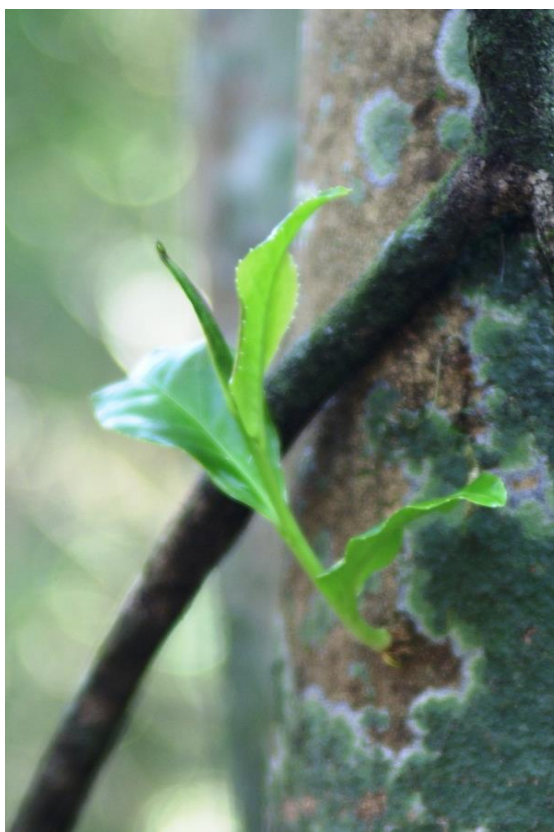




Lao People's Democratic Republic
Peace, Independence, Democracy, Unity and Prosperity

Ministry of Agriculture and Environment
Department of Agriculture

The Master Plan for the Development of the Tea Sector of the Lao PDR up to 2030



30/12/2025



Lao People's Democratic Republic

Peace, Independence, Democracy, Unity, Prosperity

Ministry of Agriculture and Environment

No./MAE

Vientiane Capital, Date

DECISION

On the Adoption and Promulgation of

The Master Plan for the Development of the Tea Sector of the Lao PDR up to 2030

- Pursuant to the Law on the Creation of Legislation (Revised Version) No. 06/NA, dated 16 November 2021;
- Pursuant to the Prime Minister's Decree on the Organization and Activities of the Ministry of Agriculture and Forestry No. 603/PM, dated 15 October 2021;
- Pursuant to the Proposal Letter of the Department of Cultivation No./DC, dated2025.

The Minister of Agriculture and Environment issues the Decision:

Article 1 Approves and promulgates the "Master Plan for the Development of the Tea Sector of the Lao PDR up to 2030."

Article 2 The Department of Cultivation is assigned to take the lead in coordinating with relevant central and local sectors to publicize, disseminate, and implement the "Master Plan for the Development of the Tea Sector of the Lao PDR from now until 2030" to achieve good results.

Article 3 The Offices, Departments, Institutes, Centers, Funds under the Ministry of Agriculture and Environment, Provincial Agriculture and Environment Departments, District Agriculture and Environment Offices, and all relevant sectors shall acknowledge and cooperate in the effective implementation of the "Master Plan for the Development of the Tea Sector of the Lao PDR from now until 2030."

Article 4 This Decision shall enter into force from the date of signature.

The Minister

Forwards

The Master Plan for the Development of the Tea Sector of the Lao PDR up to 2030 was created based on the demand for developing tea as a commercial product, which is linked to job creation and generating income for tea farmers in mountainous areas. This is because in the Lao PDR, the population has a long tradition of cultivating and drinking tea. Furthermore, the Party and the State have promoted tea cultivation in many provinces and districts. Additionally, there are also ancient tea trees that are over 400 years to 1,000 years old, which are found in Phonxaly District, Phongsaly Province, Xaysathan District, Xayaboury Province, as well as wild tea scattered across many provinces and districts of the Lao PDR. It is well-known that cultivating tea as a commercial crop, compared to shifting cultivation of rice, corn, or millet, yields better income and requires less labor. However, the promotion of tea cultivation and processing in the Lao PDR is not yet highly effective, and the link to the market is not yet stable, especially for tea produced during the rainy season.

Therefore, the Ministry of Agriculture and Environment, with financial and expert support from the Food and Agriculture Organization of the United Nations (FAO), collaborated with the central responsible committee and relevant stakeholders to draft this Master Plan for the Development of the Tea Sector of the Lao PDR up to 2030. This was accomplished through a process of collecting data on soil suitability for high-quality tea, studying the value chain of Lao tea, and multiple consultations with various stakeholders. In the past, consultative meetings were held to approve the structure and framework of the Master Plan, to write the content of the Master Plan, to review the draft Master Plan, and to scientifically adopt the Master Plan at each stage with the participation of all relevant parties, including central, provincial, and district levels, representatives of entrepreneurs and farmers, and international organizations. The main content of this Master Plan reflects the process of promoting tea cultivation, processing, and marketing in the past, while also defining the direction for the development of the Lao PDR's tea sector up to 2030 with a clear vision, goals, and detailed implementation plans.

Vientiane Capital, date

Director General
Department of Agriculture

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Abbreviations

ADB	Asian Development Bank
AFD	Agence Française de Développement
CARE	CARE International
CCL	Comité de Coopération avec le Laos
DAEOs	District Agriculture and Environment Offices
DICOs	District Industry and Commerce Offices
DLAM	Department of Administrative Land Management
DOA	Department of Agriculture
DOPC	Department of Planning and Cooperation
EU	European Unions
FAO	Food and Agriculture Organization to the United Nations
GAP	Good Agricultural Practices)
GRET	Groupe de Recherche et d'Echange Technologique
IFAD	International Fund for Agricultural Development
IPO	Inter-Professional Organization
MAE	Ministry of Agriculture and Environment
MASL	Meters Above Sea Level
MOF	Ministry of Finance
MOIC	Ministry of Industry and Commerce
MRLG	Mekong Region Land Governance
MRLs	Maximum Residue Limits <i>refers to safety standards for chemicals in produce.</i>
NAFRI	National Agriculture and Forestry Research Institute
NGOs	Non-Governmental Organizations
OA	Organic Agriculture
OSH	Occupational Safety and Health
PAEOs	Provincial Agriculture and Environment Offices
PCCI	Provincial Chamber of Commerce and Industry
PGO	Provincial Governor's Office
PICOs	Provincial Industry and Commerce Offices
PICTO	Provincial Information, Culture and Tourism Office
PIPO	Provincial Investment Promotion and Management Office
PPIOs	Provincial Planning and Investment Offices
SDC	Swiss Agency for Development and Cooperation

