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**Incentives Driving Economic Alternatives—North, East and West (IDEA-NEW)**

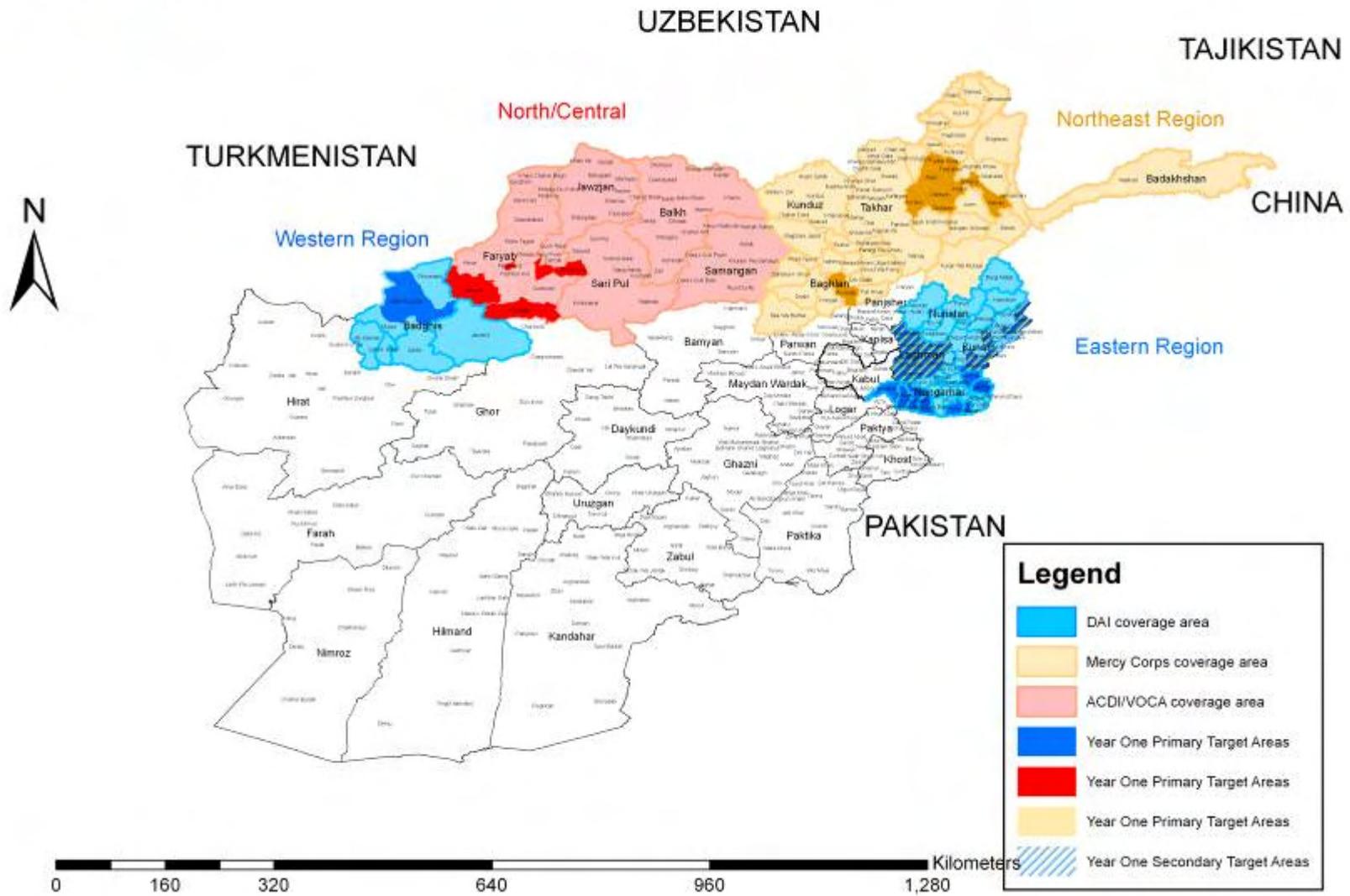
***IDEA-NEW***  
*New ideas for agriculture*

*Quarterly Report  
March – June 2009*

Submitted by:

Development Alternatives, Inc. (DAI) in partnership with  
ACDI/VOCA and Mercy Corps

# Incentives Driving Economic Alternatives--North, East and West (IDEA-NEW)



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## Background

IDEA-NEW is a USAID-funded initiative that began in March 2009. Activities are undertaken to target instability/insurgency locales and buffer zones to curb narco-trafficking (poppy), and at the same time, increase job creation, strengthen Afghan leadership and promote economic growth. It has the ability to respond rapidly while enabling long-term growth in agriculture and rural development sectors.

Its major project areas are: *Job Creation, Agricultural Sales and Capacity Building*, while providing support and linkages to overall US government counter-insurgency (COIN) priorities through village-level agricultural and private sector development, and engaging local government to respond to the needs of its constituencies in these sectors.

IDEA-NEW is implemented by three partners: ACDI/VOCA, Development Alternatives, Inc. (DAI) and Mercy Corps. ACDI/VOCA primarily works in the North/Central Region, DAI in the East and Mercy Corps in the Northeast.

## Quarterly Summary

Activities began in the reporting period in the West, North/Central and Northeast Regions. Activities in the East will begin in the fourth quarterly reporting period after USAID's Alternative Development Program—Eastern Region (ADP/E) closes down on June 30, 2009. The team, office and Afghan leadership from ADP/E will be transferred to IDEA-NEW at that time.

GANTT charts were developed for Year One and submitted to USAID; quarterly progress against these charts for North/Central and Northeast are included in this report.

In the West, North/Central and Northeast, melon fly control activities were started, including training for government line staff and farmers. Offices were set up across regions, internet connectivity installed, vehicles procured and key staff hired. Security remained high-risk throughout the quarter, but there were no incidents involving IDEA-NEW staff or programs.

