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**AFGHANISTAN**

Date: December 2010  
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# FACT SHEET

## Commercial Horticulture and Agricultural Marketing Program (CHAMP)

### OVERVIEW

CHAMP began in February 2010, as a four year, \$34.9 million activity that will reduce poverty among rural Afghan farmers by assisting them to shift from relatively low-value annual crops, such as wheat, to relatively high-value perennial crops, such as almonds, grapes and pomegranates. Because improved trellising can dramatically improve the productivity of existing grape vineyards, a second component of CHAMP will be to assist grape producers to install improved trellising systems in new or existing vineyards. Plans are to establish 7,865ha of new orchards and vineyards and 1,330ha of trellising in new and existing vineyards. Participants will contribute \$4.5 million of their own funds as a “partnership” portion of the costs of the materials for the orchards and vineyards. A marketing program will support the increased production by linking producers to merchants in a system that rewards farmers and merchants for higher quality production with higher prices and profits, working with farmers to improve quality, and with traders to improve harvesting, packing, cooling, shipping and marketing methods. Profits will be increased through interventions targeting higher paying, non-traditional, export markets and better access to trade credit. CHAMP is implementing programs in 16 provinces in the Eastern, South Eastern, Southern and Central regions of Afghanistan. To insure that women specifically benefit, and to encourage equal opportunities for women, CHAMP is implementing a pilot women’s program to increase vegetable and egg production and marketing by women.

### RESULTS TO DECEMBER 2010

- On track to involve 25,000 farmers over the 4-year period. As planned, over 2,400 farmers have planted high-value crops as a result of CHAMP assistance to date.
- On track to establish 825ha of new orchards and vineyards planned for this year. With one month remaining, 533ha have been established. Also, on track to establish the 3,800ha of orchards and vineyards planned for 2011. To date, 7,500 of the 9,000 farmers needed to achieve the 2011 objectives have registered to participate. The remaining farmers will register as the year progress through the spring and fall planting seasons.
- Contracts have been signed with 25 nurseries distributed across the program area for 1,500,000 saplings for the spring 2011 planting season.
- The planned, pilot women’s program has achieved its targets. Women in 125 households have begun establishing small-scale poultry enterprises and 250 women have established kitchen gardens. Current assessments of the impacts of the women’s program justify its expansion.
- CHAMP assisted merchants from Kandahar:
  - To export the first-ever refrigerated container of grapes to India. In spite of the disruption caused by the Pakistani floods, the grapes reached Delhi and returned attractive profits for the merchants, who plan to increase shipments next year.
  - To export the first-ever refrigerated containers of Afghan pomegranates. These went to Canada and Holland via sea.
  - Assisted merchants ship refrigerated containers of grapes and apricots to Karachi. This was a “first” for apricots. For grapes, this is the second year.
- Established a contract with Pashtany Bank for a focused credit program for participating merchants. The contract is being use as a basis for an expanded credit program implemented at CHAMP request by USAID’s Agricultural Credit Enhancement (ACE) program.