



AFGHAN INNOVATIVE CONSULTING BUREAU

**POST EVENT SURVEY REPORT ON
HELMAND AGFAIR
SEPTEMBER 30, 2007**



CHEMONICS

**PRODUCED FOR
CHEMONICS INTERNATIONAL
ALP/S HELMAND PROVINCE**



CONTENTS

Topics	Page #
1. EXECUTIVE SUMMARY	3
2. KEY FINDINGS	3
2.1 Feedback on Ag Fair	3
2.2 trade during the Fair Event	3
2.3 Trade After the Fair	4
3. METHODOLOGY	4
3.1 Survey Teams	4
3.2 The Survey Form	4
3.3 Main Constraints faced	4
4. DATA ANALYSES	5
4.1 Event Day Feedback	5
<i>4.1.1 Impacts of Helmand Ag Fair on Trade for Helmand Producers</i>	5
<i>4.1.2 Helmand Ag Fair Promoted the Helmand Products</i>	6
<i>4.1.3 Helmand Ag Fair should be conducted each year</i>	7
<i>4.1.4 Good Things about the fair</i>	7
<i>4.1.5 Things that could be done even better</i>	8
4.2 Trade Tracking	8
4.2.1 Trade During the Event Day	9
<i>4.2.1 a) Reasons for not doing trade during the event</i>	9
<i>4.2.1 b) Contact developed for possible future trade</i>	10
4.2.2 Trade After the Event	10
5. CONCLUSION	11
ANNEX A (List of Traders interviewed)	12
List of Helmand producers/farmers interviewed	13

1. EXECUTIVE SUMMARY

The Helmand AgFair was conducted on August 22, 2007 in Lashagah city. The fair provided a forum to the Helmand potential producers to showcase their seasonal products to the traders. The fair had a tremendous combination of Agriculture related products, technology and cultural heritage. The fair was also successful due to the fact that it received large number of visitor although it was the first time for Helmand to see such a fair. The people learned new experiences and are better prepared to take maximum advantage of such opportunities in future.

Afghan Innovative Consulting Bureau (AICB) was tasked to facilitate traders' attendance to the AgFair as well as track any business transactions that might take place in the fair and afterwards. In this connection the Post Event Survey was planned and completed according the schedule. The post event survey was planned after two weeks of the Ag Fair for four week till end of September 2007.

The Post Event Survey aimed to follow up with both Helmand agricultural producers and traders from other provinces that participated in the AgFair, to determine the extent and type of the trade/business transactions that have occurred as a result of the Helmand AgFair. This report will discuss in greater details the results from the survey data collected.

2. KEY FINDINGS:

Beside the 40 potential Helmand producers, 30 traders and large number of locals also visited the fair. Helmand Agriculture Fair was organized to boost the Helmand agriculture products, bring together the agriculture producers (farmers) and traders to promote regional trade and create local awareness of the local products and the business opportunities.

The Ag Fair had very good results despite the fact that it was the first Ag Fair for southern region and on the other hand the insecurity has caused many problems.

2.1 Feedback on Agfair

- 79 Potential Helmand Agriculture producers and visited traders were interviewed during the post event survey (28 Traders, 15 farms/cooperatives and 36 farmers)
- 42% of the interviewed traders and Helmand producers say, the fair had very good impact on trade for Helmand producers, 27% Says good, 23% says fair and 6% quoted poor.
- Regarding the question "how do you think the Ag Fair promoted Helmand products?" 31% say very well, 39% say well, 12% say fair and 18% say badly.
- 82% of the traders and producers say that Ag Fair should be held every year and they will participate because they have learnt its importance now by attending the fair.

2.2 Trade during the Fair Event



- Different participants have done trade worth \$5,404.00 during the event day. These were basically agriculture related products sold by the Helmand Producers, which included Spearmint water, carpets and handicrafts and vegetables etc.

2.3 Trade after the Fair

- Different Helmand Producers and outside traders have conducted trade worth of \$70,874.00 of agriculture related products after the Agfair, 19 produces have conducted the trade but have not expressed the value of trade.
- All the traders and Helmand producers have expressed their interest in attending/visiting the Agfair in future for various reasons.

Details on all key findings are explained in this report under the data analyzes section.

3. METHODOLOGY:

3.1 Survey Teams

One to one interview method was used during the data collection on key indicators. Staff members were hired to contact each targeted individual (producers and traders) and have detailed interview in order to collect accurate and complete data.

