

# Road to Job Project

## Intervention profile

**Grape juice processing.** R2J project signed an implementation agreement with Hamid Sadaat Beverage and Water Production Company to produce grape juice as a new product in Mazar-i-Sharif.

**Problem:** Based on grape Market System Analysis (MSA), most of the grape producers in Balkh and Samangan provinces does not have access to a good markets to sale their grapes. Due to absence of proper linkage with market and customers farmers sale their produced grapes on a very low price or most of the time it get spoiled which leads to loses and low income generation of farmers.

**Target groups/beneficiaries:** Target group for this intervention is 1,100 grape producers (farmers) of Dawlat Abad district in Balkh and Feroz Nakhchir district in Samangan provinces.

**Objectives:** The overall objective of this intervention is to create alternative markets and improve grape farmers' access to high-paying markets through grape juice processing as a new value added product in the country.

**Outcomes:** By the end of 2017, the expected results generated by this intervention are as follows:

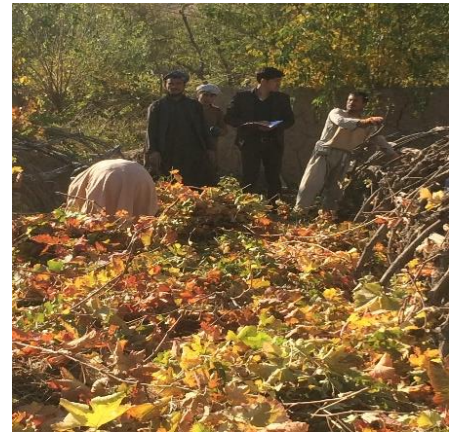
- Additional \$14,160 income created to 1,100 farmers
- Sustainable improved jobs created to 143 market players (118 farmers, 25 transporters)
- 124 new jobs created for at least 5 months (9 job for middle, 45 jobs for workers (women and men), and 70 jobs for grape collectors)
- Additional \$12,313 income created to middlemen
- Additional \$44,22 income created to the processing company
- Additional \$38,787 income created to wholesalers
- Additional \$113,489 income created to retailers
- Additional \$66,866 income created to workers/labours
- Improved technical knowhow to 3 skilled workers at the company.
- 1100 farmers trained in post-harvest handling issues.

### Progress so far:

The pilot phase of grape juice production completed successfully in 2016 with support of R2J by Hamid Sadaat Beverage and Water Production Company (HSWC).

HSWC Company selected 200 grape farmers to supply grapes. The company purchased and processed about 79 tons (78,950 kg) of grapes from farmers via the middle-men with the total amount of 2,052,700 AFN (\$31,102). Out of this amount, 1,973,750 AFN (\$29,905) paid to the farmers and 78,950 AFN (\$1,196) received to middle-men as their commissions and wages.

HSWC was able to produce local made grape juice and supply it to the markets (wholesalers and retailers) in Mazar and Sheberghan cities. From Oct 21 till Nov 27, the company purchased 2.2 tons (2,200 kg) of grapes for grape juice production from Mazar markets, because the company had received



juice order from the wholesalers and the grapes were not available in the villages with farmers, so they purchased it from Mazar markets. During the mentioned period, HSWC produced and sold 15,951 packages (1 package is 12 bottles) of grape juice which equals to 191,412 bottles (300ml). In total, the company earned 286,972 AFN (\$4,348) as net cash income out of this business.

During this pilot phase, 3 company workers worked for 3 months as monthly salary bases, and 6 workers worked (3 men 3 women) as daily workers for one month.

#### Capacity building:

- A capacity building training for grape juice processing conducted for 3 workers of company and they upgraded to skilled workers.
- 58 grape farmers trained in post-harvest handling issues.
- Technical capacity building training conducted for the processing company in business and value chain development.

**Scale up:** HSWC Company plan to improve the quality of grape juice in next season, and intends to cover about 900 farmers. Along with HSWC, R2J will work with some other companies interested in and willing to invest in grape production, grape Jam, and grape concentrates or any other product which will enhance grape sales at the farmer level.

