

# The Phongsaly Tea Development Strategy by 2025

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## Background

Phongsaly province tea development strategy was based on the commercialization of tea production linking to stabilization of occupation and income generation of farmers in mountainous areas. It is well known that tea plantation provides better income, less labour requirement than upland rice; however, promotion of tea plantation and processing does not have high productivity and limited linking to stable markets.

Therefore, Phongsaly province authorities has proposed to the Community Organization, Participation & Empowerment Program (COPE) to provide budgetary and expertise support to prepare the strategy. The main content of the strategy reflects previous campaign on production, processing and marketing of tea in Phongsaly province as well as set up guidelines to develop tea in Phongsaly province by 2025.

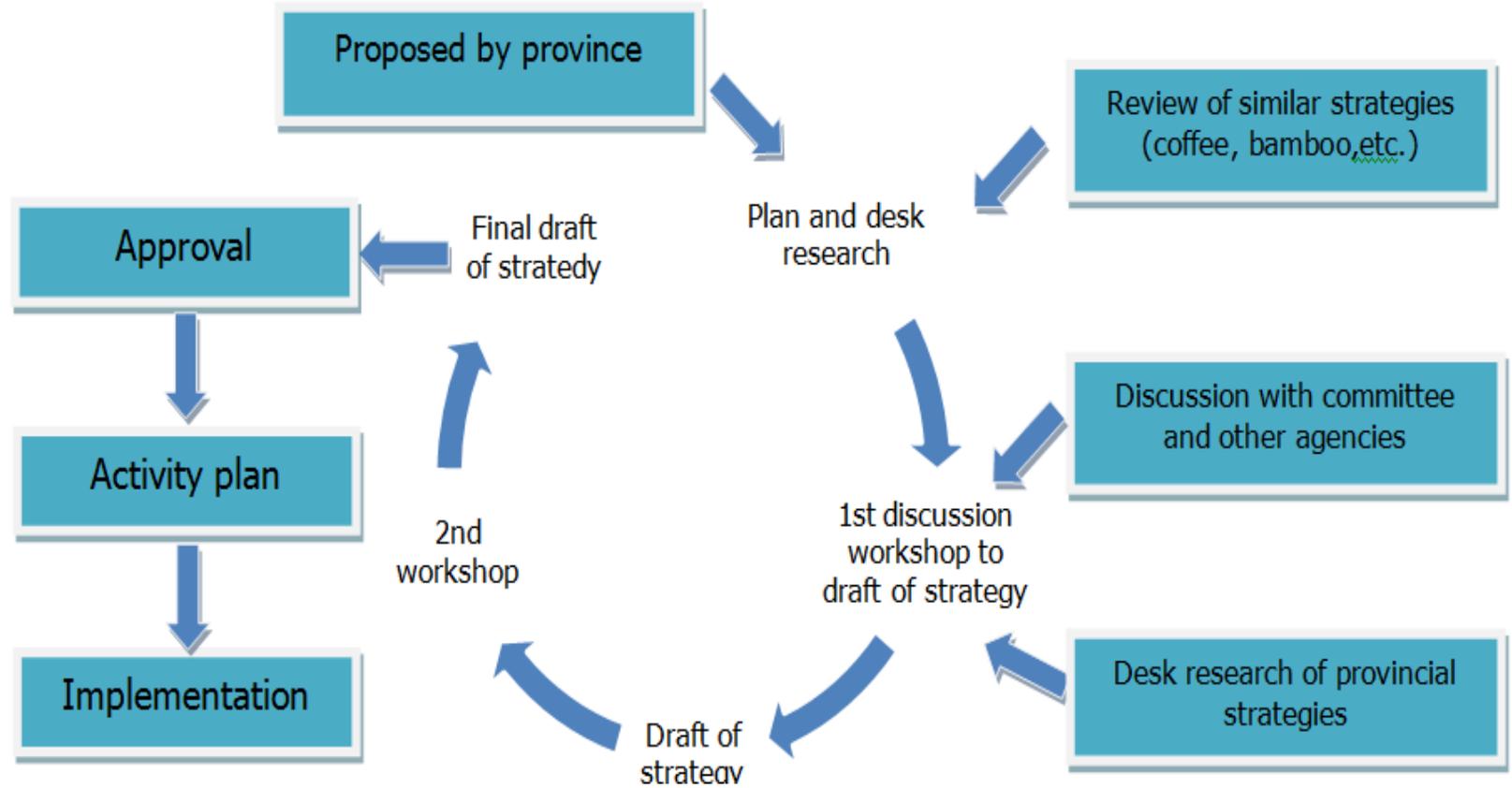
## Procedures (1)

