014 (Jul-Sep-2014)		Q1 FY2015 (Oct-Dec-2014)		2014 TOTAL		TOTAL 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		1,213	103	310	1,070	260	0	170	312	1,953	1,485	37,713
Males		850	0	300	820	250	0	150	275	1,550	1,095	35,070
Females		363	103	10	250	10	0	20	37	403	390	2,643
Apples (Males)												
Apples (Females)												
Apricots (Males)												
Apricots (Females)		103	103							103		
Grapes (Males)		150		300	130	250		150	275	850		
Grapes (Females)		260		10	250	10		20	37	300		
Pomegranates (Males)												
Almonds (Males)												
Citrus Orchards		700			690					700		
5.c Total value of agricultural exports (in MTs)		1,060	1,452			1,405	8,170	2,499	6,849	4,964	16,471	29,928
Males		1,060	1,257			1,405	8,170	2,499	6,849	4,964	16,276	29,695
Females			195				-		-		195	233
Apples (Males)		110	176					690		800		
Apples (Females)										-		
Apricots (Males)		250	271			750	6,464	225	1,198	1,225		
Apricots (Females)										-		

Indicator Name and Number (and disaggregation by gender)	Baseline (and date baseline was collected)	Q2 FY2014 (Jan-Mar-2014)		Q3 FY2014 (Apr-Jun-2014)		Q4 FY2014 (Jul-Sep-2014)		Q1 FY2015 (Oct-Dec-2014)		2014 TOTAL		TOTAL Life of Project
		Target	Actual	Target	Actual	Target	Actual	Target	Actual	Target	Actual	
Grapes (Males)		500	328			655		150	2,068	1,305		
Grapes (Females)			195							-		
Pomegranates (Males)		100	302					1,265		1,365		
Almonds (Males)		100	179					25	256	125		
Melons (Males)							1,706	144	3,327	144		
5.1.a Net increase in private sector employment (Full Time Jobs created) in Value Chain Activities		482	217	119	310	119	251	59	49	779	827	7,521
Males		458	202	110	287	110	243	55	47	732	779	7,408
Females		24	15	9	23	9	8	5	2	47	48	113
Apples (Males)		98	65	39	58	39	36	20		197		
Apples (Females)		3	2	1	1	1	1	1		6		
Apricots (Males)		51	36	20	30	20	147	10		101		
Apricots (Females)		2	1	1	1	1	1	1		5		
Grapes (Males)		113	54	31	49	31	30	15	39	189		
Grapes (Females)		19	12	7	21	7	6	3	2	36		
Pomegranates (Males)		37	35	15	22	15	13	7		75		
Almonds (Males)		11	12	4	6	4	3	2	8	22		
Melons (Males)							14					
Citrus Orchards		148			122					148		
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		2,500,000	3,388,564			3,810,000	6,959,226	1,407,000	7,390,863	7,717,000	17,738,653	33,294,683
Males		2,500,000	3,096,064			3,810,000	6,959,226	1,407,000	7,390,863	7,717,000	17,446,153	32,933,783

Indicator Name and Number (and disaggregation by gender)	Baseline (and date baseline was collected)	Q2 FY2014 (Jan-Mar-2014)		Q3 FY2014 (Apr-Jun-2014)		Q4 FY2014 (Jul-Sep-2014)		Q1 FY2015 (Oct-Dec-2014)		2014 TOTAL		TOTAL Life of Project
		Target	Actual	Target	Actual	Target	Actual	Target	Actual	Target	Actual	
Females		0	292,500			0	0	0	0	0	292,500	360,900
5.1d-i Percent Increase in Farmer Household Income	\$3,500/HA 12/31/2012							18%	15%	18%	15%	58%
Males	\$3,500/HA							18%	15%	18%	15%	60%
Females	\$2,750/HA							18%	16%	18%	16%	27%
5.1.d-ii Percent Increase in income of the business firms Participating in CHAMP Value Chain	\$243/MT 10/31/2012							17%	9%	17%	9%	44%
Males	\$243/MT							17%	9%	17%	9%	44%
Females								0	0	0	0	0
5.1.1.a Number of MT Increase in Quality Quantity Production per Hectare	10 MT/HA 12/31/2012							2	1.3	2	1.3	5
Males	10MT/HA							2	1.2	2	1.2	5
Females	7.59MT/HA							2	2.2	2	2.2	3
Apples (Males)								2	0.6	2	0.6	
Apples (Females)								2	(0.1)	2	(0.1)	
Apricots (Males)								2	0.1	2	0.1	
Apricots (Females)								2	0.1	2	0.1	
Grapes (Males)								3	2.7	3	2.7	
Grapes (Females)								3	3.1	3	3.1	
Pomegranates (Males)								3	2.5	3	2.5	
Almonds (Males)								1	(0.3)	1	(0.3)	
5.1.1b Number of farmers using USG-supported agricultural inputs in targeted areas		13,708	103	310	1,070	260	0	170	312	14,448	1,485	36,048

