



SuPER WE Coffee

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



Sekong Province
Dakcheung District

June - August 2025 PROJECT HIGHLIGHTS

June: SuPER WE Coffee Project Organizes a Visit to Kham Nam Beng Coffee Cooperative, Nam Beng Village, Lao Nga District, Salavan Province.

July: Coffee Festival Thailand 2025 Co-Exhibition of Coffee Products from Dak Cheung Mountain Coffee Producers.

August: SuPER WE Coffee project handed over coffee machines to coffee farmers in Dakcheung.

TOTAL BENEFICIARIES REACHED



DIRECT
400 FARMERS
280 WOMEN



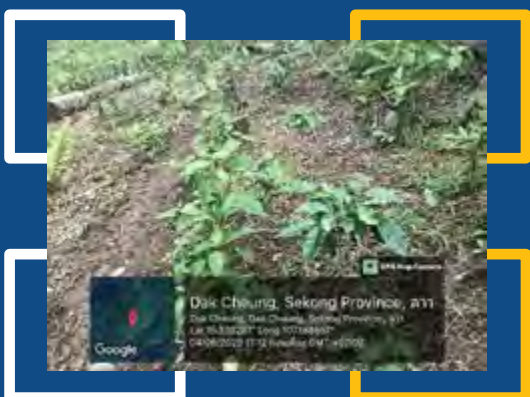
INDIRECT
4,463 PEOPLE
2,217 WOMEN



suPER WE Coffee promotes integrated coffee cultivation in shade gardens in 7 target villages

From June 3-6, 2025, the project team, together with the district-level government partners, monitored and collected data from coffee gardens to provide shade trees in 7 target villages. Data were collected from eligible families in Dak Quang, Dak Krai, Dak Den 1, Khoun Xay, and Prao villages, with a total of 30 families participating.

This activity aims to cultivate integrated coffee in an environmentally friendly way, alighted with forest management and green agriculture, as well as to improve the taste of coffee grown in shade gardens.





June

The SuPER WE Coffee Project promotes the transformation/establishment of Dak Cheung Mountain Coffee Growers' Cooperatives

The consultation meeting on the draft cooperative regulations and the draft 1- 5-year action plan was held on 10-11 /6/ 2025 at the Dak Cheung District Administrative Club. The meeting was chaired by Mr. Inpeng Withanongsak, Head of the Agricultural and Environment Technical Extension Center, representatives from the Provincial Department of Commerce, the Crop Sector, the Provincial Organization Coordination Committee, the Extension Center from the Provincial Department of Agriculture and Environment, the Provincial Women's Union, the Dak Cheung District Office of Commerce, the Dak Cheung District Women's Union, the Dak Cheung District Office of Agriculture and Environment, CARE staff, The initiative committee to prepare for the establishment of cooperatives and representatives from the Dak Cheung Coffee Group, and village authority from 15 villages. In total 29 men, 9 women.

This consultation meeting created a learning environment for the public sector partners, especially the Dakcheug Highland Coffee Cooperative, to learn about the steps that need to be prepared to gradually become cooperative and the benefits of becoming a cooperative. After this meeting, it was observed that the farmers of the 15 target villages of the project were happy and ready to support this work for their own cooperatives. The initial name of the cooperative can be determined as: Dakcheug Highland Coffee Cooperative, abbreviated as (DCHC).





June

The SuPER WE project emphasizes and promotes sustainable and environmentally friendly coffee production.

On June 17, 2025, in Dak Vo Village, Dak Cheung District, the project team organized a training on establishing a wastewater treatment system using sedge for coffee producers.

This training aimed to build the capacity of coffee producers in 15 target villages to manage wastewater generated from coffee processing, which is an important step in reducing wastewater discharge from the center and creating a healthy environment in the community. Participants learned and understood the importance of this wastewater treatment system, which is a natural, low-cost solution to treat wastewater before it flows into the ecosystem.

In addition to helping treat wastewater, sedge also provides additional benefits, such as: preventing soil erosion, sedge leaves can be used as animal feed, roofing materials, and making handicrafts such as baskets and baskets.