## Quarterly Highlights

- Melon fly control training continued in the West, North/Central and Northeast regions:
  - In North/Central, a total of 15,698 farmers were trained by 111 trainers in five provinces on melon-fly control.
  - Forty-eight District Extension workers and PPQD staff of government line departments from Kunduz, Takhar and Baghlan trained 5,781 farmers on melon-fly control.

- Eighty people were trained to become field trainers in Badghis, and in the reporting period these trainers gave awareness training on melon fly control to 148 farmers and their family members in three villages of Badghis.
- Women sewed 2,500 cloth bags as part of a cash-for-work project to protect flowering melons against melon fly in Faryab province of the North/Central region.
- Tractor demonstrations conducted in North/Central region were attended by 18 Ag Depot Owners and 176 farmers in Balkh, Sari-Pul and Jawzjan Provinces.
- Nine infrastructure projects in seven districts of Badakhshan were identified, and the initial survey cost estimation and design for three completed. Four irrigation canal improvement projects were identified in two districts of Baghlan province, while their design and cost estimation was underway at the completion of the quarter.
- Twenty-three farmers were trained in Ishkamishq district of Takhar province on grafting practices, resulting in over 25,000 almond saplings grafted.
- Assessments were completed for apricot drying, lamb fattening, thirteen VFUs, two slaughterhouses, and beekeeping in Baghlan and Badakhshan provinces.
- IDEA-NEW signed an MOU with eight onion export companies in Nangarhar Province of Eastern Region. Each company received 1,875 jute bags to support the export of their products to Pakistan and India. Onion exports will occur in the next quarter.

# Activities: North/Central Region

## Project Planning

A regional GANTT chart for Year One was developed in the reporting period. GANTT chart outlines all activities that will be undertaken to contribute to the Year One Annual Work plan.

## Job Creation

### Agribusiness job creation:

*Melon-fly Cash-For-Work for women:* A melon fly related project began in Faryab province as a cash-for-work activity to support sewing cloth melon bags. Women completed sewing 2,500 bags in the reporting period, which were placed over new melons just after the melons flowered. A total of 10,000 cloth bags were contracted will be completed in the fourth quarter.



*Photo: Farmers place cloth bags over flowering melons in Faryab province as part of an integrated pest management (IPM) effort to control melon fly in the region. More than 2,500 of these bags were made by women through an IDEA-NEW cash-for-work project in the reporting period.*

### Staple Crops:

The project publicized invitations for expressions of interest regarding the establishment of staple crop demonstration farm plots during the reporting period. The project also met with Ag Depot association manager, the Ministry of Rural Rehabilitation and Development (MRRD) and World Food Programme (WFP) regarding prospective in-country wheat

procurement of around 1,000 tons. After discussions, the project achieved agreement in principle with WFP to facilitate local procurement of food wheat as part of WFP's surplus wheat purchase program in Balkh province that aims to support the local economy by buying part of their food grain requirements in-country. Small grain merchants will be encouraged to buy grain locally, and quality control and logistics support will be provided by IDEA-NEW.

## Agricultural Sales

There is nothing to report for the quarter.

## Capacity Building

### Agribusiness Development and Training:

*Melon fly training:* During the quarter, a sub-agreement for melon-fly control was approved and signed with NGO JDA. The agreement describes the collaborative roles of IDEA-NEW and JDA with regard to spring and summer initiatives to control expected melon-fly infestations. The project began melon fly control trainings in late May and to date, 15,698 farmers were trained by 111 trainers in five provinces on melon-fly control. The provincial breakdown for farmers trained is as follows:

Balkh province	5,273
Samangan province	5,238
Sari Pul province	3,154
Jawzjan province	1,374
Faryab province	659

### Perennial Horticulture Training:

The agriculture team collaborated with USAID's ASAP program to organize training for 55 farmers from Faryab, Saripul and Samangan provinces in grape trellis technology. As part of this program, ACDI/VOCA coordinated a two-day grape production training in Badam Bagh experimental farm in Kabul with ASAP for 41 AgDepot entrepreneurs and farmers from the five target provinces (Balkh, Samangan, Sari Pul, Jawzjan and Faryab). The project also conducted a field-day in Aybak almond orchards in conjunction with FAO for 43 AgDepot entrepreneurs from all five provinces.

*Tractor Demonstrations:* The project sponsored two-wheel tractor demonstrations for Ag Depot owners. This showed the tremendous business opportunities of these machines as revenue generators for custom crop harvesting and tillage services. The project received responses to its request for quotations for twenty-five two-wheeled tractors. It evaluated the applications and selected a supplier.

The demonstrations were undertaken Balkh, SariPul and Jawzjan provinces in the reporting period. A total of 18 Ag Depot owners attended, as did 176 farmers from 16 districts throughout the three provinces. Attendees also included the Heads of Provincial Agriculture Departments of all three provinces and the Deputy Governor of Jawzjan Province. The demonstrations will continue into the fourth quarter.



## Coordination Mechanisms

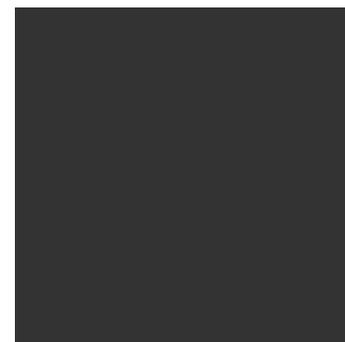
- An MOU was signed with the USAID- funded ASAP project to allow IDEA-NEW North/Central to use power sprayers and vegetable seeders in a joint effort by the two USAID funded projects to improve the service delivery capacity of agriculture input retailers in the targeted area.
- The Balkh Provincial Director of Agriculture requested IDEA- NEW to present its activities in the monthly agriculture sector meeting, and it is doing so on an ongoing basis.
- The project established communications linkages with prospective partners and technicians involved in development of the almond industry, poultry industry, local wheat procurement and spinning-wheel enterprise development. These partners include: USAID's ASAP project, WFP, Asian Development Bank.
- ACDI/VOCA performed introductory project roll-out meetings with Governors of Faryab, Jawzjan, Saripul and Samangan provinces. It also completed introductory visits with Agriculture and Rural Rehabilitation

