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ROOTS OF PEACE

COMMERCIAL HORTICULTURE & AGRICULTURAL MARKETING PROGRAM (CHAMP)



Praying for the first of
3.5 million fruit trees

QUARTERLY REPORT

February 1 – March 31, 2010

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COMMERCIAL HORTICULTURE & AGRICULTURAL MARKETING PROGRAM (CHAMP)



CHAMP is made possible by the support of the American people through the U.S. Agency for International Development (USAID). CHAMP is implemented by Roots of Peace (ROP). This report was produced for review by the USAID.

1. EXECUTIVE SUMMARY.....	7
PROJECT INFORMATION	7
ACHEIVEMENTS FOR QUARTER.....	7
PROVINCIAL VIEW.....	8
AFGHANIZATION.....	10
COOPERATION WITH STAKEHOLDERS.....	10
COLLABORATION WITH MAIL.....	10
COOPERATION WITH OTHER USG AGENCIES	11
COOPERATION WITH MILITARY AND PRTS.....	11
COOPERATION WITH OTHER IMPLEMENTING PARTNERS.....	12
MONITORING & EVALUATION.....	13
SECURITY.....	13
EXTERNAL COMMUNICATIONS	13
2. ORCHARD PLANTING PROGRAM.....	15
QUARTERLY ACHEIVEMENTS.....	15
NEXT QUARTER ACTIVITIES	16
CHALLENGES TO IMPLEMENTATION	17
3. GRAPE TRELLISING PROGRAM	19
QUARTERLY ACHEIVEMENTS.....	19
NEXT QUARTER ACTIVITIES	19
CHALLENGES TO IMPLEMENTATION	19
4. GENDER PROGRAMS	20
QUARTERLY ACHEIVEMENTS.....	20
NEXT QUARTER ACTIVITIES	20
CHALLENGES TO IMPLEMENTATION	20
5. EXPORT MARKETING PROGRAM.....	22
QUARTERLY ACHEIVEMENTS.....	22
NEXT QUARTER ACTIVITIES	22
CHALLENGES TO IMPLEMENTATION	23
6. APPENDICES.....	24
Annex A: PROGRAM STAFF	25
Annex B: PERFORMANCE MANAGEMENT PLAN – TARGETS AND ACHEIVEMENTS.....	26
ANNEX C: CHAMP M&E SYSTEM IN COOPERATION WITH MAIL (DRAFT).....	29

AAIDO	Afghan Almond Industry Development Organization
ACBAR	Agency Coordinating Body for Afghan Relief
ADB	Asian Development Bank
ADT	US Military Agriculture Development Team
ANA	Afghan National Army
ANP	Afghan National Police
AOTR	USAID Agreement Officer's Technical Representative
ASAP	USAID Accelerated Sustainable Agriculture Program
AVIPA	Afghanistan Vouchers for Increased Production in Agriculture
COIN	Counter-insurgency Strategy
COP	Chief of Party
CDC	Community Development Council
DDA	District Development Assemblies
DAI	Development Alternatives Inc., a for-profit international development firm
DAIL	Directorate of Agriculture, Irrigation and Livestock
DST	District Stabilization Teams
EC	European Community
GIRoA	Government of the Islamic Republic of Afghanistan
GPFA	Global Partnership For Afghanistan, an INGO
GTZ	Gesellschaft für Technische Zusammenarbeit GmbH
IDEA-NEW	USAID program in North, East and West
IED	Improvised Explosive Device
IPM	Integrated Pest Management
IRD	International Relief and Development
ISAF	International Security Assistance Forces
LOE	Level of Effort
MAIL	Ministry of Agriculture, Irrigation and Livestock
M&E	Monitoring and Evaluation
MOE	Ministry of Economics
MOU	Memorandum of Understanding
MRRD	Ministry of Rural Rehabilitation and Development
P2K	The provinces of Paktika, Paktya and Khost
PHDP	Perennial Horticulture Development Program, funded by the EC
PMP	Performance Management Plan
PRT	Provincial Reconstruction Team
ROP	Roots of Peace
USAID	United States Agency for International Development
USDA	United States Department of Agriculture
USG	United States Government

executive summary



Almond bloom

1. EXECUTIVE SUMMARY

PROJECT INFORMATION

Effective February 1, 2010, USAID has established a cooperative agreement with Roots of Peace (ROP) to improve the economic livelihoods of small rural farmers in Southern, South Central and Eastern Provinces. The four-year program will focus on existing farmers throughout 13 southern provinces, plus the three central provinces of Bamyan, Kabul and Parwan, to upgrade their farms from low-income annual crops to higher market value orchards.

This program will stimulate and support agricultural development with a program with four components:

- ❖ New Orchards and vineyards
- ❖ Trellising vineyards
- ❖ Home vegetable gardens (kitchen gardens) and egg production units for women
- ❖ Marketing programs for export and import substitution.

