

# COMMERCIAL HORTICULTURE AND AGRICULTURAL MARKETING PROGRAM (CHAMP)

## 2015 Annual Report



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## Annual Report 2015

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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 2015. The reporting period is January 1 through December 31, 2015 in keeping with the USAID-approved 2015 CHAMP Work Plan.

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

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

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# Abbreviations

AAIDO	Afghanistan Almond Industry Development Organization
ABADE	Assistance in Building Afghanistan by Developing Enterprises
ABC	Afghan Business Center
ATAR	Afghanistan Trade and Revenue
B2B	Business-to-business
CATF	Central Asian Trade Forum
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
IPM	Integrated pest management
LN	Local national
M&E	Monitoring and Evaluation
MAIL	Ministry of Agriculture, Irrigation and Livestock
MOU	Memorandum of Understanding
MT	Metric ton
NHLP	National Horticulture & Livestock Program
PQD	Plant and Quarantine Department
RADP	Regional Agriculture Development Program
ROP	Roots of Peace
UAE	United Arab Emirates
USAID	United States Agency for International Development

# Preface



In 2015, during the first year of a two-year program extension, CHAMP realized a major transformation in line with its new program mandate, shifting its focus from a project that had previously addressed the challenges confronting the Afghan fresh and dried fruit export sector to focusing on the “downstream” segment, i.e. post-harvest handling, processing and marketing. In line with its new objectives, CHAMP began focusing on the needs of traders hoping to penetrate more exclusive and demanding market segments, in particular supermarket chains in Dubai and India.

In line with this imperative, CHAMP delivered in-depth training to farmers, traders and MAIL and DAIL staff in the areas of post-harvest management, food safety and Hazard Analysis Critical Control Points (HACCP). CHAMP saw greater activity in its trade offices in Dubai and India to develop and launch new product trademarking. These efforts are beginning to pay off. In 2014, our Dubai Trade Office was only able to realize small shipments to the supermarket chains Carrefour and Hypermarket, but in 2015 they were able to triple this amount. While in 2014 our New Delhi Trade Office was only studying the feasibility of servicing this major market segment, in 2015 it was able to consummate sales with Spencers, Easy Day, More Mega Mart, Auchan and others. Entry into this lucrative market sector has not been without challenges, but at this point we can comfortably say that the glass is at least half full.

During 2015 CHAMP also led the way to open up Afghan exports in Central Asia. We brought traders to the Central Asian Trade Forum (CATF) and WorldFood Kazakhstan in Almaty, Kazakhstan. In conjunction with these activities we conducted an assessment of the Kazakh market, evaluating this important market and its entry requirements with an eye to ramping up fresh and dried fruit exports into Kazakhstan.

As we look to 2016, we aspire to learn from past challenges and build on our successes to guide our implementation and achieve our mandate to build a stronger export agricultural segment in Afghanistan.

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

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***“Entry into the lucrative supermarket sector has not been without challenges, but at this point we can comfortably say that the glass is at least half full.”***

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# RESULTS AT A GLANCE

2010 – 2015



*Farmers from Logar Province are shown participating in an FFS on preparing solution for cleaning grapes prior to drying.*



*Fresh apricot cartons are shown being loaded onto trucks for shipment to Pakistan.*

**109,000 farmers** trained in improved agricultural techniques, including **3,500 women**

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

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

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

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

**40,400 tons** of produce valued at more than **\$43 million** exported to international markets

More than **7,650 full-time jobs** created in agribusiness

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

## SUCCESS SNAPSHOT



Last year, Nazir Gul was eager to participate in CHAMP's trellising program. In speaking to other grape producers he knew that trellising would double his grape yields and significantly increase his income.

While his Kapisa Province vineyard was too small to receive trellises under CHAMP assistance, he attended the trainings, learned the techniques and invested in the supplies necessary to trellis his vines.

With the skills he learned from CHAMP he's now trellising the vineyards of other farmers in his district, earning a profit of around \$100 per *jerib* of land trellised.

"Afghanistan has a huge potential for producing world-quality grapes, and trellising is turning this dream into reality," he said.

# EXECUTIVE SUMMARY

The Commercial Horticulture and Agricultural Marketing Program (CHAMP) started in February 2010 as a four year, \$34.9 million initiative 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.

Under the Quality Improvement component, CHAMP worked with 289 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 (FFS) support the exchange of knowledge between farmers and CHAMP support staff. CHAMP arranged Farmer Field School programs for 4,043 apple, apricot, grape and pomegranate farmers (including 488 women) in six provinces. The courses covered a variety of topics such as integrated pest management (IPM), foliar urea spray, removing perished fruits and crop residues, pruning, animal manure application, cleaning and weed control, irrigation, intercrop planting, field preparation, thinning, winter oil application and compost preparation and application. CHAMP built the capacity of its extension staff and government extension agents through trainings in harvest and post-harvest management, Hazard and Critical Control Points (HACCP) and food safety for 162 extension workers.

CHAMP's High Value Marketing and Agribusiness Development improved the potential for increasing the profits of Afghan farmers and marketing firms by providing direct assistance in fruit processing, sorting, grading and packing, and introducing improved packaging that meets international market standards. CHAMP's marketing team worked with 19 Afghan companies in exporting 10,485 MT of apples, pomegranates, raisins, fresh and dried apricots, almonds, grapes and melons to markets in Pakistan, the UAE and India. 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 nearly 600 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 \$4 million in contracts with international buyers.

Women were integrated into many areas of CHAMP activities. CHAMP provided training in sulfur apricot drying to 478 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 2015, a total of 488 women participated in FFS trainings. CHAMP also trained 305 female farmers and grape producers in Parwan and Kabul provinces in raisin drying techniques. The training covered basic food safety and drying methods.

Overall, the program achieved 99% of its program targets. Total program spending exceeded the 2015 budget (116%), while total program spending for 2010 through 2015 stood at 95% of the approximately \$45 million budgeted for the period.

## 2015 CHAMP Results

More than **4,000 farmers** trained at Farmers Field Schools, of whom **488 were female**.

More than **10,000 tons** of produce exported to markets in Pakistan, India, and UAE worth over **\$10 million**.

**478 female beneficiaries** trained in apricot sulfur drying in Parwan and Kabul provinces.

**305 female beneficiaries** trained in raisin drying in Parwan and Kabul provinces.

A total of **166 clients trained** in Food Safety, Harvesting and Post-Harvest Management and HACCP, of whom **14 were female**.



# PROGRAM BACKGROUND

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

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

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

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

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

CHAMP began in February 2010 and was extended twice, in June 2012 and December 2014. Under the current modification of the Cooperative

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

USAID/Afghanistan<sup>2</sup>

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

<sup>2</sup> Source: USAID/Afghanistan. Retrieved January 23, 2016 from: <http://www.usaid.gov/afghanistan/our-work>

Agreement, CHAMP is scheduled to operate until December 30, 2016. The objective of this extension was to reinforce CHAMP gains made in the export sector since 2010 and increase Afghan exports to regional supermarkets and hypermarkets by up to 10,000 metric tons (MT) annually. This objective is addressed by continuing CHAMP's export-led growth program with a focus on lead firms, supermarkets and wholesale markets. Under the extension, CHAMP focused its activities on six provinces (Kandahar, Logar, Wardak, Kabul, Parwan and Kapisa). Total project funding now stands at \$45,296,184.

The program currently has three components:

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

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

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

CHAMP uses a value chain approach for six agricultural commodities: apples, apricots, almonds, grapes, melons and pomegranates. The program emphasizes post-harvest handling and marketing activities in an effort to sustainably commercialize these high-value crops.

The program promotes export-led growth by focusing on the specific requirements of retail buyers and implementing the Global Food Safety Initiative to Afghan traders. These traders in turn transmit these increased quality standards to Afghan farmers, encouraging the farmers to produce higher quality crops and thereby increasing income and yield. By escalating high-value Afghan horticultural exports, the program is driving transformative changes in the agricultural sector in terms of competitiveness and economic development, especially in the field of processing and packing, with a view to becoming self-sustaining beyond the life of the project.

CHAMP's staff is composed primarily of Afghan national personnel (97%). 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 2015, CHAMP employed 76 local national employees and seven expatriate staff.



*Kandahar farmers are shown being trained in post-harvest management of grapes.*



*A CHAMP extension officer demonstrates weeding, cleaning and basin preparation techniques for farmers in Logar Province.*

# 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, FFS, and training of trainers and government extension agents. Women are included in all phases of CHAMP training (see [Gender Integration](#)).

## PRODUCERS GROUPS

To better facilitate training and outreach activities, CHAMP worked with 289 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 producer 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.