*Photos at Left:*

*Top: The Deputy Governor of Jawzjan Province attends a tractor demonstration in Faryab.. IDEA-NEW trained 176 farmers and 18 Ag Depot Owners on the benefits of tractor use in the reporting period.*



*Bottom: Melon-fly training for farmers in Sari-Pul District of Sari-Pul Province.*



*Photos from left: PPQD presents melon fly control strategies at a June 4 workshop, an adult melon fly in Afghanistan sits on a melon, and attendees of the Melon Fly Control Workshop take notes during a presentation.*

# Melon Fly Control Workshop

Plant Protection and Quarantine Department, Ministry of Agriculture, Irrigation and Livestock, Kabul, June 4, 2009

In the reporting period, IDEA-NEW facilitated a melon fly workshop that was officially hosted by the Plant Protection and Quarantine Department (PPQD) of the Ministry of Agriculture, Irrigation and Livestock (MAIL).

The workshop took place on June 4 in Kabul, and officially launched seasonal melon fly control activities. It brought all stakeholders together to discuss technical aspects of melon fly control procedures that will take place throughout melon-fly affected areas in Afghanistan.

IDEA-NEW explained its roles and responsibilities and promised to support MAIL's recommendation and provide assistance as needed.

At the workshop, IDEA-NEW announced that it will finance and support farmer training in melon fly control.

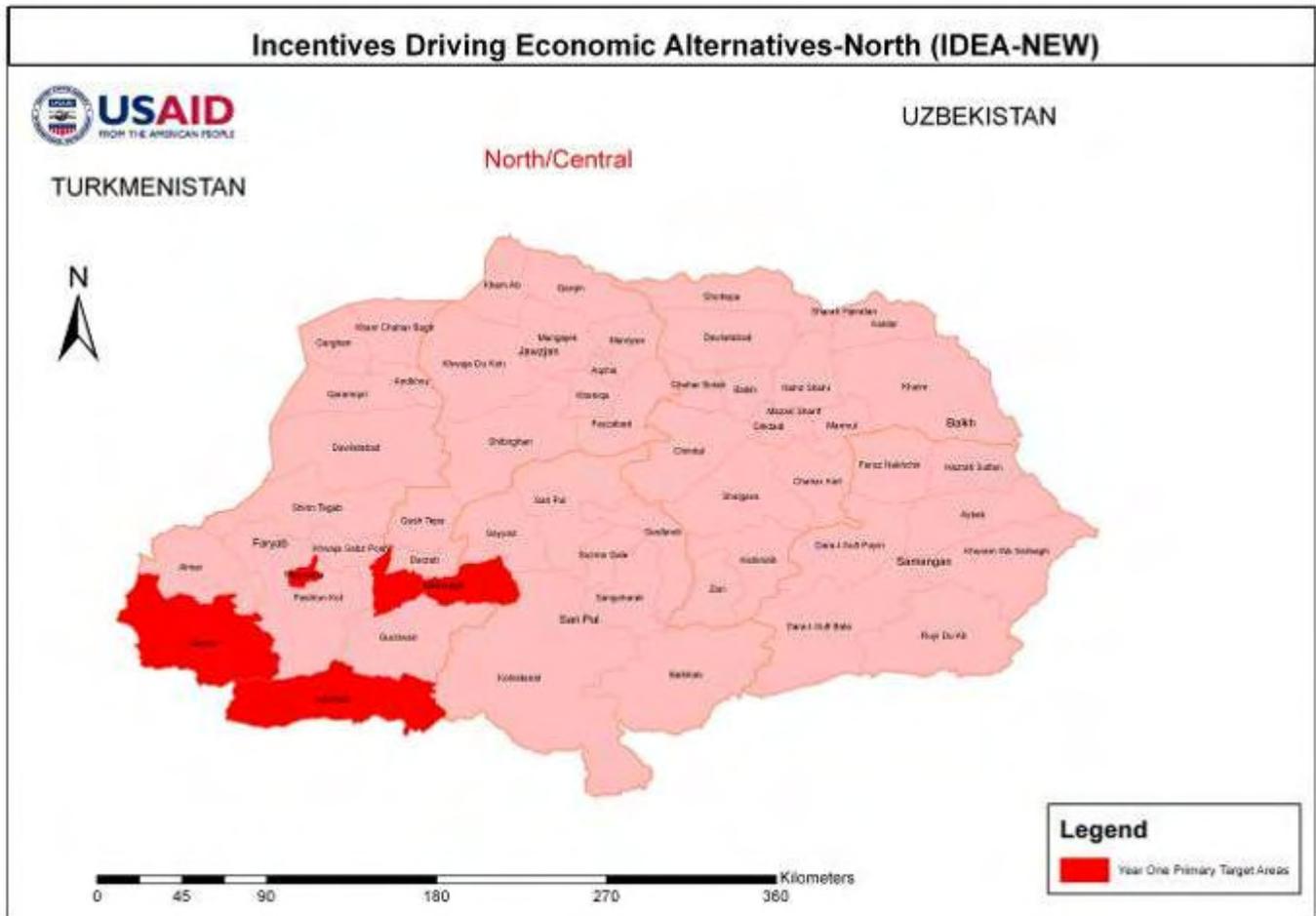
In Badakhshan, Takhar, Baghlan and Kunduz, IDEA-NEW (Northeast) will support the PPQD campaign with motorcycle and vehicle running costs.

In Samangan, Balkh, Jawzjan and Sar-i-Pol, IDEA-NEW (North), through its implementing partner JDA, will carry out farmer training. In Faryab, IDEA-NEW will implement the training program directly.

In Badghis, IDEA-NEW (West) will provide training for MAIL extension workers, while AECID, funded by the Spanish government, will support mechanical control of melon by sieving for pupae.

IDEA-NEW will also print farmer training leaflets and an awareness poster, record brief radio slots for farmers and arrange for their broadcast, and consistently maintain close cooperation with PPQD and inform the Director fully of all its activities.