ACHEIVEMENTS FOR QUARTER

This is the first quarterly report of CHAMP activities. CHAMP made progress toward achieving planned outputs and results as the team started-up operations and initiated field activities simultaneously. We achieved our target for the spring planting of new orchards. 75% of the staff were hired and set to work. 90% of CHAMP offices have been established. The CHAMP staff has introduced the project to the MAIL at the national and provincial levels and has begun establishing working relationships with the district MAIL officers. CHAMP staff is striving to establish good working relations with the many USG programs and officers at the national, provincial and district levels. The team should be fully operational in the second quarter.

The program faces two major challenges: insecurity and collaboration. Insecurity limits our ability to move freely in many project operation zones to implement the program and to collaborate with GIRoA. We are addressing the insecurity issue, not by employing security forces, but by utilizing our senior Afghan managers and hiring local teams from the provinces.

The challenge of collaboration is to make appropriate time available to meet with the many USG, GIRoA officials and implementing partners that have responsibility for overseeing our work. We are addressing the collaboration challenge by having Afghan staff attend all regularly scheduled GIRoA meetings and be the main contact for provincial and district civilian and military personnel. The team is reaching out to other INGOs and donors to insure maximum collaboration.

Key accomplishments for the quarter were:

- With assistance of the CHAMP AOTRs, we are in the process of finalizing the CHAMP Implementation Plan and Performance Monitoring Plan.
- CHAMP has begun implementation of a pilot program specifically to assist Afghan women to produce additional food at home for sale. The program will focus on home-based poultry (egg) production and on home gardens. Again, with support from USAID, CHAMP plans to expand its gender program as the impact is proven.

- CHAMP Team has been developing the Work Plan with feedback from our AOTR.
- Financial Director developed the purchasing plan and began soliciting bids for vehicles and computers.
- All officers have begun the process of hiring staff
- Orchard planting program started in high attitude areas, primarily in Paktika, Patkya, Khost and Bamyan.
- CHAMP established offices for the program:
 - Main Office:
 - Kabul
 - Regional Offices:
 - Kandahar
 - Lash
 - Gardez
 - Bamyan
 - Jalalabad
 - Ghazni
- Target districts have been finalized.
- Global Partnership for Afghanistan (GPFA), CHAMP Implementing Partner, began operations in Paktika, Paktya and Khost.
- CHAMP developed our purchasing plan and has begun soliciting bids for program inputs, vehicles, furniture and computers. Financial Director submitted request to USAID-AOTR for purchase of 5 vehicles and 83 motorcycles for CHAMP.

PROVINCIAL VIEW

Here is a brief recap on the key activities in each province.

Regional Office	Provinces	Key Activities for Quarter
Kandahar	Kandahar	<ul style="list-style-type: none"> ▪ Regional manager hired ▪ Opened CHAMP office in central Kandahar ▪ Met with Governor of Kandahar, Tooryalai Wesa, to discuss CHAMP. He provided us with references to a Women’s Program leader in Kandahar and farm leaders ▪ Grape trellis demo planned at MAIL research farm in cooperation with the Perennial Horticulture Development Project ▪ CHAMP will conduct quality surveys of fruit nurseries in Kandahar ▪ Met with the President of the Kandahar Chamber of Commerce ▪ Secured commitment of the president of the dried fruit exporter’s organization to participate in export program ▪ Secured commitment of the President of the Fresh Fruit Exporters Union of Kandahar, (FFEUK) to participate in export program
	Zabul	<ul style="list-style-type: none"> ▪ Provincial manager hired ▪ 6 demo trellis plots identified ▪ Initial training for trellis installation completed