The draft post event survey form was developed, which was latter modified by ALP/S and translate into Pashto by AICB. This form was used in each interview. The survey team for Kandahar and Helmand were nominated and trained on data collection. The staff members hired during initial contacts with traders for their attendance in the Ag Fair were used in this survey, because these individuals were already familiar with the objectives of the AgFair.

3.2 The Survey Form

The Post Event Survey Form was prepared jointly with ALP/S in order to collect measurable data on trade transactions that have occurred due the result of Ag Fair. The form also collects feedback of visitors regarding their experience of fair. The form was translated to Pashto language for better understanding.

The survey form is basically divided into three main parts. The first part is dedicated towards gathering information regarding trade transaction on the fair day, the second part is about collecting the data after the event and the third part is dedicated towards gathering information regarding visitors' feedback on AgFair of Helmand.

3.3 Main constraints faced

The survey team members in Helmand could not access to farmers outside Lashkargah, due to security reasons. Therefore, CADG contacts were used and their field staff

members in these districts conducted interviews with potential farmers who participated in the fair. The forms were somehow filled low quality with some missing information.

4. DATA ANALYSES:

The data collected from the post event survey forms are divided into three main categories, i.e. i) Event day feedback, ii) Trade during the Fair, ii) Trade after the fair. Greater details are provided under each section below:

4.1 Event Day feedback

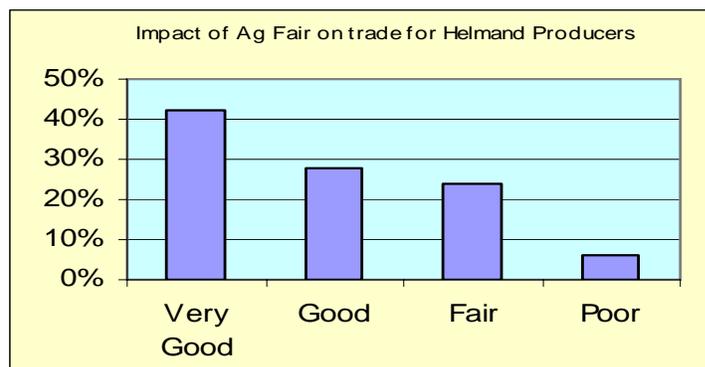
The post event feedback from visitors i.e. traders and Helmand producers is aimed towards collecting their opinion regarding different aspect of the Helmand AgFair. It has been noticed that the visitors were greatly interested in the fair and were happy from the event. They have already rated the fair as very good for promoting Helmand products.

The traders and Helmand producers were new to this fair and therefore were not well prepared. However, they have gained good experience and knowledge about the benefits of such fairs. The traders were less keen due to increased insecurity of Helmand Province.

79 Potential Helmand Agriculture producers and visited traders were interviewed during the post event survey. Out of total, 28 were traders, 15 farms/cooperatives and 36 farmers; please refer to the attached lists in Annex A.

4.1.1 Impacts of Helmand Ag Fair on trade for Helmand Producers:

The targeted traders and producers were asked questions regarding Ag Fair impacts on the trade for Helmand Producers. 42% of the interviewed traders and Helmand producers say the fair had very good impact on trade for Helmand producers, 28% Says good, 24% says fair and 6% poor.

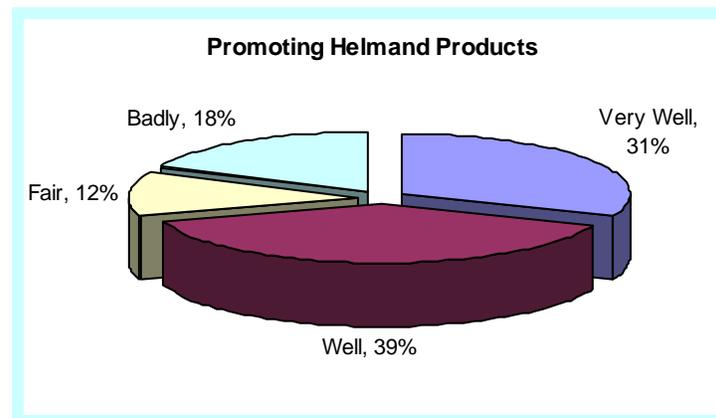


The above data do indicate that the most of the traders and producers are convinced that the fair had good impact on trade for Helmand producers. The main reasons explained for its importance are as following:

- Better Linkages are created between the traders and producers
- Better awareness and understanding of Helmand products toward external trades
- The Producers are encouraged through receiving greater attention towards their products
- The producers also saw different agriculture technology and agro-chemicals and got awareness about their importance
- The fair has created better ways of doing business in Helmand province
- The traders noticed the needs of the Helmand producers, especially the need of fertilizers and pesticides
- Some have said that insecurity was the problem which is preventing the traders to visit Helmand and do trade.

