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AFGHANISTAN

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FACT SHEET

Strengthening Market Chains for Afghan Grapes and Pomegranates

OVERVIEW

The \$2 million funded Global Development Alliance (GDA) for Strengthening Market Chains for Afghan Grapes and Pomegranates increases capacity, jobs, and sales for Afghan participants in the grape and pomegranate value chains in Parwan and Kandahar provinces by meeting domestic, regional, and international product-quality standards. The project provides improved production techniques, processing for added value, technical assistance, resources for business expansion and growth, and improved marketing channels and linkages through dynamic public and private sector partnerships. USAID facilitates linkages between Afghan producers and rural and urban markets in Afghanistan, and opens new regional and international export markets. Ensuring the interventions are based on sound market principles and market-driven solutions makes the three-year project sustainable. The active engagement of stakeholders along the value-chain will strengthen the overall agribusiness market and ensure sustainable market linkages long after the project has ended.

CURRENT ACTIVITIES

- Improve grape and pomegranate production techniques and quality standards
- Process fruit to create added value
- Provide technical assistance and resources for business expansion and growth
- Improve marketing channels and linkages between producers, traders, processors, and exporters
- Ensure sustainability through activities based on stakeholder participation, sound market principles, and market-driven solutions
- Provide current and accurate market information via an Integrated Voice Recognition (IVR) system and SMS messaging for 30 commodities in 12 Afghan markets and Peshawar
- Continue education for the participants in vineyard and orchard management practices, integrated pest management, soil and water management

ACCOMPLISHMENTS

- **SMS/IVR:** Facilitated the participation of 300 grape producers, 10 traders, and 200 pomegranate producers in the *Malomat* pilot project that ran from July 2010-May 2011
- **Technical training:** Trained 300 grape farmers in Parwan Province and 200 pomegranate farmers in Kandahar Province on best vineyard and orchard management practices, integrated pest management, soil and water management, and harvest and post-harvest best practices
- **Pomegranates:** Established linkages between Kandahar pomegranate traders and international traders from India, Pakistan, and Europe resulting in the exportation of more than 2,700 MT of pomegranates
- **Parwan Raisin Producers Cooperative (PRPC):** Constructed five raisin collection centers in grape-producing villages to facilitate collection and transportation of raisins to be processed
- **Bagram Fruit & Non-Alcoholic Beverage Co.:** Renovated the Bagram Fruit Co. raisin processing plant to Hazard Analysis Critical Control Point standards
- **Technical training and communications via radio and television:** Developed and aired seven broadcasts on radio and television covering production, processing, and marketing topics