

Sustainable Production and Ethic Responsible & Women Empowered Coffee Value Chains (SuPER WE Coffee)



70% of project beneficiaries are women.

GLIMPSE



Location
Sekong Province
(Dakcheung District)

TimeFrame

March 2022 - February 2026

Beneficiaries

Direct - 400 farmers (280 women)

Indirect - 4,463 people (2,217 women)

Partners

Ministry of Agriculture and Forestry, Sekong Provincial Agricultural and Forestry Office, Ministry of Industry and Commerce, Switch Asia, Haliéus, 4 FORM, International Cooperative Alliance, International Training Center, Fair Trade Italy

BACKGROUND

Coffee provides employment for 40,000 families in seven coffee-producing districts of southern Laos who include large traders and coffee growers ranging from smallholders to commercial plantations.

Coffee is one of the world's most important commodities, employing an estimated 25 million farmers worldwide. Laos has become the 3rd largest coffee producer in Southeast Asia and coffee is our fifth largest export earner. The specialty coffee market is increasing at 25% per annum and, at present, there are no countries that can produce specialty coffee production to meet this high demand. As the Ministry of Agriculture and Forestry aims to increase coffee production to 1 million tons by 2025, this gap in the supply presents a great opportunity for Dakcheung coffee producers.

Through SuPER WE Coffee, producers in the Dakcheung district will have higher economic potential in terms of reaching an international market, helping generate income for the community, and raising the quality of life of their families.

CARE Laos and government partners have worked closely with coffee producers, especially women, in target communities, to elevate the earning potential of Lao coffee farmers. The project has empowered them to increase their productivity, improve the quality of their plants and beans, as well as increase their household income by supporting the establishment of coffee processing centers, providing the necessary equipment, as well as teaching planting and processing techniques to coffee production groups.

OBJECTIVES

To support the development of a green, low-carbon, resource-efficient, circular economy, and contribute to poverty reduction in Lao PDR.

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The European Union



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OUTCOMES

- **Activity 1: A more sustainable gender sensitive and greener system of production for the coffee value chain is identified through a knowledge-based participatory approach, and the showcased participated by men and women in the community.**
 - Developing the green coffee production plan with the coffee 400 producers from 15 villages with participation from the community in order to develop the coffee production plan using their existing resources
 - Elaboration of a set of sustainable production techniques, supported by local and international experts
 - Focus groups with coffee producers and processing operators for an informed discussion and selection of best solutions to improve the coffee quality
 - Testing the improvements in selected producer groups and processing units, with control groups for monitoring
- **Activity 2: Competences of coffee producers and processing operators of Dakcheung on sustainable production practices for green value chain are strengthened.**
 - Elaboration of training program on selected techniques including quality and Traceability
 - Implementation of Training of Trainers
 - Field trainings for 400 producers and operators of 17 processing centres and follow-up in the adoption of the proposed solutions
- **Activity 3: Cooperative-principle based organizations and networks of coffee producers are strengthened.**
 - Participatory assessment of organizational capacities & gaps, and gender social barriers in producers' group
 - Monitor and support the producers in applying the lesson learned from the training to ensure that the trained members are able to implement the cooperative principle effectively
 - Strengthen women coffee producers on leadership and entrepreneurship
 - Support participation of local producers in national & international networks
- **Activity 4: Women local producers' groups and cooperatives are supported in linking up with local and international market.**
 - Analysis of products, market perspectives and market channels
 - Marketing meetings, trade fairs and promotion activities to assess market demand and create linkages
- **Activity 5: Dakcheung model/practices are disseminated for replication at national level and investment supporting mechanism are designed.**
 - Organise the knowledge sharing of the success of improvements at the national level and compile the potential plan to support the producers
 - Organise the event between investors and producers' groups, cooperatives and processing units and compile the information about the private and public investors

IMPACTS

- 400 producers from 17 coffee processing centers from 15 villages access receive new techniques to produce and process coffee.
- At least 28 trainers from 17 processing centers, 15 villages attend the ToT training on new techniques.
- 40 female producers become the group leaders in coffee producing and processing and at least 30% of women producers reporting to have increased capacity and confidence to perform their roles in the producer group.
- Organised at least 3 coffee events at the district and provincial levels and participate at least 2 coffee events at the national level.
- At least 1 video relevant to the new technique is produced and at least 2 set of IEC materials on coffee value chain.



Farmers only collect ripe, red cherries to maintain the quality of coffee.

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