Key word explanations

1. **Ancient Tea** refers to tea processed from the leaves and buds of tea trees that have been cultivated for more than 100 years. Generally, such tea trees may be taller than 2 meters and show signs of having been cultivated in the past.
2. **Wild Natural Tea** refers to tea that grows naturally in the forest, mixed with other tree species, and may include multiple varieties. It has been reported that some varieties of wild tea may be poisonous and cannot be consumed.
3. **Forest-Grown Tea/Tea Planted Under Forest** refers to tea planted under the forest canopy, mixed with general trees. Due to the suitable ecological landscape, forest-grown tea tends to be of good quality, though this also depends on the tea variety used for planting.
4. **Newly Planted Tea** refers to tea newly planted in a garden or plantation with clear rows, where it is maintained and pruned to increase production productivity.
5. **Green Tea** refers to tea that has undergone withering, pan-firing, processing, and sun-drying or oven-drying. Green tea does not go through the fermentation process and does not undergo chemical reactions.
6. **Red Tea** or internationally known as **Black Tea**, refers to tea that has been processed through withering, rolling/kneading, fermentation, and sun-drying or oven-drying to achieve the aroma and flavor of red tea.
7. **Black Tea** refers to tea that has undergone post-fermentation, and Pu-erh tea is one type of this black tea category.
8. **White Tea** refers to tea that is withered by air, followed by oven-drying or sun-drying; generally, only the buds, or one bud with one leaf, are harvested.
9. **Mao Cha** refers to pan-fired and oven-dried tea, or pan-fired and sun-dried tea, which is the raw material used for further processing into Pu-erh tea, compressed tea, tea cakes, or tea bricks.
10. **Pu-erh Tea** refers to compressed tea, tea cakes, or tea bricks that have undergone fermentation; the raw material used for processing into Pu-erh tea is Mao Cha.

Part I: Evaluation of the Tea Sector Development Situation in the Lao PDR in the Past Period

1.1 Overview

1.1.1 Background, meaning, location, role, and importance of tea production for socio-economic development in the Lao PDR.

Tea cultivation in Laos dates back to the era of the Lan Xang Kingdom (1353-1707). In 1920, commercial tea production began. Tea plants were introduced from central Vietnam, and cultivation was initiated on the Bolaven Plateau in southern Laos. In 1928, wild tea trees were discovered in the Phou San area of Xieng Khouang Province, which is considered a significant record for the Lao tea sector. Since 1997, the Government and development partners have promoted tea cultivation as a substitute crop for shifting cultivation and opium cultivation in the northern provinces, with the objective of contributing to poverty reduction in these regions.

The Lao PDR has suitable geographical conditions for tea production (*Jae* or *Mieng*)¹, which includes wild tea, ancient tea, and newly planted tea. In general, the geographical conditions of the areas where tea is cultivated or where wild tea is found are mostly medium-sloped mountains to high-sloped mountains. According to technical information from the FAO (1976), tea grows well and has good quality in areas with an average elevation of 800 meters above sea level (MASL) or higher, with slopes of approximately 5%–20%, which helps ensure good soil drainage, and a pH level between 4.5–6.0 in loam or clay-sand mixed soil. These areas typically have an annual average temperature between 15°C–30°C and an average annual rainfall between 1,000–2,000 millimeters per year.

Table 1: Criteria for Defining Variable Values to Evaluate Soil for Tea Cultivation Areas

Factor	Highly Suitable	Moderately Suitable	Less Suitable
Elevation (MASL)	>1200	800-1200	<800
Slope (%)	5%-20% (Good drainage)	20%-30% (Difficult to manage)	>30% (Risk of erosion) <5% (Waterlogged)
Rainfall (mm/year)	>1,500 (Foggy)	1,000-1,500	<1,000 (Too dry)
Temperature	15°C -25°C	25°C – 30°C	> 30°C
Acidity-Alkalinity (pH)	4.5 - 6.0 (Tea prefers acidic soil)	6.0 - 6.5	> 6.5 (Alkaline soil)/< 4.5 (Too acidic)
Drainage	Drains well	Moderate drainage	Poor drainage / Waterlogged
Soil Texture	Loam / Clay-sand mixed soil	Clay	Sand / Compacted clay

Source: FAO (1976)

Based on the soil sampling for analyzing the soil suitability for high-quality tea by the Department of Agricultural Land Management (DOA-DLAM, 2025), it shows that the soil in the Lao PDR overall is still rich in fertility, mostly covered with vegetation, and has an annual

¹ Note: **Jae** and **Mieng** (or **Mienh**) are traditional Lao terms for different types of tea or tea processing methods, often referring to fermented/pickled tea (*Mieng*) or general tea.

accumulation of decomposed plant and animal matter (soil organisms) in the soil. This is especially true in the integrated forest tea cultivation areas, which represent a good ecosystem and a potential for tea development. Most of the soil is deep (>100 cm) from the surface, which is suitable for tea cultivation. Only soil samples in Ban Lak (Xay District) and Ban Paklong (Xaysathan District) have a medium depth of only 75 cm. The structure of the surface soil is friable, and the texture is loam to clay loam. The maximum elevation of the area where the soil samples were collected is 1,415 meters above sea level (in the Phou San area, Pek District) and the minimum is 518 meters (in the Paklong area, Xaysathan District).

There are 4 main characteristics of tea plants in the Lao PDR such as

1. Natural forest tea (wild tea).
2. Ancient tea with characteristics of cultivation dating back more than 100 years.
3. Newly planted tea under forest cover interspersed with forest or old shifting cultivation land where native tea plants already exist.
4. Newly planted tea grown in rows with maintenance carried out according to technical standards.

Since the Lao PDR, especially the Northern region, has favorable agricultural conditions (climate, soil, altitude) for producing high-quality and organic tea (with minimal use of chemicals, fertilizers, and planting techniques).

Figure 1: Tea types in Lao PDR



Generally, the types of wild tea and ancient tea found in the Lao PDR are of the large-leaf tea variety (*Camelia sinensis* var. *assamica*), which is the same variety as the tea found in the southern region of Yunnan Province, northern Vietnam, and Myanmar. This type of tea plant is highly demanded in the markets of the PRC and neighboring countries, including some countries on the European continent.

