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ASAP Economic Impact Study

Agribusiness Trade Facilitation and Investment Program: An Economic Impact Study in Afghanistan

Minister of Agriculture, Irrigation and Livestock Mohammad Asif Rahimi and H.E. Jayant Prasad, Indian Ambassador in Afghanistan in a press conference to mark the first export of Afghanistan apples to India.(ASAP Photo Library)

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AFGHANISTAN STANDARD MAP

ASAP
Mission Statement

ASAP's main objective is to accelerate broad-based, market led agriculture development capable of responding and adapting to market forces in ways that provide new economic opportunities for rural Afghans. To accomplish this objective, ASAP is focused on accelerating sales of high-value commodities and improving the capacity of the Government of Afghanistan, specifically the Ministry of Agriculture, Irrigation, and Livestock (MAIL), to formulate agriculture sector policies and strategies, and to carry-out the administrative and financial functions needed to support more competitive, market-led agricultural production.

DISCLAIMER

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Executive Summary

One of the key components of the Accelerating Sustainable Agriculture Program (ASAP) funded by the U.S. Agency for International Development (USAID) has been the supporting Agribusiness local traders in order to improve the quality of Afghan produce by better post harvest techniques and increase export of Afghan produce.

Local traders have been involved in sales within the country and to limited channels outside Afghanistan, but with ASAP technical support and promotion of Afghan produce, local traders managed to export to international markets such as India, the United Arab Emirates, Saudi Arabia, Pakistan, the United Kingdom and Tajikistan. ASAP helped standardize sorting and packaging of Afghan produce to compete in the world market.

First time ever, Afghan Apples were exported to India. This was done with ASAP's facilitation and coordination assistance. ASAP introduced Afghan Apples in India, found buyers and helped Afghan local traders to export Apples to India. ASAP conducted Pest Risk Analysis which was required by the government of India before the export. Mr. Naveen, the Indian importer says, "Afghan Apples from Wardak provinces are better than the apples from the United States. In fact, Wardak Apples are the best in the world."

The purpose of this study is to measure the economic impact of Agribusiness trade facilitation and investment program, and to determine their sustainability without ASAP support after ASAP concludes in September 2011.

This study is based on a field survey in which, 34 local traders that received assistance from ASAP, participated, two focus groups which discussed Afghan Apples and Dried Fruit, and individual interviews with 9 local traders that received assistance from ASAP. Findings included:

- 70% of the traders confirmed that ASAP helped them find new markets. Others said sorting, packaging and transportation assistance.
- In total, sales increased from about $5 million to about $9 million each year since ASAP started supporting the traders.
- With ASAP support, the local traders reported net income of over $17 million since ASAP has extended its assistance to the local traders in 2006.
- 63% of the traders said there businesses are sustainable and their sales will stay the same after ASAP concludes in September 2011. 20% seemed excited about their future sales and said their sales will increase in the future – without any external support.

- Future sales project is over $12 million for next year. This shows economic impact and sustainability of ASAP's Agribusiness trade facilitation and investment program.
- In total, ASAP managed to increase the export of these 34 traders by 11,110 metric tons since ASAP has supported them.
- ASAP helped create 340 new jobs with a high rate of 43% female participation.
- In total, ASAP provided technical training on improved post- harvest and pre-export techniques to 1,364 individuals.
- On average, each trader received a contract worth of $153,714 and all the 34 traders surveyed in total received contracts worth of over $ 5.2 million due to participation in the AgFairs, organized by ASAP.
- Afghanistan produces about 80,000 metric tons of apples each year. Each metric ton is sold at an average price of US$300. In total, Afghan apples contribute US$ 24 million to the national economy of Afghanistan. It is worth-mentioning that due to ASAP's support and promotion of Afghan apples, the price of one metric ton raised from $300 to $500.
- Afghanistan exported 300 metric tons of Dried Fruit annually, but with ASAP's contributions, the export jumped to 500 metric tons per year.

Background: Accelerating Sustainable Agriculture Program (ASAP)

The Accelerating Sustainable Agriculture Program (ASAP) is funded by the United States Agency for International Development (USAID) to revitalize Afghanistan's agricultural sector and to improve global competitiveness of the country's agribusiness. ASAP is a nationwide program that provides strategic support to Afghanistan's public and private sectors with the over arching goals of improving agriculture production, increasing sales of agriculture products, creating new jobs and introducing modern agriculture technologies and practices. It is implemented in close coordination with the Ministry of Agriculture, Irrigation and Livestock (MAIL). ASAP began in November 2006, and will conclude in September, 2011. ASAP is managed by Chemonics International.

ASAP have two primary objectives:

Objective 1: Increase agricultural sector jobs and income by

- improving farmers' access to inputs
- establishing effective extension services, and

- Invigorating agribusinesses by increasing linkages between farmers, markets, credit, and trade corridors.

Objective 2: Increase Afghans' confidence in their government by

- Strengthening the capacity of the Ministry of Agriculture, Irrigation, and Livestock to deliver services and promote private sector and farmer associations.

I. Agribusiness Trade Facilitation and Investment Program

One of the initiatives developed by ASAP to achieve its two objectives has been to facilitate the sale and export of Afghanistan's produce to generate employment and increase income in the country's agriculture sector. ASAP worked with private and public sectors of Afghanistan and helped farmers and traders improve the quality of agriculture produce by sorting, grading, standard packaging and in turn identified international markets so that Afghan produce find its way to the worlds' largest fruit/food markets.

In 2010 alone, ASAP supported 32 local traders by facilitating the export of more than 4,000 metric tons of cherries, apricots, melons, grapes, pomegranates, apples and dried fruits from Afghanistan to India, Pakistan, the United Arab Emirates, Saudi Arabia and Germany. In some cases, Afghan produce went to the world's largest supermarket chains such as Carrefour and Walmart as well as to Del Monte Foods.

ASAP facilitated these exports by providing assistance such as:

- introducing proper packaging that met the requirements of global standards;
- Facilitating commercial missions for Afghan traders to other countries to develop business relations. These commercial missions not only opened new markets for Afghan produce but also introduced Afghan businessmen to the phyto-sanitary, logistics, and custom requirements at export destinations. For instance, ASAP facilitated the participation of Afghanistan in the 2010 Gulfood Exhibition, the Middle East's largest business event for the food and drink industry. The result was excellent. Over 300 representatives of companies from countries such as the United States, the United Kingdom, Turkey, Saudi Arabia, Kuwait, and India were interested in Afghan produce and created business linkages with Afghan businessmen. In addition, the event brought more than US$6 million in potential

sales to the nine Afghan businessmen who were supported by ASAP and participated in the Gulfood Exhibition.

- Organizing ten AgFairs within Afghanistan which provided golden opportunities for local traders and farmers to meet international buyers and for international buyers to see for themselves and make contacts with exporters. In addition, ASAP initiated "road shows" to facilitate communications between the Afghan government official specially the Ministry of Agriculture Irrigation and Livestock (MAIL), traders, farmers and International community. These road shows provided an excellent opportunity for all the stakeholders to discuss problems, challenges, and opportunities.

- Providing technical assistance and trainings to farmers and traders on sorting, grading and packaging. Such post-harvest processing was not practiced in Afghanistan before. It was necessary to introduce such techniques in order for Afghan produce to compete in international markets.

For the first time ever, ASAP facilitated the export of Afghan apples to India. This was done through the continued efforts by ASAP to arrange meetings between Afghan and Indian officials and Afghan/Indian traders. ASAP conducted an analysis, which was important to get permit for Afghan apples to be exported to India. For Pest Risk Analysis, which under normal circumstances can take up to one year, ASAP expedited the process to get the permit in two to three months.

ASAP also introduced Afghan farmers to the benefit of cold storage in 2010. Farmers from the Wardak association kept 500 metric tons of their apples in a cold storage constructed by the Turkish provincial reconstruction team (PRT). The farmers kept their apples in the cold storage facility and sold the apples only when the market demand went up and the prices got attractive. In effort to boost the capacity of MAIL in order to provide excellent services to the farmers and agribusiness traders, ASAP initiated the AfghanGAP which is a four-stage process. First, ASAP identified and trained Afghan individuals who could work under extremely tough environment in rural areas of Afghanistan. The training was focused on process control and food safety, which are the most demanded requirements by the exporters and importers of Afghan produce.

Secondly, the AfghanGAP workforce was trained to raise the awareness of farmers, exporters and producers about what end-markets need and why food safety assurance is important to their trade.

Thirdly, AfghanGAP focused on promoting the adoption of basic good agriculture practices, good manufacturing practices and principles of HACCP that address the main product contamination pathways. These practices focus on water quality, product handling, agrochemical application, recordkeeping and traceability.

And finally, AfghanGAP focused on the certification of farmers and exporters on company-by-company level. This was significant to farmers in order to meet the demands of the importers on issues of due-diligence requirements such as agrochemical analysis. AfghanGAP is taking the lead on inspection and certifications of Afghan produce which will insure food safety and thus will expedite the export process and will increase sales. AfghanGAP will also facilitate and support the Afghan First Initiative which gives priority to sales of Afghan produce over imports.

ASAP also supported the Omaid Bahar Fruit Processing Co., an Afghan company the processes fresh fruits to juice concentrates and sorts, grades and packs fresh fruit for export. ASAP support this company with a cold storage facility, generators, logistical support and market linkages with international buyers. This facility receives fruit from 25 producers from the provinces of Kandahar, Helmand, Wardak, Ghazni, Paktya, Farah, Kapisa, and Zabul. This facility has already created 200 jobs with 35% of female employees.

In April 2010, Omaid Bahar Fruit Processing Facility exported its first shipment of 18 MT of pomegranate juice concentrate worth 90,000 euro to the United Kingdom. With ASAP facilitation support, the United Kingdom's leading pomegranate Juice Company committed to buying minimum of 500 MT of fresh fruit from Omaid Bahar. This deal worth about US$4.6 million in sales over the years of 2010-2011.

