COMMERCIAL HORTICULTURE & AGRICULTURAL MARKETING PROGRAM (CHAMP)
February 2010 – January 2020

$71 Million (Off-budget)

# OVERVIEW

The Commercial Horticulture and Agricultural Marketing Program (CHAMP) worked with leading Afghan processing and export firms to enhance the supply chain, marketing, and export promotion of Afghan fruits and nuts. CHAMP supported traders through its trade offices located in New Delhi, India, Dubai, UAE, and Almaty, Kazakhstan to boost Afghan agricultural exports in these and other major regional markets. CHAMP worked to strengthen the capacity of local packaging manufacturers, improve the skills of exporters in business administration and finance, establish an Agricultural Export Knowledge Management Unit to disseminate reliable data on agricultural exports, promoted investment in cold storage and pack house facilities, expanded quality standards certification, and supported freight and logistics facilitation to promote agricultural trade. These efforts resulted in the export of nearly 134,000 metric tons of Afghan agricultural products valued at $289 to international wholesale markets and supermarkets.

# ACTIVITIES

* Improved pre- and post-harvest methods for fresh and dried fruits, nuts, and vegetables to meet market requirements.
* Linked farmers with traders and traders with domestic and international markets.
* Facilitated the export of selected fresh and dried fruits and nuts to international markets.
* Built the capacity of agribusinesses to comply with international market requirements
* Supported the trade offices established in Dubai, New Delhi, and Almaty to facilitate exports of agricultural products from Afghanistan.
* Established community-based Farmer Field Schools.
* Trained farmers on improved agriculture techniques, including planting, fertilization, irrigation, and disease and pest control.
* Supported traders to adopt global packing standards by introducing corrugated cartons and plastic containers to reduce damage to fruit during shipment.
* Assisted Afghan exporters to participate in exhibitions such as the Gulfood Exhibition and the India International Trade Fair to open new markets for Afghan produce.
* Mainstreamed new agricultural practices, such as trellising, pruning ladders, collection baskets, sulfur drying of apricots, and growing market-driven produce.
* Provided matching grants to private sector firms to improve existing packing houses, packaging manufacturers, and cold storage facilities.

**ACCOMPLISHMENTS**

* Facilitated exports of 133,900 metric tons of fresh and dried fruits and nuts estimated at $289 million to international markets including Pakistan, Bahrain, Kuwait, Canada, India, Germany, Iraq, the U.S., Australia, the Netherlands the UAE, Russia, Kazakhstan, Latvia, Turkey and Saudi Arabia since 2010.
* More than 42,200 Afghan households benefitted from activities ranging from establishing commercial orchards to exporting high-quality produce.
* Created more than 10,500 full-time jobs through increased production, quality improvement, and export facilitation.
* Increased 20,000 farmers’ incomes 4.5 fold by helping them to switch from annual crops to perennial horticultural crops.
* Helped nearly 20,000 farmers plant nearly 2.9 million fruit saplings, pomegranate and grape rooted cuttings, and converted 6,200 hectares previously used for cereal crops to fruit orchards and vineyards.
* Assisted 3,200 farmers in trellising 700 hectares of existing vineyards in eight provinces, realizing yield increases of more than 100 percent and a significant increase in quality over traditional methods.
* Established more than 230 improved raisin-drying facilities and cool rooms for apples in partnership with farmers.

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