



**AFGHAN INNOVATIVE CONSULTING BUREAU**

**POST EVENT SURVEY OF SUBSEQUENT TRADE  
OF HELMAND AGFAIR**



**CHEMONICS**

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



## **1. EXECUTIVE SUMMARY**

The Helmand AgFair was conducted on August 10, 2008 in Lashagah city. The fair provided a forum to the Helmand potential producers to showcase their seasonal products to the visiting traders. The fair had a tremendous combination of Agriculture related products, technology and cultural heritage of this volatile province. The fair was also successful due to the fact that it received large number of visitor. The people learned new experiences and are better prepared to take maximum advantage of such opportunities.

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 August 2008.

The Post Event Survey aimed to follow up with 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. Besides tracking the trade simple feedbacks were also collected from the traders regarding the success of the event. This report will discuss in greater details the results from the survey data collected.

## **2. KEY FINDINGS:**

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 Helmand is the most volatile province in the country. 30 potential traders from Kandahar and Kabul visited the fair and had resulted in creating better awareness and business linkages.

### **2.1 Feedback on Agfair**

Simple feedback on the event and its impacts were collected from the visited traders regarding the event during the survey. Followings are the main feedback collected by the surveyors.

- All the traders have evaluated the event as very positive and effective
- The traders has expressed that the Helmand Agfair was effective for creating better awareness of local products and creating linkages
- Due to its effectiveness all the traders are in favor of conducting this event every year and has showed interest that they will be participating in the future events as well

### **2.2 Trade during the Fair Event**



- Different participants have done trade worth 46,031.00US\$ during the event day. These were basically agriculture related products sold by the Helmand Producers, which included handicrafts, fresh fruits and vegetables and animals etc.

### **2.3 Trade after the Fair**

- Different Helmand Producers and outside traders have conducted trade worth of \$242,500.00 of agriculture related products after the Agfair.

## **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 (visited traders) and have detailed interview in order to collect accurate and complete data.

The post event survey form was developed with coordination of ADP/S and translated into Pashto by AICB. This form was used in each interview. The survey team for Kandahar and Kabul 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 ADP/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**

No considerable constraint is faced during the survey.

## **4. DATA ANALYSES:**

The data collected from the post event survey forms are divided into two main categories, i.e. i) Event day feedback, 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. visited traders 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 visited traders have gained good experience and knowledge about the benefits of such fairs. The traders were less keen due to increased insecurity of Helmand Province.

### ***4.1.1 How useful was participating in the Helmand Ag Fair, in terms of developing business contacts and relationship?***

The targeted traders were asked questions regarding AgFair impacts on creating linkages. The collected data indicates that most of the traders are convinced that the fair was useful in creating business contacts and relationships. The visiting traders and local producers shared their contact information during the event while attending the briefings and visiting the booths. 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 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
- Some have said that insecurity was the problem which is preventing the traders to visit Helmand and do trade.

### ***4.1.2 What was general impression of the Helmandi growers and traders you met at the Ag Fair?***

The visited traders visited all the booths during the fair and had seen the local products. The visited traders also paid greater attention towards the locally produced products. The traders have expressed that Helmandi Producers were encouraged through receiving greater attention towards their products and they were pleased to receive the traders.

The data from the interviews also indicated that the AgFair has played vital role in promoting the Helmand products. The main points rose by the traders 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 upto 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:***

All the interviewed traders have expressed that the Agfair should be held every year and that they will participate in this event, however the security situation might also impact their visits to Helmand province.

#### ***4.1.4 Good Things about the Fair:***

The traders 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 The primary objective of the Helmand Ag Fair was to link Helmandi producers with outside buyers, and to encourage business relationships. What recommendations do you have for improving the effectiveness of the Ag Fair next year?***

Followings points were raised by the interviewed trader during the survey:

- Comparatively less traders and producers participated in the Agfair, it has been recommended to encourage greater participation in the coming year
- The local helmandi traders should also be encouraged to participate in the coming year event.
- 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

***4.1.6 Aside from security concerns, what do you perceive as the biggest problems with sourcing products from Helmand?***

The traders have expressed that besides the security concerns there are following main constrains of doing trade with Helmand:

- 1) check posts on the road who are taking money from vehicles
- 2) Taxes taken by the government
- 3) Bad road conditions (poor infrastructure) especially in the districts

***4.1.7 What products are you interested in sourcing from Helmand in the future? When? What quantities do you demand?***

Different traders are interested in different products in different seasons, however most of the traders have expressed that they are interested in:

- a) Mellon and water melons
- b) Wheat
- c) Cotton
- d) Seeds
- e) Dry fruits
- f) Chicken and eggs

The list of the traders with having interest in different commodities is listed in Annex A of this report.