ASAP worked with Nezam Cold Storage and built a cold storage facility in Mazar-e-Sharif in 2010. This facility will provide farmers with cold and freezer storage so that the farmers could keep their fresh fruit and vegetables. This facility is located at a key area in Mazar-Sharif. It is located close to the airport which could become a business hub which will assist farmers keep their fresh fruit and vegetable and sell the produce at a higher price when the demand goes up. This facility has generated 50 jobs and US$ 1.5 million in sales in its first year of operation in 2011.

II. Purpose and Methodology

This study was designed to measure the economic impact and sustainability of Agribusiness supported by Accelerating Sustainable Agriculture Program (ASAP) – funded by USAID. The study is conducted through an extensive survey, focus groups and individual interviews with both exporters and importers of Afghan produce. The questionnaires for the field survey, interviews and focus groups were designed to target those agribusinesses and importers that ASAP has supported.

The final report includes analysis of data gathered through the survey, interviews and focus groups and secondary data provided by ASAP's Monitoring and Evaluation (M&E)

department. The following text describes the methods used and process to complete this Impact study.

Database of this study:

URL: http://polarisystems.com/asap_12_survey_db_/index.php

Username: asAp_@dmin

Password: As@P2_2R8

1. Tools

1. Questionnaire: The questionnaire included both quantitative and qualitative questions. It has 39 open-ended questions which resulted in independent and more qualitative answers and 7 questions were designed to get quantitative data. The questionnaire was drafted and submitted to the client and comments were incorporated.

   The final version was translated to Dari language for use in the field. The questionnaire is included at the end of this report. The questionnaire was designed to determine the economic impact study of ASAP interventions of supporting Agribusinesses.

   The questionnaire was designed to find information about specific ASAP supports such as assistance in development of each step in the value chain and identifying of new markets. The questionnaire included questions that aim to get data for cost-benefit analysis.

2. Focus Groups: Focus groups were used to get qualitative information about ASAP support, its economic impact and overall comments about ASAP support and the changes ASAP support brought. Originally six focus groups were planned, but after several attempts, 10 Agribusiness clients who were supported by ASAP were gathered, and two focus group sessions were conducted with them. Findings are listed in the Focus Groups section of this report.

3. Case-study: The economic impact study has detailed information about each agricultural product such as apricots, pomegranates, apples, melons, grapes, and dry fruit. Information from interviews, focus groups and independent research on

existing literature fed the case study which focuses on value-chain development, background information of the specific produce, and changes due to ASAP support.

4. Interviews: Interviews were conducted with nine individual traders whom ASAP supported. The interviews were designed to gather information about the produce, the traders background information, the changes brought due to ASAP support, and a cost-benefit analysis. Findings are listed in the Interviews section of this report.

2. Target Population

This survey was designed to target each trader that ASAP supported. There are a total of 42 traders in the five provinces of Kabul, Kandahar, Herat, Mazar-e-Sharif and Nangarhar. However, due to security issues and in some cases lack of interest by the traders to participate in this study, only 34 traders filled out the survey questionnaire and nine traders participate in the individual interviews. Only two out of six focus groups were conducted.

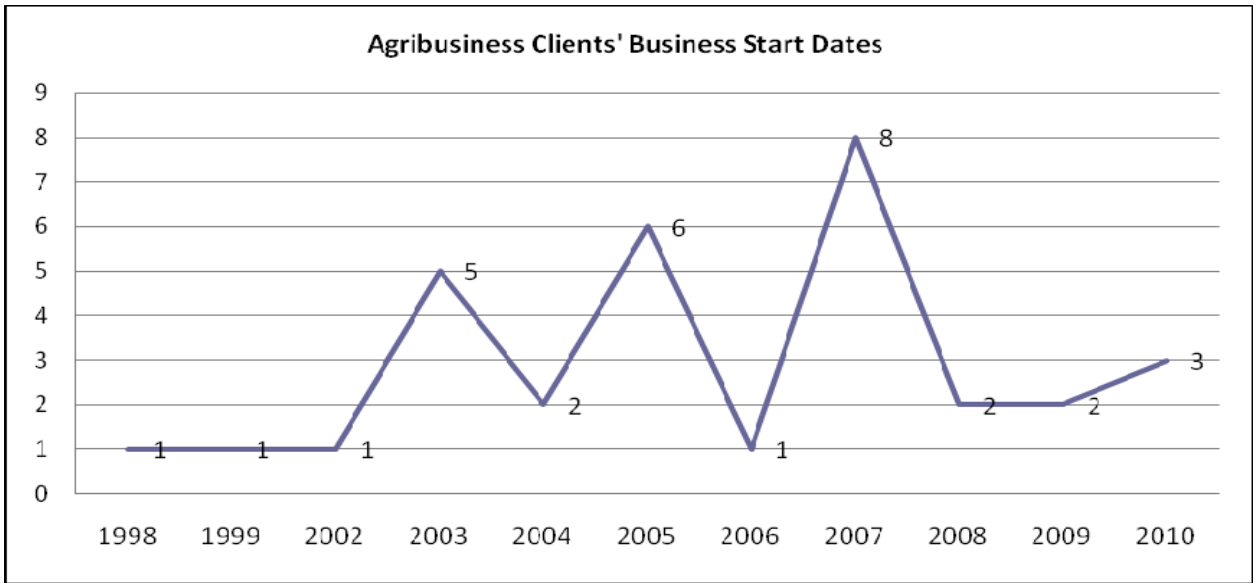
3. Target Locations

As mentioned, this impact and sustainability study was to be conducted in five provinces. The surveyors visited all the five provinces of Balk, Herat, Kabul, Kandahar and Nangarhar. A contact list of the 34 traders who filled the questionnaires and the nine traders who were interviewed are listed at the end of this report.

During the field work, our members reported serious security issues in Kandahar province. The field workers' visit there coincided with the murder of Hamid Wali Karzai, a powerful figure in the southern Afghanistan. In such areas, implementing any development projects is challenging.

4. Target Population

The following charts include information about the 34 local traders whom ASAP supported, and who participated in the field survey. A complete contact list of these individuals is listed at the end of this report.


Agribusiness Clients' Business Start Dates
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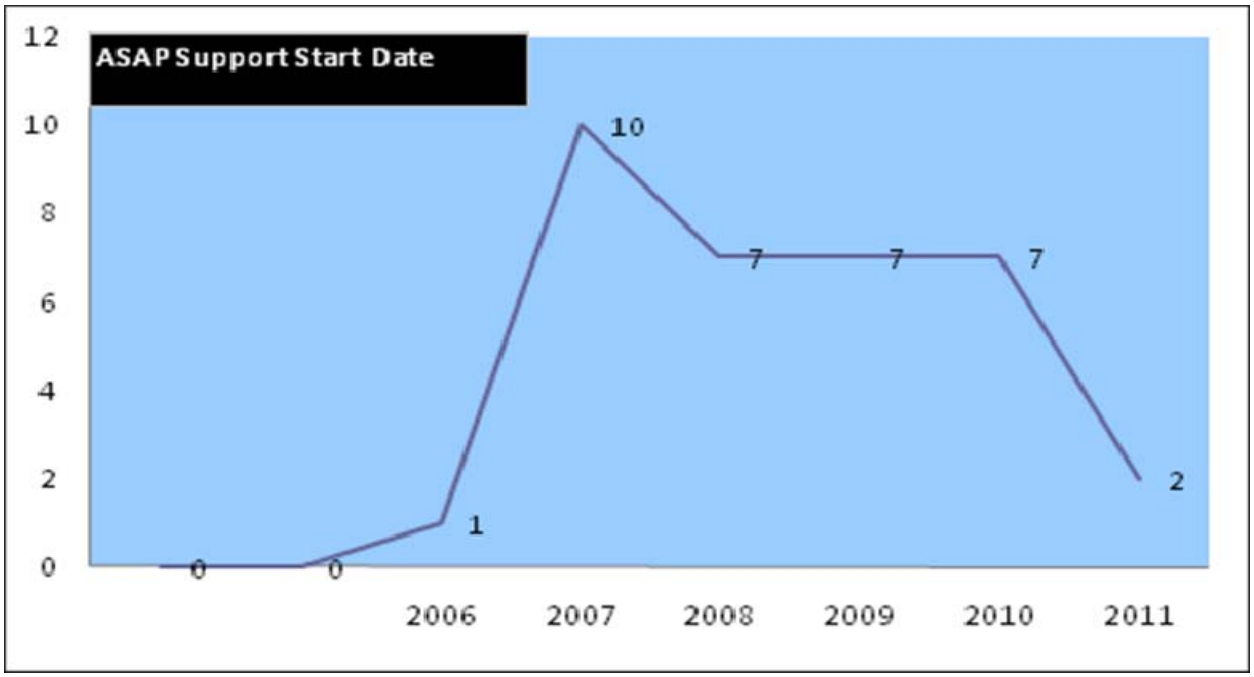
ASAP Support Start Date
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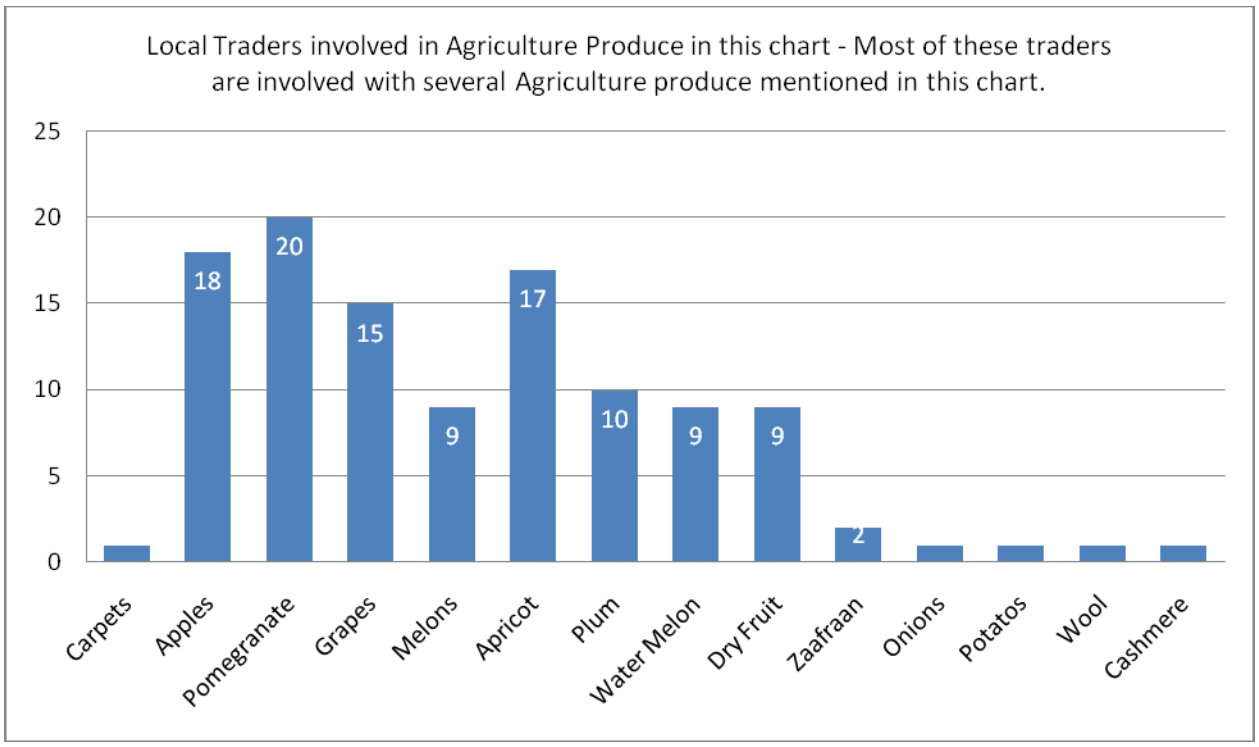
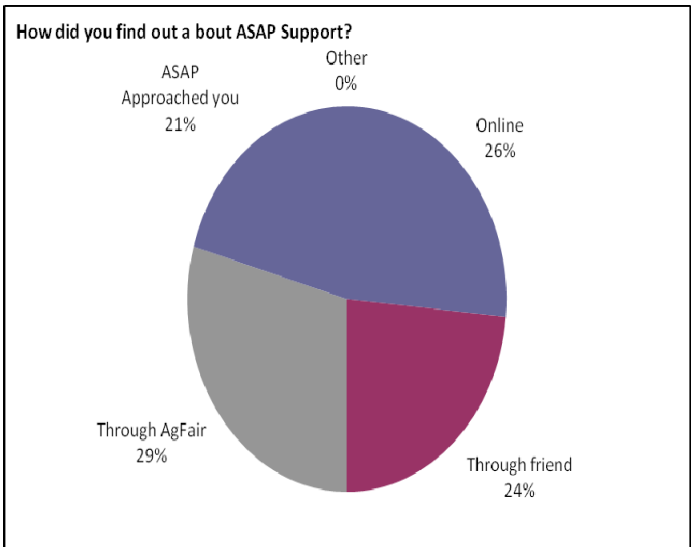