1. The Tea strategy plan was proposed by PAFO in the meeting of discussion on COPE project activity in early of 2015.
2. The consultant team and COPE had a consultation meeting with PIC on procedure
3. To run the initiative procedures need to has the responsible part, so there was a consultation meeting for forming the committee of Tea Development Strategy which approved by Provincial Governor.
4. All relevant information were collected by consultant team through organized individually meeting and the 1<sup>st</sup> stakeholder meeting in February 2016 for brainstorming of outline with participants from related agencies at district, provincial, private sector, farmer representatives and project.

## Procedures (2)

5. The consultants collected all inputs from the 1<sup>st</sup> stakeholder meeting and started on writing the draft in both Lao and English version
6. The 2<sup>nd</sup> stakeholders meeting was conducted in April 2016 which organized in 2 separate times: 1. meeting with the committee members for identified topic discussions and question for other participants, 2. meeting with all stakeholders for review and contribution the missing inputs/correct to the draft.
7. The secretariat summarized all updated inputs, then submitted the draft to the members of provincial party and relevant parts of MAF and Ministry of Industrial and Commercial for the recommendation on the extending the strategy
8. Submitted the final draft to the provincial governor for approval.

## Procedures (3)



## Procedures (3)

**The process of writing the draft has been collected the inputs from all relevant stakeholders and the references as here:**

- MAF, 2014. Lao coffee development strategy by 2025. Ministry of Agriculture and Forestry, Lao PDR.
- Phongsaly Governor Office, 2015. Vision for 2030, 10 years socio-economic development strategy (2016-2025) and 7<sup>th</sup> 5 years socio-economic development plan (2016-2020).
- Phongsaly PAFO, 2015. Agriculture and Forestry Development Strategy by 2025 and vision by 2030. Phongsaly provincial agriculture and forestry office, Phongsaly, Lao PDR.

# Structure

**The strategy has 5 main articles/contents:**

- Context
- Goal and objectives
- Content of strategy
- Implementation methodology
- Organization and roles of stakeholders

# Contents (1)

## Goal and objectives

### **Goal:**

*Sustainably increasing Phongsaly province tea profile and income of tea smallholder producers through application of high quality environmentally friendly tea production technologies, improvement of processing quality, diversification of tea products, provision of viable business conditions for private sectors, as well as continuously and effectively improve tea knowledge of all actors along the tea value chain. These actions will help stabilize tea markets and improve prices.*

## Contents (2)

### **Objective by 2025:**

Achieving the Goal requires action at all points along the value chain to comprehensively improve the quality and increase the quantity and thereby value of tea products in order to best contribute to poverty eradication amongst smallholder farmers in Phongsaly province and economic growth of no less than 11% per year.

# Contents (3)

## Content of strategy

This part has 5 contents/working areas and included objective, indicators and activities of each.

