

# Sustainable Production and Ethic Responsible & Women Empowered Coffee Value Chains in Sekong Province (SuPER WE Coffee)



Coffee farmers are happy to have good quality coffee.

## BACKGROUND

Coffee is the single most important commodity globally with an estimated 25 million people worldwide growing coffee. The specialty coffee market is increasing 25% per annum, at a rate of 400,000Mt. At present, there are no countries which can increase the capacity of specialty coffee production to meet this demand. This gap in the supply to meet demand presents the greatest opportunity for value capture for the Dakcheung coffee producers. Laos has become the 3rd largest coffee producer in Southeast Asia and the country's most valuable agricultural export commodity and fifth largest export earner for the country. 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. The Ministry of Agriculture and Forestry aims to increase coffee production to 1 million tons by 2025. There is a promising market opportunity for the Lao coffee sector, as the local and regional demand for coffee are increasing.

## GLIMPSE



**Location**  
Sekong Province  
(Dak Cheung District)

### TimeFrame

March 2022 - February 2026

### Beneficiaries

Direct 400 farmers, women 280 (70%),  
Indirect 4,463 people, women 2,217

### Partners

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

## DONOR

European Union



Through the implementation of this project, CARE Laos and government partners at all levels have agreed on the fruitful results and impact of the project, which have benefited government partners and coffee producers, especially women in the target communities. The project has empowered them to increase their productivity and quality of coffee and increase their household income by supporting the establishment of coffee processing centers, planting and processing techniques for production groups, and the provision of planting and processing equipment. More importantly, the coffee production of Dakcheung District, Sekong Province is considered to have high economic potential and the potential to promote it on an international level, to help generate income for the community and raise the quality of Lao coffee products internationally.

CARE Laos has been successful in seeking funding from the European Union (EU) to continue to support the implementation of the Sustainable Production and Ethic Responsible & Women Empowered Coffee value chains in Lao PDR (SuPER WE Coffee).

## OBJECTIVES

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

# 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 will only collect red cherry 100% to maintain the quality of coffee.



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