5. Target Locations

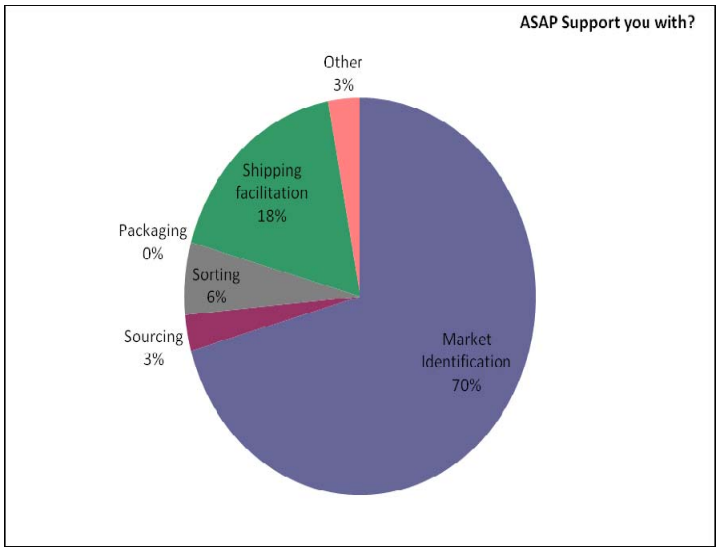
This economic impact study was conducted in the five provinces of Balkh, Herat, Kabul, Kandahar, and Nangarhar.

III. Result: ASAP Agribusiness Support

Question 1: How did you find out about ASAP Support? The response shows that 29% of these traders found out about ASAP support through AgFairs. AgFair was a useful initiative by ASAP which not only increased awareness on both production, quality, value chains abut also promoted business linkages between growers, exporters and importers. It is interesting to note that 26% of the traders found out about ASAP support online. This is encouraging to find out that these traders are actually online and can find information and can learn through internet. Another 21% said they were approached by ASAP Agribusiness unit



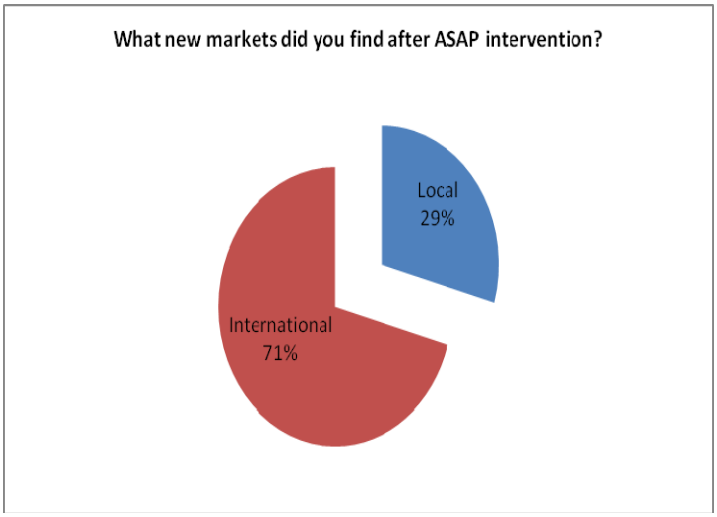
and told them about the assistance ASAP is willing to extend to those businessmen who are keen to improve quality and export Afghan produce.



Question 2: What did ASAP help you with? 70% said that they were supported with market identifications and business linkages. This is the result of all those commercial missions, AgFairs and Road Shows that ASAP initiated in order to find markets for Afghan produce. 18% said they were supported with shipment facilitations. This includes assistance with paper work, custom clearance and funds for transportations. ASAP also negotiated special air rates for Afghan produce to be exported abroad.

Question 3: What markets did you sell to, before ASAP interventions? 50% of the traders said they sold to national markets and 50% said they were selling to international markets before ASAP provided them with technical, promotion and transportation assistance.

Question 4: What new markets did you sell to after ASAP started supporting you? 71% said they found international markets to do business with and 29% of the traders said that they managed to find more local markets to sell to.



Question 5&6: Name and number of new markets found? The chart below shows that a combination of national and international markets was found, and that Afghan traders have started doing business with the new markets. Among them are India, Dubai, Saudi Arabia, Pakistan and, importantly,

Germany, which is an excellent news for Afghan agriculture sector. With the new standard packaging and ASAP facilitation of shipments, Afghan produce could be exported to Europe. The traders also mentioned name of the local markets in the provinces of Afghanistan.

Question 7: How did ASAP help you on sourcing? More than 50% said that ASAP helped them contact information of suppliers and facilitated business to business meetings. ASAP promoted the concept of supply chain by connecting growers to local traders, and then local traders to international traders.

Question 8: How did sourcing help you? About 50% of the local traders that ASAP supported said that sourcing had a positive impact on their business. About 25% said that they were able to sell at a higher price due to finding the right source for supply of produce. Others said sourcing has actually increased exports and due to increased demand, growers have increased their production.

Question 9: How did ASAP help you with sorting? Over 50% said that ASAP helped them sorting by providing them trainings and sorting equipment. A couple of traders said that they did not receive any help from ASAP on sorting. 15 out of 34 participants did not reply to this answer.

Question 10: How did sorting help you? About 60% of the local traders that ASAP supported said that sorting helped them increase their sales, sell their produce at a higher price and it promoted their produce in the markets. 40% of the participants did not answer this question.

Question 11: How did ASAP help you with packaging? Over 65% of the participants said that ASAP helped us with standard packaging and trained us on how to do packaging. 25% of the participants did not answer to this question.

Question 12: How did improved packaging help you? In response to this question, 58% said that packaging helped them for convenience in transportation and decreased waste; packaging was good for promotion of their produce in

Afghanistan fruits in international Supermarket chains in Dubai and Delhi (ASAP photo library)

global markets. Better packaging also increased the prices for their produce. 42% of the participants did answer this question.

Question 13: What specific support did you receive on shipping? In response to this question, fewer than 30% said that they received funds from ASAP for transportation and shipping. More than 50% did not respond to this question. It is worth mentioning that these answers are from 34 out of 42 local traders whom ASAP supported.

Question 14: How did ASAP's shipping support help you? 50% of the traders said that they were helped with transportation costs, paperwork. This helped them export in time. Packaging assistance from ASAP also helped the traders bear less waste at the delivery point. The remaining 50% traders did not answer this question.

Question 15: What help did you receive on export? Over 65% of the traders that ASAP supported said that they were assisted with transportation fare, business linkages, exposure trips to other countries and identifying markets for Afghan produce. Less than 25% did not answer this question.

Question 16: How did ASAP's assistance in export help you? Again over 65% said similar things to the answer for question No. 15. They also added that ASAP's assistance on export helped them accelerate their delivery to the international markets at a lower cost and ASAP helped them with custom paperwork. Less than 25% did not answer this question.

Question 17: what other support did you receive from ASAP? In response to this question, about 70% of the traders listed the following:

- Training on sorting and packaging
- Direct assistance on sorting produce
- Direct assistance with standardized packaging
- Assistance in creating business linkages with world markets
- AgFairs had a great impact on their businesses
- Commercial trips were praised, and these trips had a positive impact on the traders' businesses.
- Assistance with paperwork and shipping costs.

A couple of the traders said that they did not receive help. They were promised that they will receive assistance, but did not get the help.