Lash	Helmand	<ul style="list-style-type: none"> ▪ Regional manager hired ▪ Regional office established ▪ Met with ARD (Vaut Greg) who has been implementing new orchard establishment and trellising project in Helmand ▪ Met with Ghulam Sakhi, Helmand MAIL Director ▪ CHAMP will conduct quality surveys of fruit nurseries in Nad Ali, Nawa and Lashkargah districts of Helmand province for next year collaboration
Gardez	Paktya	<ul style="list-style-type: none"> ▪ Global Partnership for Afghanistan (GPFA), CHAMP Implementing Partner began implementation operations in Paktika, Paktya and Khost ▪ Regional manager hired ▪ Regional office established ▪ Met with Governor ▪ Met with District Ag office ▪ Presented to CDCs and Shuras to start orchard program ▪ 170 new apple orchards in 68 hectares. 27,200 trees planted
	Khost	<ul style="list-style-type: none"> ▪ Presented to CDCs and Shuras to start orchard program ▪ 170 new apple orchards in 68 hectares. 27,200 trees planted
	Paktika	<ul style="list-style-type: none"> ▪ Presented to CDCs and Shuras to start orchard program ▪ 28 new apple, apricot and almond orchards in 11 hectares. 3,328 trees planted
Bamyan	Bamyan	<ul style="list-style-type: none"> ▪ Provincial manager hired ▪ Office established ▪ 260 new apple and apricot orchards in 50 hectares. 17,285 trees planted ▪ Met with Mohammad Tahir Atae, Bamyan Agriculture Director ▪ Coordination meeting with Agha Khan foundation ▪ Conducted quality surveys of fruit nurseries
Uruzghan	Uruzghan	<ul style="list-style-type: none"> ▪ Hired extension manager for Uruzghan
Jalalabad	Nangarhar	<ul style="list-style-type: none"> ▪ Regional manager hired ▪ CHAMP Team met with IDEA-NEW, DAIL regarding citrus planning
	Laghman	<ul style="list-style-type: none"> ▪ Interviewing candidates for provincial extension manager
	Kunar	<ul style="list-style-type: none"> ▪ Extension Officer has been hired ▪ Met with Mahsel Khan Kunar MAIL Director ▪ Registering farmers' requesting assistance with apple and apricot orchard establishment in Ghazi Abad District ▪ 22 new apple and apricot orchards in 4 hectares. 1,625 trees planted ▪ Plans made to establish grape demonstration vineyards in Assadabad and Assmar
Kabul	Kabul	<ul style="list-style-type: none"> ▪ Province added to program ▪ Established MOU with merchants for this year's marketing activities ▪ Interviewing candidates for provincial extension manager
	Parwan	<ul style="list-style-type: none"> ▪ Province added to program ▪ Met with the DAIL

		<ul style="list-style-type: none"> ▪ Interviewing candidates for provincial extension manager
Ghazni	Ghazni	<ul style="list-style-type: none"> ▪ Activities scheduled to start in August 2010
	Logar	<ul style="list-style-type: none"> ▪ Activities scheduled to start in August 2010
	Wardak	<ul style="list-style-type: none"> ▪ Activities scheduled to start in April 2010

AFGHANIZATION

The CHAMP program will procure goods and services from Afghan suppliers whenever possible, employ an Afghan team, and develop Afghan staff as much as possible. Key results so far in this effort:

Employees:

Afghan	113	97%
Expatriates	3	3%

Major Procurements:

Afghan sourcing	8	80%	(cars, motorcycles, trellis posts, wire, tree saplings)
International sourcing	2	20%	(wire connectors, pruning tools)

COOPERATION WITH STAKEHOLDERS

COLLABORATION WITH MAIL

CHAMP staff have met with MAIL officials at the national level and obtained letters of introduction to the Directors of Agriculture, Irrigation and Livestock (DAIL) in the fourteen provinces originally targeted for the Program. Upon request from our USAID AOTRs, CHAMP has begun operations in two additional Provinces: Kabul and Parwan. We have met with the DAIL in each of these provinces and begun establishing working relations, including joint development of specific programs and monitoring of outputs. The DAILs, in turn, have introduced CHAMP staff to CDCs, Shuras, farm groups, and merchants. These meetings, the resulting agreements and hence, raised expectations, are the basis for the planned expansion of the CHAMP in the coming seasons.

CHAMP M&E staff have established working relations with the MAIL M&E Department and are jointly developing an M&E system for CHAMP that satisfies MAIL requirements and also allows the MAIL staff to take part in CHAMP M&E programs.

GPFA began operations in Paktika, Paktya and Khost. They have met with the Governor, MAIL, Shuras and CDCs, announced the program and asked for lists of farmers who might want to participate in the program.

ROP Executive Director and COP have met with MAIL officials to announce the program and request their active involvement and support. ROP had already briefed key MAIL personnel on the possibility of this program and solicited their input on various components. The CHAMP team will work with MAIL and DAIL officials. Specific collaboration during this quarter included:

MAIL

Per ROP request, MAIL-Kabul has sent letters announcing the program and introducing ROP to all DAILs in the implementation provinces.

Met with MAIL Director of M&E and decided on a program to collaborate on M&E for CHAMP. See meeting notes in ANNEX 1.

We made an initial agreement on setting up a trellising demonstration on the MAIL research and demonstration farm near Kandahar in cooperation with the Perennial Horticulture Development Project.

DAIL

Meeting with Mohammad Tahir Atae, the Bamyan Agriculture Director in March for coordination of CHAMP commercial fruit orchard establishment implementation plan.

Met with Mahsel Khan, the Kunar MAIL Director, for coordination of CHAMP commercial fruit orchard establishment implementation plan.

Met with Ghulam Sakhi, the Helmand MAIL Director, for coordination of CHAMP commercial fruit orchard establishment implementation plan.

All CHAMP Provincial Extension Managers started meeting with District Agriculture Directors during this quarter.

COOPERATION WITH OTHER USG AGENCIES

We are encountering problems meeting expectations for communication and collaboration with the multiple USG officials (USAID and PRT) at the regional and district levels. The USG officials expect to speak directly with our national level managers. This is becoming difficult as the number of USG officials exceeds the number of our staff by several multiples. We are also encountering difficulty moving to “insecure” Provinces because we cannot get clearance to use PRT facilities.