# Project Area: North/Central Region



IDEA / NEW ANNUAL ACTIVITY PLAN <sup>1</sup>	Location	Apr-09			May-09			Jun-09			3rd quarter		Comments
											target	actual	
<b>Component One: Agricultural Production</b>													
<b>Annual Horticulture</b>													
JDA Melon Fly farmer training project, 900 sessions Phase 1	Balkh, Samangan, Jawzjan, Sar-e Pul										27000	16025	
JDA Melon Fly farmer training project, 1,125 sessions Phase 2	Balkh, Samangan, Jawzjan, Sar-e Pul										33750	18040	
JDA Melon Fly farmer training project, 275 sessions Phase 3	Balkh, Samangan, Jawzjan, Sar-e Pul										4125	4414	
IDEA Melon Fly farmer training project, 216 sessions Phase 1	Faryab										6500	4888	
IDEA Melon Fly farmer training project, 616 sessions Phase 2											18500	Data verification ongoing	
IDEA Melon Fly farmer training project, 50 sessions Phase 3	Balkh, Samangan, Jawzjan, Sar-e Pul, Faryab										750	Data verification ongoing	
<b>Perennial Horticulture</b>													
Train 200 farmers in stone fruit &/or pomegranate crop management practices	Balkh, Samangan, Jawzjan, Sar-e Pul, Faryab										200	0	
<b>Livestock</b>													
Development of 5 level feedlot establishment & operation plans; 1 plan per province	Balkh, Samangan, Jawzjan, Sar-e Pul, Faryab										5	0	
<b>Staple Crop</b>													

<sup>1</sup> This GANTT chart for quarter three of the project was developed in April 2009. Progress against the planned activities is shown here.





# Activities: Northeastern Region

## Project Planning

A regional GANTT chart for Year one was developed and submitted to USAID in the reporting period.

## Job Creation

### Rapid response job creation:

Nine infrastructure projects in seven districts of Badakhshan were identified in joint coordination with community shura elders and local authorities. The initial survey cost estimation and design for four potential projects have been completed while the remaining five projects are in process. These four projects consist of irrigation system and canal improvement and will benefit 9,800 households of 86 villages in Badakhshan province. This will improve the irrigation systems for 2,555 hectares.

Four irrigation canal improvement projects have been identified in two districts of Baghlan province. Design and cost estimation is under way. This will potentially benefit 650 HHF in 23 villages with improved irrigation to 560 hectares of land.

### Agribusiness job creation:

Lamb fattening and beekeeping project assessments in Baghlan and Badakhshan provinces have been completed. The projects cost estimations, project proposals and environmental management plans are underway. Lamb fattening was chosen based on the widespread existence of livestock keeping in the region, and the desire of sheep owners to improve the health of their herds. Bee honey is a high-value commodity for both domestic and export consumption; the project is implementing it based on interest from farmers in the region. These projects will be implemented through cooperatives and individual farmers.

Thirteen VFUs and two initial slaughterhouse assessments have also been completed. Cost estimation and coordination mechanisms are in progress with relevant government line departments and partner NGOs.

The project also planned an agriculture input supplier survey and analysis, which aims to identify what resources are available to farmers in terms of input suppliers. The survey will identify the location, market, stock, and size of input suppliers in the region. A final report will be completed in the fourth quarter.

## Agricultural sales

There is nothing to report in the reporting period.

## Capacity Building

### Agribusiness Development and Training:

Training on melon fly control continued in the reporting period in the provinces of Kunduz, Takhar and Baghlan. IDEA-NEW Northeast fully trained 48 district extension workers and Plant Protection staff of Government Line departments. The trained government staff are providing training at the grass roots level to farmers in these provinces; 5,781 farmers have already been trained.

The project also trained farmers on grafting in the reporting period. Twenty-three farmers were trained in Ishkamishq district of Takhar province resulting in over 25,000 almond saplings grafted.

The project conducted a survey in Khost district, Baghlan Province identifying farmers for apricot drying training using sulfur. The training is scheduled to begin on July 11th and will include around 300 farmers.

### Government Capacity Building:

Please see Agribusiness Development and Training above, where 48 district extension workers were trained as part of melon fly control activities. In addition, the team also conducted its second round of melon fly TOT for MAIL technical staff of three provinces, which was accomplished in close coordination with DAI senior agriculture advisor. As part of capacity building for MAIL, the project also repaired motorbikes and paid for fuel for extension workers in Kunduz, Takhar and Baghlan, in order to enable them to reach melon farmers in remote areas, as per a signed MoU between the program and provincial MAIL offices.

## Coordination Mechanisms

- During the reporting period, the project conducted roll-out meetings in Badakhshan and Baghlan with key government staff. They also completed several meetings with various organizations active in the Animal Health/Livestock Field including DCA, AKF, OXFAM, and Ministry of Agriculture Veterinary Department.
- Members of DAI senior management and eastern region project staff visited Faizabad to share information and discuss programmatic successes from USAID's ADP project. As part of the trip, the IDEA-NEW team visited ADP/North project sites in

order to follow-on some activities including community-constructed infrastructure (CCI), roads, fruit nurseries, commercial orchards, irrigation canals, poultry projects, and demonstration farms. The Regional Director also met with the CNAT advisor in Faizabad to review on-going eradication programs and the Deputy Director met with the Baghlan-based USAID representative for informal introductions.

- Mercy Corps' NRM Program Manager, and key technical staff from IDEA NEW Badakhshan and Baghlan offices attended a USDA and MAIL-sponsored workshop on tree crop horticulture and extension communications development techniques in Kabul with colleagues and specialists from UC Davis, Cornell and Purdue. In addition to exchanging technical information, the workshop's goal was to create an interface to facilitate more collaborative relationships between different organizations working on horticulture-related matters. On June 28<sup>th</sup>, IDEA-NEW senior staff traveled Pul-i-Khumri to meet with the governor of Baghlan to brief him

on IDEA-NEW activities in the region and explain the importance of melon fly control. Meeting with the Governor laid the foundation for a positive working relationship between the provincial authorities of Baghlan Province, Mercy Corps, and IDEA-NEW.

