

SuPER WE Coffee

March - May 2025 PROJECT HIGHLIGHTS

March: Empowering female coffee farmers to participate in domestic marketing networking events

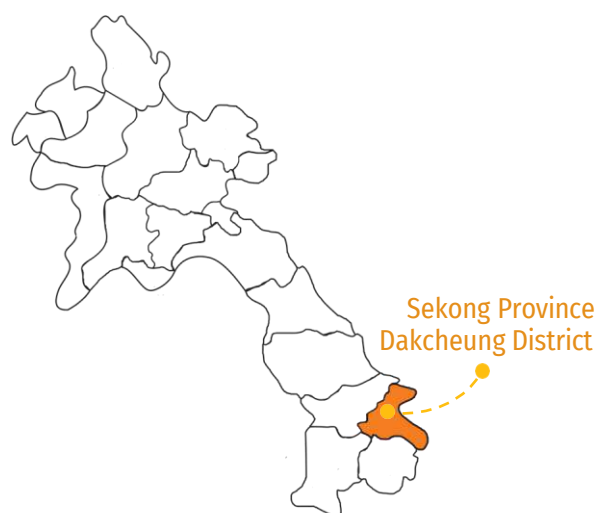
April: Dak Cheung Highland Coffee Producers Group Receives New Coffee Hullers Machine to Improve Coffee Processing.

May: Organize a National Coffee Workshop to share lessons learned on sustainable coffee development.

BACKGROUND

The Sustainable Production and Ethnic Responsible and Women Empowered Coffee Value Chain Project in Sekong Province (SuPER WE Coffee) empowers coffee farmers to increase their productivity and quality of coffee and increase 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. This project aims to support the development of a green, low-carbon, resource-efficient and more circular economy, to strengthen collaboration with cooperatives as well as building the capacities of women coffee producers on cooperative principles by integrating gender, leadership and entrepreneurship.

AREA



TOTAL BENEFICIARIES REACHED



DIRECT
400 FARMERS
280 WOMEN



INDIRECT
4,463 PEOPLE
2,217 WOMEN



March

Promote training on coffee quality management at the village level

From March 18–20, 2025, the project team—led by village-level trainers who were trained in January 2025—conducted training on coffee quality management at the village level. The training was divided into three groups across the villages of Dak Euay, Dak Rai, and Dak Vang. A total of 103 participants from 11 target villages (excluding Koun Sai, Dak Kang, Dak Dome, and Dak Vor) took part. Participants learned about and discussed coffee quality management techniques, from harvesting ripe cherries to sorting and grading the size and quality of green beans.



March

Promoting the capacity of Dak Cheung coffee farmers in cooperative principles: 3rd technical visit and exchange activity

On March 20–21, 2025, the 3rd Cooperative Development Consultation and Exchange Meeting was successfully held, with a total of 51 participants. This included 7 participants from 3 related sectors (2 women), 41 coffee farmers (22 women) from 15 villages, and a special guest, Mr. Phouvong, Manager of the Sustainable Organic Coffee Cooperative, who shared lessons and experiences related to cooperative development. During the meeting, participants discussed and exchanged feedback on the outcomes of the 2nd meeting, reviewed relevant documents and legislation, explored the process for applying for permission to establish a cooperative, shared experiences on managing the Sustainable Organic Coffee Cooperative (CSEC), and learned about writing a business plan.





March

Empowering female coffee farmers to participate in domestic marketing networking events

Six female coffee farmers from the coffee producer groups in the villages of Koun Sai, Dak Yoi, Dak Vor, Dak Euay, and Dak Den participated in the 2025 Dak Cheung Traditional Boat Festival on March 29–30, 2025. At the event, the team served fresh coffee to visitors at their booth. A total of 32 bags of coffee were sold, including 16 bags of 200 grams and 16 bags of 100 grams, generating a total of 1,680,000 kip in sales.