Multiple studies, including research by NAFRI (2010), have indicated that the tea sector in the Lao PDR possesses high potential for generating income for tea farmers and small communities, and for effectively contributing to poverty alleviation in remote mountainous areas of the country. According to survey data from DOA-FAO (2025) in Phongsaly, Xiengkhouang, Luang Prabang, and Champasak provinces, the average price of fresh tea leaves is high, particularly for wild tea (500,000 LAK/kg), ancient tea (160,000 LAK/kg), tea planted under forest canopy (40,000 LAK/kg), and newly planted tea reaching up to 30,000 LAK/kg. These figures demonstrate that the current total economic value of the Lao tea sector reaches as high as 22–25 million USD, which can generate household income for tea farmers of approximately 1,000–15,000 USD/family/year (FAO, 2025).

However, the sector in the Lao PDR continues to face multifaceted challenges in fully realizing its potential, ranging from the production chain, tea garden maintenance, processing, and market access, to a lack of concrete policy promotion and support from relevant stakeholders.

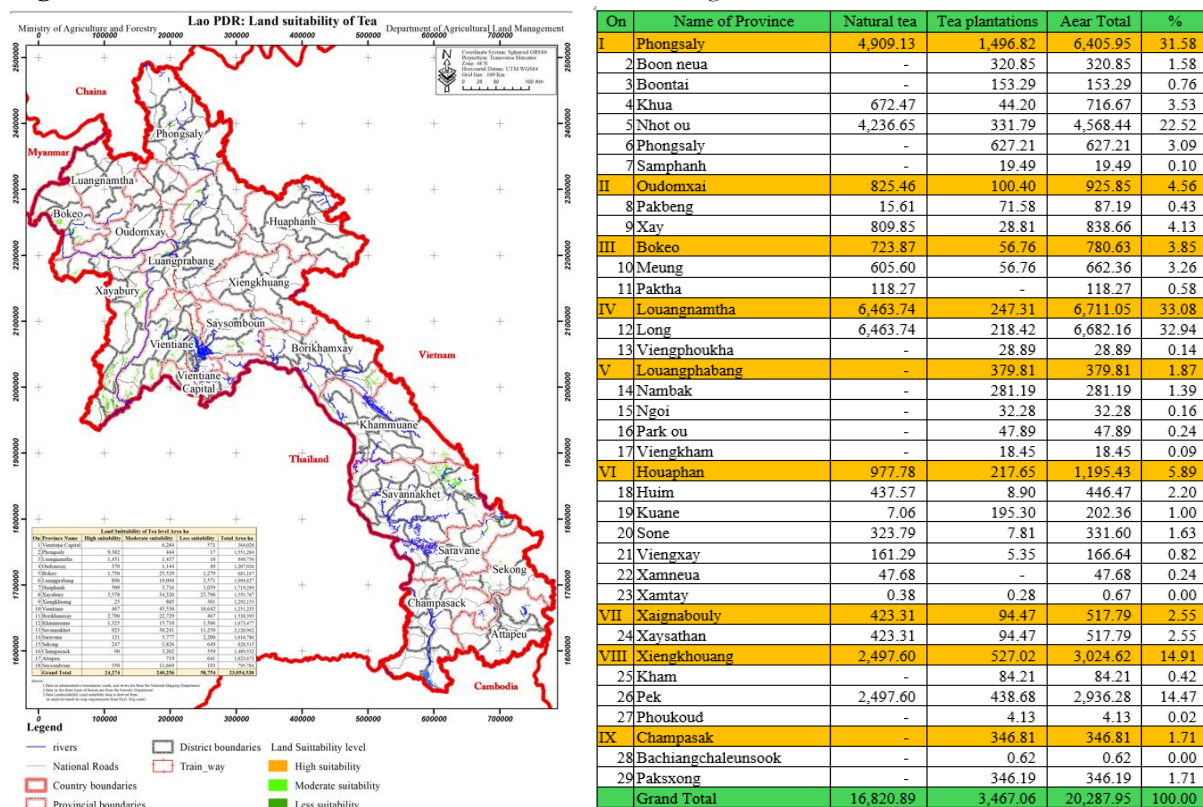
1.1.2 The situation of tea sector development in Lao PDR in the past period

The development of the Lao tea sector can be summarized into 5 phases as follows:

- **Pre-1975:** It is hypothesized that tea plants appeared in the Lao territory since the Lan Xang Kingdom era, with written records available. Later, in the 1920s, surveys and collection of tea samples were conducted on the Bolaven Plateau in Champasak Province and the Phou San area in Xieng Khouang Province. Key evidence confirming these events is the discovery of a number of large tea trees that were cultivated and expanded, which still remain to this day (GRET, 2025; Laotian Times, 2025).
- **Period 1975-2000:** Tea cultivation began to expand widely as a commercial commodity in the northern provinces of the Lao PDR, particularly in Phongsaly Province. A key turning point was in 1997, linked to local policies promoting tea cultivation to replace slash-and-burn agriculture and opium cultivation⁶. During this period, new tea varieties were imported, and there was broader promotion to attract foreign investors to invest in developing the tea sector.
- **Period 2001-2010:** The tea sector of the Lao PDR began to show signs of development. In addition to receiving support from various development projects, a key factor was the growth of foreign tea markets, especially the Pu'er tea market of the China. This attracted domestic and foreign investors (China) to invest and seek out areas with abundant natural wild tea and ancient tea in the Lao PDR, which was most active between 2005 and 2008.
- **Period 2011-2020:** The period of transition and foundation laying. This is considered a transitional period for the Lao tea sector, receiving systematic attention from various sectors, including investors, entrepreneurs, tea farmers, and various development projects. The focus during this period was on promoting the establishment of tea production groups among tea farmers and upgrading standards through quality certification to strengthen domestic distribution capacity and increase export potential, particularly to markets in Europe.
- **Period 2021-Present:** The period of growth and national recognition, where Lao tea has become more widely known, particularly through domestic consumption and exports to the PR China and other countries. There has been continuous support from development projects and increased research into export channels to foreign countries. At the same time, the government has recognized the importance of the Lao tea sector and has designated tea as one of the national priority crops.

