



ROOTS OF PEACE

Transforming the
Seeds of Destruction
Into Seeds of Hope

Root
Re
Re

Spring 2008, Issue 4

Message from the CEO

2007 marked the **10th anniversary** of Roots of Peace (ROP), which began with our vision of turning mines to vines, replacing the scourge of landmines with bountiful grapes.

We have made great strides since launching our first demine/replant project in Croatia. Today, we have \$26 million in funded programs underway in Afghanistan, Angola, Croatia, Cambodia, and the Kyrgyz Republic. We have put down roots in new places, with offices in the U.S., Italy, and Afghanistan.

Our **outstanding staff** has grown to 230 employees, most of whom are Afghan nationals.



Afghan women working in a women-owned and run nursery established by ROP in Jalalabad. Under a USAID program, ROP provided technical support along with thousands of pomegranate cuttings from Kandahar, fertilizer, and tools.

Our team's accomplishments ascended to new levels in 2007 as we were selected to manage the multi-year, \$18 million Rural Business Development Program in Afghanistan funded by Asian Development Bank. This is one of four new agricultural projects in Afghanistan aimed at enhancing production, agribusiness, and exports estimated to contribute over \$600 million per year to Afghanistan's GDP within five years.

We continued to raise landmine awareness worldwide. After my audience with His Holiness Pope Benedict XVI, the Pontifical Council for Justice and Peace issued a worldwide press release calling for greater collaboration in ridding the world of landmines. This was an important step in expanding our interfaith outreach.

In addition, the United Nations Environmental Programme and ROP announced a proclamation declaring landmines an environmental concern at a luncheon aboard the Queen Mary 2, prior to our "Cruise for Peace." The finale was our Harvest of Hope Gala saluting our *Legends of the Vine* (see photo at right) Robert Mondavi, Miljenko "Mike" Grgich, Diane Disney Miller, and others— who've helped transform mines to vines.

Together, we have accomplished much to plant the roots of peace on earth.



Heidi Kühn
Founder and Chief Executive Officer



ROP conducts training for a group on apricot drying at the Alternative Development Program-North/ ROP Fruit Processing Center in Baharak, Afghanistan.



The ROP team (from left) Richard Thwaites, Ferenc Sandor, Gary Kühn, and Afghan farmers in Jalalabad checking on new fruit trees planted in 2006.



His Holiness Pope Benedict XVI and Heidi Kühn at the Vatican. Photo courtesy of Fotografia Felici.



Harvest of Hope Gala celebrating the *Legends of the Vine*: Violet Grgich (top left) Diane Baker, Mike Grgich, Margrit Mondavi, Gary Kühn, Heidi Kühn, Miho Glavic and Robert Mondavi. Photo courtesy of Keith Rosenthal Photography.



Harvest of Hope Gala celebrating the *Legends of the Vine*: Violet Grgich (top left) Diane Baker, Mike Grgich, Margrit Mondavi, Gary Kühn, Heidi Kühn, Miho Glavic and Robert Mondavi. Photo courtesy of Keith Rosenthal Photography.



ROOTS OF PEACE

Managing Directors

Heidi Kühn
Chairwoman
Founder & CEO
Roots of Peace

Diane Baker
Director of Acting
Academy of Art University,
San Francisco

Marguerite Bachand
Consultant

Chris Benziger
President & Owner
Benziger Family Winery

Noel Brown
Director (former)
United Nations
Environmental Programs

Dae Hyun Chung, PhD
Scientist-At-Large

Miho Glavic
Managing Director and Partner
AWT International d.o.o.

Jan Hartke
Clinton Global Initiatives

Tor Kenward
Owner
TOR Kenward Family Wines

Gary Kühn
Executive Director
Roots of Peace

Ann Laurence
President
Red Cross, Marin County

Tom Tully
Group Director, Engineering
Organic, Inc.

Thanks to Our Major Funders



Asian Development Bank



European Commission



USAID
FROM THE AMERICAN PEOPLE

Roots of Peace Celebrates 10 Year Anniversary

Highlights by the numbers . . .

6

The **countries** we have worked in—Angola, Afghanistan, Cambodia, Croatia, Iraq, and the Kyrgyz Republic.

220

Afghan nationals currently employed to implement our replant and rebuild programs.

8,000

The **farmers and traders** who've reclaimed livelihoods through new agricultural production and markets.

80,000

The **family and community members** whose lives have improved through economic development.

111,000

The number of **landmines, cluster bomblets, and stray ammunition** removed from farm land and villages.

11m

The millions of square meters of **cleared land**, restoring hope to farmers, school children, and merchants.

