



SuPER WE Coffee

Mar 2026 – Jun 2026 PROJECT HIGHLIGHTS

March: The European Union delegation visited the SuPER WE project in Sekong Province and officially launched the Dakcheung Highland Coffee Cooperative.

April: The project hosted the National Coffee Event 2026 in Pakse to empower women coffee producers and promote gender equality in the coffee value chain.

May: The Dakcheung Highlands Coffee Cooperative took Lao coffee global by participating in the World of Coffee 2026 exhibition in Bangkok, Thailand.

June: The SuPER-WE Project held its official closing event, formally handing over project-supported assets and responsibilities to the Dakchueng Cooperative for sustainable future growth

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



European Union Delegation Visits SuPER WE Project in Dakcheung, Sekong

From March 2 to 5, 2026, a delegation from the European Union visited the SuPER WE project. The delegation was joined by representatives from CARE International in Lao PDR, government partners at the ministerial, provincial, and district levels, as well as community members from 15 target villages.

The visit aimed to strengthen cooperation among the European Union, CARE International in Lao PDR, government counterparts, and local coffee producers in Dakcheung District, Sekong Province. The mission also provided an opportunity to gather valuable feedback and recommendations from the EU delegates to ensure the project fully achieves its objectives.

The delegation visited three target villages—Dak yoi village, Khounsai village, and Dak vor village—to observe local livelihoods and review the progress of recent project activities.

On the final day of the visit, the EU delegation, CARE International in Lao PDR, government partners, and village representatives officially launched the Dakcheung Highland Coffee Cooperative in Dak vor village, Dakcheung District, Sekong Province. The opening ceremony was a success, with 89 participants in attendance, including 33 women.





March

Management and Accounting Training for the Dakcheung Highlands Coffee Cooperative

From March 9 to 15, 2026, the SuPER WE project team, in collaboration with the Department of Agricultural Extension and Cooperatives, organized a training course on cooperative management and accounting. The sessions were attended by government officials at the provincial and district levels, as well as representatives from the Dakcheung Highlands Coffee Cooperative's target villages.

The primary objective of this training was to develop the necessary knowledge and skills of the cooperative's management board and staff. The event took place at the ITC Center of Dakcheung Secondary School and was attended by a total of 31 participants, including 13 women.

Throughout the training, participants engaged in a variety of crucial topics designed to be implemented directly into the daily operations of the Dakcheung Highlands Coffee Cooperative. At the conclusion of the event, the Department of Agricultural Extension and Cooperatives awarded certificates to all attendees to recognize their participation and encourage them to apply their newly acquired skills for the ongoing success of the cooperative.





Monitoring Activities at Coffee Production Centers in Villages

From March 6 to 24, 2026, the SuPER WE project staff, in collaboration with district-level government partners, conducted field visits to monitor the progress of activities in target villages that had previously received material and equipment support from the project.

The primary objective of these visits was to collect data and assess the need for additional equipment at coffee production centers requiring further upgrades. These improvements include vital infrastructure such as coffee drying houses, pulper machine and wastewater management systems, coffee storage warehouses, and other essential equipment tailored to the specific needs of each village.

This comprehensive monitoring mission covered 15 project villages. A total of 49 local community members participated in the monitoring process, 31 of whom were women.





March

Coffee Plantation Management and Maintenance Training

From March 18 to 27, 2026, the SuPER WE project staff, alongside provincial and district government partners, organized a comprehensive training course on "Coffee Plantation Management and Maintenance" across the project's 15 target villages. The training was chaired by Mr. Bounyeung Tuikamarn, Deputy Head of the District Agriculture and Environment Office.

The primary objective of the training was to build the technical capacity of local farmers in coffee plantation maintenance while raising awareness about the harmful health and environmental effects of using chemical pesticides.

The sessions combined detailed theoretical lessons with hands-on practical exercises. This approach ensured that farmers fully understood the concepts and could effectively apply these new, sustainable techniques directly to their own coffee plantations.

The training saw excellent community engagement, with a total of 353 participants, including an impressive turnout of 241 women.





March

Dakcheung Highlands Coffee Exhibition at the 2026 Traditional Boat Festival

From March 28 to 31, 2026, the SuPER WE project, alongside government partners and representatives of the Dakcheung Highlands Coffee Cooperative, participated in the annual Dakcheung Traditional Boat Festival.

The exhibition aimed to promote Dakcheung Highlands Coffee products and disseminate information about the production methods used by Dakcheung Highlands Coffee Cooperative, the booth served to raise public awareness, celebrate the quality of local coffee, and expand its recognition to broader external markets.

