

# PARTNERSHIPS FOR SUSTAINABILITY

There are three requirements for a sustainable coffee sector in Laos:

- Quality production
- Fair prices
- Strong demand

No single group or organisation can provide all of these things, not farmers or traders or roasters or cafe owner... or consumers. What is needed are partnerships.

Together, we can meet these requirements!



## 1- Quality production

This is what we are doing:

- Coffee agronomy based on agroecology
- Integrated pest management
- Investments in equipment & facilities
- Training on processing and grading



## 3- Strong demand

This is what we are doing:

- Promoting a single origin identity for Northern Lao coffee
- Organising cupping to provide evidence of quality
- Training for local roasters and baristas
- Informed consumers, and the development of a local coffee culture



## 2- Fair prices

This is what we are doing:

- Development of producer groups and collective bargaining
- Moving up the value chain to sell green beans not cherries
- Meeting quality standards for Specialty Coffee
- Introducing competition among potential buyers