Indicator Name and Number (and disaggregation by gender)	Baseline (and date baseline was collected)	Q2 FY2014 (Jan-Mar-2014)		Q3 FY2014 (Apr-Jun-2014)		Q4 FY2014 (Jul-Sep-2014)		Q1 FY2015 (Oct-Dec-2014)		2014 TOTAL		TOTAL Life of Project
		Target	Actual	Target	Actual	Target	Actual	Target	Actual	Target	Actual	
Males		12,737	0	300	820	250	0	150	275	13,437	1,095	33,354
Females		971	103	10	250	10	0	20	37	1,011	390	2,694
5.1.1c Number of farmers planting high-value crops		700	0	0	690					700	690	20,302
Males		700	0	0	690					700	690	20,302
Females		0	0	0	0					0	0	0
5.1.1f Number of individuals who have received agriculture-related short-term training		4,714	4,504	4,164	6,170	4,114	1,869	1,455	941	14,448	13,484	105,626
Males		4,416	4,113	3,866	5,647	3,816	1,689	1,339	896	13,437	12,345	102,889
Females		298	391	298	523	298	180	116	45	1,011	1,139	2,737
Apples (Males)		1,279	1,935	1,279	2,329	1,279		426	-	4,263		
Apples (Females)		36	108	36	120	36		12	-	121		
Apricots (Males)		658	759	658	788	658	483	219	114	2,192		
Apricots (Females)		31	54	31	82	31		10	-	103		
Grapes (Males)		1,149	949	1,299	1,346	1,249	765	483	402	4,181		
Grapes (Females)		231	229	231	321	231	180	94	45	787		
Pomegranates (Males)		485	425	485	517	485	278	162	181	1,616		
Almonds (Males)		146	45	146	177	146	53	49	109	485		
Citrus		700			490		110		90	700		
5.1.1g Number of hectares of alternative crops under cultivation targeted by USG programs		2,772	26	62	220	52	0	34	64	2,920	310	11,071
Males		2,577	0	60	170	50	0	30	57	2,717	227	10,855
Females		194	26	2	50	2	0	4	7	202	83	216

Indicator Name and Number (and disaggregation by gender)	Baseline (and date baseline was collected)	Q2 FY2014 (Jan-Mar-2014)		Q3 FY2014 (Apr-Jun-2014)		Q4 FY2014 (Jul-Sep-2014)		Q1 FY2015 (Oct-Dec-2014)		2014 TOTAL		TOTAL Life of Project
		Target	Actual	Target	Actual	Target	Actual	Target	Actual	Target	Actual	
Apples (Males)		853								853		
Apples (Females)		24								24		
Apricots (Males)		438								438		
Apricots (Females)		21	26							21		
Grapes (Males)		696		60	30	50		30	57	836		
Grapes (Females)		149		2	50	2		4	7	157		
Pomegranates (Males)		323								323		
Almonds (Males)		97								97		
Citrus Orchards		170			140					170		
5.1.2c Number of agriculture-related firms benefitting directly from USG- supported interventions		5	2	10	0	3	2	2	3	20	7	851
Male-Owned Firms		5	2	10	0	3	2	2	3	20	7	850
Female-Owned Firms		0	0	0	0	0	0	0	0	0	0	1
5.1.2f Number of individuals who have received business skills training						2,000	1,797			2,000	1,797	7,087
Males						1,200	1,034			1,200	1,034	5,574
Females						800	763			800	763	1,513
5.3.2d Number of GIROA agricultural extension staff trained in new techniques		6	7	6	3	6	5	6	10	24	25	202
Males		6	7	6	3	6	5	6	10	24	25	202
Females		0	0	0	0	0	0	0	0	0	0	0

