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# SUPER WE Coffee

## Dec 2024 - Feb 2025 PROJECT HIGHLIGHTS

**December:** Promoting Water Efficiency with Demucilager Machines.

**January:** Completed the Training of Trainers (ToT) on Coffee Quality Controls and Traceability System.

**February:** SuPER WE Annual Meeting to Evaluate Progress and Strengthen Collaboration.

## 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





December

### Enhancing Coffee Drying Infrastructure

Through the continued efforts of the SuPER WE Project, coffee farmers are benefiting from improved drying facilities that enhances their capacity to produce high-quality coffee. The project has supported the establishment of improved coffee drying houses for 17 coffee processing centers across 15 target villages, enabling farmers to process their coffee even in unfavorable weather conditions. These drying houses provide better control over temperature and humidity, ensuring consistent and high-quality drying while also improving working conditions for producers.



December

### Promoting Water Efficiency with Demucilager Machines

By the end of December 2024, fifteen coffee processing centers at project target villages have been equipped with demucilager machines, which significantly have improved water efficiency and reduced labor needs. By using demucilager machines, farmers can save time and resources while ensuring cleaner coffee and reducing wastewater from the washing process. With less time spent on labor-intensive tasks, farmers have more opportunities to focus on other agricultural and livelihood activities, further enhancing their productivity and sustainability.





# December

## Commemoration of the International Day for the Elimination of Violence Against Women and Girls

On December 5, 2024, the Dak Chueng District Women's Union organized a ceremony to commemorate the International Day for the Elimination of Violence Against Women and Girls. The event, held at the ICT Center of Dak Chueng High School, brought together a diverse group of attendees, including the District Governor, District Party Members, Heads and Deputy Heads of various district offices, along with key staff and students.



# December

## Empowering Women Farmers in Coffee at Local Market Expo

From November 30 to December 4, 2024, four female representatives from the Dak Chueng Highland Coffee Producer Group participated in a local market expo at the Sekong boat racing festival. This event provided them with a valuable opportunity to showcase their coffee products, engage with potential buyers, and build connections with other market participants. Through hands-on experience in coffee promotion and preparation, the representatives gained confidence in presenting their products and understanding customer preferences. Their participation not only strengthened their business skills but also contributed to expanding market access for the group's highland coffee.





January

### Strengthening the Capacity of Dak Chueng Coffee Farmers in Cooperative Principles: 2nd Technical Follow-up Visit and Exchange Workshop

On 14-15 January 2025, the second workshop on Cooperative Development was held with 53 participants, including 40 coffee farmers (19 women) from 15 villages. This workshop provided an important platform for farmers to learn about the cooperative model, including best practices for establishing and joining cooperatives, understanding relevant regulations, and accessing financial support.

Two guest speakers from the Jhai Coffee Farmer Cooperative shared valuable insights and lessons learned about the cooperative process, addressing topics such as market access, technical support among cooperative members, emergency funds, and low-interest loans. The workshop concluded with fruitful discussions that will guide future cooperative development in Dakchueng.





January

## Training of Trainers (ToT) on Coffee Quality Controls and Traceability System

A Training of Trainers (ToT) program has equipped 26 coffee farmers and government partners with vital skills in coffee quality control and traceability. The five-day training, held from January 27-31, 2025, focused on enhancing coffee production through improved harvesting, processing, and tracking methods.

Participants gained hands-on experience in cherry coffee harvesting and sorting, mastering various processing methods such as washing, honey, and drying. They also learned about secondary processing, proper storage techniques, and the importance of sensory evaluation to assess coffee quality. The training emphasized the importance of adhering to specialty coffee quality standards and utilizing coffee traceability forms to ensure transparency and accountability.





## Dak Chueng Coffee Producers Gain Insights from Study Visit to Jhai Coffee Farmer Cooperative and Explore Home-Biogas Innovation in Paksong District

A delegation of 16 coffee producers and government partners, including seven women, visited Paksong District, Champasak Province, on February 7, 2025, to learn from the Jhai Coffee Cooperative, which has long experience in cooperative management. The study visit aimed to deepen their understanding of coffee production, quality control, and cooperative management.

Participants engaged in in-depth discussions and hands-on interactions with members of the Jhai Coffee Cooperative. They were particularly interested in the cooperative's approach to maintaining high coffee quality standards and expanding market opportunities. The insights gained from this visit will be instrumental in strengthening the Dak Chueng highland coffee producer group, improving their operations, and enhancing the quality of their coffee.

Later in the afternoon, the team traveled to Houay Set Village to explore home-biogas technology. A host household welcomed the group and demonstrated the functionality of a home-biogas system. The system uses fermentation bags to convert organic waste into cooking gas and bio-liquid fertilizer, providing households with a sustainable energy solution.