## FARMER FIELD SCHOOLS

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

In 2015, CHAMP arranged FFS programs for 4,043 apple, apricot, grape and pomegranate farmers in six provinces (including 488 women in three provinces). The courses covered a variety of topics such as integrated pest management (IPM), foliar urea spray,



*Kandahar farmers are shown practicing skills learned in an FFS on pomegranate sorting, grading and packing.*

removing perished fruits and crop residues, pruning, animal manure application, cleaning and weed control, irrigation, intercrop planting, field preparation, thinning, winter oil application and compost preparation and application. (See [Annex 1 – Farmer Field Schools.](#))

### **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. In 2015, trainings were aimed at building capacity for export-grade production in line with international quality standards. These trainings included harvest and post-harvest management, HACCP and food safety.

In 2015, CHAMP trained 166 extension workers consisting of 22 male and 4 female CHAMP extension officers, 35 extension staff members from MAIL/DAIL, 16 traders, 5 NGO employees and 84 lead farmers (including 9 women).

(See [Annex 2 – Food Safety, Harvest, Post-Harvest Management and HCCP Training.](#))

### **DIGITAL GREEN**

In April, CHAMP signed an agreement with the international not-for-profit organization Digital Green. Under this initiative, Digital Green trained CHAMP staff through the end of 2015 in the production and dissemination of videos that featured best practices in agricultural production methods.

Under this agreement, the following activities were carried out:

- 12 videos were developed on Grape GAP and marketing.
- 80 common interest groups were established, including 30 women's groups.
- 12 videos were screened to 80 common interest groups and other farmers, with the total participation of 1,935 farmers.

The CHAMP Digital Green video production teams were trained on camera functions, video shooting, video developing and movie making. Additional training included use of mini projectors and dissemination of videos to target farmers. Adoption and self-efficacy surveys were conducted to verify the adoption and impact of the activities.



*Women farmers view a video on grape farming techniques.*



*Grapes sold by a CHAMP-supported trader are bound for the wholesale market in Pakistan.*

# HIGH VALUE MARKETING AND AGRIBUSINESS DEVELOPMENT

In addition to improving the quality of orchards, CHAMP works to create a strong link between producers and traders to link Afghan produce to well paying international markets. CHAMP's high value marketing component thus improves the potential for increasing the profits of Afghan farmers and marketing firms. Interventions target higher paying domestic markets and traditional export markets like India and Dubai, and non-traditional markets like Canada and Russia. These interventions include export trade promotion, business promotion and other activities that build linkages between producers, traders and overseas buyers.

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

## EXPORT PROMOTION

Through its export promotion efforts, CHAMP provides assistance to traders in sorting, grading, packaging and transporting their produce. This assistance brings product quality and packaging standards to levels required for entry into demanding international markets. Market requirements are gathered by the High Value Marketing Team during market assessment and trade mission trips, business-to-business (B2B) meetings and participation in international events and exhibitions. The information is then transferred to the Afghan traders while informing them of the changing market requirements for their produce. As a result, CHAMP methods help Afghan traders better understand international market requirements and generate greater prices for their value-added produce.

In 2015, CHAMP's marketing team worked with 19 Afghan companies in exporting 10,485 MT of pomegranates, raisins, fresh and dried apricots, almonds, grapes and melons to markets in India, Pakistan and the UAE. For a breakdown of exports by target country (in MT and USD) see [Annexes 3 and 4](#), respectively. For a breakdown of exports by province of origin (in MT and USD) see [Annexes 5 and 6](#), respectively.

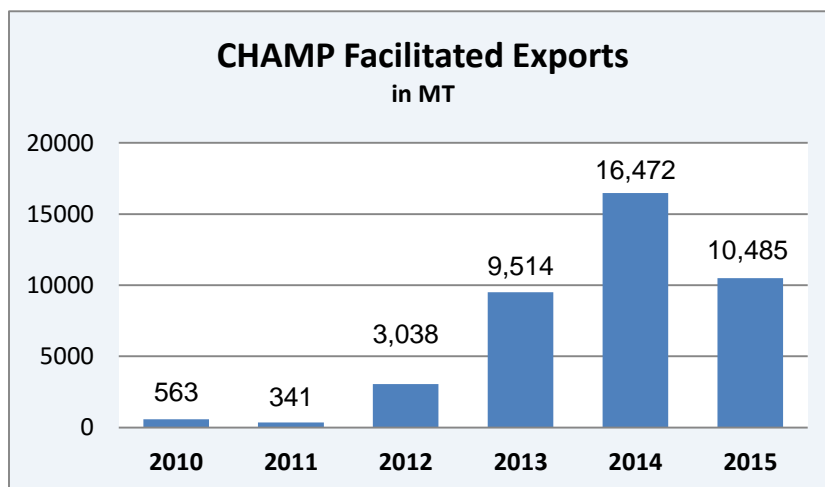
The table below shows the history of CHAMP-facilitated exports since program inception. Exports in 2015 were 37% lower than in 2014 owing to funding reductions that limited the assistance that the marketing team



*Fresh grapes are shown packaged in high-grade cartons prior to export to India.*

could provide to this export sector, including the number of participating exporters (down from 38 companies to 19) and the amount of incentives provided to exporters.<sup>2</sup> In addition, CHAMP focused on building retail sales, often at the expense of high-volume wholesale deals. Nonetheless, CHAMP was able to exceed its 2015 target of 10,000 MT by 5%.

**Table 1 – CHAMP-Facilitated Exports 2010-2015**



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 8](#).

CHAMP has identified markets that demand high quality Afghan products and will pay a higher price than nearby markets. CHAMP selects a limited number of traders and assists them in entering these markets. CHAMP assists these traders in obtaining more in-depth market information and establishing initial contacts. CHAMP also helps these traders to enhance the quality of their produce and add value to their shipments by improving packing and packaging techniques expected by more demanding buyers. Meanwhile the marketing team also works to strengthen linkages with existing markets through continued improvement of post-harvest management practices.



*Apple farmers and traders are shown at a B2B meeting in Kabul.*

<sup>2</sup> Prior to 2015, CHAMP provided incentives amounting to 35% of the cost of transport and packaging for each participating exporter's first shipment. In 2015, CHAMP only covered administrative costs up to \$3,500 per exporter.



In 2015, CHAMP strengthened these linkages through organizing B2B meetings between Afghan farmers and traders as well as meetings between Afghan traders and international buyers. For example, in July, CHAMP arranged a linkage meeting between 12 lead farmers and 3 traders in CHAMP's Kabul office, which afforded them an opportunity to exchange contact information, identify areas of key production and prepare for future collaboration.

**Table 2 – CHAMP-facilitated B2B Meetings**

Location	Period	Farmers	Traders	Total
CHAMP Kabul Office	March 14, 2015	0	3	3
Kabul Shakardara, DAIL	June 3, 2015	22	2	24
CHAMP Kandahar Office	June 17, 2015	19	4	23
CHAMP Kabul Office	July 5, 2015	12	3	15
CHAMP Kandahar Office	Oct. 5, 2015	17	2	19
Kabul Qulba-e-Motma Hotel	Oct 11, 2015	14	2	16
<b>Total</b>		<b>84</b>	<b>16</b>	<b>100</b>

### **GULFOOD EXHIBITION, DUBAI**

CHAMP supported the participation of seven Afghan traders at the Gulfood Exhibition in Dubai, February 8-12, 2015. The CHAMP team assisted with the design and set-up of the booth, as well as with all related administrative and procurement tasks. CHAMP provided traders with space at the event so they could display product samples and conduct meetings with buyers. Moreover, CHAMP 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 collaboration with USAID's Afghanistan Trade and Revenue (ATAR) project and in coordination with the Export Promotion Agency of Afghanistan (EPAA), CHAMP rented a 45 sq. meter booth to promote Afghan products at the exhibition site. Costs associated with the activities were shared by CHAMP and ATAR.

During the five-day exhibition, the seven traders supported by CHAMP generated 605 MTs of confirmed deals worth nearly \$4 million and 85 MT of potential orders totaling \$672,000.

### **NEW SOLAR YEAR FARMERS' FESTIVAL**

In March, CHAMP organized a booth at the Solar New Year Farmers' Festival, organized by MAIL, to provide visitors with a better understanding of CHAMP activities. The booth featured displays of



*The Afghanistan Pavilion is shown during the opening of the Gulfood Exhibition in Dubai, UAE.*

improved packaging materials, farm tools, booklets and brochures. Thousands of visitors, mostly farmers and their families, attended the festival.