According to data from DOA (2025), as of 2024, the Lao PDR has a total cultivated tea area of approximately 7,810 hectares. Of this, the northern provinces, especially Phongsaly and Luang Prabang provinces, account for more than 60% of the total tea production area nationwide. The actual harvested tea area totals 7,735 hectares, capable of producing 11,600-18,400 tons of raw tea (with an average raw tea yield of approximately 1.5 tons/hectare). Data from the Statistics Center (2024) shows that in 2023, the value of tea exports from the Lao PDR was only 0.34 million US dollars, equivalent to 0.005% of global tea exports (approximately 7.24 billion US dollars).

The Lao PDR still has high potential and suitable areas for high-quality tea production, covering a total area of 24,272 hectares distributed across northern provinces such as Phongsaly, Bokeo, Oudomxay, and Luang Namtha. Data from the Department of Agricultural Land Management (2025) indicates that the Lao PDR has a wild tea area of up to 16,820 hectares, as detailed in the figure and table below.

Figure 2: Suitable Land Area for Tea Production and Existing Tea in Each District of Lao PDR

Source: DLAM, 2025

1.2 Party guidelines and state policies for the development of the tea sector in Lao PDR

Tea is considered a priority agricultural crop and a focal commodity for the state's economic development. Historically, the Lao PDR has mobilized all potential from the central to the local levels, prioritizing integrated agricultural development and the assurance of food security as core tasks.

Currently, the tea development policy of the Lao PDR aligns with the vision and strategic direction of the Ministry of Agriculture and Environment, as well as the specific guidance of provinces with potential for tea cultivation. This development focuses on promoting and comprehensively expanding the latent potential of agricultural and forestry production. It aims to achieve a positive transformation towards clean agriculture, the expansion of modern and highly effective intensive farming, and the application of advanced science and technology into the production base, while simultaneously promoting the increasingly broad participation of women in the tea production process.

These operations are in line with the 10th National Socio-Economic Development Plan, emphasizing the creation of an independent and self-reliant economy, the effective utilization of all potentials, and socio-economic development along a green and sustainable path. Specifically, the agriculture and environment sector emphasizes strengthening management and encouraging the development of agriculture, forestry, and rural development, alongside the management of natural resources and the environment, to ensure food security in a sustainable, green, and modern manner.

Although policies and regulations play a significant role in establishing the development direction of the tea sector in the Lao PDR, actual implementation still encounters difficulties and lacks clarity in many aspects. Prominent issues include: registration and licensing policies, land tenure, natural resource management, export regulations and quota systems, as well as quality standard certification, stakeholder participation, and overall support systems.

To align with development priorities in each phase—based on potentials, opportunities, and changes in the external environment such as markets, emerging opportunities, unexpected challenges, and the necessity to integrate into production chains, processing potentials, and marketing through the establishment and promotion of producer groups, supporting private sector initiatives, and active participation and coordination with all economic sectors, the aims are to:

1. Exploit and utilize potentials from specific geographical locations, combined with the uniqueness of natural resources and agro-ecological diversity, to create advantages and development opportunities;
2. Improve and upgrade business operations, production, and agriculture to be modern and consistent with environmentally friendly production processes, ensuring long-term soil fertility and protecting tea farmers and consumers;
3. Promote coordination and improve technical service provision to be more efficient in responding to the needs of tea farmers; improve networks and agricultural extension service centers in focal areas (mountainous areas, plateaus, and plains); and create participatory learning processes through the establishment of demonstration gardens, training, and the exchange of practical technical knowledge with farmers;
4. Establish and strengthen tea farmer producer groups to link production with marketing; organize and develop tea producer groups to be strong by shifting from small-scale, scattered production to group-based production with greater ownership by tea farmers; increase the creation of tea producer groups in each province to enable linkage and access to regional and international markets;
5. Upgrade traditional tea cultivation and production to modern cultivation by utilizing various technologies to increase production efficiency and raise quality;
6. Create an enabling environment and promote the active participation of the private sector in providing agricultural services, including the supply of production equipment, seeds and seedlings, agricultural machinery, credit, processing, storage, local goods production, and unique products;
7. Strengthen cooperation with development partners—including the public sector, private sector, and both domestic and foreign development partners—to serve as a driving force for expanding the Lao tea sector towards sustainable development.

1.3 Stakeholders and main participants in the Lao tea sector

The tea value chain in the Lao PDR consists of several key stakeholders: State Organizations, Small Tea Growers and Producers, Tea Groups and Cooperatives, Enterprises or Investment Companies, and Civil Society Organizations. Each party plays an important role in the development of the tea sector, supporting one another, but performing different functions according to their roles in the tea value chain, from clone selection, land preparation, planting, maintenance, tea leaf harvesting, post-harvest storage, tea processing, sorting, packaging, and transportation, all the way to distribution.

1.3.1 Relevant State Organizations

The MAE at the central and local levels is the principal state organization responsible for advising the government, the business sector, and the tea-growing population on production, processing, marketing, and the export of tea within the province, nationally, and internationally. In addition, all related ministries have roles in promoting, managing, and sustainably developing the tea sector in the Lao PDR. The table below shows the state organizations involved in leading and participating, based on their objectives and roles.

Table 2: State Organizations Related to the Development of the Tea Sector in Lao PDR

Objective	Lead Organization	Partner Organization
Determine Relevant Central Regulations and Legislation	DAEC, NAFRI, DOA, DOPC (MAE), MOIC, MOF, IPO (PMO)	
Improve Production and Processing Techniques	PAEOs, DAEOs	Banks, Financial Institutions
Promotion and Marketing	PICOs, DICOs	PGO, PCC, Banks
Create a Favorable Business Environment	PICO/PIPO	PGO, PPIO, PCC, Banks
Develop Institutions and Human Resources	PGO/PAEO/PICO	PICTO

1.3.2 Smallholder Tea Farmers and Producers

In the Lao PDR, tea production is still predominantly carried out by smallholder tea farmers, with some households having less than 1 hectare of tea cultivation per family. Generally, their capacity and knowledge levels are relatively limited, and their production methods are based on local knowledge, as they have restricted capital and rely mainly on their own labor. A number of Lao farmers who produce tea as a commodity are aware of modern production techniques, including processing to meet market demand, as they have the opportunity to receive technical support and information from the government sector and supporting international projects and organizations.

The results of the Tea Stocktake Survey conducted in 2025 by the Department of Agriculture indicate that the majority of smallholder tea farmers still prefer selling raw tea leaves to entrepreneurs or tea processing factories within their local area. The main reasons for this are limitations in processing equipment, a lack of technical skills, and time constraints regarding self-processing of raw tea. Household-level tea processing is found only in certain areas, such as Nambak District and Phongsaly District (DOA, 2025).