We would recommend two actions. First, we would appreciate our AOTR to emphasize that the CHAMP team wants to communicate and collaborate with all USG officials, but that we are working to meet many USG team members as soon as feasible while also ramping up this national program very quickly with multiple, simultaneous tasks – buying materials, adding staff, expanding to new provinces and now, meeting our planting targets during the planting season. Second, please inform these “field” USG team members that it would dramatically help us to meet with them if they could provide some accommodations for us to stay overnight in the less secure locations. Requesting meetings with us, then apologizing that they cannot assist with accommodations dramatically limits, if not prevents, our ability to attend these meetings. In some locations, like Kandahar and Jalalabad, we can find our own accommodations. But in others, there are simply no good options.

COOPERATION WITH MILITARY AND PRTS

CHAMP team will collaborate with PRTs. During this quarter we began contacting PRTs to introduce the program. Here are specific activities as a result of this direct contact.

Our horticulturalist visited Kunar to assess the potential of a significant grape production program. The recommendation was that the climate is not appropriate for grape production, and that the conservative approach would be to set up a couple of grape demonstration plots and observe adaptation of currently available grape varieties to the climate of Kunar.

We communicated via email to several of the Agriculture Development Teams and USAID and/or USDA representatives in the Provincial Reconstruction Teams to discuss collaboration.

COOPERATION WITH OTHER IMPLEMENTING PARTNERS

We attended the USAID partner's meeting of Feb 9.

CHAMP has reached out to brief the key implementation partners active in this program area. We met with representatives of the following USAID projects implementing agriculture development projects to discuss collaboration:

ASAP (USAID)

CHAMP team has briefed members of the ASAP team. The two teams will collaborate to insure coordination of each of our respective marketing programs. ASAP has pilot marketing efforts under way. CHAMP is focused on trade corridor expansion for fresh and dried fruit to India, Pakistan and UAE. The teams will attempt to collaborate on subsidy levels for participating traders.

AVIPA (USAID)

CHAMP hopes to initiate collaboration on vegetable seed distribution for our farmers who are establishing new orchards and inter-cropping with vegetables. Thus far AVIPA has been non-responsive. ROP would propose that we "adopt" the farmers in Argandab who planted pomegranate saplings this year. Without follow-on attention, these new orchards will struggle.

GTZ

We communicated with GTZ development officials working in Uruzgan and decided on conducting a rapid appraisal of the almond and apricot industries there prior to developing a plan of work. Met with Thierry David, GTZ, Uruzgan, who has been implementing an almond value chain project there and provided us with an overview and offered collaboration. ROP and GTZ have worked together in the past and we will work with them on this program.

Aga Khan

Met with Agha Khan foundation in Bamyan for coordinating CHAMP commercial fruit orchard establishment to avoid duplication in targeted areas.

ARD (USAID)

Met with Vaut Greg and his team, who has been implementing new orchard establishment and trellising projects in Helmand and Uruzgan. We briefed each other on respective activities and have already identified a problem area with the ARD program -- they are giving away grape trellising components. In that they are requiring the farmer to provide labor (which cannot be considered a financial contribution). They are also implementing with high cost trellis materials. The CHAMP team would propose a meeting with ARD, ASAP and IDEA-NEW to homogenize trellis subsidy programs.

IDEA/NEW (USAID)

Met with Alvaro Pacheco (now a ROP employee) with the IDEA NEW to coordinate CHAMP activities with their ongoing program. Further, we verified the citrus rootstock seedling that will be used as rootstock under the CHAMP citrus fruit orchard establishment program. This meeting has led to follow-on meetings to collaborate on citrus development.

HLP (World Bank)

Briefed HLP team on the CHAMP program and areas of overlap. Both teams are willing to cooperate to maximize the impact of the respective teams.

MONITORING & EVALUATION

The M&E team has been hired and organized to track and evaluate the progress for reporting and management of the program. This team immediately connected with the MAIL M&E team to plan cooperation. The CHAMP M&E Manager will report directly to the COP.

SECURITY

Security remains a major concern and significant limiting factor in the implementation of this project. CHAMP will not use new vehicles in the provinces, but rather we will rent local vehicles to maintain a lower profile. We would prefer to have our employees to also maintain a low profile so as not to be identified as working for an INGO. Reporting to DAILS will be restricted in some areas as we view the local DAIL offices as compromised and submitting a report with names of participating farmers is not prudent. In addition, frequent visits to PRTs are problematic as some PRTs are constantly watched so we must dampen expectations in some areas. Therefore, with the wave of new USAID and USDA district and provincial advisors, USAID should expect that some demanding district advisors may complain that they are not getting information on our activities. We may be remiss in not providing the information, but more likely are intentionally starving that district of information.