April

Dak Cheung Highland Coffee Producers Group Receives New Coffee Hullers Machine to Improve Coffee Processing

On April 23–24, 2025, the SuPER WE project handed over coffee hulling machines to coffee producer groups in the villages of Dak Rai, Dak Vor, Koun Sai, and Dak Den. This marked a significant step in upgrading the value chain, processing, and quality of the groups' coffee, especially by creating opportunities to access more diverse markets. These new coffee hullers can process both dry cherry coffee and parchment coffee beans, and also separate beans by size—making green coffee processing and quality grading easier, faster, and less labor-intensive. These tasks are primarily carried out by women and girls. Additionally, the machines can help increase the income of producer groups by enabling them to offer coffee hulling services.





May

Organize a National Coffee Workshop to share lessons learned on sustainable coffee development

On April 29, 2025, the SuPER WE Coffee Project successfully organized the **National Coffee Workshop** at the Paksong Dan Ngam Hotel in Champasak Province. The event was co-chaired by Mr. Bounsam Sisak, Head of the Department of Agriculture and Forestry of Sekong Province, and Ms. Phaivan Channgakhom, Program Director of CARE International in Lao PDR, along with CARE staff, invited guests, and coffee farmers from the Dak Cheung Highland Coffee Producers Group. A total of 122 people attended the workshop, including 54 women.

The purpose of the **National Coffee Workshop** was to exchange ideas, discuss key issues, and explore opportunities for sustainable coffee production and gender equality. Representatives from various government departments, CARE International, the Lao Coffee Association, cooperatives, business units, and coffee farmers shared and discussed a range of important topics, including: the Lao Coffee Strategy to 2025; lessons learned from the SuPER WE Coffee Project in promoting a greener coffee sector; enhancing gender roles and advancing women's leadership; regional coffee value chains; sustainable coffee production and social responsibility in the coffee industry; and opportunities and challenges within the specialty coffee value chain.

We also live-streamed the event through three of our media platforms—Facebook, LinkedIn, and YouTube. This new approach was very engaging for the public and allowed us to reach an audience of over 3,000 people.





May

Monthly Technical Meeting for May 2025

The monthly technical meeting was held on May 8, 2025, at Khanh Kaew Hall, Dak Chung District, Sekong Province, with the full participation of eight provincial and district government partners. These included representatives from the Sekong Provincial Department of Agriculture, the Sekong Provincial Women's Association, the Sekong Provincial Department of Industry and Commerce, as well as delegates from three sub-district-level units.

The meeting was successfully concluded, with participants hearing progress reports on the implementation of activities from March to April 2025 and discussing the challenges and obstacles encountered in the past month, along with plans and directions for May.





May

Discussion on the Establishment of the Dak Chung Mountain Coffee Growers' Cooperative

On May 9, 2025, the SuPER WE Project held a meeting to discuss the management of coffee producer groups and to explore the establishment of the Dak Cheung Highland Coffee Farmers' Cooperative.

The meeting took place in the meeting hall of the Dak Cheung District Administration Office, Sekong Province. A total of eight provincial and district government partners participated, including representatives from the Sekong Provincial Department of Agriculture and Forestry, the Sekong Provincial Lao Women's Union, and the Sekong Provincial Department of Industry and Trade.

Representatives from three district-level units also attended, along with members of coffee producer groups from 17 coffee processing centers across 15 target villages, totaling 44 participants. Following the discussion, the meeting reached an agreement to begin preparing all necessary conditions and related documents for the establishment of the Dak Cheung Highland Coffee Farmers' Cooperative.





Female Coffee Farmers Exhibit Their Group's Coffee Products at the 2025 Sekong Provincial Fair

The 2025 Sekong Provincial Fair was officially held from May 22 to 25, 2025, at the Sekong Provincial Trade Center, with participation from more than 45 domestic and international exhibitors. The fair drew significant attention from both government and private sectors, including provincial and district government leaders, businesses, and visitors from Sekong and neighboring provinces. The event created opportunities for consumers, producers, distributors, buyers, and importers to connect and learn more about the province's products. It also contributed to building a positive image and promoting Lao products.

