

DEVELOPING HIGH QUALITY TEA VALUE CHAINS FOR POVERTY REDUCTION FOR ETHNIC MINORITIES IN NORTHERN VIETNAM

SHAN TEA

PERIOD: 2013 – 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

PARTNERS

6 tea processors in the three provinces of the project: Ha Giang, Lao Cai and Lai Chau.

BUDGET: 862,045 US\$

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 with farmer households and companies
- Support for equipments, materials and demonstration models
- 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)



APPROACH

The main methodology proposed for this project is the **Market Systems / Value Chain Approach**, which is a core competency of both HELVETAS Swiss Intercooperation and SNV. 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. The transversal themes of **gender and governance will be integrated** in the implementation of the project through methods such as ensuring suitability of training course timing, materials and contents to women and ethnic groups and ongoing participatory monitoring of power relations and equity of linkages in the value chain through disaggregated data collection.

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.



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