The coffee product exhibition booth was enthusiastically managed by a dedicated team of 11 representatives, which notably included 9 women.





Refresher Training on Women's Leadership and Gender Mainstreaming

From April 2 to 5, 2026, the SuPER WE project team, in collaboration with the Sekong Provincial Women's Union, conducted a refresher training focused on Women's Leadership and gender mainstreaming for the Dakcheung Highlands Coffee Cooperative. The event was chaired by Ms. Phetdakeo PHONSALATH, Vice President of the Sekong Provincial Women's Union.

Held at the Dakcheung District Administration Meeting Hall, the training brought together a diverse group of stakeholders. Participants included representatives from the Provincial and District Women's Unions, the District Agriculture and Environment Office, the District Industry and Commerce Office, project staff, and village-level leaders such as Village Heads and local Women's Union representatives. A total of 48 individuals participated, including 29 women.

The primary objective of the training was to support the development of inclusive policies, regulations, and socio-cultural practices that eliminate gender discrimination. By promoting a gender-inclusive approach, the sessions equipped participants with vital knowledge and tools. These lessons will be directly applied to their community development initiatives, ensuring that both women and men in the project's target villages can actively participate in and benefit from the cooperative's growth on an equal footing.





April

Marketing Training for the Dakcheung Highlands Coffee Cooperative

From April 6 to 10, 2026, the SuPER WE project team, in collaboration with the Department of Agricultural Extension and Cooperatives, organized comprehensive marketing training for provincial and district government partners, as well as the management committee of the Dakcheung Highlands Coffee Cooperative. The training was held at the ICT Meeting room of Dakcheung Secondary School meeting room, with a total of 28 participants in attendance, including 11 women.

The primary objective of the workshop was to enhance the cooperative management committee's understanding of market dynamics and develop their skills in systematic marketing planning.

Throughout the sessions, participants engaged with essential topics and practical tools that they can directly apply to the administration and marketing strategies of the Dakcheung Highlands Coffee Cooperative, ensuring its continuous growth and long-term sustainability.





April

Coffee Roasting, Brewing, and Tasting Training

From April 2 to 6, 2026, the SuPER WE project, in collaboration with expert trainers from Yrou Coffee, organized a comprehensive training course on coffee roasting, brewing, and tasting. The training was attended by provincial and district-level government staff, along with the heads of the coffee processing centers from the project's 15 target villages. The event took place at the Dakcheung District Justice Office, with a total of 21 participants in attendance, including 8 women.

The primary aim of the workshop was to build the necessary knowledge and skills to strengthen the Dakcheung Highlands Coffee Cooperative, ensuring that the cooperative has the capacity to continue operating sustainably after the project concludes.

Throughout the theoretical and practical sessions, participants demonstrated strong engagement and successfully acquired proficiency in coffee roasting and brewing techniques. These valuable skills will be directly applied to the cooperative's daily operations. Looking ahead, this capacity-building initiative opens the exciting possibility for the cooperative to roast its own coffee for commercial market export. At the conclusion of the event, trainees were awarded certificates to recognize their successful completion of the course.





April

Leadership and Management Skills Training

From April 20 to 24, 2026, the SuPER WE project team, in collaboration with expert trainers from the Unity School for Business Management and Education, organized a training course on Leadership and Management for provincial and district-level government partners. The training took place in the conference room of the Sekong Provincial Health Department and was chaired by Dr. Phetsamai Thepvongsa, Head of the Provincial Health Department. A total of 27 participants attended the sessions, including 10 women.

The primary objective of the training was to strengthen the leadership and management capacities of provincial and district leaders. It aimed to equip them with the essential knowledge and skills needed for effective administration and the successful management of various projects and workflows.

Throughout the training, participants demonstrated a strong ability to absorb and apply the lessons learned, which will be highly beneficial for advancing community development initiatives in their respective localities. At the conclusion of the event, the chairperson presented certificates to all attendees to officially recognize their successful completion of the training program.





April

The National Coffee Event 2026

On April 24, 2026, the SuPER WE project organized the National Coffee Seminar under the theme: "Investing in Women Coffee Producers to Accelerate Progress in Developing Gender-Responsive Coffee Value Chains". The event was attended by representatives from national ministries, provincial and district authorities, development partners, the private sector, and female coffee farmers from 15 target villages in Dakcheung District alongside the Thateng Coffee Production Group. The event took place at the Champasak Grand Hotel in Pakse City, with a total of 149 participants in attendance and over 70,000 views garnered through the livestream broadcast.