- The team also systematized coordination with all relevant government line departments, and targeted local CDCs in various projects likely to be implemented by the IDEA- NEW Northeast team.
- A sub-agreement was signed on April 9<sup>th</sup> between DAI and Mercy Corps. Mercy Corps is implementing the IDEA-NEW program in the provinces of Badakhshan, Takhar, Kunduz and Baghlan.



*Photo: IDEA-NEW staff conduct training to farmers on melon fly control in Hazar Kemch District of Takhar Province.*

IDEA / NEW ANNUAL ACTIVITY PLAN	Location	Apr-09	May-09			Jun-09			Q3 Targets	Actual	Results
<b>Component One: Agricultural Production</b>											
<i>Annual Horticulture</i>											
Train 5 trainers in melon fly control	Badakhshan, Takhar, Kunduz, Baghlan								5	5	5 trainers trained
Train 25 farmer-trainers in melon fly control	Badakhshan, Takhar, Kunduz, Baghlan								25	48	48 MAIL staff trained
Train 15,000 farmers in melon fly control	Badakhshan, Takhar, Kunduz, Baghlan								15000	4895	Approximately 4895 farmers trained and training is ongoing
Awareness campaign with radio spots and promotion materials	Badakhshan, Takhar, Kunduz, Baghlan								80% cov.	4250	4250 copies of melon fly pamphlets distributed
<i>Perennial Horticulture</i>											
Establishment & expansion of nurseries (no. of saplings)	Badakhshan, Takhar, Baghlan										The assessment is started in Badakhshan, nursery expansion will start in Jan 2010.
Budding of almonds in private-sector nursery (no. of saplings)	Takhar (Ishkamish)										25,000 sapling grafted and 23 farmers trained in grafting
Field trials for late planting of pistachios (sites)	Baghlan										Assessment completed. The activity is seasonal and will be conducted in the Fall season.
Animal Health/Husbandry Strengthening											
VFU diagnostic/assessment	Badakhshan/Baghlan										Assessment completed and targets identified (1 VFU in Daryim (Badakhshan) & 1 VFU in Andrab (Baglan) proposed)





Regional market assessments	Badakshan, Kunduz																			Ongoing, with MC team member currently in Tajikistan for trade show
<b>Component Five : Rural Enterprise Development</b>																				
<i>Private Sector Development</i>																				
Support to existing AgDepot	Kunduz, Baghlan																			Program postponed to allow unified approach across IDEA-NEW program
Inventory management training	Kunduz, Baghlan																			Program postponed to allow unified approach across IDEA-NEW program
Bookkeeping training																				Program postponed to allow unified approach across IDEA-NEW program
Demo farm construction and training																				Program postponed to allow unified approach across IDEA-NEW program
Service training																				Program postponed to allow unified approach across IDEA-NEW program
<i>Micro-Hydro Projects</i>																				
Assess feasibility of expansion of existing micro-hydro projects	Baghlan, Badakhshan																			Assessment is ongoing and will be completed in the 4 <sup>th</sup> quarter.



# Activities: Eastern Region

IDEA-NEW activities in the East will largely begin on July 1, 2009. Some planning activities under IDEA-NEW, however took place in the reporting period.

## **Project Planning:**

A regional GANTT chart for Year One was developed in the reporting period. This chart outlines all activities that will be undertaken to contribute to the Year One Annual Work plan and the program's performance indicators.

## **Job Creation**

### **Rural job creation:**

Negotiations continued with a local investor with extensive experience in textile dyeing, washing and pressing. With IDEA-NEW support, the owner, who has a manual textile dyeing and pressing operation in Jalalabad, will start automatic drying and pressing. This would directly help the 200 textile weavers that the predecessor to IDEA-NEW (ADP/E), trained in Batikoot, Rodat and Kama districts of Nangarhar Province, as well as one textile and shawl factory in Shirzad District in Nangarhar. The investor will contribute \$40,000 for equipment. IDEA-NEW will provide training support and subsidize shipping costs.



*Photo: A Kama textile weaver receives a certificate upon completion of a five-month training program conducted by IDEA-NEW's predecessor program (ADP/E), where he learned to weave as part of an effort to restore the historic textile industry in the region. He and 199 others will benefit from an IDEA-NEW project that will help a factory owner mechanize processes to dye, wash and press textiles, building the value chain in the region and helping Afghan products compete in the marketplace.*

The project also identified 16 new community-constructed infrastructure (CCI) projects in the reporting period to begin under IDEA-NEW interventions in July. The projects were identified in areas after consultation with USAID, PRT and project staff as key areas for IDEA-NEW interventions in terms of insecurity and insurgency, and send to USAID for approval.

## **Agricultural sales**

IDEA-NEW's Market Development Program is mobilizing efforts to support onion and garlic growers from the Eastern Region by encouraging and assisting local trader groups to establish new export companies, renew business licenses and continue exporting onions and garlic to neighboring countries. During the reporting period, IDEA-NEW signed an MOU with eight export companies. Each company received 1,875 jute bags to support the export of their products to Pakistan and India. These bags will be used for the sole purpose of exporting onions from Afghanistan in an effort to help farmers receive more income from their farms.

## **Staple Crops**

In Year One, IDEA-E will distribute wheat seeds to 25,000 farmers in primary and secondary target districts. In the reporting period, several meetings were held with local seed companies to learn about seed availability for the coming season. Field visits were also undertaken to assess the health of wheat seed plots. It was concluded that local seed companies can supply the seed for the coming program from plots certified by the Ministry of Agriculture, Irrigation and Livestock (MAIL) and the Food and Agricultural Organization (FAO).

## **Capacity Building**

### **Agriculture Development and Training:**

IDEA-NEW/East completed the selection process of 136 small demonstration farms that will be established in the region.