The participation of female coffee farmers in the group's coffee product exhibition strengthened their visibility and boosted their confidence—particularly among young female farmers. Ms. Khan XAYYAAIEM, a coffee farmer from Dak Yoi village, shared: “Participating in the exhibition of our group's products at this fair allowed me to meet and hear feedback from government and private sectors and buyers, which motivated me to further improve the quality of coffee in my village.”





May

Dak Cheung Highland Coffee Producers Participated in the 2025 Lao Green Beans Coffee Competition

To promote the development of its coffee products, the Dak Cheung Highland Coffee Group continues to submit coffee bean samples for the 2025 Lao Green Beans Coffee Competition. This year, the group submitted three samples from the villages of Koun Xai, Dak Euay, and Dak Yoi. At the results announcement ceremony, held at the Pakse Hotel in Champasak Province, the Dak Cheung Highland Coffee Group was awarded the Coffee Production Innovation Award, recognizing the high quality of its coffee beans at the national level.

In addition, Participation in the Lao Green Beans Coffee Competition has helped raise farmers' understanding of coffee quality standards and evaluation processes. It also provided valuable opportunities for coffee farmers to meet and exchange experiences with various stakeholders in the coffee sector. The SuPER WE Coffee Project will continue to support the development and promotion of Dak Cheung Highland Coffee to enhance its competitiveness both nationally and internationally.

The results of the evaluation showed that the washed Arabica coffee sample from Kounxai village received 82.25 points, the washed Arabica coffee sample from Dak Euay received 82.13 points, and the natural Arabica coffee sample from Ban Dak Yoi received 81.50 points. These results reflect the potential of coffee production in the area to develop into a specialty coffee market in the future.





ພິດສະພາ

Promote the empowerment of women coffee farmers as leaders and entrepreneurs

The SuPER WE project, in collaboration with the Provincial Women's Union, successfully organized two training sessions on Women Coffee Producers' Leadership and Entrepreneurship Capacity for members of coffee producer groups on April 25–26 and May 6–7, 2025, in Dak Cheung District. A total of 45 female farmers from 15 target villages participated. The training included theoretical learning, peer-to-peer feedback, and group exercises. Participants learned about the roles, characteristics, and skills of effective lead

Follow-Up Meeting on Empowering Female Farmers in Leadership

On May 28, 2025, the CARE team, in collaboration with the training team from the Sekong Provincial Women's Union, held a follow-up meeting after the leadership empowerment training for female farmers. A total of 40 female farmers from 15 target villages participated. The follow-up meeting revealed that over 80% of the changes observed were positive. Key improvements included:

Leadership and Communication Skills: Female farmers demonstrated noticeable improvements when assigned tasks by village heads or group leaders. They effectively gathered members and organized group meetings. They showed confidence in delegating tasks, applying knowledge in group management, sharing lessons learned, encouraging participation from other women in the group, expressing opinions, making decisions, engaging in group planning, and actively contributing to group activities.

Remaining Challenges: It was observed that more than 50% of participants still face difficulties with public speaking and business planning. These are areas of high interest to farmers, who have expressed a desire for further training in these topics.





POWER OF VOICES

Women's Economic Empowerment

Recorded and Interviewed by: Ketkesone DUANGMYNA

A member of the coffee producer group from Dak Kang village, said: ***“The National coffee workshop made me realize the importance of producing high-quality and sustainable coffee in the Lao coffee sector—coffee that is environmentally friendly and, most importantly, connected to the Lao coffee producer-distributor network.”***

She also expressed her happiness in participating in the event, which provided her with valuable skills in quality coffee production and new experiences that she can share and apply within her own community.



Ms. Aomthala Sengthong

Lessons learned

I learned how to prepare and process coffee beans to send to the competition; how important it is and what to do before sending samples. I also gained new insights from participating in the announcement of the results of the competition on May 23, 2025, which created a good opportunity to meet other competitors and meet teachers who are also members of the competition committee. It also created opportunities for trade between farmers and other producer-buyer groups.

Feelings

This is the first time I have had the opportunity to send coffee beans from my own production and processing skills, and I am very happy to have participated in this event. This is the starting point that gives me the motivation to want to develop myself and the quality of my coffee to improve.



Ms. Keonavan Xayaao, member from Dakyoi village

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