**4.2 Trade Tracking:**

The second part of the Post Event Survey Form was dedicated towards tracking the trade after the fair and exploring the relevant information. The traders have conducted trade worth of \$242,500.00 of agriculture related products after the Agfair. The main trade products were fresh fruits and vegetables.

**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
- 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)**

No	Type of business	Name of visited Trader	Province	Address	Phone	Products interested in	Post event trade \$
1	Cotton Seed Oil trader	Abdul Salam Ltd	Kandahar	Heart Darwaza 2 Siaction	700305936	Mellon, seeds and water melons	0
2	Cotton Seed oil trader	Mohd Essa	Kandahar	Heart Darwaza 2 Siaction	700305936	Mellon, seeds and water melons	0
3	Cotton Seed oil trader	Asadullah	Kandahar	Heart Darwaza 2 Siaction	700305936 9	tents	0
4	Tractors dealer	H. Dost Mohammad	Kandahar	bypass road	799806146	Tractors and other machinery	0
5	Wheat and corn trader	Haji Nani Agha	Kandahar	Kabul darwaz	700322365	Wheat	0
6	Wheat and corn trader	Malak Abdul hadi	Kandahar	Kabul darwaz	700151620	Seeds, Cotton and Wheat	0
7	Dry fruits	M. Essa	Kandahar	Badam sarai	700303158	Dry fruits	0
8	Dry fruits	Ghulam Mohd	Kandahar	Badam sarai	700964757	Dry fruits	0
9	Dry fruits	Haidar Agha	Kandahar	Badam sarai	77242644	Dry fruits	0
10	Chicken trader	Mullah Nasrullah	Kandahar	Abdullah market	700300552	Chicken and eggs	0
11	Wheat and corn trader	Haji Mohammad Akbar	Kandahar	Kabul darwaz	700306300	Wheat	0
12	Fresh fruits	Ahmad Shah	Kabul	Kabul Chman Babark	799611237	Fresh fruits and vegetables	229000.00
13	Fresh fruits	Mohd Sadiq	Kabul	Kabul Chman Babark	707291724		
14	Fresh fruits	Sardar Mohd	Kabul	Kabul Chman Babark	799840849		
15	Fresh fruits	Malak mohd shah	Kabul	Kabul Chman Babark	799840849		
16	Fresh fruits	Shah Wali	Kabul	Kabul Chman Babark	799840849		
17	Tents	Asadullah	Kandahar	representative of herate/kandahar in helmand	700305936	tents	0
18	Tents	Abdul Hai	Kandahar	representative of herate/kandahar in helmand	707301396	tents	0
19	Tents	Bismillah	Kandahar	representative of herate/kandahar in helmand	70713160	tents	0
20	Tents	Mohd Hashim	Kandahar	representative of herate/kandahar in helmand	799183247	tents	0
21	Vegetables and	Mohd Essa	Kandahar	fresh fruit market	799273320	Mellon, seeds and water	0



	fruits					mellons	
22	Vegetables and fruits	Mohd Ismail	Kandahar	fresh fruit market	799153247	Mellon and water mellons	13500.00
23	Vegetables and fruits	Abdul Karim	Kandahar	fresh fruit market	799213695	Mellon, seeds and water mellons	0
24	Beverages	H azizullah	Kandahar	Amir mandi	799213695	soft drinks and juices	0
25	Tractors dealer	Nanai	Kandahar		799806146	Tractors and other machinery	0
26	Tractors dealer	Bashir	Kandahar		799806146	Tractors and other machinery	0
27	Tractors dealer	A Bari	Kandahar		799806146	Tractors and other machinery	0
28	Tractors dealer	Faiz Mohd	Kandahar		799806146	Tractors and other machinery	0
29	Tractors dealer	A.Ghani	Kandahar		700316171	Seeds, Cotton and Wheat	0
30	Tractors dealer	Mohd Halim	Kandahar		799806146	Seeds, Cotton and Wheat	0

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