4.1.2 Helmand Ag Fair promoted the Helmand Products:

The traders and the Helmand producers during the survey were questioned about the impacts of Helmand Agfair on Helmand products. 31% says that the Helmand AgFair has very well promoted the Helmand agriculture products, 39% says well, 12% fair and 18% badly.

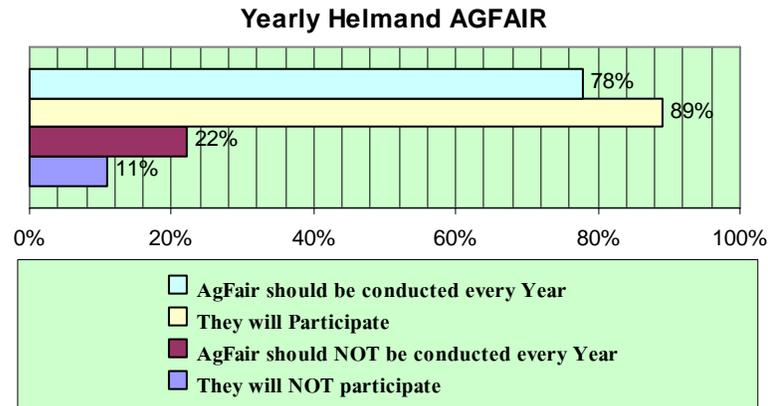


The data from the interviews indicated that the AgFair has played vital role in promoting the Helmand products. The main points rose by the traders and interviewed Helmand producers are as following:

- The AgFair was highly important to market the Helmand products; therefore the producers were happy from the fair. They could showcase their products for large number of visitors.
- Greater linkages were created with the traders and local buyers. The traders get the knowledge about the potential products of Helmand province
- The traders feel relaxed up to large extend regarding the doing business in Helmand beside the worst security situation, which means that the traders have felt security not very serious. The traders seemed highly interested in doing future business in this province.
- Most of them expressed that they are new in such fair, means they would be better prepared next time and it is a good lesson learnt for them

4.1.3 Helmand AgFair should be conducted each year:

87% of the traders and Helmand producers voted that the Helmand AgFair should be held every year and 89% says that they will participate in that every year it is held. Other expressed that they might not participate due to the security reasons.



This data clearly express the interest of such fair both for Helmand producers and traders. Majority of them are convinced that the fair is highly important for promoting Helmand products and trade. The Helmand producers and traders might be better prepared in doing business next time, since they have got good experience from this fair.

4.1.4 Good Things about the Fair:

The traders and producers were given chance to express their experience about the good things they have observed during the fair. Below is the summary of the point raised:

- *Motivation:* The Helmand producers expressed, that they are highly motivated due to this fair and they will try their best to produce better products and present them in the next AgFair.
- *Linkages created:* Both traders and Helmand producers has expressed that they have created better linkages and have been introduced towards doing business in future
- *Awareness:* The fair provided opportunity to different producers to showcase their products which has created greater awareness of Helmand agriculture products potential not only to the outside traders but also to local population. The local producers also got familiar with the technology (i.e. machinery, agro-chemical etc) present in the market, which can be used for increasing production. Both producers and traders learnt a lot from the fair and they will be in a better position next time. The Ag Fair also provided a forum for visiting traders and farmers to get new experiences.
- *Security:* The AgFair served as a better platform for traders to change their image about the security situation of Helmand province and elaborate that Helmand is open for business. The traders mostly appreciated the security arrangements and were happy that no incident happened, which shows that the security is not a big deal for doing trade in Helmand.

- *AgFair as symbol of unity:* The AgFair showcased the local cultural heritage and the large number of visitors served it as symbol for unity and stability among the population.
- *Promoting Helmand products:* The AgFair played a vital role in promoting Helmand products and have provided better opportunity for doing business in this province.
- *Expression of Opinion:* The Fair also provided better chance to the Helmand producers and traders to express their opinions in the business center
- *Food, entertainment and Prizes:* The visitors both trader and Helmand producers appreciated the food, entertainment and prizes in the fair.