Several tea farmers can still access and harvest tea shoots from natural sources, particularly in Oudomxay, Xiengkhouang, Luang Prabang, and Bokeo provinces. Only a portion of tea farmers own ancient tea gardens and produce tea from these gardens, such as in Phongsaly, Xayaboury, and some areas of Huaphanh Province. The price of the raw tea they sell depends on the season, with prices being high during the new spring tea season from March to May and lowest during the rainy season. Tea prices vary across different regions, depending on quality and market demand.

1.3.3 Tea farmer organizations, producer groups, cooperatives, and tea associations

Tea is a relatively minor agricultural crop in the Lao PDR compared to other cash crops. However, the government and the Ministry of Agriculture and Environment have a policy to

promote group and cooperative production organization. This was initially issued as a Ministerial Decision in 2013 before being upgraded to a Government Decree in 2020 and further elevated to a Law in 2025 to support farmers in general, and tea farmers specifically, to organize production groups for selling to domestic and international markets. Based on this encouragement, the number of tea producer groups and tea cooperatives has been continuously increasing, including members of the Lao Tea Farmer Network under the Lao Farmers Association Organization, which serves as a network for regularly exchanging information on production, value addition, supply, and tea marketing.

Generally, tea cooperatives serve as the core in organizing production and sales. Key roles include cultivation, harvesting, primary processing, and collective marketing operations. Cooperatives also coordinate in applying for international standard certifications (such as organic and fair trade) and facilitate access to funding and technical training for members. The Tea Association, on the other hand, plays a role as a coordinator and representative for farmer groups in consolidating production, facilitating exports, and negotiating prices, including controlling the quality of members' produce.

Currently, several groups and cooperatives have outstanding achievements in exporting tea to international markets, supported by various development projects, such as the Meuang Tea Producers Cooperative (Bokeo province) and the Yot Ou Tea Cooperative (Phongsaly province). However, at the same time, most tea cooperatives and producer groups still face challenges, particularly the complexity, time consumption, and lack of clarity in the registration procedures, especially for small-scale farmers in rural areas. The majority of tea producer groups also lack the bargaining power with foreign buyers (especially from China) and still sell their produce through middlemen, resulting in low-income shares and a lack of opportunity to establish their own brand.

1.3.4 Entrepreneurs, enterprises, and companies investing in the tea sector

Business units, enterprises, or companies investing in tea planting or production come in many forms, including: 1) Small-scale business units that have developed from raw tea production to becoming processors. 2) Small-to-medium-sized tea processing factories that purchase raw tea shoots from tea farmers, process them, and sell them locally or to middlemen. 3) Medium-to-large-sized processing factories with a dry tea production capacity of 100 tons/year or more. And 4) Tea processing factories owned by foreigners, especially investors from China.

The results of the Tea Stocktake Survey shows that there are currently a total of 77 tea processing units/factories distributed across 8 provinces nationwide in the Lao PDR. The main types of tea are Mao Tea, green tea, red tea, white tea, or compressed tea, depending on market demand. Approximately 80% of these business units/tea factories export to China. Only less than 20% of the tea products they produce are sold domestically, with the exception of the Meuang Tea Cooperative in Bokeo Province, which exports to Europe at an average rate of about 68%. The survey results also reflect that these tea entrepreneurs have a need to expand and seek new markets (DOA, 2025).

1.3.5 International organizations and consultation forums supporting the Lao tea sector

Recognizing the importance and potential for developing the tea sector in the Lao PDR, many parties, including international organizations, have provided support. The programs, implementing agencies, duration, target provinces, and key components of each project are as follows:

- Mekong Tea Project: Implemented by the DOA with funding support from AFD. The project was implemented during the period of 2019-2023 in Bokeo Province, with the main objective to improve the income of smallholder tea farmers through improving the management of tea price mechanisms and access to new markets.
- Lao Upland Rural Advisory Service (LURAS): Implemented jointly by Helvetas and the Department of Agricultural Extension and Cooperatives (Helvetas-DAEC), funded by SDC. The implementation period is from 2014-2026, covering Huaphan, Xiengkhouang, Oudomxay, and Luang Prabang provinces. The project consists of 4 main components: 1. Green Extension, 2. Green Entrepreneurship, 3. Green Partnership, and 4. Green Policy.
- SOLAR Project: Implemented by ILO and Oxfam, funded by the European Union. Operated during the period of 2021-2024 in Champasak Province. The goal aims to promote labor rights and improve access to social protection and Occupational Safety and Health (OSH) for workers in the coffee and tea sectors.
- GreenCUP Project: Implemented by the DOA, funded by the EU and AFD. The implementation period is from 2024-2028 in 3 northern provinces: Phongsaly, Bokeo, and Xiengkhouang. The main goals of the project include: 1. Diversify income and improve access to healthy and diverse food. 2. Support research, study, and capacity building in the coffee and tea sectors, alongside raising nutritional awareness. 3. Promote the valuing and enhancement of tea quality in Lao PDR; and 4. Improve the governance of the coffee and tea sectors, quality standard certification, and other related activities of the project.

Overall, many donors and international organizations have supported the Lao tea sector through various programs, including FAO, AFD, IFAD, ADB, SDC, Helvetas, GRET, Oxfam, CARE, CCL, MRLG... In addition, the Sub-Sector Working Group on Farmer and Agri-Business (SSWG-FAB) is one of the consultation forums regarding the tea sector, focusing on policy, information exchange, and lessons learned among farmers, entrepreneurs, and the government sector.

1.4 Issues and Chllengs of the Tea Sector in Lao PDR

1.4.1 Issues

Over the past three decades, the development of the tea sector into a commercial commodity and the Lao tea value chain have faced numerous challenges that hinder the sector's growth. These include:

Policy:

- There is a lack of specific policies for tea sector development at each level, and coordination mechanisms between relevant sectors remain weak. The model for promoting tea production lacks a market-driven direction; most activities still follow state administrative guidelines and primarily rely on grant aid from various development projects.
- Lao PDR does not yet have a distinct tea consumption culture like other countries, resulting in limited understanding and recognition of the value of Lao tea across all sectors.
- Data collection and information sharing regarding soil suitability for high-quality tea, high-quality varieties, the conservation of natural wild tea and ancient tea, production volumes, and the tea supply chain at each level are not yet systematic and lack clarity.
- Government promotion related to various standards, such as ODOP, GI, OA, GAP, and FairTrade, remains unclear.
- Domestically, there is a lack of quality certification bodies and standardized testing laboratories. This forces tea farmers to bear high costs and face complicated procedures to obtain international certificates (such as Organic and FairTrade certifications).