All CHAMP program areas have security threats, but the level much less in Bamyán, Kabul and Parwan. In the other thirteen provinces in the program security threat level is very high. In Kandahar, Helmand and P2K the threat level is extremely high. Expatriate movement in these provinces is currently restricted. Intimidation of employees is our largest concern. CHAMP had no security incidences during this reporting period.

EXTERNAL COMMUNICATIONS

ROP issued a national press release about the CHAMP Program and news stories ran in the San Francisco Chronicle, San Rafael Independent Journal and were aired on ABC-TV nationally. CHAMP plans a media campaign once the program has achieved some solid results. Our main focus will be the U.S. news media. We are reluctant to promote Afghan news stories on our activities as it may endanger our teams and the participating farmers. We will promote USAID and GIRoA when possible and in such a manner to keep our team anonymous.

As mentioned previously, CHAMP has communicated with GIRoA, other donors and other implementing partners regarding this program.

orchard planting program



2. ORCHARD PLANTING PROGRAM

QUARTERLY ACHEIVEMENTS

The primary focus of CHAMP is to assist Afghan farmers in establishing 20,000 new orchards within the four-year life of the project. This first quarter of implementation coincided with the latter part of the Spring 2010 planting season. Due to warm weather, the planting season had passed in many of the targeted Provinces and Districts before the end of February. Thus, CHAMP focused our planting activities on higher altitude areas where saplings were still dormant and available for planting. In spite of the relatively late start, CHAMP was able to establish 147ha of orchards for 505 households. The planting took place in Bamyan, Paktika, Paktya, Khost and Kunar. Planting will continue this spring through April, then will begin again in the late fall.

The CHAMP horticulture team focused on hiring the team, setting up offices and organizing the team for the program. A majority of the field extension management team has been hired and preliminary meetings have been held in Kabul to brief management of the activities. Almost all of the extension team has been hired in the areas where we will be working. This approach dramatically helps our security profile and allows for a rapid start-up. The negative side is that some of the extension teams will require training that will need to occur over time. ROP prefers to field local teams that, while less experienced, they are trainable. Regional Extension Coordinators were hired for Kandahar, Zabul and Uruzgan Provinces. Kandahar, Gardez and Jalalabad regional offices have been established, along with the new ROP main office.

The CHAMP team has organized the tree, fertilizer and seed procurements for the 4 year program, including the rather technical planning required for rebuilding the citrus industry in Jalalabad. CHAMP anticipates a large planting season for the coming winter (2010/2011), so we are establishing contracts with nurseries and are beginning to enlist new participating farmers.

The results of the limited plantings are below. Apple plantings dominated, as they are grown at the higher elevations where we planted. More planting occurred in these small production areas than anticipated so we had many farmers that we were unable to support in this planting season. They are registered with us to plant in the fall planting season.

Orchard Establishment

Province	District	Orchards	Number of Saplings			Total
			Apple	Almond	Apricot	
Kunar	Ghazi Abad	22	1,040		585	1,625
Paktya	Said Karam	20	3,200			3,200
Paktya	Ahmad Aba	50	8,000			8,000
Paktya	Gardez	100	16,000			16,000
Paktyka	Sharana	4	640			640
Paktyka	Matta Khan	31	4,960			4,960
Khost	Hayder Khail	3		224	112	336
Khost	Gurbaz	10	160	448	560	1,168
Khost	Khost City	5	160	224	224	608
Khost	Tanni	10	320	448	448	1,216
Bamyan	Center	65	4,400		1,100	5,500
Bamyan	Sighan	95	800		5,500	6,300
Bamyan	Kahmard	90	480		5,005	5,485
Total		505	40,160	1,344	13,534	55,038

Province	District	Orchards	Area in Hectares			Total
			Apple	Almond	Apricot	
Kunar	Ghazi Abad	22	2.6		1.4	4
Paktya	Said Karam	20	8			8
Paktya	Ahmad Aba	50	20			20
Paktya	Gardez	100	40			40
Paktyka	Sharana	4	1.6			2
Paktyka	Matta Khan	31	12.4			12
Khost	Hayder Khail	3		1		1
Khost	Gurbaz	10	0.4	2	2	4
Khost	Khost City	5	0.4	1	1	2
Khost	Tanni	10	0.8	2	1	4
Bamyan	Center	65	11		3	14
Bamyan	Sighan	95	2		17	19
Bamyan	Kahmard	90	1.2		15	17
Total		505	100	5	42	147

NEXT QUARTER ACTIVITIES

Our focus next quarter will be on continuing to plant new orchards in higher elevation districts. Planting will continue through April, and then we will initiate our recruitment activity for the fall planting season. The registration of program participants will help us determine tree sapling needs for nursery procurements. CHAMP will conduct quality surveys of fruit nurseries in Bamyan, Kandahar and survey nurseries in Nad Ali, Nawa and Lashkargah district of Helmand province. These surveys will help us to determine the qualified providers for tree saplings and also what mentoring we will need to provide selected nurseries.

Organization

During the coming quarter we expect to complete hiring for the extension, marketing, gender and operations. Along with hiring the team, we will complete the leasing and furnishing of the regional offices.