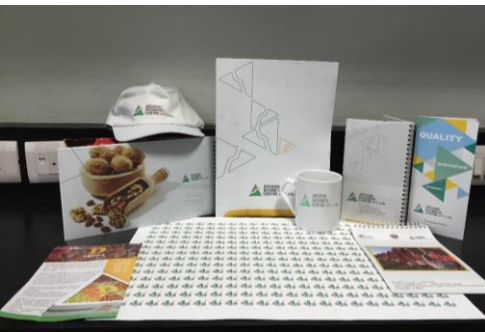
CHAMP also co-sponsored booths for the Dubai and New Delhi Trade Offices and assisted them in arranging displays. The trade offices shared information with the visitors regarding their activities and the assistance they provide in India and the UAE to Afghan traders for exporting fruits to those countries.

### **KABUL INTERNATIONAL AGFAIR**

CHAMP participated in the Kabul International AgFair, which was held at the Badam Bagh Fairgrounds on October 16-18. The event was 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. Participation in the AgFair enabled CHAMP to share information about its activities and display product samples, including apples and pomegranates produced by CHAMP client farmers.

### **INDIA INTERNATIONAL TRADE FAIR**

Members of CHAMP's New Delhi Trade Office attended the India International Trade Fair (IITF) on November 14-27, 2015. The team operated a display booth and assisted representatives from 11 Afghan trading companies in sales, translation services and in brokering deals. The team also provided assistance in facilitating shipments for purchases made at IITF. At the various B2B meetings, the traders met with Indian dry fruit dealers, retailers, and buyers from hypermarkets/supermarkets (such as Big Bazaar and Spencers). The event resulted in the sale of 1.6 MT of walnuts and pine nuts (with fumigation undertaken at the trade office warehouse in order to fulfill the government's fumigation requirement). Another contract was made for 500 MT of Ghorbandi almonds. The trade office provided the necessary facilitation to cover each step of the import process, from signing the MOU, issuing permits, transportation, and clearance of all shipments at the Wagah border.



*Publicity materials for the New Delhi Trade Office were on display for international buyers at IITF.*

### **CENTRAL ASIAN TRADE FORUM AND WORLDFOOD KAZKHSTAN**

Kazakhstan is an important transit point for goods entering Central Asia. The Central Asian Trade Forum (CATF) and WorldFood Kazakhstan provided an ideal opportunity for enhancing Afghan fresh and dried fruit exports in the region. CHAMP sent a marketing representative and provided technical support for three Afghan traders to attend CATF and WorldFood Kazakhstan from October 28 through November 6, 2015. The purpose of the trip was to sign deals with international buyers, build linkages with potential buyers and logistics providers, and better understand the market requirements necessary for selling Afghan horticulture products in Kazakhstan and other Central Asian markets.

At CATF, the team sat in on seminars relevant to the import/export of horticultural products. Breakout sessions enabled the traders to meet

importers from countries throughout Central Asia as well as Latvia, Lithuania and Pakistan. These were followed by direct B2B meetings with importers seeking new sources of fresh and dry fruits. The team provided information on a wide variety of Afghan produce, emphasizing those with the greatest potential to be exported to regional markets (such as raisins, almonds, dried apricots, pomegranates and figs). The team met with a number of transporters to identify solutions to the complex logistics challenges that confront the shipment of goods from Afghanistan to neighboring Central Asian countries, particularly Kazakhstan. The team also met with Fridavs Alimov, head of the Tajikistan South Free Economic Zone, to discuss opportunities and challenges exporting into Tajikistan.

At the event, the CHAMP team discovered that Kazakhstan has tax exemptions on horticultural products imported from Afghanistan. This would position Kazakhstan as a potential hub for future exports throughout the region. Kazakhstan is a member of the Eurasian Custom Union (EACU), along with Belarus, Kazakhstan, Kirgizstan, Armenia and Russia. Afghanistan would thus be able to export its products free of import taxation and compete with goods being imported from other countries into the Kazakh market.

CATF was followed by three days' participation at WorldFood Kazakhstan. This was the first year that Afghanistan was represented at the event. Stationed at the Afghanistan Pavilion, the traders had the opportunity to meet a wide variety of food service professionals, including producers, distributors, wholesalers, retailers and restaurateurs. The team displayed product samples and literature and conducted B2B meetings with interested buyers.

During these meetings, the group met with FytosFruit, a Czech Republic apple supplier in Kazakhstan, and Handlo Pak, a Polish company that purchases apples for the Kazakh and Russian markets. These and other meetings proved instructive. For instance, the team learned that the Kazakh market prefers B and C grade apples packed into cardboard boxes. Meetings between Afghan traders and transport companies (such as Colosand Transsystem International Logistics) provided the team with the opportunity to discuss the challenges and requirements of delivering Afghan products into different markets in Central Asia. While the companies do not have experience shipping from Afghanistan, they assured the team that they could provide transport services from the Afghan borders at Uzbekistan, Turkmenistan and Tajikistan to markets throughout Central Asia and beyond. Follow-up discussions are planned. It should be noted that because Afghan trucks must first pass through Uzbekistan to reach Kazakhstan, and Uzbek law restricts entry of Afghan trucks, Afghan shippers cannot directly access Kazakh markets.

Owing to transit challenges, no confirmed deals came out of the event, though the meetings resulted in nearly \$1.3 million in potential deals on raisins and pine nuts, all to Kazakh buyers.

#### **TRADE OFFICES**

CHAMP operates trade offices in Dubai, UAE and New Delhi, India to



*Potential buyers discuss product samples with an Afghan trader at CATF.*

create stronger linkages between Afghan traders and overseas buyers. These offices ensure that Afghan traders are engaging in these markets in the best possible commercial terms. This provides a sustainable basis for growth in the value of exports to India, the UAE and the greater Gulf region. In 2015, the trade offices facilitated exports of melons, apricots, grapes, apples, pomegranates and raisins totaling 586.13 MT. For a complete disaggregation by product and location, see [Annex 7](#).

### **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 and Gulf 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 objectives include the following:

- Facilitate the import of 250 MT of CHAMP value chain products and directly import an additional 200 MT 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
- Provide appropriate warehousing space to Afghan traders to store and repackage imported CHAMP products as required

In 2015, the Dubai Trade Office facilitated the import of 136.123 MT of fresh and dried fruits and nuts, achieving 30% of its annual target. See table below.<sup>3</sup>

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<sup>3</sup> For a discussion of the challenges that contributed to the inability of the trade offices to meet export targets, see [“Challenges Affecting the Trade Offices.”](#)

**Table 3 - Exports Facilitated through Dubai Trade Office (in MT)**

Fruit Type	Direct Import (MT)	Facilitation (MT)
Apricots	26.718	12.755
Dried Apricots	0	12.8
Pomegranates	12	10
Raisins	0	14.4
Melons	0	2.2
Almonds	0	45.25
<b>Total</b>	<b>38.718</b>	<b>97.405</b>

### **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 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](http://www.abcpltd.in)) was launched in 2014.

The office's annual objectives include the following:

- Facilitate the import of 440 MT of CHAMP value chain products and directly import an additional 350 MT into India
- 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
- 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 2015, the New Delhi Trade Office facilitated the import of 468.68 MT of



*Fresh Afghan grapes are shown for sale in the Delhi wholesale market.*

fresh and dried fruits and nuts, achieving 59% of its annual target. See table below.

**Table 4 - Exports Facilitated through New Delhi Trade Office (in MT)**

Fruit Type	Direct import (MT)	Facilitation (MT)
Apricots	0	36.8
Pomegranates	0	240.7
Grapes	25.26	0
Melons	0	165.92
<b>Total</b>	<b>25.26</b>	<b>443.42</b>

### ACHIEVEMENTS OF THE TRADE OFFICES

The trade offices provided Afghan traders with facilitation in linking to the market, arranging B2B meetings, participating in trade fairs, linking to supermarkets and hypermarkets, customs clearance, preparation of documents, assisting in back-payments and visits to the UAE and India. Key achievements included:



*Representatives from the Dubai Trade Office meet with traders in Kabul.*

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

**Linkage meetings between farmers and traders.** The trade offices arranged two linkage meetings each in June-August between farmers and trade office representatives. The purpose of the meetings was to inform farmers of the needs and market requirements of overseas markets. Farmers from five provinces discussed their products and output capacity with the trade office representative. The farmers brought product samples for consideration by the traders and exchanged contact information for potential deals.

**Market visits.** The trade office teams visited the fruit markets in their host countries numerous times and provided information to CHAMP and Afghan traders. The New Delhi Trade Office was able to use such visits to open new trade relationships in previously untapped regions of India in Amritsar, Ludhiana, Chandigarh, Bangalore, Meerut and Mumbai.