Mr. Samlarn Kasyxongdeth - SuPER WE Senior Project Officer, said this method helps to process coffee in an environmentally friendly way, while at the same time benefiting the local community and protecting the environment.

This activity is part of the project's goal of promoting green agriculture and building competitiveness for coffee farmers in Dak Cheung District Sekong Province.





June

SuPER WE Project Promotes Compost Production from Coffee Husks and Animal Waste

On June 17, 2025, in Dak Vo Village, Dak Chung District, Sekong Province, trainers from the Department of Agriculture and Forestry of Sekong Province, together with a technical team from CARE in Dak Chung District, conducted training on Compost Production from Coffee Husks and Animal Waste for 15 target village clusters.

A total of 71 participants attended, including 43 women, as well as representatives from the provincial and district levels. The training focused on the production of compost from coffee husk waste and animal waste at the household level.

Participants learned about the benefits of compost, site preparation, materials and equipment needed, how to produce compost, how to observe usable compost, packaging and storage, and how to use compost with coffee trees and other plants. The training was tailored to the actual site conditions. The trainer demonstrated and explained the steps and methods in detail for the participants to implement.





June

The SuPERWE project promotes quality control of production, coffee beans and coffee production process monitoring systems.

The SuPER WE project continues make a significant strides in improving the quality of coffee products and strengthening the Dak Cheung Mountain Coffee Group. On June 17, 2025, the SuPER WE project, in collaboration with the Lao Coffee Association, organized a training course on roasting and basic principles of coffee tasting for 4 female coffee farmers from the Dak Cheung Mountain Coffee Group at the Lao Coffee Association office, Pakse District, Champasak Province.

The training helped farmers learn coffee roasting and tasting techniques, which are important for maintaining quality and staying competitive in the market. The coffee roaster will allow the Dak Cheung Mountain Coffee Group to experiment and develop coffee flavors, as well as better understand the characteristics of their coffee beans, and increase their ability to supply coffee according to standards and market requirements. Through the training, participants learned the basics of coffee roasting, including temperature control, roast level, and flavor creation, as well as learned basic coffee tasting techniques and principles.





June

SuPER WE Coffee Project promotes the transformation/establishment of Dak Cheung Mountain Coffee Farmers' Cooperatives

On June 19-20, 2025 in Dak Cheung District, the project held the 4th technical meeting to discuss and exchange on cooperative building work, was attended by partners from the Provincial Department of Agriculture and Environment, Provincial Women's Union, Provincial Department of Commerce and Industry, Dak Cheung District Chamber of Commerce, Dak Cheung District Women's Union, Dak Cheung District Chamber of Agriculture and Environment, as well as the initiative committee to prepare for the establishment of cooperatives and representatives from members of the Dak Cheung Mountain Coffee Producers' Group and a total of 57 participants (29 women) attended, including village administrations from 15 villages (44 people, 23 women), provincial and district officials, CARE staff (9 people, 3 women), one representative from DGRV, one consultant, one representative from the Department of Agriculture and Forestry Extension, and one representative from the Cooperative Association.

The meeting reported, discussed progress and preparations for establishing the Dak Cheung Mountain Coffee Growers' Cooperative, including draft regulations of the cooperative, relevant important documents, community participation and membership registration, application for official approval and organizing a meeting to establish the cooperative.





SuPER WE Coffee project organizes a meeting to review the annual coffee sales results for 2024-2025

On the morning of June 26, 2025, at the Sekong Provincial People's Assembly, the SuPER WE Coffee project team organized a meeting to review the annual coffee sales results for 2024–2025, with the participation of district, provincial-level government partners and 15 target villages. The coffee sales revenue of 17 coffee production groups in 15 target villages in early 2025 is approximately 34,175,646,175 kip.

In addition to hearing reports, the meeting featured a coffee tasting competition, a communication and leadership game, and a role-playing activity on the coffee value chain from plant to cup. It concluded with a report from the government partner leadership team, and the meeting was considered a success.





June

SuPER WE Coffee Project Holds Production and Marketing Planning Meeting

On the morning of June 27, 2025, at the conference room of the Sekong Provincial Health Department, the SuPER WE Coffee project team held a meeting to summarize the results of coffee sales for the year 2024-2025, with government partners at the provincial and district levels, representatives of farmers from 15 target villages, and staff from CARE.

