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**AFGHANISTAN**

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DOC Office: +93 (0)700 11 4015  
E-mail: [kabulaiddoc@usaid.gov](mailto:kabulaiddoc@usaid.gov)  
<http://afghanistan.usaid.gov>

# FACT SHEET

## Commercial Horticulture and Agriculture Marketing Program (CHAMP)

### OVERVIEW

CHAMP began in February 2010 to help farmers shift away from relatively low-value annual crops, such as wheat, to high-value perennial crops, such as almonds, grapes, and pomegranates.

The objective of CHAMP is to increase production and quality of orchard and vineyard crops for more effective domestic marketing and export. CHAMP focuses on traditional Afghan crops, which have a proven market share, and on key value chains, as such pomegranates, apples, almonds, grapes, and apricots. The program introduces simple technology, such as trellising, which can dramatically increase the productivity of existing orchards and vineyards, as well as increase the quality of the crop produced. During the Transition to 2014, CHAMP will focus on strengthening farm to market linkages to improve farm community livelihoods. The program will carry out a value chain approach to sustainably commercialize high value crops, and focus heavily on post-harvest activities through marketing to increase exports and increase import substitution in domestic markets. Value-added agribusiness activities will seek to strengthen their connections with farm communities, in order to boost post-harvest processing activities, thus creating jobs and economic benefits throughout the agriculture sector.

### MAIN ACTIVITIES

- Establishing new orchards and vineyards and rehabilitating existing ones.
- Helping link farmers link to merchants and merchants to international markets.
- Improving the performance of businesses working along the value chain.
- Providing employment opportunities for women.

### RESULTS TO DATE

- Supported the export of 3,325 metric tons of fresh and dry fruit to various international markets including Pakistan, India, the United Arab Emirates, and Saudi Arabia.
- Established 5,892 hectares of new fruit orchards and vineyards for 18,324 farmers in 14 provinces.
- Trained more than 68,000 farmers on improved horticulture techniques, such as land preparation, layout, planting, fertilization, irrigation and integrated pest management.
- Provided technical assistance and training to 2,380 farmers from Parwan, Kabul, Logar, and Wardak Provinces in the apricot sulfur-drying method, of which 80 farmers were female.
- Provided technical assistance for 300 mulberry producers for quality improvement.
- Trained 300 apple-growers in two provinces on storage and marketing techniques.
- Trellised 296 hectares of traditionally vineyards to improve quality and yield, and trained over 1,450 farmers in six provinces in trellis management.
- Signed agreements with more than 35 Afghan companies to promote the export of fresh and dry fruits, and helped them export 1,375 metric tons of fresh fruit to the international markets.
- Provided Afghan merchants with 30,000 designed cartons to pack grapes, 31,000 sulfur sheets, 31,000 plastic liners, and 180,000 inter-box plastic bags.
- Subsidized the construction of seven raisin production facilities and seven cool rooms for storing apples in Ghazni, Wardak, Paktya and Paktika Provinces.
- Provided technical assistance to 80 women in sulfur drying, and 400 women in raisin drying.
- 26 women installed trellises in their vineyards in Kabul and Parwan and assisted 575 women through the kitchen gardening and poultry farming programs.