The primary aim of the event was to serve as a vital platform for sharing lessons learned, exchanging experiences, and empowering women to take leadership roles in the coffee sector, thereby strengthening and promoting gender equality within a sustainable Lao coffee value chain.

Throughout the seminar, participants engaged in meaningful discussions on market trends, private sector expectations, and listened to inspiring stories directly from women coffee farmers. These insights will serve as a crucial foundation for encouraging women to step up as leaders in producing high-quality coffee. Looking ahead, this collaborative effort will help elevate Lao coffee's recognition in the international market, with women acting as the key driving force. The event was a massive success, made possible by the active and dedicated participation of all stakeholders involved.





April

Coffee Production Enhancement and Quality Improvement

From 27 to 30 April 2026, the project, together with the 35 KM Paksong Agricultural Research Center, organized a training on increasing coffee yields and improving coffee quality through the use of organic compost and plant nutrition at the Dakcheung District Administration Office and a practical workshop in Dak Vor Village. There were 21 male and 8 female participants with the aim of increasing coffee yields in an environmentally friendly manner by using plant nutrition and compost. The expectation of this training is to create trainers for each village to be able to disseminate the lessons learned to their own villagers. Through the training, it was seen that the participants were able to use the lessons learned well. At the end, the project and the trainers also gave certificates as encouragement and as a mark of completion of this training.





May

Lao Coffee Goes Global: Participating in the World of Coffee 2026 Exhibition in Thailand

From May 7 to 9, 2026, the Dakcheung Highlands Coffee Cooperative, supported by the SuPER WE Project and funded by the European Union (EU), proudly participated in the World of Coffee Bangkok 2026 exhibition held at the BITEC Exhibition Center in Bangkok, Thailand.

Representing Lao PDR on this international stage, the cooperative joined other prominent local businesses and coffee cooperatives, including Les Deux Soeurs Paksong, CPC (Coffee Producer Cooperative), Abile, Comma Coffee, Yrou Coffee, Sahai, Vanmai Coffee, and Somxay Coffee. This prestigious global coffee event was held on a massive scale, bringing together participants from over 40 countries, featuring more than 400 exhibiting companies and over 500 exhibition booths. Additionally, the event successfully attracted a vibrant community of over 30,000 coffee lovers, buyers, and industry professionals from around the world.

Taking products from the highlands of Lao PDR to the international coffee stage provided an excellent opportunity to showcase the exceptional quality and rich story of Lao coffee. Furthermore, this international exposure plays a vital role in opening new markets, ultimately supporting and securing sustainable livelihoods for our dedicated coffee-farming communities.





May

Training on Promoting Women's Empowerment and Advancement

From May 11 to 14, 2026, the SuPER WE project, in collaboration with trainers from the Veterans' Union, organized a training course for provincial and district-level government partners focusing on the promotion of women's empowerment and advancement. The training was held in the conference room of the Sekong Provincial Health Department and was chaired by Ms. Phetdakeo PHONSALATH, Vice President of the Sekong Provincial Women's Union. The event was attended by a total of 31 participants, including 18 women.

The primary aim of the training was to enhance the participants' understanding of gender equality concepts and strengthen their capacity to integrate gender perspectives into local development planning.

Throughout the sessions, participants engaged with crucial topics that will enable them to effectively mainstream gender issues across all their work areas. This approach ensures that gender equality is actively promoted to benefit local communities. At the conclusion of the event, the chairperson awarded certificates to the attendees as official recognition and proof of their successful completion of the training.





May

Participation in the 2026 International Tea and Coffee Day Exhibition

From May 19 to 25, 2026, the SuPER WE project supported coffee farmers from the Dakcheung Highlands Coffee Cooperative to participate in the 2026 International Tea and Coffee Day exhibition, held at the Parkson Center in Vientiane Capital. A total of four cooperative representatives and one government, including four women, attended the event.

The primary objective of participating in this prestigious exhibition was to officially launch the cooperative's coffee products to a broader audience and to build robust domestic and international marketing networks for future growth.

CARE International in Lao PDR is incredibly proud to play an active role in promoting sustainable tea and coffee value chains, which directly contribute to improving the livelihoods and economic resilience of local farmers. The cooperative's booth received an excellent reception and strong support from visitors, marking the exhibition as a resounding success for the participating farming communities.





May

Data Collection for the Final Evaluation of the SuPER WE Project

From May 27 to June 4, 2026, the SuPER WE project, in collaboration with XMT Consulting Company and government partners at the provincial and district levels, conducted the data collection phase for the project's final evaluation.

The primary objective of this mission was to assess the overall success of the project. This involved gathering critical data on end-of-project indicators to measure the extent of women's empowerment and evaluate the project's overall impact on the local coffee value chain.