**Business meetings and promotional activities.** The trade office teams participated in a variety of coordination meetings in Kabul with Afghan traders and between Afghan traders and buyers in their host countries. These meetings resulted in a number of business contracts. For instance, in July, representatives from Bustan-e Sabz met with the Dubai Trade Office for a market assessment tour that resulted in the export of 6MT of fresh apricots. In September, the parties met with five potential pomegranate buyers, one of whom negotiated for 300-400MT of fresh 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 India International Trade Fair in November. The offices were instrumental in handling logistics for the events and arranging meetings with buyers and visits to local wholesale markets.

**Meetings with government and trade dignitaries.** Both trade offices engaged in ad-hoc discussions with government and trade organization representatives to ease trade restrictions and increase the flow of Afghan exports to their host countries. In June, the Dubai Trade Office team was invited by the Commercial Attaché of the Afghanistan Embassy in Dubai to attend a meeting held in the Grand Hayat Hotel in Dubai. The meeting was attended by around 50 Afghan traders and led by the Afghan Minister of Commerce and Industries (MOCI). During the meeting, the MOCI minister asked each trader to share business plans and any issues currently faced while doing business in the UAE. The trade office team gave a presentation on trade office activities and services, including its planned import strategy.

In July, the New Delhi team participated in a conference organized by The Afghanistan Embassy in New Delhi and the Federation of Indian Exports Organizations (FIEO). The event was organized to encourage greater investment in Afghan goods. The event provided an opportunity for the trade office to introduce Afghan products to the other attendees and to provide product samples in the form of apricot Smart Packs. The Afghan ambassador and Indian officials agreed to resolve a number of issues raised at the meeting, such as improper documentation prepared by Afghan government authorities, lack of available logistics companies and the lack of cold storage facilities in Afghanistan for supplying off-season produce.

In December, the New Delhi team met with representatives from the Indian government's Plant and Quarantine Department (PQD) to clarify fumigation requirements. PQD provided detailed information on importing dried fruit in accordance with Indian policy, which the trade office will use to facilitate greater dried fruit exports for Afghan traders. Normally, fruit must be fumigated in the country of origin, but because Afghanistan does not have fumigation facilities, the trade office was able to secure special permission to have its imports fumigated in India once the consignment clears Indian customs.

**Market assessments.** Both trade offices provided support in basic market assessments for CHAMP value chain products. 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.

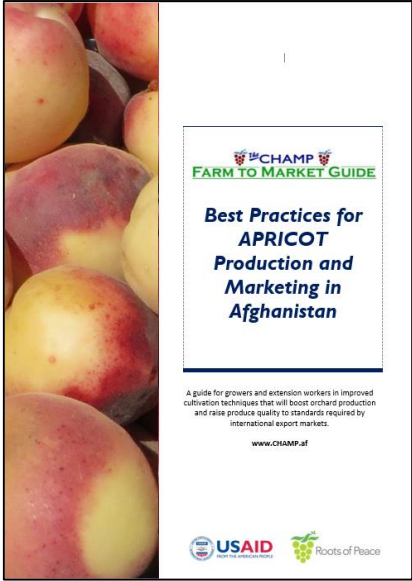
In 2015, CHAMP completed a set of five Farm to Market (FTM) Guides. Each guide focused on a particular product in CHAMP's target value chain (pomegranates, grapes, almonds, apples and apricots) and included both a short "quick start" guide as well as an in-depth handbook of 30-40 pages. The guides were intended to provide comprehensive



*The Dubai Trade Office team is shown at a meeting with the Dubai Commercial Attaché to discuss barriers to UAE trade.*

## **FARM TO MARKET GUIDES**

information on cultivation, harvesting, post-harvest handling and marketing of fresh and dried fruits and nuts in Afghanistan to government extension agents, CHAMP trainers, other implementing partners, as well as exporters and investors interested in investing in the sector. The guides were submitted for review to USAID in December and will be distributed in early 2016.







*Women from Kabul Province are instructed in how to properly clean grapes prior to drying them to achieve maximum quality and market price.*

# 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 2015, women participated in technical trainings aimed at improving their orchards and vineyards through raisin drying, apricot drying and farmer field schools.

## 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 2015, CHAMP trained a total of 478 women from 2 provinces in apricot drying techniques, as shown in the table below.



*Women are shown arranging apricots in wooden trays prior to treating them with sulfur.*

**Table 5 - Apricot Drying, Female Beneficiaries, 2015**

Province	Districts	Total
Kabul	Chahar Asyab	231
Parwan	Shaikh Ali	88
	Shinwary	81
	Syah Gird	78
<b>Total</b>		<b>478</b>

**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 2015, a total of 488 women from 3 provinces participated in FFS trainings related to quality improvement in the apple, apricot and grape value chains.



*Women farmers from Parwan Province attend an FFS on animal manure and urea foliar spray.*

**Table 6 – Female FFS Beneficiaries, 2015**

Province	Number of Farmers
Kabul	307
Kapisa	81
Parwan	100
<b>Total</b>	<b>488</b>

**RAISIN DRYING**

Traditionally grapes are dried on bare ground or sometimes on mats under the sun, which turns their color brown, while shade drying helps retain the raisins' fresh green color, which are highly sought in the market. As raisin drying is a task often accomplished by women, CHAMP has made this a special priority in its women's training courses.

In 2015, CHAMP trained 305 female farmers and grape producers in Parwan and Kabul provinces with access to CHAMP-established improved raisin drying facilities (IRDF). The training covered basic food safety and drying methods. One such method uses a mixture of potassium, paraffin oil and water to reduce drying time from 4-5 weeks to 8-14 days. As raisins dry, there is a rapid rise in sugar concentration which inhibits the action of enzymes, resulting in the color darkening to brown. Grapes treated with the potassium carbonate mixture maintain a low sugar concentration throughout the drying process, helping the grapes retain their green color. These have a higher market value than

brown raisins.

**Table 7 – Female Raisin Drying Beneficiaries, 2015**

Province	Districts	Total
Kabul	Farza	40
	Kalakan	26
	Mirbachakut	50
	Qarabagh	40
	Shakardara	49
Parwan	Bagram	50
	Center	50
<b>Total</b>		<b>305</b>



*Farmers in Kandahar Province are shown preparing a vineyard for the dormant winter season as part of a CHAMP Farmer Field School training.*

# PROGRAM PERFORMANCE

## PERFORMANCE INDICATOR REPORT

CHAMP results are measured by 11 indicators, as determined by the Performance Management Plan. During the reporting period, CHAMP collectively achieved 99% of its target indicators, as outlined below.

(For complete 2015 indicator data, see [Annex 9](#). For 2010-2015 indicator data, see [Annex 10](#).)

### **Percent Increase in Farmer Household Income**

Target: 3%

Actual: 5%

Achieved 160% of target owing to unexpectedly high prices paid for Afghan exports by overseas buyers.

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

Target: 10,000 MT

Actual: 10,485 MT

Exceeded target by 5%.

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### **Number of households benefitted by agriculture and alternative development interventions in targeted areas**

Target: 800

Actual: 783

Achieved 98% of target.

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### **Number of MT Increase in Production per Hectare**

Target: 1 MT

Actual: 1.08 MT

Achieved 108% of target.

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

Target: 4,298

Actual: 4,348

Achieved 101% of target.

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

Target: 169

Actual: 157

Achieved 93% of target.

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

Target: \$6,975,600

Actual: \$10,367,755

Achieved 149% of target. This was due to conservative cost projections by the marketing team and unexpectedly high prices paid for Afghan exports by overseas buyers.

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**Number of individuals who have received business skills training**

Target: 500

Actual: 478

Achieved 96% of target.

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

Target: 15

Actual: 30

Achieved 200% of target owing to larger than expected participation by GIRoA trainees, which is often difficult to forecast.

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

Target: 18

Actual: 26

Achieved 144% of target. The original target was set conservatively owing to security concerns, but participation by women exceeded expectations.

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

Target: n.a.

Actual: 72

This self-efficacy test was requested by USAID midway into the year and thus no targets were set.

**FINANCIAL REPORT**

Program spending exceeded the 2015 budget, as shown in the table below. Spending totaled nearly \$4 million, or 116% of the \$3.4 million budget allocation for the year. Total life-of-program spending (2010 through 2015) was around \$43 million, or 95% of the approximately \$45.3 million budgeted for the period. The remaining 5% of total program budget is sufficient to cover the remaining life of program, i.e. costs through 2016.