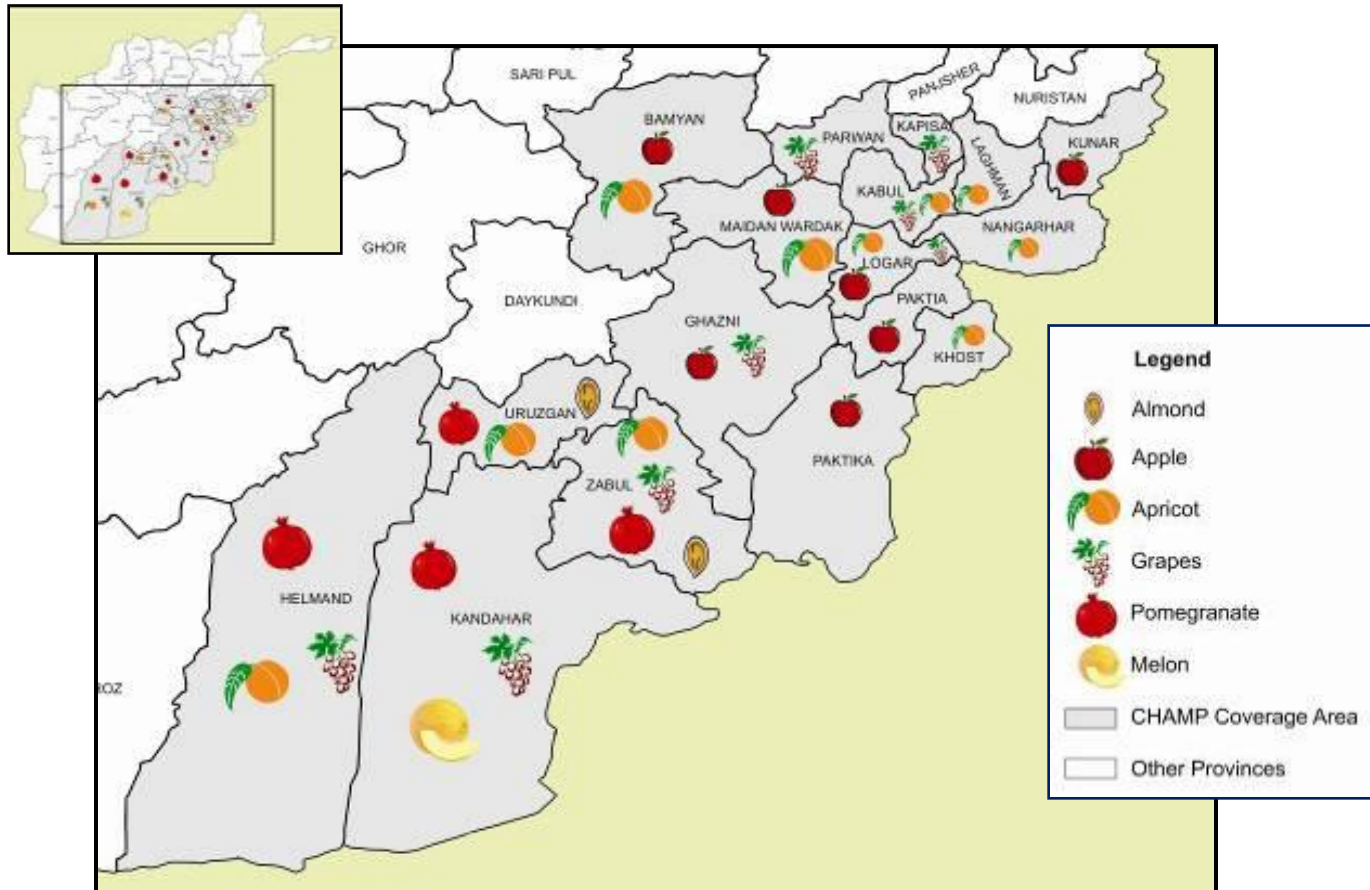
Annex 14 – Performance Indicators – 2010-2014

Indicator Name and Number	2010	2011	2012	2013	2014	LOP Targets	LOP Actual	LOP Actual Percentage
5.b Number of households benefitted by agriculture and alternative development interventions in targeted areas	2,878	8,788	10,998	13,564	1,485	37,113	37,713	102%
5.c Total value of agricultural exports (in MTs)	n.a.	n.a.	n.a.	n.a.	16,471	12,906	29,928	232%
5.1.a Net increase in private sector employment (Full Time Jobs created) in Value Chain Activities	780	2,395	2,122	1,397	827	7093	7,521	106%
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	839,020	377,027	3,455,838	10,884,145	17,738,653	19,436,286	33,294,683	171%
5.1d-i Percent Increase in Farmer Household Income	n.a.	n.a.	108%	33%	15%	25%	58%	234%
5.1.d-ii Percent Increase in income of the business firms Participating in CHAMP Value Chain	n.a.	n.a.	6%	25%	9%	16%	44%	270%
5.1.1.a Number of MT Increase in Quality Quantity Production per Hectare	n.a.	n.a.	9.8	2.5	1.3	3.7	5	135%
5.1.1b Number of farmers using USG-supported agricultural inputs in targeted areas	2,503	8,788	8,690	14,582	1,485	46,098	36,048	78%
5.1.1c Number of farmers planting high-value crops	2,878	8,306	7,623	805	690	17943	20,302	113%
5.1.1f Number of individuals who have received agriculture-related short-term training	3,506	34,319	40,410	13,907	13,484	48,229	105,626	219%
5.1.1g Number of hectares of alternative crops under cultivation targeted by USG programs	842	2,825	2,515	4,579	310	11500	11,071	96%
5.1.2c Number of agriculture-related firms benefitting directly from USG-supported interventions	664	26	109	45	7	709	851	120%
5.1.2f Number of individuals who have received business skills training	664	300	1,864	2,462	1,797	5,201	7,087	136%
5.3.2d Number of GIRoA agricultural extension staff trained in new techniques	6	44	60	67	25	102	202	198%