Question 18: Do the government's existing policies regarding Agribusiness, support your business? If no, please explain: The traders responded to this question only in yes and no. 55% said yes and 45% said no. It would have been interesting to see their comments and suggestions about the government's policies and regulations. In any event, it is understood that the government policies could help the traders export more and export a better quality at better rates.

IV. Increased Sales due to ASAP Assistance

Question 19: Annual gross sales before ASAP support? On average each local trader that ASAP supported had gross sales of $145,571 per year. We had a maximum that one trader had annual gross sales before ASAP started supporting them - $1.5 million. In total, the gross sales before ASAP extended its support to the traders were about $5 million every year.

Annual gross sales before ASAP intervention – in US$	
Average	$145,571
Maximum	$1,500,000
Minimum	$0
Total	**$4,949,429**

Annual gross sales after ASAP interventions – in US$	
Average	$263,000
Maximum	$1,500,000
Minimum	$0
Total	**$8,942,000**

Question 20: Annual gross sales after ASAP interventions? On average each trader gained increase sales from original $145,571 to $263,000 each year since ASAP started supporting these traders. In total, sales increased from about $5 million to about $9 million each year since ASAP started supporting the traders.

Total in US$ - gross sales increased since ASAP interventions	
Average	$313,857
Maximum	$2,000,000
Minimum	$0
Total	**$10,671,143**

Your cost of increased sales in US$ after ASAP interventions	
Average	$93,857
Maximum	$500,000
Minimum	$0
Total	**$3,191,143**

Question 21: Total gross sales increased since ASAP interventions? Since ASAP supported the local traders and growers, total sales increased was over $10.5 million. It is worth-mentioning that 34 out of 42 traders that ASAP provided assistance to, participated in this field survey. The figures could actually be higher in case all the traders had participated in the survey.

Question 22: Your cost of increased gross sales after ASAP interventions? On average, each local trader invested $93,857 to increase their sales. In total, all the traders (34) participated in the survey spent about $3.2 million to increase their sales. As a result of calculations, these are the outcomes of our cost-benefit analysis:

Increased Sales/year by traders	**$3,992,571**
Total gross sales in 3 years by traders	**$26,826,000**
Total Cost - by traders in 3 years	**$9,573,429**
Net income – in 3 years by traders	**$17,252,571**

Please note that the cost-benefit analysis does not include the cost of increased sales by ASAP. In case the cost by ASAP is included, obviously the net income will go down. Below are the charts filled in Afghanis at a conversion rate of $1 to 48 AFA.

Follow of Income per one Agribusiness Trader (AFA) per one years –Does not include ASAP contribution	
Investment (Cost)	4,505,143
Gross Income	12,624,000
Net Income	8,118,857

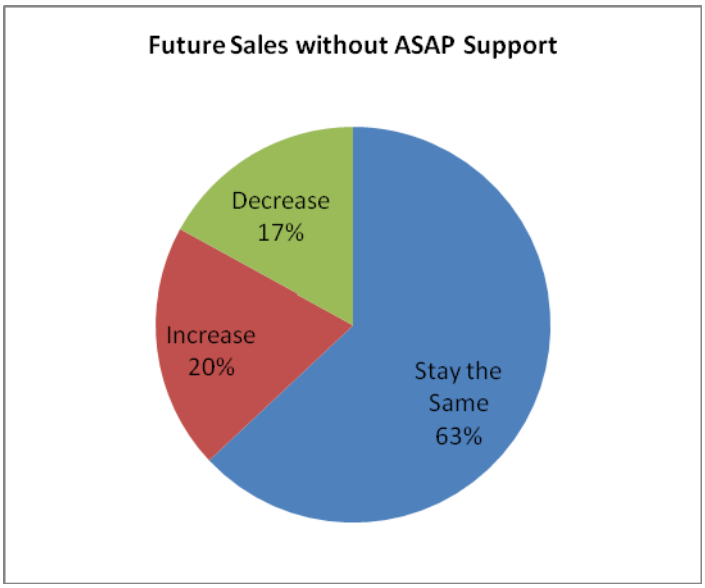
ASAP started supporting the Agribusiness traders since its beginning in late 2006; however the number continued to increase until 2011. In order to get an average number of years of ASAP assistance, we received on start of ASAP support dates for each individual traders. Therefore, we will take 3 years as an average duration of time.

Follow of Income from Agribusiness Traders (total of 34 Agribusiness Traders) (AFA) – Does not include ASAP contribution					
Year	2007	2008	2009	2010	2011
No. of Traders ASAP started to support	9	14	19	25	27
Investment (Cost)	49,556,573	81,092,574	112,628,575	144,164,576	153,174,862
Gross Income	138,864,000	227,232,000	315,600,000	403,968,000	429,216,000
Net Income	89,307,427	146,139,426	202,971,425	259,803,424	276,041,138

Question 23: What specific ASAP assistance helped you increase your sales? Over 70% of the responses listed the followings as the useful assistance that resulted in increased sales:

- Commercial mission, AgFairs
- Business Linkages as a result of those missions and AgFairs.
- Sorting, grading and Packaging
- Transportation facilitations and technical assistance on preparation of documents.

Fewer than 30% answered the question and one trader said that he saw no positive impact on his sales.



Question 24: Future sales without ASAP support? 63% of the traders said that their sales will remain the same in the future, without ASAP support or any other external organizations' support. Another 20% were really hopeful and excited for their future sales and said that their sales will actually increase even without any external support. Only 17% of the traders were concerned that ASAP will end its support

Question 25: Future gross sales projection? In response to this question, the local traders put in numbers as their potential sales in the future without ASAP support or any other external support. It shows that on average each trader will have potential sales of US$ 361,714 and in total for all the traders' surveyed, potential sales for next year will be about $12.3 million.

Projection of Sales in US$ - in the future	
Average	$361,714
Maximum	$2,850,000
Minimum	$0.00
Total	$12,298,286

Question 26: What support do you still need in order to increase your sales? In response to this question, 30 out of 34 traders suggested the followings as the assistance they would still need in the future:

- Provide them with refrigerators
- Cold storage facility
- Better relations with farmers/suppliers

- Training and professional staff
- Promotion and marketing of their produce in the global fruit/food markets – access to European markets
- Access to Loans/ grants
- Sorting equipment, packaging
- Transportation facilitations
- Support to establishing new processing facilities for fresh and concentrate juice.

Question 27: What actions will you take to further increase your sales in the future? In response to this question, the traders explained the actions they will take in order to increase their sales. The majority listed access to new markets such as Europe, Asia and America, and work to improve the quality by standardized sorting and packaging. Below is a complete list of activities they proposed:

- The traders would like to have a proper business plan
- Get access to new markets such as Europe, Asia and America
- Promote Afghan produce
- Further increase their sales
- Get training on sorting and packaging
- A couple of traders were interested to establish a juice processing facility and they plan to receive support from aid agencies and the government.

Out of 34 participants, 26 answered this question and came up with the above list. Eight traders did not answer this question.

Question 28: Total volume in metric tons exported before ASAP support? On average, each trader exported 447 metric tons before ASAP started assisting them. In total, all the 34 traders exported about 15,189 metric tons before they received any assistance.

Total volume in metric tons exported before ASAP support?	
Average	447
Maximum	5,500
Minimum	0
Total in metric tons	15,189

Total volume in metric tons, exported due to ASAP intervention?	
Average (incremental)	327
Maximum (incremental)	2,900
Minimum	0
Total in metric tons (incremental) in 3 years	11,110

Question 29: Total volume in metric tons exported due to ASAP support? On average, each trader's exported increased by

327 metric tons due to ASAP's assistance. In total, ASAP managed to increase the export of these 34 traders by 11,110 metric tons since ASAP has supported them.

Question 30: What specific actions you think the government of Afghanistan should take to increase sales of your produce? In response to this question, 18 traders listed the followings as suggestions to the government of Afghanistan:

- Transparency and a better system for customs. This will expedite the process and less time will be wasted which is crucial for agriculture produce export and timely delivery.
- Better security
- Access to loans
- Trainings on post harvest and pre-export techniques.
- Creation of industrial parks
- The government should have a comprehensive plan for the agriculture sector and strive to increase export.

V. Increased Employment due to ASAP Support

Question 31: Number of employees before ASAP interventions? On average each of the agribusiness trader surveyed had 44 employees before ASAP extended its support to them. In total, the surveyed 34 traders had 1,488 employees.

Question 32: Number of employees after ASAP supports? The average number for each trader raised from 44 to about 53 employees. In total, the number of employees for all the 34 traders jumped from 1,488 to 1,827.

Number of male employees after ASAP interventions	
Average	**30**
Maximum	500
Minimum	0
Total	**1050**
Number of female employees after ASAP interventions	
Average	**23**
Maximum	250
Minimum	0
Total	**774**
ASAP created (new jobs) 340	

Therefore, ASAP created 340 jobs due to its assistance to agribusiness traders. It is worth mentioning that this number could be higher since 34 out of 42 traders were surveyed. 43% of the employees are female and 57% are male. It is not perfectly equal but 43%

female participation in any business or organization is considered very high female presence in the workforce.

Question 33: Number of households benefited due to ASAP support to your business? On average, each trader reported that 453 households have been benefited due to their business and ASAP support. in total, 15,387 households have benefited from ASAP's assistance to the agribusinesses and in turn this assistance had an impact over the lives of 15,387 households in the rural areas of Afghanistan.

Question: 34: Number of individuals in your business, received training through ASAP Agribusiness unit? ASAP on average has provided training to 40 individual working with each local trader that ASAP supported. In total, ASAP provided technical training on improved post- harvest and pre- export techniques to 1,364 individuals. Again, this number could actually be higher since not all the traders were surveyed.

Question 35: What else can be done to increase employment? The majority of the traders suggested that increase exports, proper sorting, grading and packaging – best post harvest practices could increase employment. This is obvious, if there is more demand for Afghan produce, more individuals will have the opportunity to become part of the workforce that respond to the increasing demand. Therefore, the traders also suggested that getting access to new markets such as Europe and America could increase their exports and as a result more job opportunities will be available.