4.1.5 Things that could be done even better:

Followings are the main negative points for improvement which are gathered from both traders and Helmand producers during the survey:

- Less Gov't official participated in the Fair. The Gov't officials should be present in the fair in order to encourage the farmers and visitors
- The discipline of fair could be more better and need consideration in future
- Fewer advertisements have been done regarding the fair, very few people new about the fair. The advertisement should be increased in future in order to ensure larger participation and awareness.
- The overall insecurity of Helmand is one of the major constraints for promoting agriculture products.
- The time i.e. one day for the Ag Fair was not enough, it should be at least three days in future
- Comparatively less traders participated in the Agfair
- Comparatively less farmers/producers participated in the AgFair
- No special prizes were assigned for the producers such as seeds and fertilizers could be distributed in the fair for the encouragement of the local producers.

4.2 Trade Tracking:

The survey also focused on collecting data on the trade that have taken place during the Helmand AgFair or after the event. The finding shows some mixed results due to the facts that the Helmand producers and traders were not fully disclosing information on their deals made. However it is for sure that considerable trade has happened as a result of Ag Fair.

The survey forms reveals that \$1,050.00 value trade has happened during the Ag Fair, however, the tracking during the Helmand fair and data collected by the trained individuals during the event day recorded \$5,404.00 value business, which means there is difference of about \$4179.00. The data collected on the event is more reliable, however it does indicates that the real trade has not been disclosed.

The post event trade has recorded that Helmand Producers and traders have conducted trade worth of \$70,874.00 of agriculture related products. 19 farmers from outside Lashkargah were interviewed by the CADG staff members, because of insecurity and inability of AICB to travel to these remote areas shows that they have already done some trade transaction but the value of their trade transaction has been recorded.

4.2.1 Trade during the event day

The first section of the Post Event Survey Form was dedicated to collect information regarding the trade tracking during the Helmand AgFair. The data collected in the post event survey is not complete, however the tracking done during the AgFair is more accurate which states that \$5,404.00 worth trade is conducting. The list of these trade are detailed in the below table.

No.	Name of Items sold	No. of Items	Value Afghani	Seller(Name)	Buyer (Name)	Remarks
1	Women Handicrafts	different	12270.00	DOWA	different	
2	Cow	1	70000.00	M. Esmail	Abdul Salam	
3	Plastic sleepers	5000	155000.00	Ali Jan	Noor Ahmed	Seller from Kandahar
4	Solar power panel	4	10000.00	Nike Muhammad	Haji Amanullah	
5	Vegitables (pumpkin a	different	3400.00	Abdul Qadar	Different	
6	Spirmint Water	200	6000.00	Mirwais	Abdul Manan	
7	Spirmint oil	1	100.00	Mirwais	Habib Rahman	
8	Spirmint oil	2	200.00	Mirwais	H. imam jan	
9	Spirmint Water	150	4500.00	Mirwais	azam	
10	Honey	25 bottles	8750.00			
Total			270220.00			

5404.40

Future Contracts					
1	Green Pepper	2 Tons a year	100000.00	Shah Mahmood	DWC
2	Nursary Plants	200000	1000000.00	Shah Mahmood	MC

The traders were interested in products mostly due to their quality and fair price and most of the deals were short term deals, however it has been noticed that neither the producers nor the traders were properly ready to do business during the AgFair. The producers did not bring their samples and were unable to showcase their products or market them. It was noticed that this was their first time visiting the fair and had no experience. Most of them have expressed that will be better prepared next time based on their lessons learnt this time.

4.2.1 a) Reasons for not doing trade during the event:

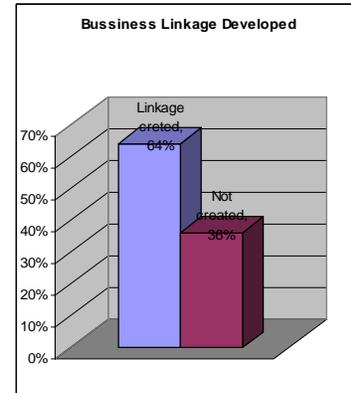
The potential reasons explained by the traders for not doing trade on the Ag Fair days are listed as followings:

- The time (one day) for the fair and conducting trade was very less, some of the traders arrived late to the fair

- No one was properly prepared for this Ag Fair due to the fact that it was new experience for them. They were also not familiar and uncertain about the types of products to be presented for trade.
- The local helmandi traders were not invited or not introduced to the traders and local producers, which could also make difference
- The Helmand potential producers (i.e. farmers) did not come with their samples and did not explain the quantity of their products.