**Personnel.** Expenses for salaries, fringe benefits and other employee allowances totaled nearly \$2.1 million for 2015, which was approximately 10% over budget.

**Travel and Per Diem.** This category includes program-related travel expenses as well as R&R travel for expat personnel. 2015 spending totaled nearly \$68,000, or 81% of the 2015 budget allocation.

**Direct Program Expenses.** This category includes expenses for program inputs and supplies, equipment, vehicles and freight, fees to subcontractors and other direct costs. In 2015, the project spent \$985,705, or 138% of the budget allocation for this category. Excess spending was due to office moves and related security setup expenses.

**Overhead.** This category included general administrative expenses accrued by ROP home office as well as overhead expenses accrued by subcontractors. In 2015, overhead expenses totaled \$837,422. This was 116% of the budget allocation in this category for 2015. For a detailed analysis, see [Annex 14 - Financial Report](#).

**Table 8 – 2015 Program Budget, by Category**

Cost Category	2015 Spending	Budget Allocation (2015)	2015 Attainment	Five-year Spending (2010-2015)	Budget Allocation (2010-2015)	Attainment
Personnel	\$2,073,744	\$1,902,203	109%	\$14,207,127	\$15,273,942	93%
Travel & Per Diem	\$67,594	\$83,002	81%	\$763,574	\$1,599,032	48%
Direct Program Expenses	\$985,705	\$713,099	138%	\$19,106,065	\$20,188,758	95%
Overhead	\$837,422	\$722,606	116%	\$8,877,483	\$8,234,453	108%
<b>TOTAL</b>	<b>\$3,964,464</b>	<b>\$3,420,910</b>	<b>116%</b>	<b>\$42,954,248</b>	<b>\$45,296,184</b>	<b>95%</b>



## COMMUNICATIONS

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

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

- Activity Report on CHAMP Trade Offices
- Gulfood Activity Report
- Activity Report on Central Asian Trade Forum / WorldFood Kazakhstan

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

- Gulfood Exhibition, Dubai (February 2015)
- Kabul International AgFair (September 2015)

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

- Print: Dried Apricots Build Income for Afghan Women
- Video: Afghan Farmers Follow the Money

Videos and success stories are available for review at [www.CHAMP.af](http://www.CHAMP.af).

**Export Marketing Campaign.** In early 2015, CHAMP received the approval of Afghan President Ashraf Ghani to participate in an export marketing campaign that would employ the president's image to increase interest in Afghan produce exports in regional markets. In May, CHAMP communications met with Lapis Communications, a division of Moby Media Group, the largest media organization in Afghanistan, to create marketing materials and messaging for the campaign. Lapis provided a preliminary concept note outlining the campaign strategy and a cost breakdown.

In June, the communications director and members of Roots of Peace home office met with Ad Roll, a San Francisco-based global technology company, which would oversee placement of online ads on ISPs in India, the UAE and other target markets. Ad Roll agreed to provide its expertise pro bono and submitted a tiered cost breakdown. CHAMP explored options with USAID to secure the needed funding to launch the export marketing campaign, either as a pilot program in 2015 or a full launch in

**HUMAN RESOURCES**

2016, but as of the end of 2015 CHAMP had not obtained the funding to proceed with the campaign. Efforts are ongoing for a launch in 2016.

During the first quarter of 2015 (Q2 FY2015), CHAMP operated under the terms of its program extension (Modification 13 to the CHAMP Cooperative Agreement). This modification provided a budget increase of nearly \$5 million for the two years of the extension. The program was scaled down to conform to the new budget, resulting in a number of cost-saving exigencies. All CHAMP regional offices were closed with the exception of Kandahar Province. Vineyard trellising was eliminated as a program activity, the program’s security budget was decreased and the number of local national and expatriate staff was sharply reduced. Local national staffing was reduced by two-thirds (from 217 to 76 staff members) and expatriate staff was reduced from seven staff members to two.

The following expatriate retrenchments took place in 2015:

- Security Manager
- Director of Procurement
- Director of Finance
- Trade Facilitation Specialist
- Supply Chain Specialist

A total of 76 local national (LN) staff were employed by CHAMP at the beginning of the year, decreasing to 59 by year’s end. Expat personnel numbered seven for the first three months of the year, as noted above, which was reduced to two for the rest of 2015 (or 3% of total staff). At the end of 2015, total staff numbered 61.

**Table 9 - CHAMP 2015 Staff Figures**

<b>Staff</b>	<b>Number</b>
No. LN employees at start of 2015	76
Hired	1
Terminated	17
Resigned	1
<b>LN staff (as of Dec. 31, 2015)</b>	<b>59</b>
Expat personnel employed	7
Expats retrenched	5
Interns	0
<b>Expat staff (as of Dec. 31, 2015)</b>	<b>2</b>
<b>Total CHAMP staff (as of Dec. 31, 2015)</b>	<b>61</b>

**PROGRAM CHALLENGES**

The following challenges had a direct impact on CHAMP’s ability to achieve targets, reach program objectives and/or meet the objectives set forth in the 2015 Work Plan.

**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 not allowed inside Pakistan beyond Peshawar and Quetta, which impedes access into India. Afghan traders must hire Pakistani trucks at 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. Afghan traders entering Kazakhstan are required to have a Kazak visa to enter the country, but this requires an official letter issued by government authorities and is thus almost impossible to obtain. This impairs the traders' ability to work in the country. As no direct air routes exist between Afghanistan and Central Asian countries, shipping via air is prohibitively expensive for foreign buyers. Afghan government incentives should be created to foment the creation of direct cargo routes into neighboring capitals.
- 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 delays for produce traders. In some cases more than 20 signatures are required before exports can leave the country. Although, a "one stop shop" has been established at Afghan Customs for road exports, the process continues to be time consuming, and does not address air exports.
- 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. Furthermore, 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 GAP, impeding their ability to enter markets in the EU and some high value markets in 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 many countries. As a result, produce is often tested, found to be unsafe and is destroyed.
- 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.
- The Indian Government restricts apple imports from passing through the Wagah border crossing year-round, and by air during the Indian apple harvest season. The Afghan apple can only be exported by sea via Karachi to the port of Mumbai, which significantly increases the transport costs and hinders the competitiveness of Afghan apples in Indian markets<sup>4</sup>.
- 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 8% 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 eastern provinces of Logar and Wardak as well as the central provinces of Kabul, Parwan and Kapisa, with increasing attacks on Afghan and foreign citizens. Deteriorating security conditions in the Afghan capital posed significant challenges to program operation, particularly the relatively high number of security attacks aimed at individuals and their host organizations.

**Challenges affecting trade offices.** Collectively, the CHAMP trade offices in Dubai and New Delhi were unable to reach their combined export targets. A number of circumstantial factors contributed to this shortfall.

- **Weather.** Unexpected rain and weather changes in Afghanistan adversely impacted apricot and pomegranate production, both in terms of quality and yields, hindering their exports, and leading to difficulties in sourcing adequate supplies to meet demand.
- **Transportation.** While the trade offices continue to make inroads

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<sup>4</sup> This restriction was lifted on January 17, 2016, but by then the Afghan apple export season had ended.

in establishing regular, low-cost land/sea shipping, air shipment is still imperative for some products owing to their perishability. Lack of available air cargo and the commensurate expense impacted the ability of the trade offices to ship products such as apricots, sweet melons and pomegranates at competitive prices.

- **Government regulations.** Prohibitions on certain Afghan products also had a negative impact on the ability of the trade offices to source product. In one illustrative case, the New Delhi Trade Office agreed to supply 300 MT of apples to wholesale and retail clients, but India abruptly stopped all apple imports through the Wagah border crossing (see [above](#)), making contract fulfillment impossible.
- **Product sourcing.** In some instances, the trade offices were able to secure contracts for Afghan exports but were unable to source enough export-quality product from traders to meet demand. In one instance, the New Delhi Trade Office identified a buyer for 300 MT of pomegranates but the supplier failed to supply the agreed amount.

Despite these challenges, the trade offices were able to make significant improvements in Afghan brand recognition and build greater relationships with wholesale and retail buyers. The trade offices contracted with a number of supermarket and hypermarket chains for Afghan produce and will build on those relationships during the 2016 export season.