Annex 15 – 2014 Financial Report

Cost Category	Total CHAMP Budget	Spending Years 1-4 (2010 to 2013)	Spending Year 4 (Feb 1 – Dec 31, 2014)	Total 2010 to 2014	Budget Allocation for 2014	Budget Remaining	2010-2014 Budget vs Actual Spending
Salaries	\$8,346,944	\$6,051,452	\$2,736,132	\$8,787,584	\$2,245,984	(\$440,640)	105%
Fringe Benefits	\$1,153,728	\$795,092	\$314,789	\$1,109,881	\$324,414	\$43,847	96%
Allowances	\$1,445,933	\$1,309,829	\$762,216	\$2,072,045	\$388,952	(\$626,112)	143%
Travel & Per Diem	\$1,390,998	\$479,215	\$192,413	\$671,628	\$243,580	\$719,370	48%
Program Inputs & Supplies	\$15,798,103	\$10,085,987	\$2,028,496	\$12,114,483	\$2,703,196	\$3,683,620	77%
Other Direct Costs	\$2,082,781	\$2,154,368	\$982,942	\$3,137,310	\$804,472	(\$1,054,529)	151%
Equipment, Vehicles & Freight	\$770,405	\$598,140	\$37,604	\$635,744	\$164,055	\$134,661	83%
Subcontractor	\$2,144,486	\$1,683,297	\$0	\$1,683,297	-	\$461,189	78%
Sub Total	\$33,133,378	\$23,157,380	\$7,054,592	\$30,211,972	\$6,874,654	\$2,921,406	79%
ROP G&A - Subcontractors	\$58,562	\$55,003	\$0	\$55,003	0	\$3,559	94%
ROP Overhead	\$7,128,199	\$5,702,962	\$1,852,640	\$7,555,602	\$1,714,539	(\$427,403)	106%
TOTAL	\$40,320,139	\$28,915,345	\$8,907,232	\$37,822,577	\$8,589,192.38	\$2,497,562.21	107%

Annex I6 – CHAMP Area of Operations





FACT SHEET

Commercial Horticulture and Agricultural Marketing Program (CHAMP)

Implementation period: February 1, 2010 - December 31, 2014
Project budget: \$40,320,139

OVERVIEW

More than 80 percent of Afghans rely on agriculture to support their families. The Commercial Horticulture and Agricultural Marketing Program (CHAMP) works with Afghans like these by increasing yield and quality and opening up new global markets for pomegranates, apples, almonds, grapes, apricots and melons.

CHAMP works at each stage of the market process to add greater value to Afghan agricultural products, from the farmer, to the local trader, and finally to 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 is active in 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 international markets
- Improving the performance of new and existing businesses
- Providing employment opportunities for women

RESULTS TO DATE

- Benefitted 37,000 Afghan households through activities ranging from establishing commercial orchards to exporting high quality produce.
- Planted more than 2.85 million fruit saplings and grape cuttings and established 6,170 hectares of fruit orchards and vineyards and in partnership with 19,500 Afghan farmers.
- Converted more than 500 hectares of vineyards to trellising, doubling crop yield and farmers' income, benefiting more than 2,500 farmers.
- Established more than 870 community-based Farmer Field Schools with over 12,000 members, including more than 900 women.
- Trained more than 98,000 farmers (including 2,600 women) on improved agriculture techniques, including planting, fertilization, irrigation, and disease and pest prevention.
- Trained more than 5,700 apricot producers in sulphur drying of apricots, including more than 1,500 women.
- Mainstreamed new agricultural practices, such as grape trellising, pruning ladders, collection baskets, sulfur drying of apricots, and growing produce driven by market demand.
- 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 Exhibition and the India International Trade Fair to open up new markets for Afghan produce.
- Facilitated the export of 23,000 metric tons of fresh and dried fruit and nuts worth an estimated \$25 million to international markets including Pakistan, Bahrain, Canada, India, the United Arab Emirates, Russia, and Saudi Arabia.
- Constructed more than 180 raisin-drying facilities and cold storage rooms to help farmers reap the highest profit from their harvests.
- Generated more than 7,000 permanent full-time jobs in areas such as pre-harvest and post-harvest handling as well as exporting since the start of the project.