

Tea Endline Survey 2025

Key Findings: Pek District, Xiengkhouang Province

Insights from 102 tea-producing households across 8 villages

102
PRODUCING
HOUSEHOLDS

8
VILLAGES
Or An, Phone, Nhod Pieng, +5 others

48% Hmong
52% Lao-Phuan

SEASONAL PRODUCTION

Dry Season (Peak) **117,000 kg**

Wet Season (Decline) **72,000 kg**

End Wet (Low) **22,000 kg**

Note: Harvest drops in wet season due to low prices & labor shortage.

TEA PROCESSING MODELS

Or An
Group-managed factory, 3 contracts.
20,000 kg dried tea.

Nhod Pieng & Phone
Equipment rental or Contract buyer. Farmers sell dried tea individually.

Other Villages
Sell almost all fresh leaf (limited value addition).

GREEN ADOPTION

50%
HOUSEHOLDS ADOPTED

Intercropping/Shade **30 HH**

Record Keeping **25 HH**

Organic Compost **9 HH**

Also: Natural Pest Mgmt (4), Erosion Control (3)

MARKET ACCESS LANDSCAPE

Strong Access

Or An, Nhod Pieng, Phone, Nhod Ngum

- Access to factories
- Formal contracts
- Multiple traders

Limited Access

Suan, Lao Thong, Ban Ta, Mueang Noi

- Reliant on mobile traders
- Wet-season price drops
- No storage capacity

SELLING PRACTICES

- 73.5% Individual Sales
- 26.5% Collective Sales

Collective sales primarily in N.Pieng & Phone.

LIVELIHOOD SOURCES

- 68.6% Tea (Main)
- 22.6% Tea + Rice
- 8.8% Tea + Livestock

INCOME INSIGHTS

Hmong Avg: **52M LAK** vs Lao-Phuan: **22M LAK**

54 HH
INCOME INCREASE

33 HH
INCOME DECREASE

15 HH
STABLE

HIGHEST INCOME
Or An, Nhod Ngum, Ban Ta

WHAT FARMERS NEED NEXT

Better market linkages **93%**

Technical Training **59%**

Financial Support **43%**

Also: Group management (38%)

KEY PERFORMANCE DRIVERS

Market Access

Processing Capacity

Group Functionality

Price Stability

Labour Resilience

These 5 factors determine household success.