

## II. INTRODUCTION

Afghanistan is only recently emerging from over two decades of war and five years of drought, resulting in a devastated economy and vast deterioration of its infrastructure, industrial plants, irrigation systems, orchards and agricultural production lands. It is within this context that a pragmatic approach was utilized to prepare this market study.

### Methodology

The activities of this market survey followed a three step approach. The individual reports produced are found in the Appendices.

#### *Step I – Market Assessment*

Using a combination of field investigation, key informants, and published information, surveys were conducted to scope out and prioritize current and potential markets for the most promising crops.

#### *Step II – Production Capability Assessment*

In parallel to Step I, the local production capacity and shipping qualities of these horticultural crops were assessed. Additionally, technical constraints to production and marketing were determined

#### *Step III – Project Summary and Planning Document*

Five to ten of most promising horticultural products were identified and relevant recommendations are developed.

### Outputs

The resulting analysis and conclusions are presented as:

1. The most promising crops for both internal and export income generation;
2. The most critical constraints to production;
3. Economic and social rate of return on investments;
4. Key constraints to market profitability and long term sustainability;
5. Recommendations for investment.