VI. Impact of AgFairs and Commercial Missions

ASAP initiated the idea of AgFairs and organized AgFairs in coordination with MAIL, private sector and other stakeholders focusing in agriculture development in Afghanistan. AgFairs provided a great opportunity for farmers, AgDepots, Veterinary Field Units, Agribusinesses and other Governmental and NGOs focusing in agriculture in Afghanistan and also International businesses and aid agencies to better understand Afghanistan's Agriculture, production and challenges. It is also a great opportunity for Afghan produce to get introduced nationally and globally.

ASAP organized ten AgFairs within Afghanistan which provided golden opportunities for local traders and farmers to meet international buyers and for international buyers to see for themselves and make contacts with exporters. In addition, ASAP initiated "road shows" to facilitate communications between the Afghan government official specially the Ministry of Agriculture Irrigation and Livestock (MAIL), traders, farmers and International community. These road shows provided an excellent opportunity for all the stakeholders to discuss problems, challenges, and opportunities

Summary of AgFair from 2007-2010 ASAP-USAID

S/o	Date	Place	Topic	sales During the AgFair	Intended sales(12 Month)	Number of people Visited	Number of Booths participants
2010 AgFair							
1	06-08, October 2010	Kabul	International Agfair	1,955,327	5,801,711	35,000	200 Businesses in 174 booths
2009 AgFairs							
1	11-17,March 2009	Mazar-i-sharif	International Agfair and Cashmere Exhibition	$121,540	$10,791,000	27,500	88 businessess in 112 booths
2	20-22,May-2009	Kabul	Fresh & Vegetable Furits	$163,129	$13,566,000	65,000	87 Businesses in 145 Booths
2008 AgFairs							
1	18-21, June 2008	Kunduz	Kunduz Agfair	$51,870	$700,000	23,500	141 businesses in 150 booths
2	19-22,August 2008	Kabul	International Agfair	$365,100	$1,732,000	40,000	141 Exhibitors in 174 Booths
3	29-31,October 2008	Mazar-i-sharif	International AgFair	$667,082	$9,809,700	55,000	100 businesses in 116 booths
4	19-21,November 2008	Kabul	World pomegranate Fair	$600,000	NA	6,500	35 Businesses in 40 Booths
2007 AgFairs							
1	7-Jan	Kabul	Kabul AgFair	NA	NA	60,000	NA
2	Oct-07	Kabul	Kabul AgFair	NA	$5,500,000	160,000	180 Businesses in 200 booths
3	Nov-07	Mazar-i-sharif	Mazar AgFair	$92,000	$714,000	35,000	96 businesses in 96 booths
4	Nov-07	Hirat	Hirat AgFair	$21,781	$675,000	27,000	107 businesses in 107 booths
Total				**$4,037,829**	**$49,289,411**	**534,500**	

Source: ASAP – Monitoring and Evaluation.

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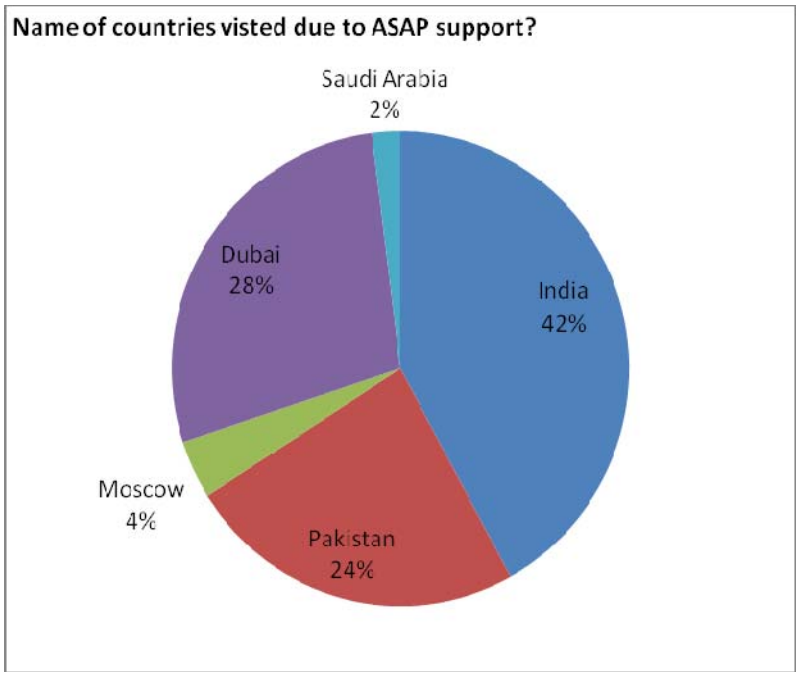
ASAP organized several commercial missions to create business linkages between Afghan exporters and international buyers and to provide an opportunity for Afghan exporters to see the demand for quality agricultural produce in international markets.

Question 36: Name and number of AgFairs attended due to ASAP support? On average, each local trader has been to 3.5 AgFairs. Some of the traders mentioned the

names of the AgFairs they participated in: Kabul AgFairs, AgFairs in India, and Gulf AgFairs,

Question 37: Name and number of road shows attended due to ASAP support? Road shows were another idea by ASAP which was executed in order to open up communications between MAIL, traders, farmers and aid agencies working the agriculture sector of Afghanistan. On average each trader had participated in 3.2 roads shows organized by ASAP.



Question 38: Total value of contracts in US$ produced due to attending AgFairs? As mentioned, AgFairs and Road Shows provided an excellent opportunity for Afghan exporters and growers to create business linkages and work on potential contracts. On average, each trader received a contract worth of $153,714 and all the 34 traders surveyed in total received contracts worth of over $ 5.2 million.

Question 39: Were AgFairs and Road Shows helpful? About 65% of the traders were extremely pleased with the outcomes of these AgFairs and Road Shows. They clearly understood that benefit of attending such events and cashed in the results in the form of business contracts. One trader was not pleased with the AgFairs and Road Shows and less than 35% did not answer this question.

Question 40: Countries visited due to ASAP's facilitation? In the chart, it is shown that 42% of the traders surveyed were assisted to travel to India as part of the commercial missions. 28% visited Dubai and 24% visited Pakistan.

Question 41: Value of contracts in US$ produced due to visiting other countries? Again these commercial missions proved to be very successful and considerable results were seen in the form of business contracts. On average, each trader received business contracts worth of $50,000. In total for all the traders, total volume of contracts received was over $1.7 million.

Question 42: Do you think such Fairs and trips should continue? If yes, do you suggest any changes?

Over 70% of the traders surveyed were really happy with the outcomes of the AgFairs, Road Shows and Commercial Missions. They said that our produce has been introduced to the outer world due to these events organized by ASAP. The traders confirmed that the quality of Afghan has produce has improved since the traders were exposed to the demand of the international markets and ASAP provided technical assistance to improving post harvest quality. Business linkages were created and local traders can now have access to international buyers by themselves. The traders suggested that such events/visits should be repeated and it should extend to Europe and America and other business hubs. Less than 30% did not answer this question.

ASAP supported the establishment of Afghanistan's first state-of-the-art juice concentrate plant. (Photo from ASAP photo library)

VII. Findings from the Focus Groups

Originally the study was designed to conduct 6 focus groups for each produce that ASAP concentrated on its promotion and quality: Apples, Apricot, Pomegranate, Grapes, Melons and Dried Fruit. However, despite several attempts to bring together all the 42 local traders who received assistance from ASAP, only 9 traders attended the focus groups and only two focus groups were conducted.

Agribusiness local traders in focus group discussion

1. Focus Group 1 – Apples

Afghanistan has produced apples for centuries, but Afghan farmers started growing apples in a standard and more organized way 40 years ago. Apples are produced in the central parts of Afghanistan such as Kabul, Wardak, Logar, Ghazni, Paktya, and Parwan provinces. Apple production is a significant agricultural product and has played a major rule in the economy of communities where apples are grown and in the national economy as a whole.

ASAP's assistance enabled Afghan farmers and traders to increase sales/exports, improve quality and identify new potential markets for the Afghan produce. Due to ASAP's efforts and assistance, Afghan traders managed to find their way into international markets such as India and the United Arab Emirates. ASAP's contribution to promotion of Afghan produce also enabled Afghan Apples to be sold at a higher price. For the first time in history or Afghanistan, Afghan apples were exported to India, with ASAP facilitation and assistance.

Afghanistan produces about 80,000 metric tons of apples each year. Each metric ton is sold at an average price of US$300. In total, Afghan apples contribute US$ 24 million to the national economy of Afghanistan. It is worth-mentioning that due to ASAP's support and promotion of Afghan apples, the price of one metric ton raised from $300 to $500. This is the result of promotion and better and improved post harvest processes such as

better sorting, grading and packaging. Also, the export permit to India opened new doors to Afghan apples for future sales.

The focus group listed that ASAP helped them with marketing, business linkages, sorting, packaging and transportation/shipment assistance. The focus group also discussed the sustainability of their businesses after ASAP ends. The answer was positive and they said that they will keep the momentum to continue improving quality and increasing sales and export.

Overall ASAP assistance was praised and the focus group said that ASAP's assistance had an excellent impact on the economy of Afghanistan, specially the communities and individuals involved in agribusiness and farming. Focus groups identified Russia as a potential market for Afghan apples and apricot, and they suggested that the government of Afghanistan and aid agencies should support them in order to introduce Afghan apples and apricot to the Russians.

Focus group concluded with discussing future needs. Lack of sorting houses and packaging houses are creating bottlenecks to the quality improvement and increase in export. ASAP has extended these assistance to the traders but when ASAP ends, lack of such facilities or assistance will have a negative impact therefore, the focus group suggested that the government of Afghanistan and other aid agencies should come in and support and continue what ASAP started. Focus group also said that training growers on harvesting, sorting and packaging is essential to the better future of Afghan apples and other produce.

2. Focus Group 2 – Dried Fruit

Production of dried fruit has existed for hundreds of years in Afghanistan, and is one of the most significant products of Afghanistan. Dried fruit has a major role in the national economy of Afghanistan. ASAP's assistance has been key to increasing sales and improving quality of Afghan dried fruit.

Before ASAP started supporting local traders of dried fruit, Afghanistan produced only 40% of its full capacity of dried fruit. With ASAP support, production increased to 60%. Afghanistan exported 300 metric tons annually, but with ASAP's contributions, the export jumped to 500 metric tons per year.