### **Community Institution Capacity Building:**

Support continued with Afghanistan Chamber of Commerce and Industries (ACCI)-Jalalabad branch. This includes English and computer training to the staff of ACCI to make them capable of responding quickly and

delivering services in a timely fashion to the business community.

Support also continued to the Eastern Region Fruit Growers Association. This support includes the salary payment of two staff (a manager and accountant) that play an important role in overseeing association activities. IDEA-NEW is now working with the fruit growers association to provide more services that could directly benefit its 2,000 members in the Eastern Region. Under IDEA-NEW, an MOU was created to delineate mutual responsibilities. The association will also contribute resources to better help serve its members. The goal is to make the association capable of delivering sustainable services to its members.

## Coordination Mechanisms

As part of the project planning, the team conducted several meetings with MAIL to plan out a subsidized vegetable seed and fertilizer distribution and training program for farmers throughout IDEA-NEW target districts. In the reporting period, MAIL and IDEA-NEW staff chose target numbers and identified district-level authorities to consult as the process moves forward.

During the reporting period, IDEA-NEW and ADP/E senior staff members attended ICARDA's 2009 Presentation day, May 1-5, in Aleppo Syria. This trip was to accompany the Deputy Minister of Agriculture, and meet with other government officials and scientists.

Potential areas for future collaboration are still under discussion and await USAID approval, but they could include cereals - UG99 (wheat stem rust) field detection, screening of resistant lines and seed multiplication of suitable varieties; livestock – sheep and goats, cashmere production and marketing, and improvements in nutrition and brood stock, legumes, grain and forage, continuing the work on mung and extending it to forage legumes for watershed conservation, improved irrigation – especially supplemental irrigation in rain fed areas.

Note: There is no GANTT chart for Eastern Region in the Third Quarter, as activities are slated to begin the fourth quarter of FY'09.



*Photo: Deputy Director of MAIL learns about no-till machinery in Syria as part of a study tour at ICARDA demonstration headquarters sponsored by ICARDA and USAID's IDEA-NEW and ADP programs.*



# Activities: Western Region

## Job Creation

There is nothing to report in this period.

## Agricultural Sales

There is nothing to report in this period.

## Capacity Building

IDEA-NEW's Senior Agriculture Advisor traveled to Badghis to perform a comprehensive assessment of the agricultural production systems and to investigate the need for agriculture rehabilitation and community empowering programs in the two provinces. Highlights of the trip:

- In-depth agenda developed, negotiated, and agreed upon for a joint melon fly control program led by IDEA-NEW and the Spanish Agency for International Cooperation and Development (AECID) in Qala-i-Naw, Badghis.
- 
- Eighty people (70 progressive melon growing farmers, 6 women, 3 plant protection staff members of Badghis and 1 plant protection staff member of Herat) were trained to become field trainers in melon fly biology and control using integrated pest management methods.

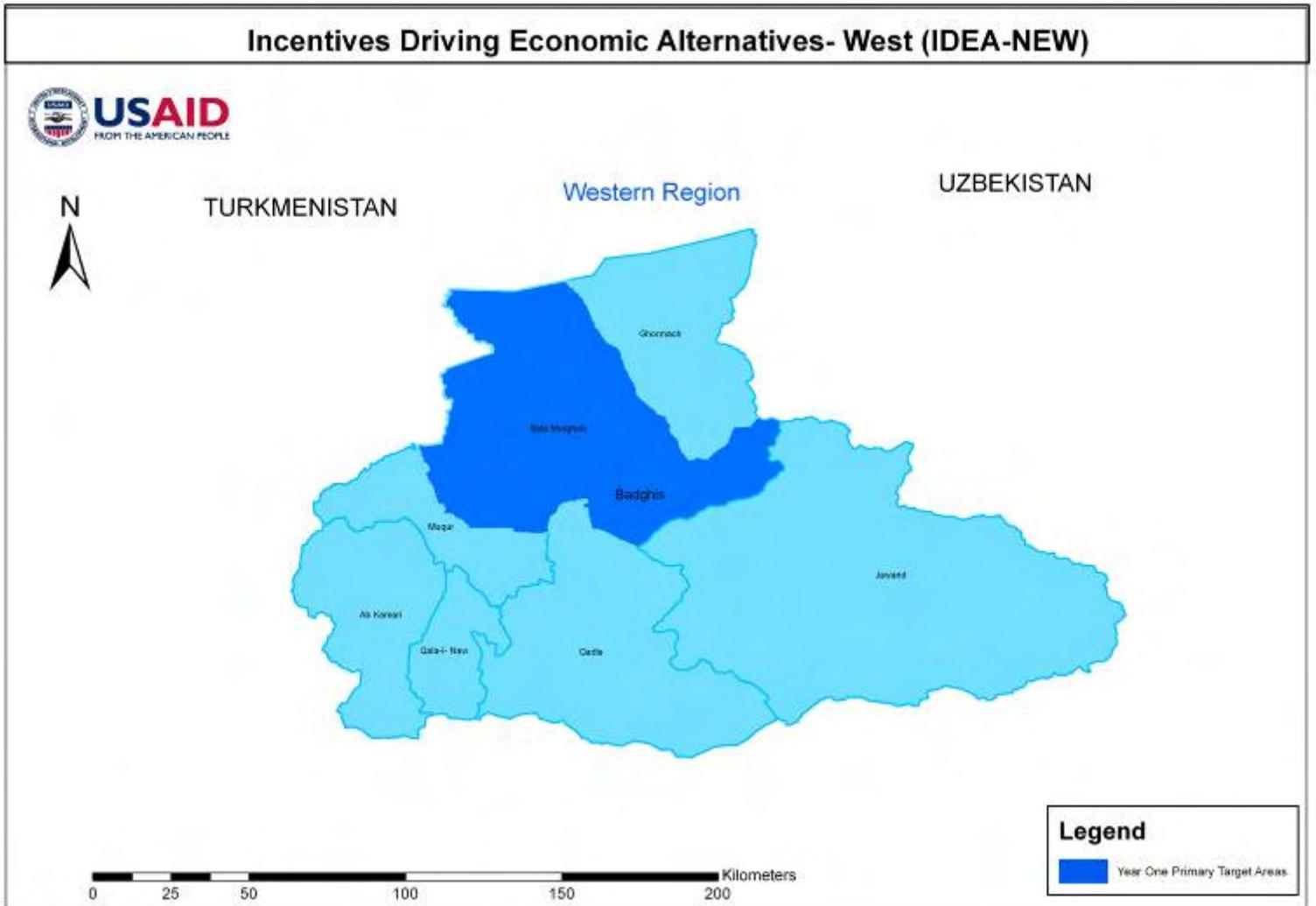
- The IDEA-NEW team arranged and supervised training programs conducted by field trainers in three locations (Chakaran, Tagab Ismail and Cheshma Duzdak villages) and gave awareness training on melon fly control to 148 farmers and their family members.

