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COMMERCIAL HORTICULTURE & AGRICULTURAL MARKETING PROGRAM (CHAMP)

FEBRUARY 2010 – DECEMBER 2019

\$61 MILLION OFF-BUDGET

OVERVIEW

The Commercial Horticulture and Agricultural Marketing Program (CHAMP) works with leading Afghan processing and export firms to enhance the supply chain, marketing, and export promotion of Afghan fruits and nuts. CHAMP supports traders through its trade offices located in New Delhi, India and Dubai, UAE to boost Afghan agricultural exports in these and other major regional markets. CHAMP is working 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 that will disseminate reliable data on agricultural exports, promote investment in cold storage and pack house facilities, expand quality standards certification, and support freight and logistics facilitation to promote agricultural trade. These efforts will stimulate the growth of Afghan exports to regional wholesale markets and supermarkets by up to 15,000 metric tons (MT) annually.

ACCOMPLISHMENTS

- Facilitated exports of over 51,700 metric tons of fresh and dried fruit and nuts worth an estimated \$56 million, from 2010-2016, to international markets including Pakistan, Bahrain, Canada, India, the United Arab Emirates, Russia and Saudi Arabia.
- Benefitted 38,400 Afghan households through activities ranging from establishing commercial orchards to exporting high quality produce.
- Created more than 7,800 full-time jobs through opportunities afforded by increased production, quality improvement and export facilitation.
- Increased 19,714 farmers' incomes 4.5 fold by assisting them to switch from annual crops to perennial horticultural crops.
- Helped 19,500 farmers to plant more than 2.85 million fruit saplings, pomegranate and grape rooted cuttings, and converted 6,170 hectares previously used for cereal crops to fruit orchards and vineyards.
- Assisted 2,900 farmers to trellis 600-hectares of existing vineyards in Kabul, Parwan, Logar, Ghazni, Zabul, Helmand and Kapisa provinces, realizing yield increases of more than 100% and a significant increase in quality over traditional method of letting vines lay on the ground.
- Established over 230 improved raisin-drying facilities and cool rooms for apples in partnership with farmers.

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