The focus group confirmed that ASAP supported them with trainings, packaging, sorting, funds for transportation, paperwork and custom clearance assistance and business linkages. The focus group was pleased with ASAP's support and the outcomes due to ASAP's contributions. Local traders now have access to international markets and they have created business relations with international buyers.

The focus group suggested that American and European market have great potential and demand for Afghan dried fruit. The Government of Afghanistan and aid agencies/NGOs should focus on promotion of Afghan dried fruit to the American and European markets.

The focus group concluded with saying that lack of processing facilities such as sorting, packaging houses, cold storages, challenges and lack of transparency in Afghan customs and transportation and transit problems are challenges that the Government of Afghanistan, international community and Afghan traders and farmers should work on if we aid for improvement in the lives of Afghans involved in agriculture.

VIII. Interviews

Originally the study was designed to interview all 42 local traders that ASAP supported, however the survey team managed to interview nine traders after several attempts to gather them. Security problems could be counted as one factor, lack of interest in the survey and busy work days may have all contributed to no participation by the traders. In any event, an Indian importer, Mr. Naveen and nine local traders were interviewed. Below is the list of interview questions:

ZALA's surveyor interviews a local trader that received assistance from ASAP

1. Interview questions (guide)

1. Please tell us about your past experience and education. Also tell us how did you get into agribusiness?
2. What did ASAP help you with? Please explain in detail
3. Please tell us about the size and form of your business – how much have you invested in this business? In US$
4. Do you have sales contracts in hand? What is the total value in USD? Has ASAP helped you with getting these contracts?

5. Please tell us your annual net sales in US$
6. Please tell us where do you gather the produce from? Provinces, districts
7. Please tell us about the challenges you face with production, sorting, grading, packaging and exporting? Has ASAP helped you remove any of those obstacles? If yes, please explain.
8. Do you think your business has brought changes in the lives of people who work with you? Who and how? Please tell us the story
9. Are you happy with ASAP support? Please tell us why?
10. Are you happy with your business? Do you think it will grow in the future? Please tell us in detail
11. What are your plans in the future? Do you think your business is sustainable without any external support?

Trader's Name		Company Start Date	Product Name	Phone
Haji Amir Jan		2011	Pomegranate, Grapes, Melon, Apricot	797800600
Address	Company Name	ASAP Support Date	Provinces where you get the produce	Email
Parwan-e-Sewom, Haidari business center	Nejabat Haidari	2009		haidari.kbl@gmail.com

Mr. Haji Amir Jan has been in agriculture business for the past 25 years. As most other Afghans, agribusiness and farming have been his family's business for many years. Mr. Amir Jan has been through 10th grade of schooling. Mr. Amir Jan said that ASAP helped them with packaging and packaging house in Badambagh for packing his produce and ASAP also assisted him with transportation cost.

Mr. Amir Jan sells Pomegranate, Grapes, Melon, Apricot, and watermelon. He has a contract in hand which is worth $1 million. He has a long term contract with Supreme which in total is worth of $5 million. Mr. Amir Jan's annual sale is $ 1 million.

Mr. Amir Jan get his produce from the provinces of Kabul, Wardak, Kunduz, Balkh, Baghlan, and Nangarhar. Mr. Amir Jan says that his business has provided 40-50 households with income. All these families are busy with farming and they supply produce to Mr. Amir Jan. Mr. Amir Jan says that his business has brought positive

changes in the lives of these families. He is also very much satisfied with ASAP assistance.

Mr. Amir Jan is happy with his business. He says, it is growing and he will have more business and more employees in the future. He is willing to invest in a private packing house so that he could pack his produce before export.

Trader's Name		Company Start Date	Product Name	Phone
Hedayatullah		2006	Apple, Apricot, Cherry	799618683
Address	**Company Name**	**ASAP Support Date**	**Provinces where you get the produce**	**Email**
Kote Sangi, Negin Asia Market	Nabi Limited	2009	Wardak, Kabul	hidayat6356@yahoo.com

Mr. Hedayatullah has been in agribusiness for the past six years. He has graduated from Balkh University – Agriculture department. Mr. Hedayatullah says that ASAP helped him with promotion of his produce, ASAP took him to commercial missions to India, UAE, and Pakistan. ASAP also assisted him with packaging material and a mobile packing house.

Mr. Hedayatullah has invested over $ 300,000 in his current business. He was selling within Afghanistan, but with ASAP support, he has created business relations with businessmen in India, UAE and Pakistan. He gathers his produce in the center of the provinces in a cold storage facility that he has taken on lease from the government of Afghanistan. Even though, ASAP supported him with packaging, sorting, grading and promotion of his produce, he still thinks that he and other traders and growers have problems with post – harvest process. He says selling will not a problem if we improve the quality.

Mr. Hedayatullah did not mention how many famers work with him, but he says he has seen positive changes in the lives of these farmers. He says with new markets that ASAP opened up for him, the prices went up so the extra profit went down the supply chain and farmers also benefited.

Mr. Hedayatullah is very happy with his business and he is hopeful for his business to grow in the future. He says, he is willing to invest more and grow his business. He

plans to capitalize on his business relations and knowledge that he gained by ASAP's support program.

Trader's Name		Company Start Date	Product Name	Phone
Subhan Ghafury		2007	Pomegranate, malon and Grape	797616530/787988500
Address	Company Name	ASAP Support Date	Provinces where you get the produce	Email
Secound st, samangan met, west of blue mosque, Balkh	Subhan Ghafury co.	2008	Balkh, Jawzjan	sghafury@gmail.com

Mr. Suhan Ghafury is a university graduate. He has a degree in Business Administration. He says his family has been in this business for the last 30 years. He says they used to export pomegranate, raisin, dried fruit and other produce to Russia.

Mr. Ghafury says that ASAP helped him with packaging cartons and transportation cost. He received 4,000 packing cartons and delivery cost for two trucks. He says that his family owns the company and they invested $ 100,000 last year alone.

Mr. Ghafury says that he has contracts in hand. The contacts he has is worth of $ 160,000. His gross sales are about $ 100,000 per year. He gathers his produce from Khulm district of Balkh, Jawzjan and other Northern provinces. He listed the followings as the obstacles to further improving quality and increasing sales:

- Lack of proper sorting
- Lack of proper grading
- Lack of Cold Storage , and pre-cooling facility

Mr. Ghafury said that his business has brought positive changes in his suppliers' lives. He gets his supplies from the growers and associations of farmers. He said, he paid more compare to other traders since he had the opportunity to export and get paid well by the importers. He said he is happy with whatever assistance he received from ASAP, but he pointed out a few concerns such as

"ASAP should provide sustainable supports. ASAP should negotiate closely with traders during planning and identification of goals. ASAP should focus in the gaps of value

chain to and respond to them. ASAP's support is short term. There are other ways to link the traders with international market for ever".

Mr. Ghafury said that he is pleased with his business since his business provides income to the poor farmers out there in the rural areas. He said that agribusiness could improve and could contribute much more to the economy of Afghanistan, only if the security situation improves in the country.

Mr. Ghafury said that he has a comprehensive plan for his future business. He said that he will create a processing facility in the center of Balkh province which will be based on international standards. He will also invest in a cold storage and pre-cooling facilities.

He is keen to train farmers and make them aware of the benefits of proper sorting, and packaging. He says that he will participate in any AgFairs or other agriculture events within and outside Afghanistan so that he could increase his business relations. Mr. Ghafury is confident, but says that lack of support by aid agencies such as ASAP will have its negative impact on his business in the future.

Trader's Name		Company Start Date	Product Name	Phone
Shir Ali		2007	Dried Fruit	789911553
Address	Company Name	ASAP Support Date	Provinces where you get the produce	Email
Wazir Akbar Khan, St 15	Shir Ali Yaqob Zada	2009	Northern Provinces	info-yaqoobzada@yahoo.com

Mr. Shir Ali has over 10 years of experience in the field agribusiness. He is a graduate of military school. He has lived in Uzbekistan and there he saw the demand for dried fruit. After his return to Afghanistan, he started exporting dried fruit. Mr. Ali says that ASAP helped him with transportation cost for his shipment to Dubai and provided him with packaging cartons for his dried fruit which he exported to India.

Mr. Ali says that his company is a large-sized business where he has invested over $1 million. He says that he has contracts in hand. He has a long term contract with Dubai Compound which is about $ 62 million. Mr. Ali says, ASAP helped him to get this contract. His annual gross sales are $1.5 million.

Mr. Ali gathers his produce from Northern provinces of Afghanistan. Mr. Ali says that ASAP assisted him, but it is not enough to solve his problems of quality and export. He

needs more help to increase his export. Mr. Ali says he works with over 400 farmers and he thinks his business has brought positive changes in the lives of these farmers. He says, his suppliers are satisfied with their income.

Mr. Ali says that he is pleased with ASAP support since he had no idea of international market before ASAP's support. Mr. Ali says that he wants to work independently and stand on his own feet, but it is not possible in 2-3 years time. Therefore, he says that external support is needed to keep increasing sales and improving quality.

Trader's Name		Company Start Date	Product Name	Phone
Haji Mir Afghan		2008	Pomegranate	797649321
Address	**Company Name**	**ASAP Support Date**	**Provinces where you get the produce**	**Email**
Kapisa, Tagab	Mir afghan Moh Aqa Tagabi	2008	Kapisa	

Mr. Haji Mir Afghan has only been through 5th grade of primary school. He says that ASAP helped him with transportation cost for pomegranate shipment to India and he was also provided with packaging material.

Mr. Afghan has invested $50,000 in his current business. He says that he does not have a contract in hand. His annual gross sale is $100,000.
He gathers pomegranate from districts of Kapisa. Mr. Afghan has problems in his business and he says that his business is in loss. Mr. Mir Afghan says that is trying to stabilize his business and fix the problems but he needs external support from aid agencies and the government of Afghanistan.

