



Technical Assistance By:

Project Owner:



Mekong Tea Project

Strengthening the tea value chain in Lao PDR

The Mekong Tea project in a nutshell

Northern Laos is part of the endemic tea zone. Boosting agriculture and reducing poverty in this area have been long-term policy priorities. To this day, the Lao tea market still depends on just a small number of countries for export. In addition, the main players have developed the tea sector while leaving little added value to Lao producers.

Recognising the potential of structuring the Lao tea sector for new market opportunities, Gret has adopted a multi-stakeholder value chain approach. It has supported the collaboration and networking of tea stakeholders and strengthened the capacities of tea farmers' organisations. With AVSF and LCG, Gret is supporting the Laos Department of Agriculture (DoA) in enhancing the tea value chain.

Improved quality opens up new markets

Certifications make it possible to reach new markets and ensure a fairer and more stable income for producers. GRET works with farmers' organisations to improve tea quality and secure long-

term contracts.

In Bokeo province, the Meung Tea Producers' Cooperative aims to transition to organic and Fairtrade production, which would open up new markets. Capacity-building on business procedures and governance is key to build strong and lasting structures. Training and field visits are encouraged to enhance peer learning and cooperation between tea farmers nationwide. Market analysis and value chain surveys support the development of a marketing strategy on the international and national markets.

In order to make tea production and processing sustainable, encouraging the adoption of agroecological practices in tea gardens is GRET's priority.



Project objective

- To improve smallholder tea farmers' incomes through improved governance in the tea value chain and access to new markets.

Key project figures

- Duration: 2019-2023.
- One producers' cooperative is set up and strengthened.
- 210 producers increase their income.
- 2 major Lao Tea Fairs organised.
- Structuring of a Lao Tea Learning Alliance.

Artisanal tea processing in Meung tea producers' cooperative © GRET / Anna Sayouphorn



Structuring of the tea value chain at national level

GRET is supporting the emergence and the dynamism of the Lao tea network by engaging tea stakeholders in information-sharing and collective action. It is building on complementarities to organise activities and workshops on thematic issues, at regional and national level.

Consultations on the preparation of a national tea strategy for the Lao tea sector has helped shape a common vision and provide guidance for its stakeholders.

Consultations also launched the process toward the set-up of a Lao Tea Learning Alliance, an inter-professional body to facilitate knowledge-sharing and coordination among tea stakeholders.

Two major Fairs are being organised as part of the project, each bringing together more than 400 participants and raising the profile of the diversity and quality of Lao Teas among the general public and tea connoisseurs.

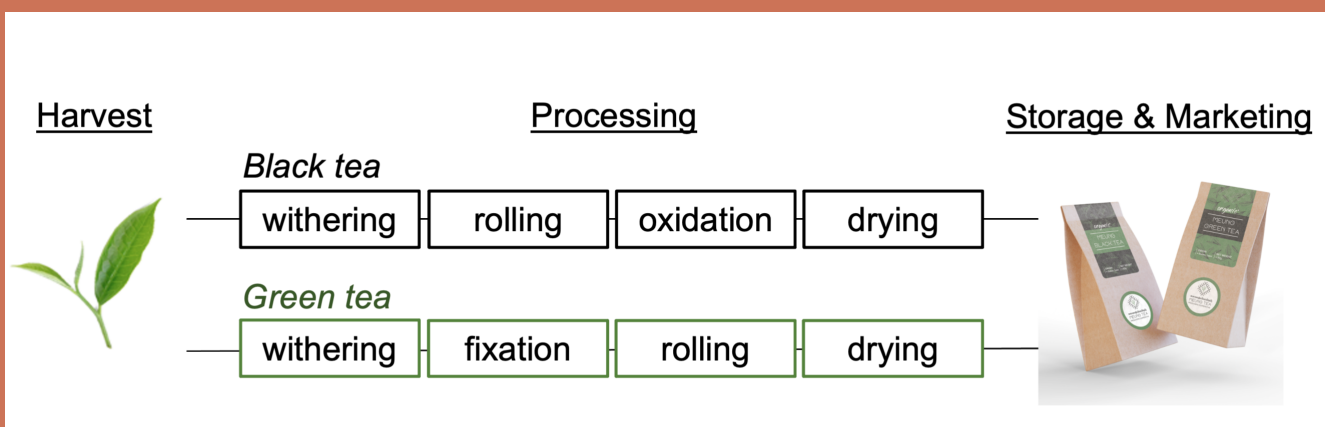


Aerial view of a tea garden in Meung district , Bokeo province
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EXPECTED RESULTS

- A strong and active Lao tea network exists, initiated by the Lao Farmers' Network.
- Contribution to the preparation of the Lao tea sector strategy to coordinate the actions of various stakeholders.
- An inter-professional Lao tea alliance is developed, and is conducting joint actions and events for the promotion of Lao tea.
- Certification (organic and Fairtrade) of one tea producers' organization, with strong business structures enabling it to sell to national and international markets.

Tea processing steps



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BUDGET OF 1.5 MILLION € FUNDED BY:



This publication was produced with the support of AFD. The content of this publication is the sole responsibility of GRET and can in no circumstances be considered as reflecting the views of AFD.

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