



SUPER WE Coffee

2024 PROJECT HIGHLIGHTS

July: Completed the Strengthening Women Coffee Producers training on leadership and entrepreneurship, as well as the Duckcheung Highland Coffee Producers group meeting.

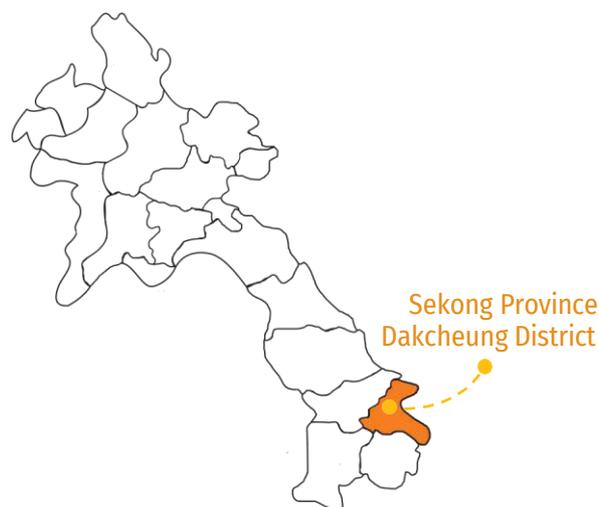
August: Completed the FFS refresher training and provided materials for the coffee drying house.

September: Market perspectives and market channels.

BACKGROUND

The Sustainable Production and Ethnic Responsible and Women Empowered Coffee Value Chain Project in Sekong Province (SuPER WE Coffee) will empower 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





July

Strengthen women coffee producers on leadership and entrepreneurship training

Completed training on leadership and entrepreneurship skills for women coffee farmers on July 11, 2024, in Dak Cheung District, Sekong Province, 48 participants, including 38 women coffee farmers.



July

Promoting green coffee production with coffee producers and processing groups

During the coffee producers group meeting on July 15, 2024, group members proposed planting fruit trees alongside coffee, including mango, orange, jackfruit, avocado, and Burma padauk.





August

Providing materials for coffee drying house

Completion of the purchase and handover of drying houses materials for 7 drying houses in 7 villages is scheduled for August 2024. To date, we have provided materials for 18 drying houses.



September

Implementation of the FFS refresher training

The FFS refresher training was conducted from September 26-29 2024 for project staff and district counterparts, and 5 community facilitators. The training, led by FFS specialists, had a total of 13 attendees, including 5 women. to 5 community facilitators, 3 government officials and 5 project team members.

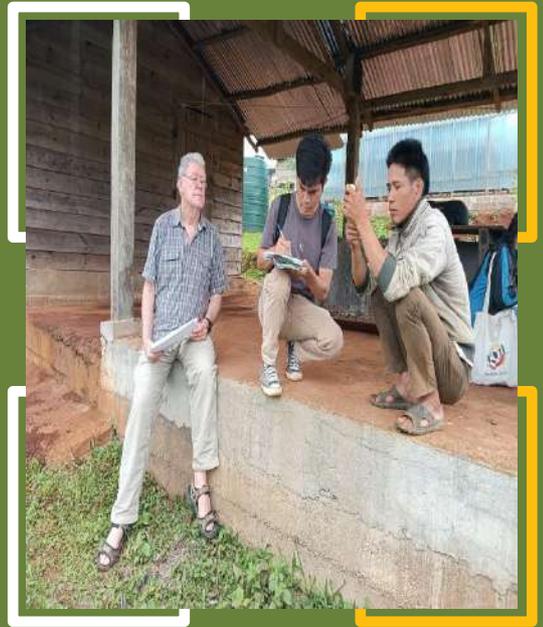




September

Implementation of the FFS refresher training

The FFS Advisor provided a hand-on learning both FFS methodology and field practices focusing on data collection on sustainable practices of coffee productions (agroforestry farms vs open farms), water and waste management, and trading. This training equipped participants to understand potential challenges, opportunities, and create their workplan for the upcoming harvesting season.





September

Marketing Meetings, Trade Fairs, and Promotion Activities to Assess Market Demand and Create Linkages

Five representatives, including three female farmers from the Dakchueng producer group, a project team member, and district government representatives, participated in the International Coffee Day celebration in Vientiane from September 27-29, 2024. This event provided an excellent platform to promote the group's coffee and foster broader market connections.





POWER OF VOICES

Women's Economic Empowerment

Recorded and translated by: Koungming Changleuxay

"My family and I still want to learn more from the project, especially coffee planting techniques, coffee plantation maintenance techniques and composting because **these things will help to increase coffee, including higher quality.**"

**Ms. Homsamone
Xayyakharm
Member of Coffee
Producer Group**

Dakeuy Village, Dakcheung District, Sekong Province



Homsamone is taking care of her garden.



Euek is happy to work with his wife.

Before the project came, I didn't know how to sell coffee. I sold it at a cheap price with whoever bought it. After I participated in the project activities, I learned a lot about the techniques of coffee planting, coffee cultivation and coffee processing. In addition, I **also learned about gender, which helped me decide with my wife to sell coffee.**"

**Mr. Euek
Member of Coffee Producer Group,
Dakdern Village, Dakcheung District, Sekong Province**

Contact Us:

Keoamphone Souvannaphoum

Country Director

Tel: (+856) 20 5564 2235

keoamphone.souvannaphoum@care.org

Khampaseuth Cheutchingthao

Provincial Manager

Tel: (+856) 20 7741 8956

khampaseuth.cheutchingthao@care.org

Nalada Phomvixay

Communications and Public Engagement Advisor

Tel: (+856) 20 5600 5600

nalada.phomvixay@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

🌐 www.careint.org/la

f 📺 @careinlaos

🌐 CARE International in Lao PDR