# ANNEXES



*A Kandahar grape farmer is shown participating in an FFS training in green pruning.*

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

Province	Apple	Apricot	Grapes		Pomegranate	Total
	Male	Male	Female	Male	Male	
Kabul	0	0	307	606	0	913
Kandahar	0	0	0	628	806	1,434
Kapisa	0	0	81	120	0	201
Logar	296	71	0	295	0	662
Parwan	0	0	100	288	0	388
Wardak	420	25	0	0	0	445
<b>Total</b>	<b>716</b>	<b>96</b>	<b>488</b>	<b>1,937</b>	<b>806</b>	<b>4,043</b>

## Annex 2 – Food Safety, Harvest, Post-Harvest Management and HCCP Training

Province	CHAMP		DAIL/MAIL		Farmer		NGO	Trader	Total
	Female	Male	Female	Male	Female	Male	Male	Male	
Kabul	2	6	1	19	5	6	5	10	54
Kandahar	0	6	0	7	0	36	0	6	55
Kapisa	1	1	0	1	2	2	0	0	7
Logar	0	5	0	4	0	18	0	0	27
Parwan	1	1	0	1	2	5	0	0	10
Wardak	0	3	0	2	0	8	0	0	13
<b>Total</b>	<b>4</b>	<b>22</b>	<b>1</b>	<b>34</b>	<b>9</b>	<b>75</b>	<b>5</b>	<b>16</b>	<b>166</b>

## Annex 3 – 2015 CHAMP exports by target country, in MT

Target Country	Almond	Apricot	Dried Apricot	Grape	Melon	Pomegranate	Raisin	Total
India	6.0	5.0	20.9	25.3	134.5	0	552.1	743.8
Pakistan	0	3,851.3	0	5,037.9	813.0	0	0	9,702.2
UAE	0	26.7	0	0	0	12.0	0	38.7
<b>Total</b>	<b>6.0</b>	<b>3,883.0</b>	<b>20.9</b>	<b>5,063.2</b>	<b>947.5</b>	<b>12.0</b>	<b>552.1</b>	<b>10,484.8</b>

## Annex 4 – 2015 CHAMP exports by target country, in USD

Target Country	Almond	Apricot	Dried Apricot	Grape	Melon	Pomegranate	Raisin	Total
India	24,561	17,587	51,366	35,956	105,155	0	1,383,357	1,617,984
Pakistan	0	3,229,711	0	5,163,333	240,760	0	0	8,633,805
UAE	0	92,866	0	0	0	23,100.0	0	115,966
<b>Total</b>	<b>24,561.6</b>	<b>3,340,164.8</b>	<b>51,366.6</b>	<b>5,199,289.8</b>	<b>345,915.0</b>	<b>23,100.0</b>	<b>1,383,357.5</b>	<b>10,367,755</b>



## Annex 5 – 2015 CHAMP exports by province, in MT

Province	Almond	Apricot	Dried Apricot	Grape	Melon	Pomegranate	Raisin	Total
Kabul	0	0	0	1,039.6	0	0	0	1,039.6
Kandahar	0	0	0	3,817.5	947.5	12.0	0	4,777.0
Kapisa	0	0	0	157.9	0	0	0	157.9
Parwan	0	2,368.5	0	48.2	0	0	0	2,416.7
Wardak	0	1,514.5	0	0	0	0	0	1,514.5
Zabul	6.0	0	20.9	0	0	0	552.1	579.0
<b>Total</b>	<b>6.0</b>	<b>3,883.0</b>	<b>20.9</b>	<b>5,063.2</b>	<b>947.5</b>	<b>12.0</b>	<b>552.1</b>	<b>10,484.8</b>

## Annex 6 – 2015 CHAMP exports by province, in USD

Province	Almond	Apricot	Dried Apricot	Grape	Melon	Pomegranate	Raisin	Total
Kabul	0	0	0	838,353.5	0	0	0	838,353.5
Kandahar	0	0	0	4,193,146.0	345,915.0	23,100.0	0	4,562,161.0
Kapisa	0	0	0	128,637.3	0	0	0	128,637.3
Parwan	0	1,707,199.8	0	39,153.0	0	0	0	1,746,352.8
Wardak	0	1,632,965.0	0	0	0	0	0	1,632,965.0
Zabul	24,561.6	0	51,366.6	0	0	0	1,383,357.5	1,459,285.7
<b>Total</b>	<b>24,561.6</b>	<b>3,340,164.8</b>	<b>51,366.6</b>	<b>5,199,289.8</b>	<b>345,915.0</b>	<b>23,100.0</b>	<b>1,383,357.5</b>	<b>10,367,755.3</b>

## Annex 7 – CHAMP Trade Office exports

Fruit Type	UAE Trade Office		India Trade Office		Total
	Direct Import (MT)	Facilitation (MT)	Direct import (MT)	Facilitation (MT)	
Apricots	26.718	12.755	0	36.8	76.273
Dry Apricot	0	12.8	0	0	12.8
Pomegranate	12	10	0	240.7	262.7
Grapes	0	0	25.26	0	25.26
Raisin	0	14.4	0	0	14.4
Melon	0	2.2	0	165.92	168.12
Almond	0	45.25	0	0	45.25
Figs	0	6.15	0	0	6.15
Dried Mulberry	0	0.3	0	0	0.3
Plums	0	12	0	0	12
Pine Nuts	0	0.8	0	0	0.8
Walnut	0	0.8	0	0	0.8
<b>Total</b>	<b>38.718</b>	<b>117.455</b>	<b>25.26</b>	<b>443.42</b>	<b>624.853</b>

## Annex 8 – Sample Comparison of Grape Exports to Different Cities in India and Pakistan in 2015

	Target City (Price USD/MT )						
	Faisalabad	Gujranwala	Gujarat	Islamabad	Karachi	Lahore	Multan
Farm Gate	290	335	335	438	426	385	562
Expenses	296	320	323	426	417	327	501
Total Cost	586	655	657	864	843	712	1,063
Sales Revenue	761	864	909	925	1,044	836	1,158
<b>Gross Profit</b>	<b>175</b>	<b>208</b>	<b>252</b>	<b>62</b>	<b>201</b>	<b>124</b>	<b>95</b>
<b>Gross Profit in %</b>	<b>30%</b>	<b>32%</b>	<b>38%</b>	<b>7%</b>	<b>24%</b>	<b>17%</b>	<b>9%</b>

## Annex 9 – Performance Indicators – 2015

Indicator Name and Number (and disaggregation by gender)	Baseline (and date baseline was collected)	Q2 FY2015 (Jan-Mar-2015)		Q3 FY2015 (Apr-Jun-2015)		Q4 FY2015 (Jul-Sep-2015)		Q1 FY2016 (Oct-Dec-2015)		TOTAL Cumulative figures for 2015	TOTAL Cumulative figures for 2015	TOTAL Cumulative for Life of Project
		Target	Actual	Target	Actual	Target	Actual	Target	Actual	Target	Actual	Actual
<b>Percent Increase in Farmer Household Income</b>	<b>\$3,500/Ha 12/31/2012</b>							3%	5%	3%	5%	62%
<b>Males</b>	<b>\$3,500/Ha</b>							5%	4%	5%	4%	64%
<b>Females</b>	<b>\$2,750/Ha</b>							2%	3%	2%	3%	32%
<b>Total value of agricultural exports (in MTs)</b>						4,025	7916	5,975	2569	10,000	10,485	40,413
<b>Males</b>						4,025	7916	5,975	2569	10,000	10,485	40,180
<b>Females</b>												233
Apples (Males)								1,105				
Apricots (Males)						2,350	3787	255	117			
Grapes (Males)							3316	2,500	2299			
Pomegranates (Males)								2,065	12			
Melons (Males)						1,675	813		135			
Almonds (Males)								50	6			
<b>Number of households benefitted by agriculture and alternative development interventions in targeted areas</b>						800	783			800	783	38,496
<b>Males</b>						-				-		35,070
<b>Females</b>						800	783			800	783	3,426
Apples (Males)												
Apricots (Males)												
Apricots (Females)						500	478					
Grapes (Males)												
Grapes (Females)						300	305					
Pomegranates (Males)												

