



USAID
FROM THE AMERICAN PEOPLE

AFGHANISTAN

August 22, 2012

Commercial Horticulture and Agriculture Marketing Program (CHAMP)

The Commercial Horticulture and Agricultural Marketing Program began in February 2010 to help farmers shift from relatively low-value annual crops, such as wheat to high-value perennial crops, such as almonds, grapes, and pomegranates. The Program, which will last four years, also helps grape-growers improve yield by installing better trellising in vineyards. Participants will contribute \$4.5 million as a "partnership" portion of the cost of materials for orchards and vineyards. A marketing program links producers and merchants, creating a system that rewards both with better produce and higher profits. The Program works with farmers to improve quality and with traders to improve methods of packing, cooling, shipping and marketing. Non-traditional export markets such as India, Dubai and Europe will be targeted. A pilot program for women focuses on poultry farming and vegetable gardening. Several programs are underway in 16 provinces in the eastern, southeastern southern, and central regions of Afghanistan.

OBJECTIVES

To help farmers shift from relatively low-value annual crops, such as wheat to high-value perennial crops, such as almonds, grapes, and pomegranates and to help grape-growers improve yield by installing better trellising in vineyards. To link producers and merchants and to provide poultry farming and kitchen gardening opportunities to women.

MAIN ACTIVITIES

- Establishing new orchards and vineyards and rehabilitating existing ones
- Improving the performance of businesses new and old by working along the value chain
- Helping link farmers with merchants
- Providing employment opportunities for women

RESULTS TO DATE

- Established 5,892 hectares of new commercial fruit orchards and vineyards for 18,324 farmers in 14 provinces
- Trained more than 18,000 farmers on improved horticulture techniques such as land preparation, layout, planting, fertilization, irrigation and integrated pest management
- Provided technical assistance and training to 690 farmers from Logar and 183 farmers from Wardak in the apricot sulfur-drying method
- Provided technical assistance for 300 mulberry producers
- Trellised 163 hectares of vineyards to improve quality and yield
- Trained 815 farmers in six provinces in trellis management
- Exported Afghanistan's first-ever shipments of chilled grapes to India, apricots to Karachi and pomegranates to Canada and Holland
- Assisted Afghan merchants with 30,000 designed cartons to pack grapes, 31,000 sulfur sheets, 31,000 plastic liners, 180,000 inter-box plastic bags
- Trained 300 apple-growers in two provinces on storage and marketing techniques
- Exported just over 1000 tons of dry and fresh fruit to international markets
- Assisted 575 women through the kitchen gardening and poultry farming program