Marketing:

- There is a lack of in-depth market study and analysis, leaving producers, tea entrepreneurs, tea factories, and exporters without data on domestic and foreign consumer demand trends, as well as information on packaging standards and import regulations of destination markets (e.g., European countries).
- Most exports are still in the form of raw materials or semi-finished tea via middlemen, causing Lao tea to lose the opportunity to build its own brand and receive a smaller market share than it should.

Production and Processing:

- Tea production is largely treated as a secondary occupation for income generation, causing tea farmers to lack enthusiasm for seriously investing time, labor, and capital into tea production. In many areas, newly planted tea gardens still have low yields and quality due to a lack of soil improvement, lack of organic fertilizer application, poor maintenance, and improper pruning.
- Production is mostly driven by smallholder tea farmers lacking strong grouping, making it difficult to control volume and maintain consistent quality to meet the demands of large markets.
- Tea farmers lack techniques, machinery, and standardized processing skills, forcing them to sell only fresh tea leaves to local entrepreneurs or tea processing factories instead of processing them to add value.

1.4.2 Challenges

Based on the issues encountered by the Lao tea sector mentioned above, the development of the tea sector and the Lao tea value chain faces several challenges, including:

- Most tea production areas are located in remote areas with difficult road access, which is an obstacle to accessing information, production techniques, markets, and transportation, leading to increased production costs.
- China and Vietnam are countries with a long history of tea sector development; they have famous tea brands, wide marketing channels, and lower production costs due to large-scale production capacity.
- Lao tea exports are largely dependent on the Chinese market and middlemen, creating high risk if there are changes in border trade policies or demand from the Chinese side, especially regarding tea during the rainy season.
- Changes in global tea prices and exchange rate fluctuations directly affect the income of exporters and tea farmers.
- Markets in European countries and America have strict regulations, particularly regarding Maximum Residue Limits (MRLs) and various standard certifications, which become significant obstacles for smallholder tea farmers.
- The approval of concessions in natural wild tea areas has led to monopolies on price and raw tea purchasing. In some areas, informal trading occurs, affecting price stability, causing revenue loss for the state, and creating difficulties in verifying the origin of goods.
- The domestic supply of production inputs and processing equipment is limited. At the same time, there is a lack of domestic experts, resulting in a sole reliance on imports from abroad.

1.5 Lesson learnt

Lao PDR, particularly the northern provinces, is considered one of the centers of origin for tea in the world. The abundance of "Wild Tea" and "Ancient Tea" remaining today has become a

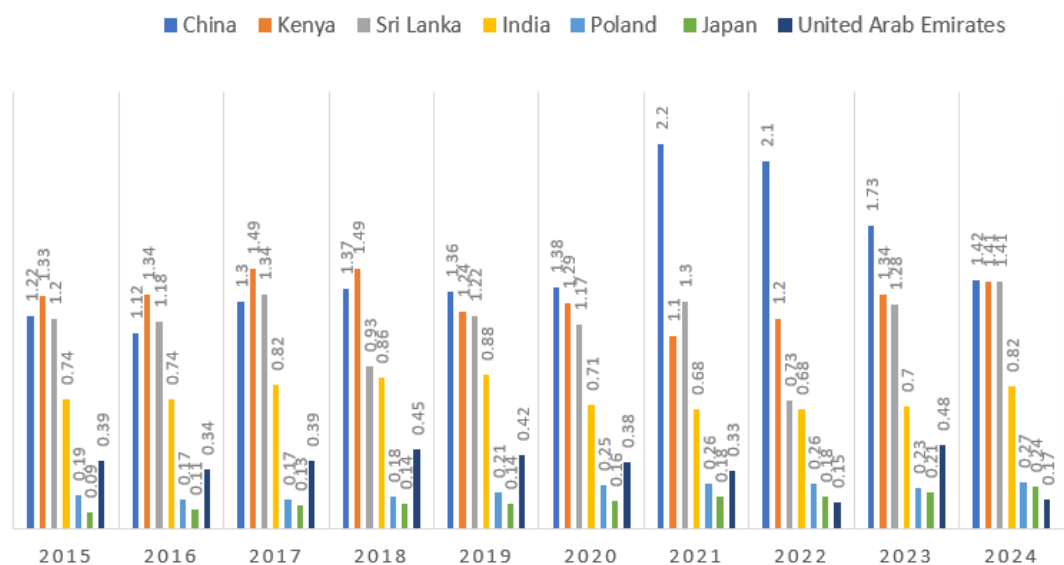
significant latent potential for driving socio-economic development at both the local and national levels. However, to upgrade the Lao tea sector to be modern and sustainable, the lessons learned indicate a necessity to continue improving and urgently addressing the following:

- There must be an urgent improvement in awareness, understanding, and attitude adjustment among Lao tea farmers, moving from traditional production to production that emphasizes "High Quality" and meets international demand. Establishing clear tea production standards at every step of the tea value chain will help farmers earn higher incomes and reduce risks from price fluctuations.
- Priority must be given to technical work and research, ranging from selecting planting areas and expanding production areas, soil improvement, improved tea garden management methods, fresh tea harvesting, and post-harvest storage. Simultaneously, there must be strict conservation measures for "Ancient Tea and Wild Tea" by drawing lessons from Yunnan province (China).
- Focus on promoting and strengthening production, processing, and marketing groups to increase price bargaining power and upgrade product quality. The government must shift its role to become a **Facilitator** in linking with foreign markets and monitoring the implementation of Contract Farming effectively.
- Facilitative and supportive policies from the government are crucial and necessary, especially in areas related to subsidy policies for commercial tea production and private sector investment in the Lao tea sector. Furthermore, the government is required to participate in negotiations to open markets and help resolve issues encountered by tea farmers regarding concession agreements, the implementation of contract farming, access to and use of land in wild tea areas, business operations, trade support, exports, and access to funding sources.
- As the Lao tea sector is still in the development phase, it requires technical and budgetary support from development partners and international organizations to turn the potential for tea development in Lao PDR into reality.