Indicator Name and Number (and disaggregation by gender)	Baseline (and date baseline was collected)	Q2 FY2015 (Jan-Mar-2015)		Q3 FY2015 (Apr-Jun-2015)		Q4 FY2015 (Jul-Sep-2015)		Q1 FY2016 (Oct-Dec-2015)		TOTAL Cumulative figures for 2015	TOTAL Cumulative figures for 2015	TOTAL Cumulative for Life of Project
		Target	Actual	Target	Actual	Target	Actual	Target	Actual	Target	Actual	Actual
<b>Number of MT Increase in Production per Hectare</b>	<b>10 MT/Ha 12/31/2012</b>							<b>1</b>	<b>1.08</b>	<b>1</b>	<b>1.08</b>	<b>6</b>
<b>Males</b>	<b>10MT/Ha</b>							<b>0.84</b>	<b>1.37</b>	<b>0.84</b>	<b>1.37</b>	<b>6</b>
<b>Females</b>	<b>7.59MT/Ha</b>							<b>0.16</b>	<b>3.16</b>	<b>0.16</b>	<b>3.16</b>	<b>5</b>
Apples (Males)								0.15	0.09	0.15	0.09	
Apricots (Males)								0.11	1.94	0.11	1.94	
Grapes (Males)								0.4	0.69	0.4	0.69	
Grapes (Females)								0.16	3.16	0.16	3.16	
Pomegranates (Males)								0.18	0.08	0.18	0.08	
<b>Number of individuals who have received agriculture-related short-term training</b>		<b>799</b>	<b>792</b>	<b>1,400</b>	<b>1400</b>	<b>1,700</b>	<b>1819</b>	<b>399</b>	<b>337</b>	<b>4,298</b>	<b>4,348</b>	<b>109,974</b>
<b>Males</b>		<b>702</b>	<b>694</b>	<b>1,229</b>	<b>1226</b>	<b>1,230</b>	<b>1340</b>	<b>350</b>	<b>295</b>	<b>3,511</b>	<b>3,555</b>	<b>106,444</b>
<b>Females</b>		<b>97</b>	<b>98</b>	<b>171</b>	<b>174</b>	<b>470</b>	<b>479</b>	<b>49</b>	<b>42</b>	<b>787</b>	<b>793</b>	<b>3,530</b>
Apples (Males)		138	133	243	<b>240</b>	243	<b>307</b>	69	<b>36</b>			
Apricots (Males)		19	20	33	<b>33</b>	33	<b>37</b>	9	<b>6</b>			
Grapes (Males)		407	404	712	<b>710</b>	712	<b>655</b>	203	<b>168</b>			
Grapes (Females)		97	98	171	<b>174</b>	470	<b>479</b>	49	<b>42</b>			
Pomegranates (Males)		138	137	241	<b>243</b>	242	<b>341</b>	69	<b>85</b>			
<b>Net increase in private sector employment (Full Time Jobs created) in Value Chain Activities</b>						<b>77</b>	<b>92</b>	<b>92</b>	<b>65</b>	<b>169</b>	<b>157</b>	<b>7,678</b>
<b>Males</b>						<b>62</b>	<b>87</b>	<b>92</b>	<b>60</b>	<b>154</b>	<b>147</b>	<b>7,555</b>
<b>Females</b>						<b>15</b>	<b>5</b>	<b>-</b>	<b>5</b>	<b>15</b>	<b>10</b>	<b>123</b>
Apples (Males)								17				
Apricots (Males)						36	48	4	3			
Apricots (Females)						9	5					
Grapes (Males)							34	38	55			
Grapes (Females)						6			5			

Indicator Name and Number (and disaggregation by gender)	Baseline (and date baseline was collected)	Q2 FY2015 (Jan-Mar-2015)		Q3 FY2015 (Apr-Jun-2015)		Q4 FY2015 (Jul-Sep-2015)		Q1 FY2016 (Oct-Dec-2015)		TOTAL Cumulative figures for 2015	TOTAL Cumulative figures for 2015	TOTAL Cumulative for Life of Project
		Target	Actual	Target	Actual	Target	Actual	Target	Actual	Target	Actual	Actual
Pomegranates (Males)								32				
Melons (Males)						26	5		2			
Almonds (Males)								1				
<b>Total value of sales of final agricultural products from assisted farms and agribusinesses</b>						<b>2,650,250</b>	<b>7,764,232</b>	<b>4,325,350</b>	<b>3,135,465</b>	<b>6,975,600</b>	<b>10,367,755</b>	<b>43,662,438</b>
<b>Males</b>						<b>2,650,250</b>	<b>7,764,232</b>	<b>4,325,350</b>	<b>3,135,465</b>	<b>6,975,600</b>	<b>10,367,755</b>	<b>43,301,538</b>
<b>Females</b>											<b>0</b>	<b>360,900</b>
Apples								806,650				
Apricots						1,762,500	3,805,315	221,850	146,772			
Grapes							3,615,307	1,825,000	2,835,877			
Pomegranates								1,424,850	23,100			
Melons						887,750	343,610		105,155			
Almonds								47,000	24,562			
<b>Number of individuals who have received business skills training</b>						<b>500</b>	<b>478</b>			<b>500</b>	<b>478</b>	<b>7,565</b>
<b>Males</b>												<b>5,574</b>
<b>Females</b>						<b>500</b>	<b>478</b>			<b>500</b>	<b>478</b>	<b>1,991</b>
<b>Number of GIROA agricultural extension staff trained in new techniques</b>		<b>10</b>	<b>15</b>	<b>2</b>	<b>4</b>	<b>2</b>	<b>4</b>	<b>1</b>	<b>7</b>	<b>15</b>	<b>30</b>	<b>232</b>
<b>Males</b>		<b>10</b>	<b>15</b>	<b>2</b>	<b>4</b>	<b>2</b>	<b>4</b>	<b>1</b>	<b>7</b>	<b>15</b>	<b>30</b>	<b>232</b>
<b>Females</b>												
<b>Percentage of female participants in USG-assisted programs designed to increase access to productive economic resources (assets, credit, income or employment)</b>										<b>18</b>	<b>26</b>	<b>26</b>
<b>Females</b>										<b>18</b>		

Indicator Name and Number (and disaggregation by gender)	Baseline (and date baseline was collected)	Q2 FY2015 (Jan-Mar-2015)		Q3 FY2015 (Apr-Jun-2015)		Q4 FY2015 (Jul-Sep-2015)		Q1 FY2016 (Oct-Dec-2015)		TOTAL Cumulative figures for 2015	TOTAL Cumulative figures for 2015	TOTAL Cumulative for Life of Project
		Target	Actual	Target	Actual	Target	Actual	Target	Actual	Target	Actual	Actual
Percentage of females who report increased self-efficacy at the conclusion of USG supported training/programming	2015/ GSE Score 4.6								72		72	72
Females	4.6								72			