AND we have accomplished marketing "firsts" in Afghanistan since the Soviet occupation, including the establishment of the **first cold chain and refrigerated export** of fresh Afghan fruit.



A proud Afghan farmer displays his thriving grape vines thanks to the trellises installed by ROP in 2006. He was one of nearly 1,500 farmers who allowed ROP to demonstrate the use of trellising—a technique to increase plant density and control disease—on a portion of his vineyard. A year later, this farmer is realizing the bounty—a 110% increase in yield—and will now trellis his entire vineyard. ROP continues to provide technical support to farmers and implement new trellising projects through the Accelerating Sustainable Agriculture Program, funded by USAID and managed by Chemonics International.

New ROP web site

Visit us online

www.rootsofpeace.org

Developed *pro bono* by
ORGANIC



Real Alternatives to Poppy for Afghan Farmers

Despite Taliban insurgent activity, farmers in Northern Afghanistan are making progress towards developing profitable agricultural businesses, thanks to ROP's development of commercial orchard systems and nut and dried fruit processing. These industries offer farmers alternatives to poppy cultivation.

In July 2007 ROP invited Zamarai Rasooly, president of the largest exporter of shelled walnuts in Kabul, to travel to Badakhshan and Baharak to assess crops and meet agricultural cooperative leaders. Impressed by the quality of the produce, especially the walnuts, Rasooly made buying commitments and requested ROP's assistance in setting up a local walnut shelling operation.



Two co-op leaders from Shuhada with ROP Marketing Specialist, Mohammad Akram Azizi, and Zamarai Rasooly (far right).

A few months later, operations began in Baharak with plans to build a permanent walnut processing plant before the 2008 harvest. Rasooly will eventually **expand these operations from one to 10 shelling units**, creating many new jobs, especially for women, in a region where job prospects for were once bleak.



ROP's Mohammad Akram Azizi supervises a load of Afghan walnuts heading to market in Kabul.

ROP's role as the financial agent facilitating trade between farmer associations and traders, including Rasooly, has significantly helped increase sales in the region.

Exports of walnuts accounted for 23% of the total walnut crop in 2007, more than double the expected amount.

The most significant market change was the sale of higher priced shelled walnuts, which had never been exported from this region.

By January 2008, our team was reporting daily increases in walnut prices. Farmers expressed that they had **never before sold their products at such good prices**, and attributed their success to ROP's programs. The Alternative Development Program-North, Orchard Planting Project is funded by USAID and managed by PADCO-AECOM.



Malik Mohammad Wali in his apricot orchard.

Farmer Creates a Better Life

Malik Mohammad Wali lives in a village in Nangarhar Province, Afghanistan. Initially, he was skeptical about participating in ROP's orchard program and concerned about making the 20% cash contribution ROP required for each tree sapling he received. But he took a risk, switched his land over to apricots, and quickly became a proponent of the program due to the **high quality of the saplings and the technical assistance** he received from ROP.

Wali quickly convinced 16 of his neighbors to participate and was selected by his neighbors to be their group leader. The farmers are hopeful that the better incomes they will receive from orchard crops will allow them to send their children to school and increase their families' future wellbeing.

When the trees were planted in March 2007, they were not much taller than his elbow. Six months later, they were thriving and had grown above the height of his head. Wali is a participant of the Alternative Development Program-East, Orchard Planting Project, funded by USAID and managed by Development Alternatives Inc.

The Tradition of Farming Restored in Croatia

A new demining project is underway in the Zadar region of Croatia thanks to a generous donation from Napa Valley Vintner Miljenko "Mike" Grgich and matching dollars from Slovenia's International Trust Fund for Demining and Mine Victims Assistance.

The village of Baštica (the project location), situated in the direct line of confrontation between the Croatian and Serbian armies during the war, was heavily mined for defensive measures. This mostly rocky terrain, typical of the Dalmatian hinterland, is an unusually fertile region of Croatia, highly suitable for growing fruits and wine-grapes. Six families who wish to farm this land and the adjacent farms will return after the mine clearance.



In October 2007, Hollywood actress and ROP Board Member Diane Baker traveled with Heidi Kühn to Croatia. During the visit, they met with Croatian President Stjepan Mesić, who saluted ROP's projects that have cleared nearly 500,000 square meters of land and removed 51 mines and unexploded ordnance in six villages.

Recognition for Public Service

ROP is proud to announce that Heidi Kühn was a recipient of the prestigious **Jacqueline Kennedy Onassis Award — the National Jefferson Award for Public Service** in 2007. The Jefferson Awards for Public Service were established through the American Institute for Public Service, which was founded by Onassis, Senator Robert Taft, and Sam Beard, the organization's current president, in 1972.