Collaboration

The team will continue the process of establishing links with all DAIL offices and begin attending their monthly meetings. CHAMP will also enlist the participation of the MAIL extension team in the program. MAIL extension advisors will be trained along with our employees.

CHALLENGES TO IMPLEMENTATION

Our most significant challenge was the rapidly closing window of the planting season. The team hustled to get these early plantings completed before the leaves broke out on the tree saplings.

A photograph of a vineyard with a person working among the grapevines. The person is wearing a light-colored long-sleeved shirt, a dark vest, and a cap, and is reaching up to tend to the vines. The vineyard is filled with rows of grapevines with lush green leaves. The ground is covered with green weeds and grass. The sky is bright and clear.

grape trellising program

Vineyards trellised under USAID RAMP Program

3. GRAPE TRELLISING PROGRAM

QUARTERLY ACHEIVEMENTS

The team established the final trellising plan for the life of the program. Initial year installations will be small, 20ha, as we missed the primary installation period of December – March. CHAMP has identified manufacturers and initiated the bid process for the trellis posts. ROP has surplus trellis posts from another program and were able to install a limited number of demonstration plots in Zabul and Kunar.

CHAMP team conducted our initial trellis training session to prepare some of the team for trellis installations in Zabul and Kunar. There will be follow-up training in July.

NEXT QUARTER ACTIVITIES

CHAMP will tender and award the trellis post contracts and complete procurement for all other trellis components and tools. Spring time is a slow period for trellising as few farmers are willing to disturb their vines to install trellising. CHAMP will focus on preparations and begin the outreach program to enlist potential farmers for winter installation. CHAMP is targeting total trellising costs for one jerib to be less than \$1,800. This would be around 30-50% of the cost of the trellising systems of other implementing partners. Our design and volumes allow us to achieve this lower cost.

CHALLENGES TO IMPLEMENTATION

Other USAID implementing partners are offering trellising for grapes for no cost (ARD) and very low cost (ASAP). ROP in the past has received \$560 per jerib as farmer contribution, but with these other organizations offering such high subsidies; CHAMP cannot expect farmers to participate. ARD and ASAP are un-willing to charge increased amounts as they provide little support along with their programs. ROP will propose a revised pricing scheme for our program that will be based upon where the region is on the adoption curve. We would strive to gain commitment from USAID to this approach to subsidies for trellising and then present it to MAIL for their endorsement and support so that other non-USAID donors will follow.

4. GENDER PROGRAMS

QUARTERLY ACHEIVEMENTS

The CHAMP team worked with USAID to develop the concept of “kitchen gardens” and home poultry into pilot projects. The project implementation plan was established with five pilot projects of 50 households each. The household contribution levels were documented and the plan to work through the Women’s CDCs was finalized. Our gender programs are pilots and rather small in scale. If ROP is successful at the pilot level, we will consider scaling up the effort to include thousands of households.

NEXT QUARTER ACTIVITIES

The first priority is to hire the lead manager for this activity, who will then hire the regional managers for the pilots. Once the team is fielded, they will recruit interested Women’s CDCs to participate in the pilot program and make arrangements for materials and training for the teams.

CHALLENGES TO IMPLEMENTATION

The first challenge is that the predominantly Pashto areas in which we are working is very conservative. Hence, ROP must cautiously test its implementation plan and avoid upsetting any cultural moirés. Our gender team has been given maximum flexibility on its implementation approach in order to adapt to local conditions.

A second challenge is that there have been some home poultry programs in the past that have failed. These programs were mostly in other provinces, but there was at least one in Nangarhar. The CHAMP team will have to overcome any initial reticence due to these past failures. It is expected that there will be some households that will not succeed in this effort as some individuals are not suited to raising small animals. ROP views these early pilots as more of a selection process to find suitable households. While there will be failures with a sizable percentage of the initial households, success should be judged by the effectiveness of the households that remain in the program, as well how effective the Women’s CDC is in serving as an extension vehicle for training when feasible.

export marketing program



Participating traders in Kandahar

5. EXPORT MARKETING PROGRAM

QUARTERLY ACHEIVEMENTS

CHAMP will be initiating successive steps to develop trade corridors for traders supporting the 16 provinces of the CHAMP Program. Each trade corridor will be treated as a separate, but related activity. ROP will use a value chain approach to identify marketing opportunities and then test production and marketing interventions to address those opportunities in collaboration with the farmers and merchants. The general approach is to:

- Increase the value added in Afghanistan by growers and merchants
- Improve the quality of the products exported (fruit, packing, handling, branding...)
- Assist merchants to access more profitable trade credits.

ROP met with the President of the Kandahar Chamber of Commerce, as well as the president of the dried fruit exporters organization. In addition, ROP met with the President of the fresh fruit exporters union of Kandahar. Both of these merchants have previously participated in USAID-ROP projects and have assured us of their assistance in the implementation of CHAMP.