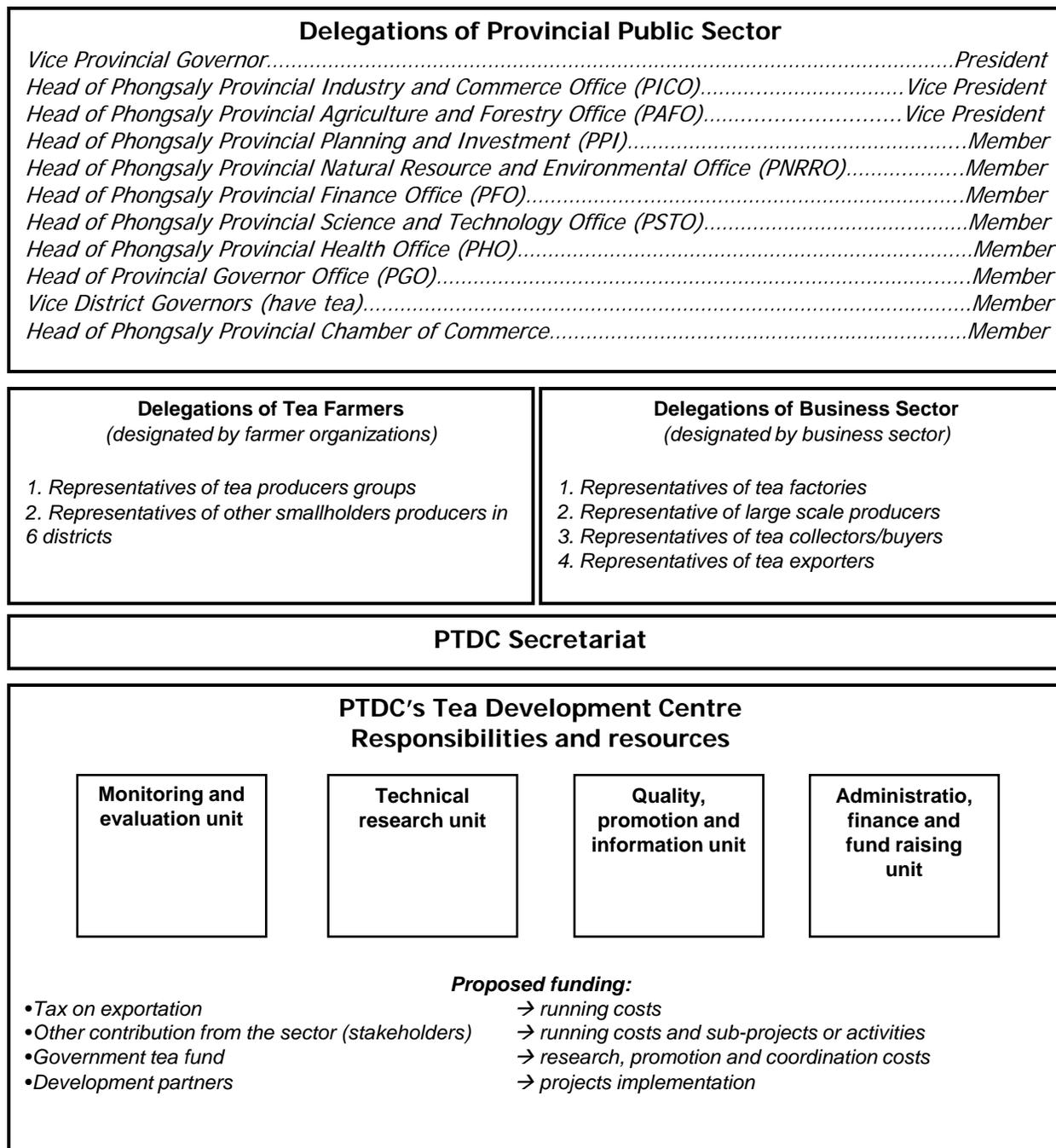
1. Improved on-farm production
2. Improved processing quality
3. Promotion and marketing
4. Business environment
5. Develop supportive institutions and capacity building

# Contents (3)

## **Organization and roles of stakeholders**

- Organization and Coordination (included Chart of PTDC)
- Provincial Tea Development Committee (PTDC)
- Phongsaly province tea development centre (TDC)
- Roles of other stakeholders

# Chart of PTDC



## Lesson learnt (1)

- The initiative procedures started by the government part who needs and has accountability for making a concrete action. Thus, the government as an implementer in tea development has collaborated with the project as a donor which has the same objective to run the procedures. This collaboration provided to the operation increased more participatory and attention from related stakeholders at provincial as well as district level. Beside that, it makes the process goes faster.
- To involve the decision makers is a key of the effectiveness implementation and has targeting
- To provide the quality and quantity information to be the reference in “background’ part and/or other parts has to ensure that all information are correct and from reliable resources which will also be the reference for indicators of the goals.

## Lesson learnt (2)

- The indicators of strategy in each part are very important to expand to the implementation because it will measure the level of success. Thus, to identified the indicator should run in form of participation with all related stakeholders based on baseline from previous years and related strategies.
- The consultation team has to have the high experiences and vision on writing the development plans.

## Next steps

1. The secretariat summarized all updated inputs, then submitted the draft to the members of provincial party and relevant parts of MAF and Ministry of Industrial and Commercial and Provincial People Council of Phongsaly for the recommendation on the extending the strategy
2. Submitted the final draft to the provincial governor for approval.

Thank you