Note: There was no GANTT chart developed for Western Region activities for the third quarter.



*Photo: IDEA-NEW Senior Technical Advisor conducts a hands-on train-the-trainer session for melon-fly control in Muqur District of Badghis Province. Here, the team looks for melon fly pupae in the soil of an infected melon by filtering the dirt through a small sieve.*

# Project Area: Western Region



# Staffing Updates

- Deputy Chief of Party, Dr. Mohammad Aslamy arrived in-country in the reporting period. Chief of Party, Carson Coleman and Senior Agriculture Advisor, Dr. Ehsanullah Ehsan, arrived in the previous reporting period.
- Michael Bowers, Mercy Corps Regional Program Director, remained in-country pending recruitment of a permanent Regional Director. Two candidates are short-listed with previous USAID-funded agribusiness and Afghanistan experience.
- Mercy Corps's IDEA-NEW Animal Health Program Manager arrived in-country and is currently posted to Faizabad to kick-off animal health/husbandry assessments.
- Local staff recruitment in the Northeast continued with priority given to the two office locations of Faizabad, Badakshan and Pul-e-Khurmi, Baghlan continued.
- In the North, ACDI/VOCA mobilized two expatriate staff to Afghanistan: Finance Manager and Cross-Cutting Program Manager. The Regional Director arrived in the previous reporting period.
- Local management staff interviews were conducted in the North.
- All ADP/E Kabul staff (10 people) were transferred to IDEA-NEW.
- ADP/E staff in the East will remain on ADP/E through June 30<sup>th</sup>, after which relevant personnel will be transferred to IDEA-NEW.

## Performance Data<sup>2</sup>

### ANNEX I. IDEA-NEW ACTIVITY LEVEL INDICATORS

PERFORMANCE INDICATORS	LOP Target	Added this period	To date	Target (FY 09)	Actual (FY 09)	Target (FY 10)	By Gender	
							M	F
Number of rural households benefiting directly from USG intervention in Afghanistan	275,000	2,428	2,428	20,216	2,428	73,424	2,428	0
Increased sales of licit farm and non-farm products in USG-assisted areas over previous year	25%	0	0	n/a	0	15%	0	0
# of hectares devoted to licit agriculture production	80,000	0	0	3,257	0	14,092	0	0
# of full time equivalent jobs created by USG sponsored alternative development or alternative livelihood activities	5,000	0	0	7,238	0	36,352	0	0
# of individuals who have received USG-supported agriculture productivity training	150,000	2,428	2,428	10,902	2,428	39,997	2,428	0
# of livestock under increased technology and management	150,000	0	0	73,200	0	291,333	0	0
# of individuals receiving agricultural inputs	115,000	0	0	15,829	0	60,892	0	0
Hectares of land returned to irrigation based on repaired/constructed systems	10,000	0	0	980	0	5,602	0	0
# of people receiving off-farm business skills training	1,000	0	0	36	0	268	0	0
# of government line staff trained with increased professional and/or technical capacity	250	0	0	8	0	55	0	0
# of households directly benefiting from infrastructure projects including roads, market centers, cold chain and storage facilities projects	75,000	0	0	500	0	3,620	0	0
\$ value of direct investment leveraged in local business	500,000	0	0	40,000	0	265,000	0	0
\$ value of grants local entities receive	2,000,000	0	0	45,000	0	325,000	0	0
# of farmers under new, licit contracts	10,000	0	0	1,260	0	3,675	0	0
Total \$US value of international exports of targeted agricultural commodities as a result of USG assistance	2,500,000	0	0	360,000	0	2,055,000	0	0
\$ value in off-farm sales from market linkages	10,000,000	0	0	295,000	0	960,000	0	0
# of off-farm new micro and SMEs receiving IDEA-NEW technical assistance	300	0	0	19	0	41	0	0
# of associations assisted as a result of USG assistance	75	0	0	3	0	15	0	0
% of associations that improve governance, management and technical skills	90%	0	0	n/a	0	90%	0	0

<sup>2</sup> This was first quarter activities began and data collection was undertaken.