Part II. Value Chain, Potential, Opportunities, and Challenges

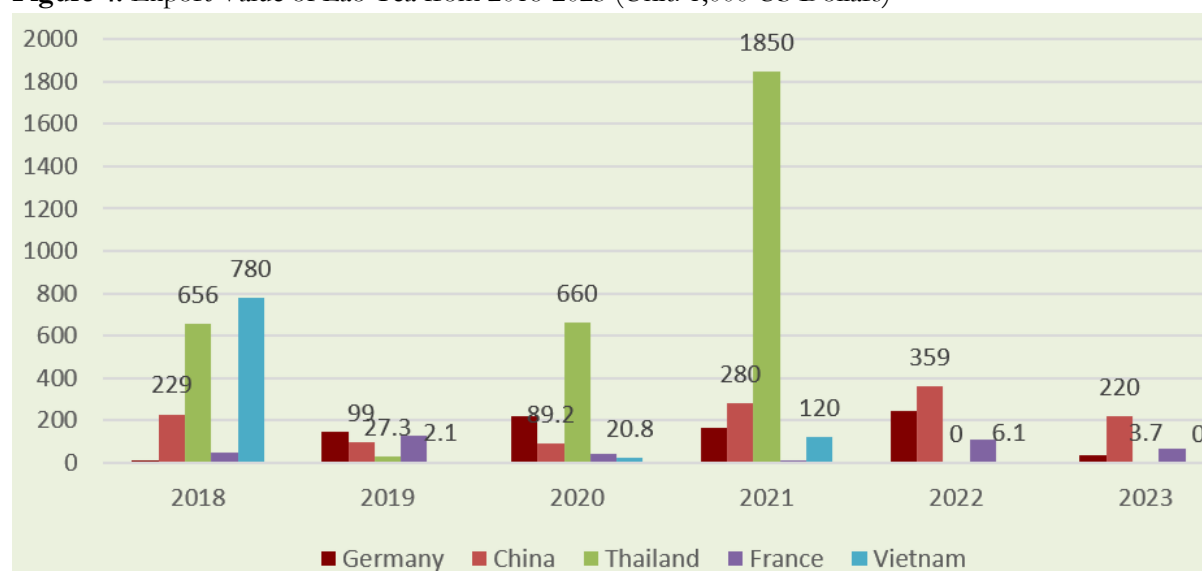
2.1 Overview of the Global Tea Market

Global tea market data has shown a continuous recovery and growth since 2020. This growth has been stimulated by several factors, such as increased at-home consumption during COVID-19 and rising demand for quality tea in various coffee shops and restaurants between 2022 and 2024, which emphasizes the consumption of healthy beverages. Grand View Research (2025) estimates that in 2024, the global tea market value is approximately US\$17.4 billion, with the three largest tea-exporting countries being: China, Kenya, and Sri Lanka.

Figure 3: Value of Tea Exports in the World Market (Unit: Billion US Dollars)

Source: Exporters of Tea from 2015 – 2020. OEC . Export data in 2021: [TOP 12 TEA-EXPORTING COUNTRIES IN THE WORLD](#). Export data in 2022: [\[Tea Export Rankings 2022\] Asian Countries Dominate?](#). Export data in 2023: [Tea | Imports and Exports | 2023](#). Export data in 2024: [Tea Exports by Country Plus Average Prices 2024](#)

Lao PDR remains a very **small tea exporter** by global standards. Data from 2023 (OEC) shows that Lao PDR exported approximately **US\$0.34 million** worth of tea products, equivalent to **0.005%** of global tea exports, which totaled approximately **US\$7.24 billion**.

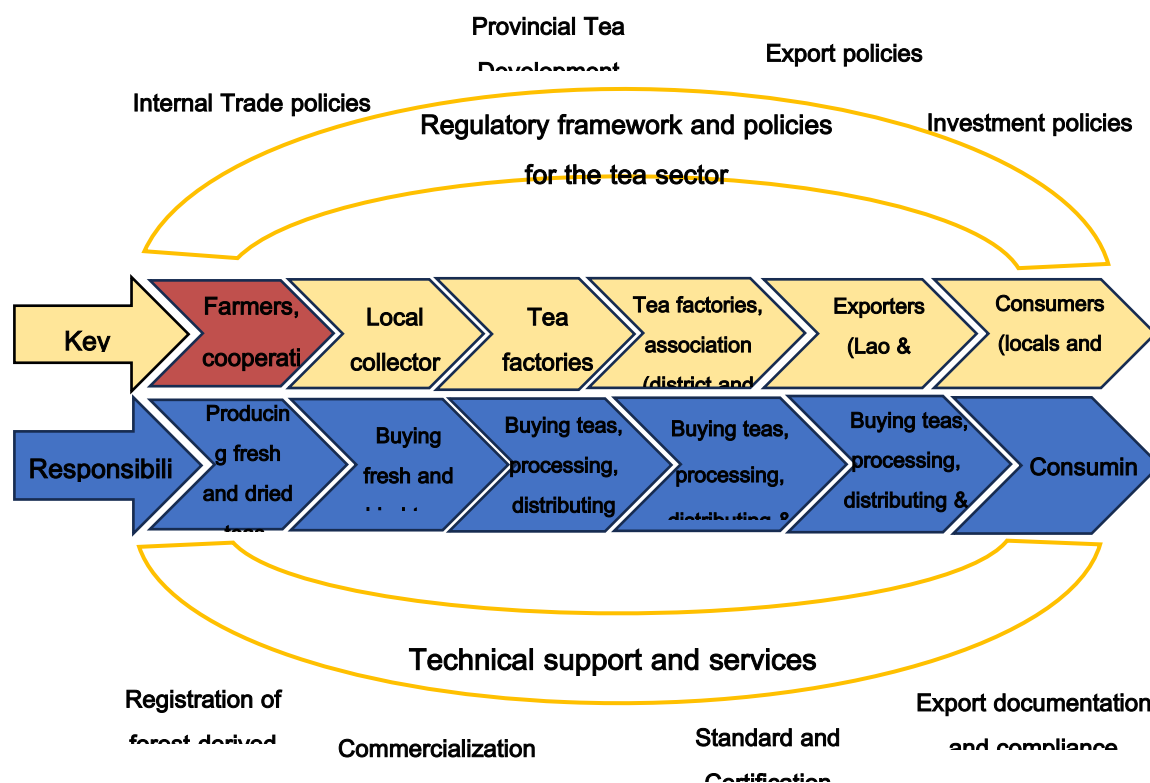
Figure 4: Export Value of Lao Tea from 2018-2023 (Unit: 1,000 US Dollars)

Source: Factsheet, Tea in Lao PDR (OECD, 2023)

2.2 The Lao Tea Value Chain

Generally, the Lao PDR's tea value chain includes tea farmers, local collectors, and tea processing units or factories, most of whom are also distributors (wholesalers, retailers) and exporters. In addition, relevant government organizations that promote and manage, as well as provide services at every stage—from production, raw tea leaf collection, processing, domestic marketing, and export—are closely involved in the entire process, as illustrated in the figure below.