In September, Heidi received the **Spirit of Marin Award** (see photo at right, courtesy of Richard Wheeler) sponsored by Bank of Marin. The award recognizes the achievements and volunteer spirit of local businesses and business people.



Afghan Almond Growers to Visit UC Davis

ROP's Jawed Hamidzada will lead a group of 10 Afghans traveling to UC Davis in May to learn about the growing, selling and regulation of almonds in the U.S.—to establish similar approaches for the Afghan almond industry.



An Afghan almond farmer participating in ROP's program in Ghrband.

During this three-week course, the Afghans will learn about the U.S. almond industry, including its evolution, varieties, nursery programs, supply chain, major producers and processors, and almond uses. The course emphasizes basic marketing

concepts and U.S. marketing systems, as well as U.S. commercial nursery systems relative to certification, protecting and managing genetic integrity, tree identification, and calendar operations.

The group will also examine support organizations such as the California Almond Board and co-ops as potential models for Afghanistan.

The U.S. trip is part of ROP's Perennial Horticulture Development Program for Almond Industry Development, funded by the European Commission.

"Roots of Peace has become a force for peace. I applaud its success and thank all its supporters for making our partnership such a fruitful one."

— Ban Ki Moon, United Nations Secretary-General



ROOTS OF PEACE

Our Key Staff

United States:

Heidi Kühn
Founder & CEO

Gary Kühn
Executive Director

Kenneth Neils, PhD
Director, International Programs

Mitra Mavadaat
Financial Director

Directors & Specialists:

Spencer Baird
Kathy Budzinski
Lynn Davison
Rebecca Guthrie
Tucker Kühn
Robert Thomas, Jr.

Afghanistan:

Richard Thwaites
Country Director

Mohd Sharif Usmani
Deputy Country Director

Saleem Mohammed
Financial Manager

Program Directors:

J. D. Zach Lea, PhD
Jean-Pierre Detry, PhD
Sherzai Nasruddin
Ferenc Sandor

Specialists:

Larry Hendricks
Vickie Sigman
John Willisie

Italy:

Flavia Taggiasco
European Director

Thanks to Our Supporters

Ayenda, Afghans
Children Initiative
Bank of Marin

Barr Pharmaceuticals, Inc.

CBS 5 – KPIX TV

Croatian Mine Action Center

Conservation International

Jefferson Awards for Public Service

Grgich Hills Cellars

Mines Advisory Group

San Francisco Chronicle

The HALO Trust

The Rotary Club of San Francisco

The Skoll Foundation

University California, Davis

UN Environmental Programme

UN Department of Public Information

U.S. Department of State, Office of Weapons Removal and Abatement

World Vision South Africa



American kids have raised 15 million pennies to date in the ROP Penny Campaign!

See our website for an update on **construction** at the Kyleigh Kühn Roots of Peace School in Mir Bocha Kot, Afghanistan, and a **new project** in Angola.

www.rootsofpeace.org

Thanks to Our Supporter



ROOTS OF PEACE

1299 4th Street, Suite 200
San Rafael, CA 94901

RePort

Spring 2008

www.rootsofpeace.org

Help Transform Lives – Become a Member

ROP is launching a membership program!

We invite you to **become a Friend** of Roots of Peace and take part in **transforming lives**. Our vision of a mine-free world is ultimately about reclaiming life by helping a family finally return home from a refugee camp, a farmer grow grapes, a war widow to harvest almonds, and a child to play soccer.

Choose the membership level that is right for you—standard membership, monthly giving, or our exclusive *Legends of the Vine*. Roots of Peace is a 501(c)(3) humanitarian organization.

We look forward to welcoming you as a Friend, and connecting you with a community working together to unearth dangerous landmines and **transform the scars of conflict into the roots of peace.**

Become a member today!

If you have questions, please visit us online at www.rootsofpeace.org, send us an email at info@rootsofpeace.org, or call 415-455-8008.

Food with Social Impact Featured at Squisito! in Italy



Round table participants (left to right) Cristobal Colon (La Fageda, Spain), Andrea Muccioli (San Patrignano), Rick Aubry (Rubicon Programs, USA), Flavia Taggiasco (ROP), Jorge Rios (United Nations Office on Drugs and Crime). Photo courtesy of Gabriele Bertoni.

Roots of Peace took part in Squisito! in the San Patrignano Community in Rimini, Italy in September.

Squisito is a multifaceted venue where workshops, sensory experiences, tastings, and excellent products converge. ROP's European Director Flavia Taggiasco took part in a round table discussion during the goodFOOD program, showcasing **sustainable agricultural projects with a direct positive social impact** on those affected by war and poverty.

ROP hosted a booth at the event which featured **agricultural products from the mine-affected countries** of Afghanistan and Croatia.