The CHAMP marketing program has established a Memoranda of Understanding (“MOU”) with merchants in Kandahar and Kabul for this year’s marketing activities. Marketing materials (harvesting equipment and packaging) and services (cold stores and trucking) to support this year’s activities have been ordered or pre-arranged. MOUs have been signed to support marketing of fresh grapes through four marketing channels (Kandahar-Pakistan, Kandahar-Dubai, Kandahar-India, Kabul-Karachi, Kabul-India). Preliminary plans have been made with merchants and producers to support apple cold storage and marketing, along with the production and marketing of high-value raisins and dried apricots.

CHAMP will subsidize the materials for export activities by paying half the cost of the improved packaging materials, fuel for generators at the cold store locations, and airfare for trade trips to India and Dubai. The harvest lug shown here has been purchased for harvesting grapes, apples and apricots. This lug can be stacked with fruit inside and nested for storage and transit.



NEXT QUARTER ACTIVITIES

CHAMP will continue with preparation for the apricot and grape harvests during April through June. The harvest period for both crops will start in early July in the lower elevation provinces (Kandahar, Jalalabad) and then move to the higher elevation provinces (Kabul, Ghazni).

CHAMP will also conduct training on preparation of dried apricot.

CHALLENGES TO IMPLEMENTATION

Following each harvest period CHAMP will summarize the challenges and critical issues. At this time, one challenge we have already faced is that improved packaging is only available in India and Pakistan. CHAMP plans on working with local packaging companies that were initially supported by ASAP, but do not yet offer a competitive product. It is important for the local packaging companies to provide acceptable packaging products or our ability to expand high quality exports will be limited.

6. APPENDICES

Program Staff

Performance Monitoring Plan – Targets & Achievements

Draft Plan for CHAMP M&E Cooperation with MAIL

Annex A: PROGRAM STAFF

The status of the CHAMP staff as of March 31, 2010:

CHAMP Staff		
	Current	Target
US Long-term Expatriates	1	1
TCN Long-term Expatriates	1	1
Consultants	1	1
National Professional Staff – Office	5	5
National Professional Staff - Field	68	102
National Support Staff	40	44
Total	116	154

Annex B: PERFORMANCE MANAGEMENT PLAN – TARGETS AND ACHEIVEMENTS

The PMP has not yet been approved. These indicators should be considered provisional. We are providing our orchard establishment data base as a separate file. The chart below contains detailed information on the established orchards, including name of farmer, province, district. village, number and species of tree planted, area of orchard and, in many cases, the latitude and longitude of the farm or village.

PMP Indicators											
				Quarter	Annual Performance					Life of Program	Comments
Indicator	Activity Name	Units		Q1 2010	2010	2011	2012	2013	2014	Total	
TIME											
	Elapsed program time				17%					4%	
FINANCIALS											
	USAID funds spent	\$	target actual attain %	263,833	5,352,445 263,883 5%	8,377,107	9,053,071	7,348,548	289,071	30,420,241 263,833 1%	
	In-kind contributions	\$	target actual attain %	29,502	57,453 29,402 51%	1,030,449	1,940,191	1,341,860	121,987	4,491,941 29,402 1%	
	Employees	#	target actual attain %	116	151 116 78%	149	149	149	37	149 116 78%	
NEW ORCHARDS & VINEYARDS											
1	New orchards and vineyards	ha	target actual attain %	147	825 147 18%	2,975	2,563	1,302	200	7,865 147 2%	
2	Trees and vines established in new orchards and vineyards (see note 1)	#	target actual attain %	55,038	490,341 55,038 10%	1,499,152	784,898	633,633	60,441	3,468,466 55,038 1%	
3	Households establishing new orchards & vineyards (see note 1)	#	target actual attain %	505	2,063 505 24%	7,438	6,408	3,255	500	19,663 505 3%	
4	Trellising installed	ha	target actual attain %	0	110 0 0%	185	575	260	200	1,330 0 0%	

PMP Indicators											
				Quarter	Annual Performance					Life of Program	Comments
Indicator	Activity Name	Units		Q1 2010	2010	2011	2012	2013	2014	Total	
5	Households establishing trellising	#	target actual attain %	0	550 0 0%	925	2,875	1,300	1,000	6,650 0 0%	
GENDER PROGRAMS											
6	Woman-managed, home vegetable gardens established	#	target actual attain %	0	250 0 0%	0	0	0	0	250 0 0%	
7	Woman-managed, home poultry (egg) production units established	#	target actual attain %	0	100 0 0%	0	0	0	0	100 0 0%	
MARKETING PROGRAMS											
8	New marketing channels tested	#	target actual attain %	0	3 0 0%	1	1	1	0	6 0 0%	
9	New credit mechanisms tested for fresh fruit marketing	#	target actual attain %	0	2 0 0%	2	1	1	0	6 0 0%	
10	Production and marketing entities participating in marketing programs	#	target actual attain %	0	200 0 0%	300	400	500	500	500 0 0%	
11	Volumes of product marketed through program	mt	target actual attain %	0	600 0 0%	800	1,000	1,200	0	3,600 0 0%	

Notes:

1. The program budget is linked to the number of hectares of new orchards and vineyards. The number of trees and the number of households are estimates based upon expected farm size and planting density. These numbers will vary from our projection. Therefore CHAMP may achieve the primary objective of planting the target number of hectares, but not meet, or over-achieve the number of trees targeted or number of households targeted. So PMP Indicator #1 and #4 should be considered the primary targets with Indicators #2, #3 and #5 as secondary and linked objectives.