## Annex 10 – Performance Indicators – 2010-2015

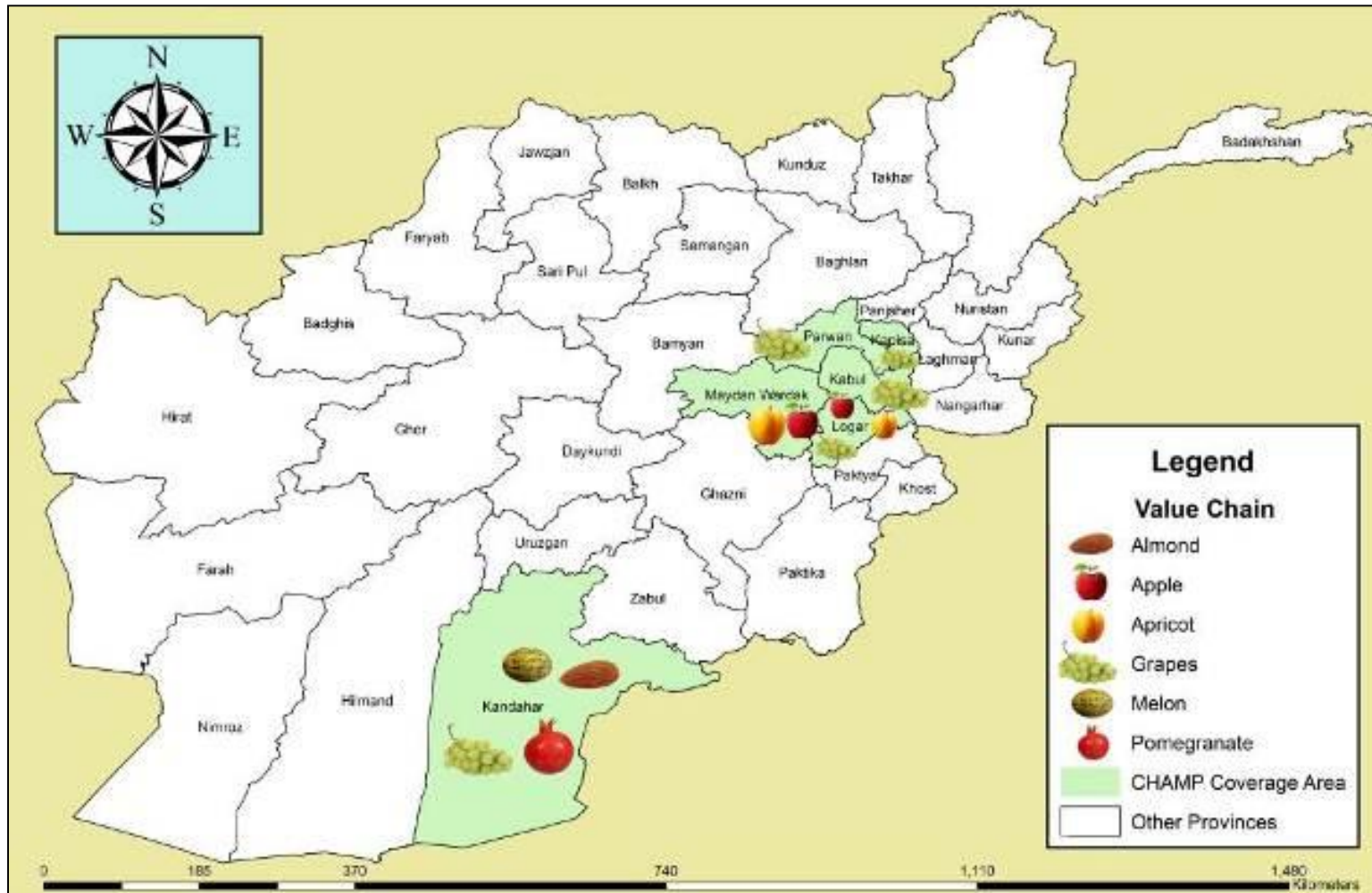
Indicator Name and Number	2010	2011	2012	2013	2014	2015	LOP Targets	LOP Actual	LOP Actual Percentage
Percent Increase in Farmer Household Income	n.a.	n.a.	108%	33%	15%	5%	28%	62%	221%
Total value of agricultural exports (in MTs)	n.a.	n.a.	n.a.	n.a.	16,471	10,485	22,906	40,413	176%
Number of households benefitted by agriculture and alternative development interventions in targeted areas	2,878	8,788	10,998	13,564	1,485	783	37,913	38,496	102%
Number of MT Increase in Quality Quantity Production per Hectare	n.a.	n.a.	9.8	2.5	1.3	1.08	4.7	6	128%
Number of individuals who have received agriculture-related short-term training	3,506	34,319	40,410	13,907	13,484	4,348	52,527	109,974	209%
Net increase in private sector employment (Full Time Jobs created) in Value Chain Activities	780	2,395	2,122	1,397	827	157	7262	7,678	106%
Total value of sales of final agricultural products from assisted farms and agribusinesses	839,020	377,027	3,455,838	10,884,145	17,738,653	10,367,755	26,411,886	43,662,438	165%
Number of individuals who have received business skills training	664	300	1,864	2,462	1,797	478	5,701	7,565	133%
Number of GIRoA agricultural extension staff trained in new techniques	6	44	60	67	25	30	117	232	198%
Percentage of female participants in USG-assisted programs designed to increase access to productive economic resources (assets, credit, income or employment)	n.a.	n.a.	n.a.	n.a.	n.a.	26	18	26	144%
Percentage of females who report increased self-efficacy at the conclusion of USG supported training/programming	n.a.	n.a.	n.a.	n.a.	n.a.	72	72	72	100%

## Annex II – 2015 Financial Report

Cost Category	Total CHAMP Budget	Spending Years 1-5 (2010 to 2014)	Spending Year 6 (Jan 1 – Dec 31, 2015)	Total 2010 to 2015	Budget Allocation for 2015	Budget Remaining	2010-2015 Budget vs Actual Spending
Salaries	\$11,220,474	\$8,923,314	\$1,437,849	\$10,361,163	\$1,387,832	\$859,311	92%
Fringe Benefits	\$1,475,811	\$1,140,963	\$210,051	\$1,351,014	\$143,345	\$124,797	92%
Allowances	\$2,577,657	\$2,081,208	\$425,844	\$2,507,052	\$371,026	\$70,605	97%
Travel & Per Diem	\$1,599,032	\$697,340	\$67,594	\$764,934	\$83,002	\$834,098	48%
Program Inputs & Supplies	\$13,646,815	\$12,650,995	\$509,068	\$13,160,063	\$244,472	\$486,752	96%
Other Direct Costs	\$3,627,052	\$3,270,572	\$465,147	\$3,735,719	\$468,627	\$(108,667)	103%
Equipment, Vehicles & Freight	\$770,405	\$636,263	\$11,490	\$647,753	-	\$122,652	84%
Subcontractor	\$2,144,486	\$1,683,297	-	\$1,683,297	-	\$461,189	78%
<b>Sub Total</b>	<b>\$37,061,732</b>	<b>\$31,083,952</b>	<b>\$3,127,042</b>	<b>\$34,210,994</b>	<b>\$2,698,304</b>	<b>\$2,850,738</b>	<b>92%</b>
ROP G&A - Subcontractors	\$58,562	\$55,003	-	\$55,003	-	\$3,559	94%
ROP Overhead	\$8,175,891	\$8,128,021	\$837,422	\$8,965,443	\$722,606	\$(789,552)	110%
<b>TOTAL</b>	<b>\$45,296,185</b>	<b>\$39,266,975</b>	<b>\$3,964,464</b>	<b>\$43,231,439</b>	<b>\$3,420,910</b>	<b>\$2,341,936</b>	<b>95%</b>



## Annex 12 – CHAMP Area of Operations





**USAID**  
FROM THE AMERICAN PEOPLE

**AFGHANISTAN**

USAID/Afghanistan Development Outreach  
and Communications Office  
Email: [KabulAIDDoc@usaid.gov](mailto:KabulAIDDoc@usaid.gov)  
Website: [www.usaid.gov/Afghanistan](http://www.usaid.gov/Afghanistan)

# FACT SHEET

## Commercial Horticulture and Agricultural Marketing Program (CHAMP)

February 2010 to December 2016

\$45,296,184 off-budget

### OVERVIEW

The Commercial Horticulture and Agricultural Marketing Program (CHAMP) works with Afghans to increase the yield and quality of prized crops – pomegranates, apples, almonds, grapes, apricots and melons – and open up new export channels for these products on the global market. CHAMP supports and facilitates each stage of the market process to improve the quality of Afghan horticultural products, from farm to market. CHAMP's agribusiness activities stimulate growth in Afghanistan's agricultural sector, create jobs, improve livelihoods, and boost the economy. CHAMP was active in 17 provinces in central, eastern, southeastern, and southern Afghanistan until the end of 2014.

The Cooperative Agreement was extended until December 2016, at cost of \$ 4.9 million. During this extended period, CHAMP's focus will be reduced to six provinces (Kandahar, Kabul, Parwan, Kapisa, Logar and Wardak Provinces), and the component on Establishment of New Orchards and Vineyards Trellising is eliminated.

### CURRENT ACTIVITIES

- Improve pre- and post-harvest methods to handle fresh fruits according to market requirements.
- Link farmers with traders, and traders with domestic and international markets.
- Facilitate the export of selected fresh and dry fruits to regional and international markets.
- Improve the performance of new and existing businesses.
- Provide employment opportunities for women.

### RESULTS TO DATE

- Benefitted 38,400 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 in partnership with 19,500 Afghan farmers.
- Supported more than 600 hectares of vineyards with trellising, doubling crop yield and income for more than 2,900 farmers.
- Established more than 870 community-based Farmer Field Schools with over 12,000 members (including 900 women).
- Trained more than 109,900 farmers (of which 3,500 were women) on improved agriculture techniques, including planting, fertilization, irrigation and disease and pest control.
- Trained more than 7,000 apricot producers in sulfur drying (including 2,000 women).
- Established trade offices in Dubai and New Delhi run by Afghan companies that are contributing to a sustainable platform for Afghan agricultural exports beyond the life of the project.
- Supported traders to adopt global packing standards by introducing corrugated cartons and plastic containers to reduce damage to fruit.
- Supported the participation of Afghan exporters in exhibitions such as the Dubai's Gulfood Exhibition (from 2012 to 2015) and the India International Trade Fair (from 2010 to 2013) to open up new markets for Afghan produce.
- Facilitated the export of over 40,400 metric tons of fresh and dried fruit and nuts worth an estimated \$43 million to international markets including Pakistan, Bahrain, Canada, India, the United Arab Emirates, Russia and Saudi Arabia.
- Constructed over 230 raisin-drying facilities and cold storage rooms, and mainstreamed sulfur drying of apricots to help farmers reap the highest profit from their harvests.
- Generated more than 7,650 permanent full-time jobs in areas such as pre-harvest and post-harvest handling as well as exporting.