4.2.1 b) Contact developed for possible future trade:

64% of the traders and producers have expressed that they have made good contacts for possible future trade while 36% could not make any business contact.



The main products for which the trade contacts are developed are Cotton, Machinery (Iranian traders and space parts), solar power, Carpets, Agro-chemicals (especially fertilizers), honey, spearmint water and vegetables etc.

4.2.2 Trade after the event

The second part of the Post Event Survey Form was dedicated towards tracking the trade after the fair and exploring the relevant information. 26 Helmand Producers and traders have conducted trade worth of \$70,874.00 of agriculture related products after the Agfair, 19 produces have conducted the trade but have not expressed the value of trade and quantity which are mostly purchase of fertilizers. It has been noticed that most of the traders and producers are not disclosing their trade information.

The main trade products were tractors, (agro-chemical) fertilizers, carpets, vegetables and dairy products.

Name	Trade Name	Contact No	Products		
			Type	Quantity	\$ value
Agha Gul	Spirment farm	797805278	Spiriments	200	120
Mohd Ekhlās	Saleh Carpet Productor	799447299	Carpet	1	100
H.Hatem	Bolan Vegetable and fruits	799533023	Vegetables and fruits		300
A.Razeeq	Bashran Dairy	799438892	Dairy Materials		6.2
Abdul Samad Agha	H.Asadullah	707425772	Carpet	3	300
Hedayatullah	Arain Afghan	799130170	Color	20 bottles	48
Shair Ahmad	Haji Niamat	700312342	Iranian Tracktor	5	70000
Total					70874.2

The only reason for not doing trade is the insecurity reasons, which has created greater problems. The traders rarely visit this province in order to explore better trading items on the other hand there are less cooperation from the Gov't authorities.

All the traders have interest in doing business with Helmand in future due to the following potential reasons recorded during the survey.

- Helmand has greater potential of Agriculture products, it has more feasible seasons and water for irrigation
- There is market demand of Helmand agriculture products and Helmand is also a good market for other products through which both traders and Helmand producers can get financial benefits
- Helmand is easily accessible

5) CONCLUSIONS and RECOMMENDATIONS:

The current security situation of Helmand province is highly uncertain, due to which the traders are not willing to either travel or do trade deals with the producers of this province. The local Helmandi traders are actually facilitating the deals outside, who purchase the products locally and then transfer them to other provinces for deals with outside traders.

Beside the worst security situation the first Ag Fair of Helmand is considered highly successful and had good results in terms of creating awareness, developing contacts; facilitate future trade and at the end it was a good social gathering.

The recommendations provided by the visitors are concluded as:

- The visitors do request AgFair continuation in the coming year
- Time of the fair should be extended, means one day is not enough
- Local awareness i.e. advertisement campaign should be increased
- Focus should also be given to the local Helmandi traders to attend the fair
- Large number of Helmand farmers and outside traders should be involved in the fair

ANNEX (A)
LIST OF TRADERS INTERVIEWED

S/no	Name	Trade name	Mobile no	Address	Remarks
1	Shaista khan	Dry fruit	0700338505	Baro bazaar	
2	Talib khan	Dry fruit	799476135	Barobazar	
3	Ghulam faroq	Dry fruit	700356081	Baro bazar	
4	Gul Ahmad	Plastic industry	777350660	Industrial park	
5	Mohd Musa	Plastic industry	0700311038	Industrial park	
6	Ali Mohammad	Plastic industry	700315132	Industrial park	
7	Fazul Haq	Plastic industry	799532240	Industrial park	
8	Alla Nazar	Salih oxygen	700892224	Industrial park	
9	Niaz Mohd	Niaz M.Daud	700303210	Baro bazar	
10	Janan	Janan	700302070	Baro bazaar	
11	A. wahid	Wahidi	799010784	Baro bazaar	
12	Khairullah	Cooprative	799085074	Mirwais mena	
13	Azizula jan	Cooprative	799085074	Mirwais mena	
14	Shaikh Mohd	Cooprative	799085074	Mirwais mena	
15	Fazal Rahim	Cooprative	799085074	Mirwais mena	
16	Haji Niamatulah	Haji naymat	700312342	Baro bazaar	
17	Ab. Rahman	H.naymatula	700312342	Baro bazaar	
18	Shir Ahmad khan	H.naymatula	700312342	Baro bazaar	
19	A. Aziz	H.naymatula	700312342	Baro bazaar	
20	M. Hasham	Hwole saler	700321810	Baro bazaar	
21	H.Assadulah	As.yosafzai	700310163	0	
22	A. Samad Agha	H.Asadula	707425772	Shah bazaar	
23	S. A. khushk Yar	Khushk yar	799660012	Zawar sray	
24	Mula Zahir	Khushk yar	799809065	Zawar sray	
25	Gul Ahmad	Khushk yar	799809065	Zawar sray	
26	Niak Mohd	European .T	799274793	Baro bazaar	
27	Khial Mohd	European T.	799274793	Baro bazaar	
28	Hedayatullah	Arian Afghan	799130170	Herat	
29	Asif	Arian Afghan	799177879	Herat	