The purpose of this meeting was to report on coffee production problems in the past year. In addition, the meeting discussed on marketing, coffee sales strategies, and group management. At the end, Mr. John gave recommendations and directions for purchasing and selling in the next year, which was seen to be successful.





June

SuPER WE Coffee Project Organizes a Visit to Kham Nam Beng Coffee Cooperative, Nam Beng Village, Lao Nga District, Salavan Province

On the morning of June 28, 2025, in Nam Beng Village, Lao Nga District, Salavan Province, the SuPER WE Project Team visited the Kham Nam Beng Coffee Cooperative to exchange experiences on cooperative management with local coffee producers. Participants included representatives from the provincial and district levels, farmers, members of the Kham Nam Beng Coffee Cooperative, and CARE staff.

The visit was warmly welcomed by the Cooperative's President, Mr. Phouthone Sinthapaseuth, along with its members. The meeting were discussed on 6 important topics: establishing cooperatives, organizational structure, business models, member participation, benefit sharing, and suggestions for new cooperatives. Through the discussion, participants learned about cooperative management, how to plan for a new cooperative and group management.





Coffee Festival Thailand 2025 Co-Exhibition of Coffee Products from Dak Cheung Mountain Coffee Producers

From July 10-13, 2025, the Thai Coffee Festival celebrated its 10th anniversary under the theme “Drinking Better Coffee”, attracting coffee lovers, experts and changemakers from across Southeast Asia. CARE International Laos facilitated the participation of coffee farmers from Dak Trung District in a two-day learning and sharing session, which began with a pre-debriefing session to set clear goals.

Throughout the event, farmers were joined by coffee producers, traders, coffee shop owners and experts from the Specialty Coffee Association of Thailand (SCATH). They visited renowned coffee farms and initiatives such as Rai Tuaka Mee, Farm to Cup, Doiwhan Coffee, KhunNan Coffee, and Omkoi Development Learning Centre to learn about sustainable farming, specialty coffee processing, and market access.

This is the biggest coffee festival in Southeast Asia, organized by the Specialty Coffee Association of Thailand and The Cloud, brings together over 200 coffee-related businesses from 58 countries, including tea, cocoa, and bakery industries. The event aims to promote and strengthen the Thai coffee industry across the entire value chain—from farmers and processors to roasters, baristas, and consumers—through seminars, competitions, and workshops that inspire sustainable growth.





July

SUPER WE Project held a review meeting for the first 6 months of the year and planned the last 6 months and monitored the activities in the target villages along with hand over the equipment.

On July 17-18, 2025, in Sekong Province, the Women's Empowerment through Ethical and Environmentally Friendly Coffee Value Chain Project, together with government partners and the Dak Cheung Mountain Coffee Producers Group, held a meeting to summarize the implementation results of the first 6 months of the year and the 2025 plan. What is encouraging is that the meeting saw that this year the coffee production of the group was higher than last year, which shows that their livelihoods have improved.

Before the meeting, the team visited two target villages of the project: Ban Dak Ai and Ban Khoun Xay to monitor the results of the implementation of the project activities at the village level, met with the coffee producer group and listened to the report from the village coffee producer group chairperson.

To assess the progress, they met with the coffee producer group and listened to the progress report from the community leaders. At the end of the event, a visit to the new coffee house and the coffee center of Dakai-Khunxay village was held, and graded coffee machines were donated to the target villages to further promote their production and add value to the community's coffee products. 28 people, 18 of women.





July

suPER WE Coffee Project Promotes the Transformation of Dak Cheung Mountain Coffee Growers' Cooperatives

The meeting was held on 30-31/7/2025 at the Dak Cheung District Government Club, chaired by Mr. Inpeng Withanongsak, Head of the Agricultural Technology Promotion Center, with participating parties: Crop Sector (Project Coordinator), Agricultural Technology Promotion Center, Department of Industry and Commerce, Provincial Women's Union, Dak Cheung District Agriculture and Environment Office, Dak Cheung District Industry and Commerce Office, Dak Cheung District Women's Union, project staff and coffee growers from 15 target villages of the project, with a total of 53 participants, 25 women, including 43 farmers, 21 women.