The consulting team conducted comprehensive interviews across three main groups: provincial and district-level government partners, community members across 9 of the project's target villages, and coffee buyers and sellers operating within Dakcheung and Thateng districts. A total of 134 individuals participated in the interviews, including 88 women.

The data collection and interview process for the SuPER WE project's final evaluation was executed smoothly and completed successfully according to the planned schedule.





Training on Pest Cycles and Natural Prevention Methods

From May 29 to June 7, 2026, the SuPER WE project, in collaboration with the Sekong Provincial Department of Agriculture and Environment, conducted a comprehensive training course on "Pest Cycles and Prevention Methods" across the project's 15 target villages. The training sessions saw excellent community engagement, with a total of 247 participants attending, including an impressive 180 women.

The primary objective of the training was to build the technical capacity of local farmers in managing agricultural pests and insects using environmentally friendly, natural methods. Specifically, the course focused on the production and application of locally available botanical extracts and bio-pesticides.

The training incorporated both detailed theoretical lessons and hands-on practical exercises. Throughout the program, participants demonstrated a strong grasp of these sustainable agricultural techniques. As a result of the training, the villagers are now well-equipped to disseminate these valuable lessons within their communities and successfully implement these natural pest management practices on their own family farms.





June

Dakcheung Highlands Coffee Cooperative Formulates Specialty Coffee Follow-Up Training and Final Post-Harvest Workshop

On 1-5 June 2026, the Dakcheung Highlands Coffee Cooperative held a meeting to review its operations and formulate a clear, actionable strategic plan for marketing, sales, and dividend payouts for the 2025–2026 fiscal year. Participants also collaboratively summarized the problems and challenges encountered during the past harvesting and processing periods to find effective solutions.

The workshop highlighted that "quality alone is not enough"; it must be paired with data, a distinct identity, and effective communication through online media. Moving forward, the Dakcheung Highlands Coffee Cooperative will focus on shifting from traditional production to modern marketing to create added value and sustainably elevate the income of the coffee farming community in Sekong Province.





June

Market Linkages Workshop under SuPER WE Project in Dakcheung

From June 2 to 3, 2026, CARE International implemented a Market Linkages Workshop under the SuPER WE Coffee Programme in Dakcheung District, Sekong Province. The workshop was attended by 15 coffee farmers representing 15 member villages of the Dakchung Highlands Coffee Cooperative, alongside project consultants.

The objective of this mission was to equip cooperative members with the market knowledge, commercial confidence, and digital tools necessary to sustain and develop their coffee enterprise independently. It also aimed to strengthen market linkages to increase sales opportunities and support the transition towards specialty coffee markets.

The two-day workshop covered comprehensive activities, with the first day devoted to village production and sales reporting for the 2025-26 season across all 15 member villages. The second day focused on market linkage concepts, specialty coffee opportunities, digital promotion, and practical online communication exercises.

By the end of the workshop, participants demonstrated strong practical engagement by successfully producing and publishing social media content using their own smartphones within hours of the training. A notable highlight was the peer learning example of Phetsamanh Silaphone from Khounsai village, who independently sells green beans to specialty buyers in Vientiane, providing a powerful reference for the rest of the cooperative members.





Study Tour to Xaysomboun Province Explores Farmer-Industry Relations under SuPER WE Project

From June 7 to 13, 2024, a study tour to Xaysomboun Province was organized under the Sustainable Production and Ethic Responsible & Women Empowered Coffee value chain in Lao PDR (SuPER WE Coffee) project. The mission was attended by provincial and district-level representatives from Dakcheung District, Sekong Province, including the Deputy Head of the Provincial Governor's Office, the Provincial Agriculture and Environment Department, the Provincial Lao Women's Union, the Provincial Industry and Commerce Department, the Deputy District Governor, alongside corresponding district offices, CARE International, and the Dakcheung Farmer Cooperative.

The main purpose of the mission was to learn about the implementation of laws and regulations, and to identify gaps related to the interaction between smallholder farmers and industrial activities, with a particular focus on the mining sector.

The study tour specifically highlighted the experiences of the Dakcheung Farmer Cooperative from three villages: Ban Dak vor, Ban Dak Ngoy, and Ban Khounxay. These three villages have been identified as communities affected by an industrial bauxite/aluminum concession granted to a Vietnamese industrial company.

The mission concluded successfully with a total of 17 participants in attendance, including 4 representatives from CARE. Notably, 6 of the participants (35%) were women, reflecting the project's ongoing commitment to women's empowerment.