The visit highlighted the potential of utilizing coffee waste, such as washing water and pulp, as raw materials for home-biogas production. Further research will be conducted to assess the feasibility and effectiveness of this approach, with the goal of promoting sustainable waste management and alternative energy solutions for coffee-producing households.





## Dakchueng Women Farmers Showcase Their Coffee at Bolaven Plateau Coffee, Tea and Agricultural Products Festival

A group of Dak Chueng women coffee farmers proudly represented their communities at the Bolaven Plateau Coffee, Tea, and Agricultural Products Festival, held from February 8-10, 2025. The exhibition featured over 50 stalls, showcasing a wide range of coffee and tea products. Four women from the coffee producer groups of Khoun Xay, Dak Yoi, and Dak Den villages participated, sharing their expertise and passion for sustainable coffee farming.

During the festival, the team served freshly brewed coffee for visitors to taste. Their products attracted strong interest, resulting in the sale of 43 bags of coffee—19 bags of 200 grams and 24 bags of 100 grams. Beyond product sales, the event provided valuable networking opportunities. The women engaged with coffee buyers and operators to explore potential partnerships. Their participation in the festival gave them firsthand experience in marketing their products, interacting with consumers, and understanding market demand.





**February**

## SuPER WE Annual Meeting to Evaluate Progress and Strengthen Collaboration

The Project Implementation Management Committee (IMC) Annual Meeting 2024 for the SuPER WE Coffee Project, held on February 6, 2025, successfully brought together 29 participants, including 13 women, to assess the project’s achievements and challenges. Chaired by Mr. Bounsum Sisack, Head of Sekong PAFO, and co-chaired by Mr. Khamsing Namsavanh, Program Director for CARE Laos, the meeting featured a diverse group of stakeholders, including representatives from relevant government agencies, CARE Laos, and coffee producer groups.

The meeting’s primary objective was to review the progress made over the past year, with a particular focus on sustainable coffee production, ethical trade practices, and the empowerment of women within the coffee value chain.

The event highlighted the significance of inclusive development and collaboration, with all participants reaffirming their commitment to the project’s goals and objectives. As the project moves forward into its final year, the SuPER WE Coffee Project remains on track to continue empowering local communities, especially women, and contribute to the growth of sustainable coffee production in Sekong Province.





# POWER OF VOICES

## Women’s Economic Empowerment

Recorded and Interviewed by: Ketkesone DUANGMYNA

Three women found themselves stepping into new roles, their voices empowered as they shared their newfound knowledge and experiences. Their journey began at the coffee exhibition events, where they gained a deeper understanding of the coffee industry and discovered the true value of their work.

**Ms. Keonawan**, a proud member of the Coffee Producer Group from Dak Yoi Village, stood with pride as she spoke of her first experience making coffee using a coffee maker and hand-drip methods. The precision in weighing, boiling, and pouring water became a new language to her—one that connected her to the essence of coffee production. *“I feel very honored and proud to participate in this festival,” she shared. “It has made me understand the importance of coffee production more than I ever knew before.”*



Ms. Phutmala (left) and Ms. Keonawan (right)



Ms. Phutthivanh

**For Ms. Phutmala**, a member of the Coffee Producer Group from Dak Den Village, the festival revealed the complexities of coffee cultivation, processing, and sales. *“This event has opened my eyes,” she shared. “It has motivated me to learn more, develop my skills, and focus on growing coffee in an environmentally sustainable way.”*

**Ms. Phutthivanh**, a member of the coffee producer group from Khounxay Village, found herself in a new role as a coffee seller. “This is the first time I’ve had the chance to participate in a coffee exhibition,” she said, reflecting on her transformation from a producer to a seller. *“Now, I’m not only producing coffee, but I’m also listening to consumer feedback, which helps me improve every step of the coffee process.”*

## Contact Us:

**Keoamphone Souvannaphoum**

Country Director

Tel: (+856) 20 5564 2235

[keoamphone.souvannaphoum@care.org](mailto:keoamphone.souvannaphoum@care.org)

**Khampaseuth Cheutchingthao**

Provincial Manager Tel:

(+856) 20 7741 8956

[khampaseuth.cheutchingthao@care.org](mailto:khampaseuth.cheutchingthao@care.org)

**Lyxay Phothisut**

Communications Coordinator

Tel: (+856) 20 7777 9501

[Lyxay.phothisut@care.org](mailto:Lyxay.phothisut@care.org)

CARE International in Lao PDR  
P.O Box 4328, Nongsangthor Rd,  
Ban Nongsangthor, Saysettha  
District, Vientiane Capital, Lao PDR  
Tel: (+856-21) 217 727

Sekong Office  
Dakcheung District, Sekong Province, Lao  
PDR Tel: (+856-38) 215 010

✉ [Lao.Info@care.org](mailto:Lao.Info@care.org)

🌐 [www.careint.org.la](http://www.careint.org.la)

f 📺 @careinlaos

🌐 CARE International in Lao PDR