CHAMP Internal Indicators Report

	CHAMP Component	Activity	Indicator	Q1 2010 Target	Output	%	Comment
1	Orchards	Register farmers	Farmers	1,333	1,336	100%	Farmers signed for orchards
2	Orchards	Orchard lay-out	Orchards	1,333	1,336	100%	Lay-out orchard
3	Orchards	Extension visits	Visits	2,666	2,672	100%	Lay-out & establishment
4	Orchards	Deliver fertilizer	mt	130	143	110%	For planted trees
5	Trellising	Register clients	Farmers	40	8	20%	Competition with other projects. Other projects are providing all trellising materials free of charge. CHAMP requires \$644/jerib contribution.
6	Marketing	Visit clients	Contacts	200	200	100%	Estimated # of encounters
7	Marketing	Register clients	Clients	15	35	233%	Clients on MOUs
8	Marketing	Order materials	Cartons	40,000	40,000	100%	Grape and apricot packaging
9	Marketing	Train clients on quality	Clients	50	57	114%	Farmers & merchants
10	Marketing	Exports to new markets	Mt	0	0		
11	Collaboration	Attend GIROA meetings	Meetings	100	105	105%	DAIL, DG, MoE, Provincial Council
12	M&E	Report to MAIL M&E	Reports	3	2	67%	CHAMP description, one monthly reports
13	M&E	Verification survey	Surveys	1	1	100%	First survey: Bamyang

ANNEX C: CHAMP M&E SYSTEM IN COOPERATION WITH MAIL (DRAFT)

The CHAMP team has been having on-going discussions between Nasrullah Bakhtani, Director of MAIL M&E and Zach Lea, ROP Country Director. The following is the proposed M&E cooperation between CHAMP and MAIL. This plan is not finalized, nor is the PMP approved, so changes most likely will be made.

Proposed system

The system will: 1) verify implementation and, 2) evaluate impact.

1) The system will verify that interventions (trellising, orchards, women's programs) reported by ROP have been installed properly by obtaining feedback from recipients. A 10% sample pool of recipients drawn from ROP-provide lists will be randomly selected and interviewed by whom??.

2) Impact will be evaluated by conducting interviews with a 10% sample of participants. The evaluation interviews will be designed to gather appropriate data for each type of intervention. For example, in the case of orchard establishment, the interview will focus on survival of the trees and quality of the extension service (what were the topics of training, what did the farmer learn, etc). If there is some production expected, for example with trellising, the interview would focus on gathering information needed to determine increased costs, decreased costs, increased sales and decrease sales. This will allow an analysis of the change in net revenue due to the intervention.

STAFF

Initially, the M&E field staff will be selected from MAIL extension agents recommended by the DAILs. M&E Specialists will train this staff. For example, if ROP establishes a small number of demonstration orchards or trellises during the early phases of the project, then, extension agents from the local MAIL staff can be assigned to verify the interventions. These staff will be given a \$5/day per diem while conducting M&E assignments. ROP will continue to engage these MAIL staff and assign them greater workloads until it becomes feasible to hire full-time ROP employees to conduct the M&E work. At that point, ROP may hire full-time M&E staff ; ROP extension staff would manage and support this staff (under the direction of the ROP M&E Manager), and pay this staff consistent wages.

CONDUCTING M&E STUDIES

MAIL M&E staff and the ROP M&E Manager will select the lists of participants to be interviewed. The ROP extension staff will support and oversee the work of the M&E field staff. The M&E field staff will provide their reports to both MAIL M&E and to ROP M&E.

TRANSPORATION

ROP will need to provide transportation for the M&E field staff.

MAIL M&E DEPARTMENTAL RESPONSIBILITIES

The MAIL M&E staff will train the M&E field staff, evaluate their work and provide reports of M&E findings to MAIL and ROP. MAIL M&E will have responsibility for supervising the field staff via the ROP and make recommendations to them. This may include verification visits to the participants' farms to verify that the interviews actually occurred, along with questions to the participants relating to the M&E field staff's conduct.

MAIL M&E REPORTING

MAIL M&E will provide regular reports of M&E findings to MAIL-Kabul, to the DAIL's and ROP. The MAIL reports will be written in Dari. ROP will have these reports translated into English. Both English and Dari versions will be distributed by MAIL M&E.



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