

SHAN TEA: DEVELOPING HIGH QUALITY AND FAIRER TEA VALUE CHAINS FOR POVERTY REDUCTION FOR ETHNIC MINORITIES & WOMEN IN THE MEKONG REGION

PERIOD: From 4/2013 to 3/2016

OVERALL GOAL

To reduce poverty of poor households, especially ethnic minorities, through generating additional income and employment in selected value chains in which the poor can participate

TARGET AREAS

Northern Vietnam, Laos and Myanmar

IMPLEMENTING AGENCY AND DONOR

The project is implemented by 3 **HELVETAS Swiss Intercooperation country programs**. HELVETAS in Vietnam is in the lead, with HELVETAS in Laos and Myanmar supporting. The **Swiss Agency for Development Cooperation** (SDC) is providing funding support. www.swiss-cooperation.admin.ch/mekong

KEY PARTNERS

State and non- state actors: **Public Sector** including relevant Ministries and departments, Trade, Industry and Tax agencies; Selected **Private Sector** (Traders, Processors; Tea Companies and Trade Associations), and **Tea Producers**, with particular focus on women and ethnic groups.

OVERALL BUDGET 2013-2016 / 3 Countries

1,185,060.00 US\$

MAIN OBJECTIVES

- Improvement of the connections between the farmers and the processors in three provinces
- Strengthening the link between the companies and the high-value market
- Improvement of the quality of raw tea and processed tea at farmer households and companies
- Support for equipment, materials and demonstration model
- Organization of events for marketing or market searching for high-quality tea
- Reinforcement of Public-private dialogue policies
- Improvement of services for commercial development (finance, technique, technology)

MAIN APPROACH

The main methodology proposed for this project is the **Market Systems / Value Chain Approach**, which is a core competency of HELVETAS Swiss Intercooperation. This approach examines market systems and their value chains to **identify key constraints** that limit the growth of the sector **and benefits** particularly for disadvantaged value chain actors. Both in country and cross-border activities are planned, including exposure visits. The transversal themes of **gender and governance are integrated** in the implementation of the project through methods such as ensuring suitability of training course timing, materials and contents adapted to women and ethnic groups and ongoing participatory monitoring of power relations and equity of linkages in the value chain through disaggregated data collection. While in Vietnam and Laos, full project implementation is underway, in Myanmar for this first phase, planned activities include scoping missions, capitalization studies and pilots.

KEY EXPECTED RESULTS

- Tea processors can access higher value markets with better quality tea and pay smallholder farmers a higher price for their higher quality tea leaf production.
- Quality of tea production and processing is improved and meets the requirements of high value markets.
- Value Chain actors are operating in an effective enabling environment.