Trader's Name		Company Start Date	Product Name	Phone
Wahidullah Mohmand		2008	Pomegranate, Apricot	799444433
Address	**Company Name**	**ASAP Support Date**	**Provinces where you get the produce**	**Email**
Room64, 4th floor, Alokozay Market, Mandawi	Zaland Afghanistan Limited	2008	Wardak, Kandahar	info.zaland.af@gmail.com

Mr. Wahidullah Mohmand has a Law degree from Kabul University in 2006. Mr. Mohmand started agribusiness when he approached ASAP and received assistance from ASAP in 2008.

Mr. Mohmand says that ASAP assisted him with promotion of his produce to international markets, provided him with sorting and grading facilities and introduced him to importers. He has invested over $ 80,000 in his current business. He has no contracts in hand. His annual gross sales are $ 60,000.

Mr. Mohmand gathers his produce from Wardak and Kandahar provinces. He says he is happy for the farmers who work with him since he sees that their lives are changing for better. Mr. Mohmand is pleased with ASAP support and he wants to grow his business.

He plans to invest in a standard packing house in Kabul. He says that he wants to export to Arab countries such as Saudi Arabia, Kuwait, and Bahrain. However, he thinks that he needs more support to develop his business to a point where his business would become sustainable.

Trader's Name		Company Start Date	Product Name	Phone
Zabiullah Ehsan		2004	Dried and fresh fruit	787151416
Address	**Company Name**	**ASAP Support Date**	**Provinces where you get the produce**	**Email**
Sorkh rood, Nangarhar	Tak Dana	2009	Nangarhar, Kabul, Wardak, Mazar-e-Sharif, Samangan, Jawzjan	zehsan@takdana.com

Mr. Zabiullah Ehsan has a packing house in Sorkh Road – Jalalabad. He received packaging material, sorting assistance and transportation cost from ASAP. Mr. Ehsan has invested over $ 600,000 in his current business. He does not have any contracts in hand. His annual gross sales are $ 120,000.

Mr. Ehsan gathers his produce from the provinces of Kabul, Wardak, Balkh, Parwan, Nangarhar and Logar. He is pleased with ASAP support since now his employees know how to sort and pack in a standard way. ASAP also promoted his business and created business linkages between him and importers.

Trader's Name		Company Start Date	Product Name	Phone
Mohammad Habib		2003	Dried Fruit	799306043
Address	**Company Name**	**ASAP Support Date**	**Provinces where you get the produce**	**Email**
Pule Bagh omomi, Sarai Sekandary, 3rd floor	Shadab Elias Limited	2008	Kabul, Kandahar, Ghazni, Mazar, Heart, Kunduz	shadabelyas@gmail.com

Mr. Mohammad Habib has over 20 years of experience in agribusiness. He says that ASAP helped him with packaging material, sorting and took him to commercial missions and national/international agriculture events. Mr. Habib has invested about $ 400,000 in his current business. He has a contract in hand with Indian importer. The value of this contract is over $2.5 million.

Mr. Habib's annual gross sales are $3 million. He gathers his produce from Kandahar, Ghazni, Ghorband, Kunduz, and Herat provinces. He says that his suppliers – the farmers are happy with the income they receive due Mr. Habib's company. Mr. Habib is pleased with the assistance he received from ASAP. He says, he has business contracts with international buyers. Mr. Habib is satisfied with his business and is confident that he can go ahead without any external support. He says his business is sustainable and it will grow in the future.

Trader's Name		Company Start Date	Product Name	Phone
Ghulam Haidar Rafat		1995	Dried fruit	777341830
Address	**Company Name**	**ASAP Support Date**	**Provinces where you get the produce**	**Email**
behind of Teymor shahi cinema, 3rd floor, room 301	Haidar Rafat limited	2008	Kandahar, Mazar, Kunduz, Herat,	haiderrefat@gmail.com

Mr. Ghulam Haidar Rafat has over 20 years of experience in agribusiness. He says that ASAP helped him with 20,000 packing cartons and created business linkages for him with international buyers. Mr. Rafat has invested about $ 500,000. He has a contract in hand. The value is $ 2 million, but he says ASAP was not involved in getting this contract for him.

Mr. Rafat's annual gross sales are $5 million. He gathers his produce from Kandahar, Ghazni, Balkh, Ghorband, Kunduz and Herat provinces. Mr. Rafat is happy for his suppliers since he says their lives have improved with the income they receive. He is pleased his own business too since he says he has international contracts in hand.

Mr. Rafat is confident that he can run his business without any external support. He says he has plans to improve his business and fix problems. He would still welcome any support from the aid agencies or any other organizations.

3. Interview with Mr. Naveen, an Indian Importer

Mr. Naveen is the Chairman of Fruit Center, Delhi India, Azadpur Mandai. He says that his family has been in fruit business for the last 60 years. He supplies apples to all over India. He has a cold storage facility that can accommodate 10,000 metric tons at once.

Mr. Naveen has been working with ASAP from the last four years and has been actively involved in providing technical knowledge to Afghan exporters on packaging, sorting, and grading. He is in touch with ASAP, Routes of Peace, MAIL and some other NGOs involved in agriculture.

Mr. Naveen imports Apricot, Pomegranate, Grapes and Apples from Afghanistan. He says packaging has been a big challenge. Though it has improved, but more work needs to be done in order to decrease loss after delivery at the export end.

Mr. Naveen has so far imported:

- 30 metric tons of Apricot by air
- 1,000 metric tons of Pomegranate
- 200 metric tons of Apples
- 300 metric tons of Grapes

Mr. Naveen is pleased with the profit he is making on Afghan produce and is keen to continue importing Afghan produce specially Pomegranate and Apples. He says, "Afghan Apples from Wardak provinces are better than the apples from the United States. In fact, Wardak Apples are the best in the world." He says there is a great demand for Afghan Apples in India. He says contracts with India's leading companies such as Reliance and others.

Mr. Naveen praised the work done by ASAP. He named Dan Mooney, ASAP's Chief of Party and Mr. Andres Judah, Ex – Agribusiness Director – ASAP. Both Mr. Mooney and

Mr. Judah took deep interest in export of Afghan produce specially Apples. ASAP facilitated the export by conducting the Pest Risk Analysis and worked with both the Government of India and Afghanistan to expedite the process of getting the permit for export of Apples to India.

Mr. Naveen said that ASAP introduced Afghan produce and Afghan traders to Indian markets and created business linkages between the exporters and importers. ASAP also assisted with custom paperwork. ASAP organized two field trips for Mr. Naveen to come to Afghanistan.

According to Mr. Naveen, the prices he receives from Afghan traders is very good and he is making considerable profit. He says that prices of Afghan produce are getting higher. He said that he introduced Afghan Apricot to India for the first time and now Afghan traders are exporting to Dubai as well. Mr. Naveen said, “He received the first truck of Afghan Apples and he received the first truck of Pomegranate”. He has developed trustworthy business relations with Afghan businessmen. He said, “You can trust Afghan traders by their words, but you cannot trust other people by their signature on a contract”.

When Mr. Naveen was asked about what else can be done to improve the quality and increase export of Afghan produce, he listed the followings:

- Packaging – should be available for apples very soon for this season.
- Problems of payment process should be solved so that the Afghan traders could trust the importer and export Afghan produce. There should be some kind of guarantee on both sides.
- Pre-cooling, cold storage facilities, and harvesting houses should be provided for traders and growers so that they could export quality produce to international markets in a timely manner.
- Transportation and insecurity problems should be addressed.
- Wooden boxes create problems and they should be replaced with standard paper cartons.

IX. Conclusions

The purpose of this study is to measure the economic impact of Agribusiness trade facilitation and investment program, and to determine their sustainability without ASAP support after ASAP concludes in September 2011.

This study is based on a field survey in which, 34 local traders that received assistance from ASAP, participated, two focus groups which discussed Afghan Apples and Dried Fruit, and individual interviews with 9 local traders that received assistance from ASAP. Findings included:

Local traders have been involved in sales within the country and to limited channels outside Afghanistan, but with ASAP technical support and promotion of Afghan produce, local traders managed to export to international markets such as India, the United Arab Emirates, Saudi Arabia, Pakistan, the United Kingdom and Tajikistan. ASAP helped standardize sorting and packaging of Afghan produce to compete in the world market.

First time ever, Afghan Apples were exported to India. This was done with ASAP's facilitation and coordination assistance. ASAP introduced Afghan Apples in India, found buyers and helped Afghan local traders to export Apples to India. ASAP conducted Pest Risk Analysis which was required by the government of India before the export. Mr. Naveen, the Indian importer says, "Afghan Apples from Wardak provinces are better than the apples from the United States. In fact, Wardak Apples are the best in the world."

- 70% of the traders confirmed that ASAP helped them find new markets. Others said sorting, packaging and transportation assistance.
- In total, sales increased from about $5 million to about $9 million each year since ASAP started supporting the traders.
- With ASAP support, the local traders reported net income of over $17 million since ASAP has extended its assistance to the local traders in 2006.
- 63% of the traders said there businesses are sustainable and their sales will stay the same after ASAP concludes in September 2011. 20% seemed excited about their future sales and said their sales will increase in the future – without any external support.
- Future sales project is over $12 million for next year. This shows economic impact and sustainability of ASAP's Agribusiness trade facilitation and investment program.
- In total, ASAP managed to increase the export of these 34 traders by 11,110 metric tons since ASAP has supported them.

- ASAP helped create 340 new jobs with a high rate of 43% female participation.
- In total, ASAP provided technical training on improved post- harvest and pre-export techniques to 1,364 individuals.
- On average, each trader received a contract worth of $153,714 and all the 34 traders surveyed in total received contracts worth of over $ 5.2 million due to participation in the AgFairs, organized by ASAP.
- Afghanistan produces about 80,000 metric tons of apples each year. Each metric ton is sold at an average price of US$300. In total, Afghan apples contribute US$ 24 million to the national economy of Afghanistan. It is worth-mentioning that due to ASAP's support and promotion of Afghan apples, the price of one metric ton raised from $300 to $500.
- Afghanistan exported 300 metric tons of Dried Fruit annually, but with ASAP's contributions, the export jumped to 500 metric tons per year.