LIST OF HELMAND PRODUCERS INTERVIEWED

No#	Name	Trade Name	Mobile No#	Address
1	H.Abdul Wahab	Bolan Farm	0799176669	Bolan governmental farm
2	Aqa Gul	Aqa Gul Spirement Farm	0797805278	Bolan
3	Habibullah	Agrecultural Cooperative	0799087831	Old Department Store
4	Mohammad Ekhlal	Sulha Carpet	0799447299	Lagham avenue
5	H.Mohd Anwar	H.Mohd Anwar Dairy Farm	0799110339	Bashran Kandahari Village
6	H.Hatem	Fruits	0799533023	Bolan
7	Abdul Razeq	Bashran Dairy	0799438892	Near To Aryana
8	Wazir Gul Rasoli	KARDA	0799246569	H.Gulam Nabi Market
9	Eng.Zarif	Bolan Poultry Farm	0799271693	Bolan Shops
10	Barat Ali	Industrial Algah Farm	0797012156	Near to Sabiqah Dairy Farm
11	Gulam Jan	Mechanism	0799453998	Mechanism building
12	Fozia	Women Department	0799466845	Behind state
13	H.Abdullah	Aryana Honey Farm	0707716454	Gareshk District Eng Nadar Khan Waziri
14	Abdul Ghani	Hamidi Fesh Farm	0799619386	Qazimi Photo Shop
15	H.Manaf			Meer Mandab ,Nahre Seraj
16	Mohd Sarwar			Sarkharos Nawa District
17	Baz Mohd			Sarkharos Nawa District
18	Masom Khan			Kharso Abad Nawa District
19	Khan Gul			Sarkharos Nawa District
20	Hayatullah			Sarkharos Nawa District
21	H.Taza gul			Sarkar Lashkargah
22	H.Allah Dad			Sarkar Lashkargah
23	H.Janat Gul			Sarkar Lashkargah
24	H.MOHmmad			Malger Nahre Seraj
25	Mohd Esrail			Abashak Nahre Seraj
26	Abdul Qados			Abashak Nahre Seraj
27	Abdul Wasy			Zambly Nahre Seraj
28	H.Badi			Payen Qala Nehre Seraj
29	Abdul Qayom			Sarkar Lashkargah
30	Abdul Wadod			Khan Khail Baba Je
31	H.Amanullah			Khan Khail Baba Je
32	Mohd Arif			Sarkar Lashkargah
33	H.aram			Sarkar Lashkargah
34	H.Rahmatullah			Sarkar Lashkargah
35	Mula Futha			Hadar Abad Nahre Seraj
36	Ezatullah	Bolan Investigation Farm	0799856244	Bolan Investigation Farm
37	Noor Mohammad			Gombat Yakhchal Nehre Seraj
38	H.Abdul Gani			Yakhchal Nehre Seraj
39	Abdul Hamid			Yakhchal Nehre Seraj
40	H.Hasan Khan			Hadar Abad Nahre Seraj
41	H.Amanullah			Sarkharos Nawa District
42	Boor Mohd			Sarkhros Nawa District
43	Mohd Zaqom			Sarkhros Nawa District
44	Sarwar Khan			Hazara Sap Nawa District
45	Malim Jan Mohd			Hazara Sap Nawa District
46	Malim Habibullah			Sarkharos Nawa District
47	Mohammad Agha			Sarkharos Nawa District
48	Abdul Hadi			Sarkharos Nawa District
49	H.Yar Mohammad			Shendak Nahre Seraj
50	Abdul Ghafor			Sarkharos Nawa District
51	Nisar Ahmad			Sarkharos Nawa District