Through the meeting, the draft regulations of the Dak Cheung Mountain Coffee Cooperative and the 1- to 5-year action plan were discussed, and the management board of the Mountain Coffee Cooperative was selected.

The meeting ended with a consensus and a vote to select 15 representatives from each village to be included in the executive committee of the "Dak Cheung Mountain Coffee Cooperative"





August

SuPER WE Coffee Project Promotes Women Coffee Farmers and Strengthens Leadership.

On August 1, 2025, the SuPER WE Coffee Project team held a meeting with 5 community facilitators, 4 of whom are women.

The meeting presented the policies and regulations that they will adhere to in carrying out their duties as employees of the CARE organization, including draft service agreement, roles and responsibilities, rights and benefits, and the requirements that must be adhered to, such as fraud, sexual abuse, especially of girls, and abuse of power to take advantage of others, etc.

After the draft agreement and the rules, rights and obligations were completed, the contract was signed to become a service provider and community facilitator. It is an important opportunity to work together under the same ideals, and to promote the work and leadership skills of women farmers.





August

SuPER WE Coffee project handed over coffee machines to coffee farmers in Dakcheung

The project successfully handed over medium-sized coffee Hulling machines to Da Kwai, Khounxay, Da Kwai and Da Krai villages, and provided rubber pallets to the 3 target villages (Dak Vo, Da Quang, Da Krai) on August 7 and 9, 2025, respectively, in collaboration with the project team and government partners.

The goal was to help villagers save labor, produce quality coffee for export, and also explain how to use and maintain the machines effectively.



August

The SuPER WE Coffee Project held a monthly technical meeting

On August 22, 2025, the project team, together with provincial and district government partners, attended a meeting with a total of 22 participants (15 men and 7 women). The purpose of the meeting was to review the implementation of past activities and find solutions to past problems and shortcomings so that these problems can be resolved.

At the same time, joint activities were planned with provincial and district government partners in the next month, so that these activities could be implemented by doctors in line with the actual situation.





SuPER WE Coffee Project Organizes Training for the Preparation Committee for the Establishment of Dak Cheung Mountain Coffee Cooperative.

From August 26 to 28, 2025, the SuPER WE Coffee Project, in collaboration with the Central Department of Agricultural Extension and Cooperatives, organized a training on the establishment of Dak Cheung Mountain Coffee Cooperative for the Preparation Committee for the Establishment of Dak Cheung Mountain Coffee Cooperative, with participants from the project, the Department of Agricultural Extension and Cooperatives, along with government partners at the provincial and district levels, and representatives from 15 target villages of the project.

The aim was to enhance knowledge and understanding of the principles and guidelines for cooperative management, as well as to train organizational and management skills for the cooperative to operate transparently, inclusively, and sustainably. There were 30 participants, 12 of whom were women.

At the end of the training, the Department of Agricultural Extension and Cooperatives also awarded certificates to encourage the participants from the target villages and as evidence of their work to drive the establishment of the Dak Cheung Mountain Coffee Cooperative.





POWER OF VOICE

Women's Economic Empowerment

Recorded and Interviewed by: Ketkesone DUANGMYNA

Ms Phetsamman Silaphone, one of the participants of Thailand Coffee Fest 2025, said, *“At Thailand Coffee Fest, we not only drank coffee, but we learned the value of specialty coffee and the power of brewing coffee under the shade of trees. We saw new trends, ways to tell the story of brands and the opportunity to connect with people in the industry”.*

We came back inspired to bring Lao coffee from the Dak Cheung Mountains to the international stage.



Keonavanh is on the left side



Phetsamanh is the third person counting from the left side

Same as Ms. Keonavanh SAIYA-AO coffee farmer from Dak Yoi Village. States that *“Joining the Thailand Coffee Fest 2025 was a truly valuable experience for us. As coffee farmers, seeing people from different countries roasters, entrepreneurs, tasters, and consumers come together for coffee made us proud of what we have grown and cared for from the farm to cup”.*

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