



SuPER WE Coffee

Sep – Nov 2025 PROJECT HIGHLIGHTS

September: SuPER WE Project Takes Coffee and Tea Producers to Market! Luang Prabang Exhibition 2025

October: SuPER WE Project Brings 'Dakcheung Highland Coffee' to the ASEAN Market! Bangkok Exhibition Creates Sales and International Networks

November: Dakcheung Highland Coffee Cooperative attended the 17th International Cooperative Alliance (ICA) Regional Assembly in Sri Lanka

TOTAL BENEFICIARIES REACHED



DIRECT
400 FARMERS
280 WOMEN



INDIRECT
4,463 PEOPLE
2,217 WOMEN

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





September

Promoting Women's Leadership in Coffee Business through the SuPER WE Project

The SuPER WE Project, in collaboration with the Sekong Provincial Department of Industry and Commerce, successfully organized an internship activity to strengthen women's leadership in the coffee sector, held from September 2 to 17, 2025.

The main objective of this activity was to develop knowledge, experience, and entrepreneurial skills for female coffee producers. This initiative aims to enhance production quality and promote the role of women in leading sustainable businesses.



September

Cooperative Establishment Support

The SuPER WE Project collaborated with government partners at both the district and provincial levels to conduct reviews and disseminate basic knowledge about cooperatives, including cooperative regulations and principles. This was done to help village-level coffee-producing farmers understand the meaning and key fundamental principles of cooperatives.

The activity also opened opportunities for interested individuals to apply for membership in the Dakcheung Highlands Coffee Cooperative during 7–14 September 2025. A total of 292 coffee-producing farmers (179 women) from 15 target villages in Dak Cheung District, Sekong Province participated, resulting in 222 households (including 55 women) submitting applications.





September

Coffee Sector Needs Assessment

Between September 28 and October 1, 2025, the SuPER WE Project, in collaboration with EDC Company, conducted a needs assessment targeting coffee producers, coffee buyers, and coffee exporters. The goal was to study the challenges, opportunities for market access, capital/financing, and potential cooperation between coffee producers and buyers. The survey included participants from 10 coffee processing centers, representing 10 villages, and 6 coffee buying/exporting companies in Dakcheung District.



October

SuPER WE Project Takes Coffee and Tea Producers to Market! Luang Prabang Exhibition 2025

The SuPER WE Project, together with four coffee producers and a representative from the Provincial Agriculture and Environment Office, participated in the Annual Coffee and Tea Product Exhibition 2025 in Luang Prabang Province from September 30 to October 7, 2025, with the aim of promoting quality and creating business opportunities, successfully promoting the products to over 300 attendees, which resulted in good sales, connections with buyers, increased national recognition for Dakcheung coffee, and enabled farmers to learn and establish new networks with other coffee cooperatives.





October

SUPER WE Project Brings 'Dakcheung Highland Coffee' to the ASEAN Market! Bangkok Exhibition Creates Sales and International Networks

The SuPER WE Project, along with government partners, coffee farmers, and an expert, totaling 8 participants, attended the ASEAN Coffee Exhibition 2025 in Bangkok from September 28 to October 7, 2025, to promote Dakcheung Highland Coffee at the regional level and create business opportunities, successfully exhibiting Arabica coffee, and establishing key international connections to expand future markets, thereby building the reputation of Lao coffee. With 13,595 participants from over 50 countries and 150 exhibitors.





October

Consultation meeting on Business Plan, Regulation, and Cooperative Board of Committees

Between October 12 and 18, 2025, the project organized a business plan writing training for the Preparatory Committee for establishing the Dakcheung Highlands Coffee Cooperative, aiming to set clear direction and goals for the cooperative (which currently has 222 member families). A total of 27 participants (from the project, provincial, district levels, the Department of Agricultural Extension and Cooperatives, and farmers) attended, learning the fundamentals of production planning, market analysis, financial planning (including cash flow), practical cooperative business plan writing, and agreeing on the cooperative's main activities: Joint business for selling white coffee (parchment coffee), green bean coffee business and roasted coffee business .





October

Reviewed production. Processing quality, marketing, trade strategy, group coordination and the joint steering committee

Between October 20 and 24, 2025, the project organized a meeting to review production, processing quality, marketing, trade strategy, group coordination, and the joint steering committee, with the objective of reviewing coffee production activities and finding ways to improve quality for export.

A total of 52 participants attended (from the project, international consultant, EDC, District Agriculture Office, and farmers), and the outcomes included: sharing lessons learned from previous exhibitions, discussing marketing (including advice for future implementation plans), reviewing the work and roles of the groups for 2024-2025, projecting coffee harvest targets for 2025-2026, agreeing on coffee processing methods to achieve quality, and planning for marketing and strengthening group capacity for 2025-2026, along with managing project-supported assets for the target villages.