## ANNEX II. IDEA-NEW (DAI) ACTIVITY LEVEL INDICATORS

PERFORMANCE INDICATORS	LOP Target	DAI (LOP Target)	Added this period	Target (FY 09)	By Province							By Gender		
					N	L	Kun	Nur	Badg			M	F	
Number of rural households benefiting directly from USG intervention in Afg	275,000	125000	0	15,769										
Increased sales of licit farm and non-farm products in USG-assisted areas over previous year	25%	25%	0	n/a										
# of hectares devoted to licit agriculture production	80,000	30,000	0	1,657										
# of full time equivalent jobs created by USG sponsored alternative development or alternative livelihood activities	5,000	2,000	0	6,668										
# of individuals who have received USG-supported agriculture productivity training	150,000	25,000	0	8,200										
# of livestock under increased technology and management	150,000	0	0	2,500										
Number of individuals receiving agricultural inputs	115,000	90,000	0	15,769										
Hectares of land returned to irrigation based on repaired/constructed systems	10,000	3,333	0	500										
# of people receiving off-farm business skills training	1,000	800	0	30										
# of government line staff trained with increased professional and/or technical capacity	250	83	0	0										
# of households directly benefiting from infrastructure projects including roads, market centers, cold chain and storage facilities projects	75,000	25,000	0	350										
\$ value of direct investment leveraged in local business	500,000	250,000	0	20,000										
\$ value of grants local entities receive	2,000,000	666,667	0	0										
# of farmers under new, licit contracts	10,000	6,500	0	1,000										
Total \$US value of international exports of targeted agricultural commodities as a result of USG assistance	2,500,000	1,000,000	0	300,000										
\$ value in off-farm sales from market linkages	10,000,000	4,500,000	0	20,000										
# of off-farm new micro and SMEs receiving IDEA-NEW technical assistance	300	200	0	6										
# of associations assisted as a result of USG assistance	75	25	0	1										
% of associations that improve governance, management and technical skills	90%	90%	0	100%										

### ANNEX III. IDEA-NEW (ACDI/VOCA) ACTIVITY LEVEL INDICATORS

PERFORMANCE INDICATORS	LOP Target	ACDI/ VOCA (LOP Target)	Added this period	Actual to Date	Target (FY 09)	Actual (FY 09)	By Province					By Gender	
							Balkh	Far- yab	Jawz- jan	Sman- gan	Sari Pul	M	F
Number of rural households benefiting directly from USG intervention in Afghanistan	275,000	75,000	2,428	2,428	3,947	2,428	987	0	872	413	156	2,428	0
Increased sales of licit farm and non-farm products in USG-assisted areas over previous year	25%	25%	0	0	n/a	0							
# of hectares devoted to licit agriculture production	80,000	25,000	0	0	1,250	0							
# of full time equivalent jobs created by USG sponsored alternative development or alternative livelihood activities	5,000	1,500	0	0	90	0							
# of individuals who have received USG-supported agriculture productivity training	150,000	25,000	2,428	2,428	2,500	2,428	987	0	872	413	156	2,428	0
# of livestock under increased technology and management	150,000	75,000	0	0	4,500	0							
# of individuals receiving agricultural inputs	115,000	20,000	0	0	0	0							
Hectares of land returned to irrigation based on repaired/constructed systems	10,000	3,334	0	0	0	0							
# of people receiving off-farm business skills training	1,000	100	0	0	6	0							
# of government line staff trained with increased professional and/or technical capacity	250	84	0	0	8	0							
# of households directly benefiting from infrastructure projects including roads, market centers, cold chain and storage facilities projects	75,000	25,000	0	0	0	0							
\$ value of direct investment leveraged in local business	500,000	250,000	0	0	15,000	0							
\$ value of grants local entities receive	2,000,000	666,667	0	0	40,000	0							
# of farmers under new, licit contracts	10,000	3,500	0	0	210	0							
Total \$US value of international exports of targeted agricultural commodities as a result of USG assistance	2,500,000	1,000,000	0	0	60,000	0							
\$ value in off-farm sales from market linkages	10,000,000	4,500,000	0	0	270,000	0							
# of off-farm new micro and SMEs receiving IDEA-NEW technical assistance	300	50	0	0	3	0							
# of associations assisted as a result of USG assistance	75	25	0	0	2	0							
% of associations that improve governance, management and technical skills	90%	90%	0	0	100%	0							

### ANNEX III. IDEA-NEW (MC) ACTIVITY LEVEL INDICATORS

PERFORMANCE INDICATORS	LOP Target	Mercy Corps (LOP Target)	Added this Period	Actual to Date	Target (FY 09)	Actual (FY 09)	By Province				By Gender	
							Bdk-shn	Bagh-lan	Kun-duz	Tak-har	Male	F
Number of rural households benefiting directly from USG intervention in Afghanistan	275,000	75,000	0	0	500	0						
Increased sales of licit farm and non-farm products in USG-assisted areas over previous year	25%	25%	0	0	n/a	0						
# of hectares devoted to licit agriculture production	80,000	25,000	0	0	350	0						
# of full time equivalent jobs created by USG sponsored alternative development or alternative livelihood activities	5,000	1,500	0	0	480	0						
# of individuals who have received USG-supported agriculture productivity training	150,000	25,000	0	0	202	0						
# of livestock under increased technology and management	150,000	75,000	0	0	66,200	0						
Number of individuals receiving agricultural inputs	115,000	5,000	0	0	60	0						
Hectares of land returned to irrigation based on repaired/constructed systems	10,000	3,333	0	0	480	0						
# of people receiving off-farm business skills training	1,000	100	0	0	0	0						
# of gvmtt line staff trained with increased professional and/or technical capacity	250	83	0	0	0	0						
# of households directly benefiting from infrastructure projects including roads, market centers, cold chain and storage facilities projects	75,000	25,000	0	0	300	0						
\$ value of direct investment leveraged in local business	500,000	0	0	0	5,000	0						
\$ value of grants local entities receive	2,000,000	666,667	0	0	5,000	0						
# of farmers under new, licit contracts	10,000	0	0	0	50	0						
Total \$US value of international exports of targeted agricultural commodities as a result of USG assistance	2,500,000	500,000	0	0	0	0						
\$ value in off-farm sales from market linkages	10,000,000	1,000,000	0	0	5,000	0						
# of off-farm new micro and SMEs receiving IDEA-NEW technical assistance	300	50	0	0	10	0						
# of associations assisted as a result of USG assistance	75	25	0	0	0	0						
% of associations that improve governance, management and technical skills	90%	90%	0	0	n/a	0						

# Cooperative Agreement Information

Project: Incentives Driving Economic Alternatives for the North, East and West (IDEA-NEW)

Start Date: March 2, 2009

End Date: March 1, 2014

Cooperative Agreement Number: 306-A-00-09-00508

AOTR/USAID Program Manager: Elizabeth Brown

Contracting/Agreement Officer: Yves Kore

Geographic Coverage: Northern, Eastern and Western Afghanistan

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