Annex I

Contact list of Agribusiness Traders (34) who are supported by ASAP and they participated in this Economic Impact and Sustainability Study

ID	Client Name	Company Name	Company Start Date	ASAP Start Date	Name of Produce	Province	Telephone	Email	Office Address
1	M.Nabi	Zinat rags	2006	2008	Rugs	Defrient provinces.	799491759	zinnat@zinatrugs.com	Kabul city.
2	Ab.Waheed	Waheed nawin	2002	2007	Apple, Pomegranate and other fresh fruits.	Kabul,Nungarhar	799338426		Mandawi Kabul Afghanistan.
3	Ab.Qader Noor	Brotheran noor hirawi co.	2003	2008	Fruits according to the season of the year.	Kandahar,Jalalabad,Wardak	700401923		
4	H.M.Wali	Sabit co limited	2003	2007	Pomegranate	Helmand,Ghazni,Wardak	0799972843-0784474814		Kandahar, Afgahnistan
5	Azizullah	Afghan dost sharq limited.	2004	2006	Fresh fruits.		799548254		Saray Naseri Mundawi kabul afghanistan
6	Khaista khan	Ashk Co.ltd	1999	2010	Dry Friute and Fresh Friute	Hilmand and Hirat	202105331		Jadi Maiwand
7	Haji.M,Farid	Asef Fared nasrati traders compny.	2003	2007	Grape,Apricot,Melon,Pomegranate.	Kandahar,Ghzni,Maidan wardak,Helmand...	799522340		Madat avenue Merwaise market Kandahar.
8	Abdul,Raouf	Salih raoufi limilted	0	2007	Pomegranate,Plum		700308443		
9	Sayed Yaqoob shah.	Alrahman Alrahim.	2004	2007	Grape,Pomegranate.	Kandahar.	799813853		
10	Ab.Manan	Manara wafa limited.	2009	2009	Grape,Pomegranate,Plum		700331093		
11	Ghawsideen(payman)	Afghan sib mydan.	2010	2010	Apricot,Apple	Maydan wardak	707077095	Ghawsuddin.paiman@yahoo.com.	Pul-e-sukhta.
12	haji Mohammad Asif	Angaza Ltd	2003	2008	Dry and Fresh Friute	Mazar sharif	799328363	Haji_Abdul_Hakim@yahoo.com	
13	H.Aminullah	Brotheran takan sufla.	2010	2010	Apple,Apricot	Maidan wardak	700488670		Kote sangi
1	Shirale	Shir ali	2007	2007	Dried fruits.	North	7891303		Wazir

4		Yaqoob zada				Provinces	70		akbar khan 15th street.
15	Sayed Mir	Qasim sayed mir	2005	2008	Grape,Apple,Apricot	Shamale,Wardak	787053346		
16	Hedayatullah	Omerkhail	2010	2010	Apple,apricot	Wardak	799618683	hidayat6356@yahoo.com	Ahmadzi market maidan maidan wardak
17	Haji,Amir Jan	Nejabat Haydari co limited	2003	2009		Kabul,Jalalabad,Mazar-e-sharif,Baghlan.	797800600		
18	Mir,Afghan	Mir afghan M.aqa Tagabi	2009	2009	Pomegranate	Tagaw,Kapisa	797649321		Kapisa tagab
19	Qudratullah Rahmati	Afghanistan Red Golden Company	2008	2010	Zaafaran	Herat	700402340	qrahmati@saffron.af	Jada Shah Ghareban, Herat
20	Ab.Razaq faiz	Negin sang company	2008	2009	Apricot,Apple	Maidan wardak,	775561111	Razag-faiz@yahoo.com	Pul sukhta Golaye dawakhana next to electrecity brunch second floor.
21	Torialay	Osmanian	1998	2009	Pomegrant, Potato, Onion, Water Milon, Apple etc	Bamian, Maidan Wardak, Ghazni, Kandahar, Hirat	799332005	osmanin_store@yahoo.com	Qool Aurdo Street Next to Ali Sher Nawaie High School
22	Hedayatullah omarkhail	Temoreen	2005	2007	Fresh fruits like apple,apricot,	Kabul,Wardak	799618683	hidayat6356@yahoo.com	Kote sangi saray herate hotel nangin asia kabul afghanistan.
23	M.Nabi allahyar	Rasindagi sedaqat	2007	2008	Wool,cashmere	Ghazni	7077612401		Dasht barchi
24	M.Habib	Shadab Ilyas limited	2007	2011	Dried fruits	Kabul-Parwan-Mazar-Kunduz,Kandahar,Paktiya.Ghazni.Samangan,Herat..	799306043		Bazar Timorshahi behind the Temorshahi.
2	Mohamm	Subhan	2007	2008	Pomegrant and	Balkh and	7994482	sghafury@	Samanga

5	ad Osman Ghafury	Ghafore			Grape	Samangan	76	gmail.com	n market 2nd Floor, maulana Street, Mazar city
26	Haji,Nazar mohammad	Kandahar fresh fruits association	2007	2010	Fresh fruits like grape,pomegrnate.	Kandahar	799742639		Madat khan avenue market kandahar afghanistan.
27	Ghulam Murtaza	Mujtaba sajad rafat limited.	2005	2011	Fruits		776896853	Kabul,Mazar,Kandahar,Kunduz,Paktiya,Nimroz,Parwan	Mandawi saray fayz mohammad naseri number 38 shopkeeper.
28	Abdul najeeb	Najeeb Manzoor Ltd	2007	2007	Dry and Fresh Friute	Mazar-e-Sharif and Jozjan	700210216	Haji_abdul_hakim@yahoo.com	Temor Shahi Mandawe, Kabul
29	Ghulam Hayder	Hayeder Rafat limited.	2005	2008	Dried fruits	Kabul,Parwan	777341830	Rafatt@gmail.com	Behind cinema temorshahi,next to shar-e-sanga,Peshtany Bank.
30	Khaliqyar	Haydari international factory.	2005	2009	raisins,pomegranate,almond,vetch	Arzgan,Helmand,Kandahar			ShorAndam
31	Waheedullah Zaland	Zaland Afghanistan Ltd	2007	2009	Apricot, Pomegrant and Apple	Kandahar, Maidan wardak		zalandafghanistan@yahoo.com	Mandawe, Alkozay Plaza, 6th Plaza
32	Mustafa	Omid bahar co limited	2005	2007	Grape,Apple,Apricot	Kandahar,Wardak	799867506		
33	Haji.M.Hasan	Kabul dry fruit export association	2007	2007	Dry and fresh fruits	Kabul,Mazar,kunduz,Ghazni, Samangan	799328363		Temorshahi mandawi kabul
34	Zabiullah	TAKDANA	2004	2010	Fresh and dry fruit	Kabul, Nangarhar, Wardak, Bamian, Parwan, Samangan, Jouzjan	787151416	zehsan@takdan.com	

Annex II

Questionnaire

AGRIBUSINESS – ASAP ECONOMIC IMPACT AND SUSTAINABILITY STUDY

Client Name:		Company Name:	
Start Date – Company:		Start Date – ASAP Support:	
Name of produce		Name of Provinces where you get the produce from	
Telephone:		Email Address:	
Office Address:			

ASAP AGRIBUSINESS SUPPORTS:

1. How did you find out about ASAP Support?	☐ Online ☐ Through friend ☐ Through AgFair ☐ ASAP Approached you ☐ Other: _____ _____	2. ASAP Supported you with?	☐ Market identification ☐ Sourcing ☐ Sorting ☐ Packaging ☐ Shipping facilitation ☐ Other: _____ _____
3. What markets did you sell to, before ASAP Support?	☐ Local ☐ International	4. What new markets did you find after ASAP intervention?	☐ Local ☐ International
5. Name & number of new local markets		6. Name & number of new international markets	
7. What specific Support did you receive from ASAP on sourcing?		8. How did sourcing help you?	
9. What specific support did you receive from ASAP on sorting?		10. How did sorting help you?	
11. What specific support did you receive from ASAP on packaging?		12. How did improved packaging help you?	
13. What specific support did you receive from ASAP on shipping?		14. How did ASAP shipping support help you?	
15. What help did you receive on export?		16. How did ASAP support in export	

		help you?	
17. Please mention any other support you received from ASAP and how did it help you?			
18. Do the government existing policies regarding Agribusiness support your business? If no, please explain:	☐ Yes ☐ No _____ _____ _____		

INCREASED SALES

1. Annual sales before ASAP intervention – in US$		2. Annual Sales after ASAP interventions – in US$	
3. Total in US$ - sales increased since ASAP interventions		4. What specific ASAP support helped increase your sales?	
5. Future sales without ASAP support	☐ Stay the same ☐ Increase ☐ Decrease	6. What support do you still need in order to increase your sales?	
7. What actions will you take to further increase your sales in the future?		8. Projection of Sales in US$ - in the future	☐ 1 year_____ ☐ 3 years_____ ☐ 5 years_____
9. Your cost of Increased Sales in US$ - per year		10. Your cost of Increased Sales in US$ after ASAP interventions	
11. Total volume in metric tons exported before ASAP support?		12. Total volume in metric tons, exported due to ASAP intervention?	
13. What specific actions you think the government of Afghanistan should take to increase sales of your produce?			

INCREASED EMPLOYMENT

1. Number of employees before ASAP Interventions		2. Number of Employees after ASAP interventions	
3. Number of increased male employees after ASAP interventions		4. Number of increased female employees after ASAP interventions	
5. Net (total) increase in employment due to ASAP interventions (full-time equivalent)		6. Number of households benefited due to ASAP support to your business	
7. Number of individuals in your business received training through ASAP Agribusiness Unit?		8. What else can be done to increase employment?	

IMPACT OF AGFAIRS, ROAD SHOWS AND OTHER FAIRS

1. Name & number of AgFairs attended due to ASAP support		2. Name & number of Road-shows attended due to ASAP support	
3. Total value of contracts in US$ produced due to attending AgFairs		4. Were AgFairs helpful? Suggestions:	
5. Name of countries visited due to ASAP support?		6. Value of contracts in US$ produced due to visiting other countries	
7. Do you think such Fairs and trips should continue? If yes, do you suggest any changes?			

Date:	
Surveyor Name:	
Place of interview: :	
Mobile::	
Signature:	