



SuPER WE Coffee

2023 PROJECT HIGHLIGHTS

March: The Program Reflection and Learning on Disability Inclusion Meeting, 2023 Lao Green Coffee Competition, 2023 Boat Racing Festival and Ethnic Houses Exhibition

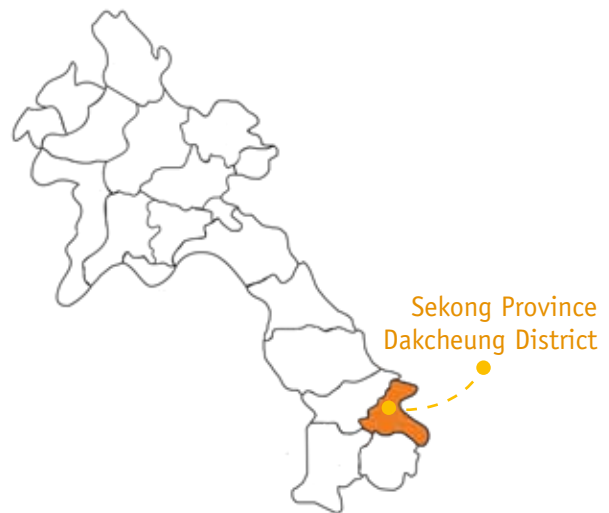
April: Meeting to disseminate Safeguarding Policy Against Sexual Harassment, Sexual Exploitation, and Child Abuse, Annual Coffee Bidding Meeting of the Dakcheung Highland Coffee Production Group 2023

May: Coffee Planting and Marketing Meeting for Women’s Empowerment

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

March - May 2023



COFFEE FARMERS
243



ETHNIC WOMEN
158



MARCH

The Program Reflection and Learning on Disability Inclusion Meeting

On 15 - 16 March 2023, the SuPER WE Coffee Project Team attended the Q2 Program Reflection and Learning on Disability Inclusion Meeting. The purpose of the meeting was to take stock of program implementation against the long term plan and share lessons learned across program and operations. A representative from the Disability Mainstreaming Advisory Centre (DMAS) was also invited to build capacity within CARE on disability inclusion in order to bring this work into CARE Laos' programs in the future.



MARCH

2023 Lao Green Coffee Competition

On 25 March 2023, the SuPER WE Coffee Project Team and representatives of Dakcheung Highland Coffee Production Group participated in the 2023 Lao Green Coffee Competition. Five Arabica coffee samples from Dakcheung were sent to compete in two categories: washed and honey. The sample from Khounxay village won 2nd prize in the Arabica washed process category with a score of 83.92, and 3rd prize in the Arabica honey process went to Dakden village with a score of 84.47. Coffee scored above 80 can be qualified as specialty coffee.





MARCH

2023 Boat Racing Festival and Ethnic Houses Exhibition

On 29 – 30 March 2023, the SuPER WE Coffee Project Team and representatives of the Dakcheung Highland Coffee farmer group joined the Boat Racing Festival and Ethnic Houses Exhibition in Dakcheung District, Sekong Province. More than 100 people visited the SuPER WE booth to taste the coffee products, and 16 bags of coffee were sold. This was a good opportunity for the coffee farmers to make their coffee more well known.



APRIL

Meeting to disseminate Safeguarding Policy Against Sexual Harassment, Sexual Exploitation, and Child Abuse

On 3 - 7 April 2023, the SuPER WE Project Team, together with the Provincial and District Agricultural and Forestry Offices held a village-level meeting on Community Accountability Mechanism (CAM) in 7 target villages with a total of 175 participants (118 women). In the meeting, there was a drama show to raise awareness on the issue. A person responsible for opening and closing the comment box was selected and posters with information on protection from sexual harassment, sexual exploitation, and child abuse were put up around the villages.





APRIL

Annual Coffee Bidding Meeting of the Dakcheung Highland Coffee Production Group 2023

On 24 April 2023, the SuPER WE Coffee Project held the annual coffee bidding meeting with a total number of 30 participants (17 women) including representatives from three private companies: Phetsavang Company, Gangkai Company and Sisouk Company. Through the bidding, Sisouk Company bid the highest price of 69,000 kip/kg, but only purchased five tons. Therefore, the coffee producers agreed to sell five tons to Sisouk Company and find other buyers to sell the remaining forty two tons.



MAY

Coffee Planting and Marketing Meeting for Women’s Empowerment

On 19 May 2023, the SuPER WE Project held a Coffee Planting and Marketing Meeting for Women’s Empowerment attended by a total of 29 participants (17 women). In the meeting, they discussed the goals and objectives of the project and the coffee production group, the advantages and challenges of coffee planting as well as connecting a marketing network, negotiation, packaging design and how to export the product to the market.





POWER OF VOICES

Women's Economic Empowerment

Recorded and translated by: Chattoukhong Phaichit

"The establishment of coffee processing groups in the village is very important to bring jobs and generate income for ethnic women in our community, because it helps to *reduce women going to work in different areas and abroad where they may face higher risk of sexual abuse and labor exploitation.*"

Ms. Phetla Levietmouang,
Coffee sub-group Administrator
Dakvang Village, Dakcheung District,
Sekong Province



Ms. Phetla with her coffee garden.



Ms. Vithan with her coffee seedling nursery.

"The production of quality coffee requires meticulous attention at every step; from caring for seedlings to become coffee plants, until the coffee in the cup, but the most important is for the coffee to be *accepted by consumers, with fairness and satisfaction between buyers and sellers.* This is the heart of the quality coffee value chain."

Ms. Vithan, Coffee Processing Group Member
Dakvang Village, Dakcheung District,
Sekong Province

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