October

Delivering materials and equipment for 10 coffee drying houses

Between October 23 and 28, 2025, the project, cooperated with district-level government partners, successfully completed the delivery of coffee drying house equipment totaling 10 units to 7 target villages (DakVor, Dakrai, Dakyoi, Dakdome, Dakdern, DakVang, and DakEry). The objective was to help farmers improve the quality of coffee production to a higher standard for export and sale both domestically and internationally.





October

Support coffee producers with the shade trees establishment

Between October 23 - 28, 2025, the project, cooperated with district-level government partners, successfully completed the delivery of a total of 1,578 fruit tree seedlings (comprising 648 mango, 210 avocado, 240 orange, and 480 jackfruit trees) to 29 families across 6 target villages (Dakrai, Dakden, Prao, Dakyoi, Khounxai, and DakVor). The purpose was to use these trees for shade provision for the coffee plants, while also serving as a natural, environmentally friendly method of pest control





October

The 7th SWITCH-Asia Annual Meeting in Bangkok, Thailand

CARE International in Lao PDR participated in the 7th SWITCH-Asia Annual Meeting in Bangkok, Thailand, under the theme “Scaling Up the Circular Economy in Asia: Bridging Policy, Practice, and Investments through the EU Global Gateway.”

CARE showcased its work on sustainable agriculture, gender equality, and inclusive value chains, including coffee initiatives from Dak Chueng, Sekong Province. The event brought together policymakers, businesses, and development partners, more than 300 attendees to exchange ideas and strengthen regional collaboration for a greener and more sustainable Asia.





November

Prepare and compile documents on the establishment of cooperative

Between 10 and 14 November 2025, the project, together with government partners and the preparation committee, organized preparatory meetings and compiled documents related to the establishment of the Dakcheung Highlands Coffee Cooperative at the CARE office. This aimed to ensure that the document preparation met standards and complied with state laws and regulations. A total of 7 participants joined the meetings, which successfully resulted in the completion of all essential documents prior to the establishment of Dakcheung Highlands Coffee Cooperative





November

Marketing information interviews (coffee buyers and exporters)

From 15 to 19 November 2025, the project met with EDC Consulting to interview coffee buyers and exporters in Paksong and Pakse districts, Champasak capital.

Objective: To collect qualitative and quantitative data from coffee exporters, challenges, needs, value chain integration and marketing opportunities

Results: Interviews were conducted with 10 coffee buyers and exporters: 1 Lao Coffee Association, 2 coffee cooperatives, 3 companies, 1 village bank, 1 bank, 1 savings and credit cooperative, and 1 coffee shop. (Total= 20 people and Women= 6 people), The purpose of this interview was to assess coffee needs in terms of production, quality, processing, export, and so on, Interviews were conducted on the problems and challenges in coffee export and how they have been solved in the past and To find ways to provide coffee farmers in Dak Cheung with an outlet and to match coffee businesses to the actual situation.





November

Dakcheung Highland Coffee Cooperative attended the 17th International Cooperative Alliance (ICA) Regional Assembly in Sri Lanka

Two representatives from the Dakcheung Highland Coffee Cooperative attended the 17th International Cooperative Alliance (ICA) Regional Assembly in Sri Lanka from November 24-27, 2025, to strengthen knowledge and leadership, seek opportunities for regional collaboration, promote the cooperative as a climate-resilient model, and build networks for future market linkage and cooperative development.

Ms. Phetsaman stated: "This participation gave me the opportunity to learn about the benefits of establishing a cooperative and served as an important lesson that I can take back to develop the Dakcheung Highland Coffee Cooperative, which is currently preparing for official registration."





POWER OF VOICES

Women's Economic Empowerment

Recorded and Interviewed by: Ketkesone DUANGMYNA

Mrs. Vilakone Bunthaver, a collaborator from the Industry and Commerce Department of Sekong Province, participated in the ASEAN Café Show. She was impressed by the event's organization and gained valuable insights from coffee experts on coffee production, marketing, and community capacity building.

She saw opportunities to develop high-quality products using local raw materials and sustainable production methods. She also learned about post-harvest processing, Espresso machines, and new techniques that can be applied in local communities.

She said, "This experience has been inspiring and provides a foundation for developing Lao coffee for international markets while building networks to support local producers in Dakcheung."



Mrs. Vilakone Bunthaver



Mr. Moud THINDAKYIEN

Mr. Moud THINDAKYIEN, a Dakcheung Highlands Coffee Farmer from Dak Dern Village, joined the ASEAN Café Show 2025 for the very first time. The event brought together coffee producers and innovators from across the ASEAN region.

With a warm smile, **Mr. Moud** shared, ***"The most impressive part was seeing the diversity of coffee and the new technologies that add value to local products."*** This experience inspired him to develop his own coffee transforming from raw green beans into roasted and ready to drink coffee products.

Mr. Moud confidently added, "Participating in this event was not only about discovering new things, but also a meaningful step toward change both in my coffee journey and in my life to develop Dakcheung Highland Coffee to be modern and globally competitive."

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