Cooperative and Stakeholders Consultation Workshop

Pakse City, Champasak Province – On June 19, 2026, a consultation and lesson-learned workshop between the cooperative and relevant stakeholders was officially held under the SuPER WE Project.

The primary objective of this workshop was to create an exchange and consultation platform, providing an opportunity for the Committee Board of the Dakcheung Highlands Coffee Cooperative, farmers, the public sector, the private sector, and development partners to meet and discuss together. At the same time, participants jointly reviewed and assessed the current situation and challenges faced by the cooperative, particularly issues regarding the production value chain, product quality, and market access. Through joint research, the workshop collaboratively formulated strategic plans, action plans, and coordination mechanisms to upgrade capacity, increase price bargaining power, and build sustainability in the cooperative's business management with trading partners in the future.





Communications and Social Media Capacity Building Training for Dakcheung Highlands Coffee Cooperative

From June 17 to 19, 2026, CARE International in Lao PDR's Communications Team organized a Communications and Social Media Capacity Building Training in Dakcheung District, Sekong Province. The training was attended by cooperative management committee members, cooperative members responsible for communication and social media management, as well as selected youth and farmer representatives supporting cooperative promotion activities.

The main objective of this training was to strengthen the communication capacity of the Dakcheung Highlands Coffee Cooperative members to effectively promote their activities, products, and farmer stories to wider audiences. It also aimed to enhance participants' capacity in content writing and social media management to support the cooperative in strengthening its social media presence and public engagement.

The training focused on practical, hands-on experiences across several key areas, including photography and video shooting for documenting coffee production, designing communication materials, and creating social media content. Participants also engaged in a field practice visit to local coffee farms and cooperative activities to apply their new skills in real-world settings.

By the end of the training, participants were able to independently create engaging communication content and manage Facebook pages effectively, which contributes to strengthening the overall online visibility and promotion of the Dakcheung Highlands Coffee Cooperative.





SuPER-WE Project Closing Event

On June 24, 2026, CARE International in Lao PDR organized the SuPER-WE Project Closing Event at the Dakchueng District meeting hall, Sekong Province. The event was attended by provincial and district authorities, representatives from the European Union, the CARE team, Haliéus, the International Cooperative Alliance (ICA), as well as cooperative members and relevant stakeholders.

The main objective of the project closing was to formally conclude the project, reflect on key achievements, share lessons learned, and ensure sustainability and local ownership. It also aimed to strengthen linkages and commitment among stakeholders to support post-project sustainability and continuity.

The event highlighted the project's key achievements through project video screenings and comprehensive result presentations. The program included testimonials from women beneficiaries, exhibition booths, a coffee tasting corner, and business matching sessions. A crucial part of the event was the official handover ceremony of project-supported assets, documents, and responsibilities to the Dakchueng Cooperative, empowering them to manage future operations independently.

By the end of the event, stakeholders reached a shared understanding of the project's impact and challenges. The formal handover and the reinforced commitment from cooperative leaders and local authorities ensure that the project's results, systems, and good practices will be sustained and managed by the community, creating long-term benefits for women coffee farmers.





POWER OF VOICES

Farmer's Economic Empowerment

Recorded and Interviewed by: Phanomphone Phaouthoum

Mrs. Aomthala Sengthong, a community facilitator, once struggled with traditional coffee farming due to a lack of technical knowledge in cultivation and seedling management. However, following the intervention of a development project, she acquired comprehensive skills in seed selection, nursery management, pruning, organic composting, and cherry processing. This capacity building has significantly improved both crop quality and market value, enabling her to purchase essential household items and build a new home.

Today, she takes immense pride in exporting her premium "Dakcheung Highlands Coffee" internationally, a product celebrated for its rich aroma and refreshing taste. Looking ahead, Mrs. Aomthala is deeply committed to cultivating a sustainable, eco-friendly, and fully organic coffee farm that protects the environment while gaining wider global recognition.



Mrs. Aomthala Sengthong

Mrs. Joy Kimsornchan, a community facilitator, once struggled with traditional coffee farming due to a lack of technical knowledge in cultivation and seedling management. However, following the intervention of a development project, she acquired comprehensive skills in seed selection, nursery management, pruning, organic composting, and cherry processing. This capacity building has significantly improved both crop quality and market value, enabling her to purchase essential household items and build a new home.

Today, she takes immense pride in exporting her premium "Dakcheung Highlands Coffee" internationally, a product celebrated for its rich aroma and refreshing taste. Looking ahead, Mrs. Joy is deeply committed to cultivating a sustainable, eco-friendly, and fully organic coffee farm that protects the environment while gaining wider global recognition.



Mrs. Joy Kimsornchan

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