Figure 5: Overall Diagram of the Lao Tea Value Chain



Source: (FAO, 2025)

The Lao Tea Value Chain for the Domestic Market

In Phongsaly Province, only a few companies are involved in selling packaged tea products domestically, primarily black tea and green tea. Domestic sales account for approximately 10% of the companies' total production. The factory price of tea produced in Phongsaly Province is estimated to be LAK 50,000 per 100 grams, while the regular retail price is between LAK 60,000 and LAK 70,000 per 100 grams (FAO, 2025).

It is reported that the domestic market for Lao tea is still very small and is only present in a few northern provinces such as: Phongsaly, Luang Prabang, Oudomxay, and a small quantity in Vientiane Capital. The domestic market still focuses primarily on consuming tea sold in large bags, and does not yet place importance on packaging. It is estimated that the value of domestic market trade was only \$340,000 in 2023 (FAO, 2025). This shows that the domestic market in Lao PDR consumes approximately 20 tons of tea per year, mainly Green Tea, Black Tea, and White Tea, with average prices of about 600,000–900,000 Kip/kg respectively. Pu-erh tea is also sold at various prices, ranging from 100,000–500,000 Kip/100 grams.

Currently, it is observed that the domestic tea market in Lao PDR is mostly linked to **tourism**, with tourists being more interested in uniquely packaged Lao tea and other types of beverages than tea itself. However, such packaging, which emphasizes unique storytelling, is a major challenge for Lao tea entrepreneurs.

Lao Tea Value Chain to the Chinese Market

As is known, more than 80% of Lao tea is exported to China, mostly tea produced during the new spring tea season (March to May) and the end of the production season (September to October). In Phongsaly Province, spring tea sells for around 100 Yuan/kg, while ancient tea is priced higher, ranging from 400–600 Yuan/kg in 2024. The product is Mao Tea (sun-dried green tea). Although the PRC market demands organic tea, they do not require formal certification from the relevant parties (FAO, 2025).

China remains the largest market in the global tea market. It is reported that in 2024, China's tea product imports increased by 38% compared to 2023, particularly for high-quality and specialty teas. Pu-erh tea (compressed tea) is considered a very expensive specialty tea in China, especially as a gift item in southern provinces such as Yunnan, Guangzhou, and Shenzhen. It is reported that China has a high demand for Mao Tea (raw tea material) used to produce compressed tea from Lao PDR, Myanmar, and Vietnam, which is considered natural tea. In the past, Lao Mao Tea produced from wild tea and with good processing quality was priced at 20-30% of the price of locally produced Mao Tea. However, consistent and good processing quality, as well as packaging, remain challenges for Lao tea in the Chinese market.

Promotional campaigns about the good quality and the presentation of the story of Lao wild and ancient tea are still ways to access the tea market in China. Furthermore, it is essential to establish good trade relationships with the target markets in China, particularly in the coastal provinces, including the Hong Kong Special Administrative Region, as another avenue for promoting Lao tea.

Lao Tea Value Chain to the European Market

In the past, only a few Lao tea companies were able to export their tea products to Europe, where the market requires EU Organic certification. The export price is only about \$5.5–\$10.0/kg. Due to the low price, only tea processed during the rainy season is sold at this price. Annually, approximately 20–40 tons of tea from Phongsaly Province are exported to Europe, where the market primarily demands dried black tea and green tea (FAO, 2025).

Table 2: Lao Tea Exported to the European Market in 2025

Exporter	Tea Type	Price (USD/kg)	Volume (kg)	Certification	Market
Meuang Tea Cooperative, Bokeo Province	Green Tea	10.00	6,700	EU Organic & Fair Trade	France
	White Tea (1 bud 1 leaf)	35.00	40	EU Organic & Fair Trade	France
Somneuk Lao Thang Tea Factory, Phongsaly Province	Green Tea	5.50	14,800	EU Organic & Fair Trade	Germany, UK
	Red Tea (Ancient Tea)	8.00	500	EU Organic & Fair Trade	Germany
	White Tea	7.50	2,000	EU Organic & Fair Trade	Germany
	Red Tea (Newly Planted Tea)	7.00	900	EU Organic & Fair Trade	Germany
Yot Ou Tea Cooperative	Red Tea	85.00	54	Forest Tea	Germany
	General Red Tea	39.00	40.2	Forest Tea	Germany

The tea market in European countries is considered a specialty tea market that is highly developed, with imports mostly channeled through Germany, the Netherlands, and the United Kingdom. In the past, the EU tea market has seen steady growth linked to the demand for beverages with organic certification, fair trade, and origin certification. According to research by DATA INTELO (2025), the EU specialty tea market has been growing at approximately 6-7% per year since 2020. It is reported that the EU tea market emphasizes various certifications related to sustainability, such as Organic, Fair Trade, Rainforest Alliance², transparent supply chains, and storytelling about the tea's origin. This is particularly relevant for Lao tea, which is a new tea source not yet widely recognized in the EU market. However, the strict regulations on food safety and pesticide residues remain a significant challenge for Lao tea. In the future, for the EU market, Lao tea should focus on certification and adherence to European Union standards and packaging that showcases its unique, natural, and sustainable origins, including a clear traceability system.

2.3 Strengths and Opportunities

2.3.1 Strengths

The Lao PDR has a geographical location considered to be an origin of high-quality tea, possessing both natural forest tea and ancient tea with a history of hundreds of years. Furthermore, Lao tea is regarded as a new source of tea production that has attracted the interest of the international market, especially the European market. In addition to the potential for the Chinese Pu'er tea market, Lao tea also has the following strengths:

- Lao PDR has a suitable climate, soil, and altitude for producing high-quality tea (Premium Quality).

² [Rainforest Alliance](#) It is an international non-profit organization that works at the intersection of business, agriculture, forestry, and the environment. The symbol of this standard is the 'green frog' image that we often see on tea, coffee, or cocoa products.

- There are many wild forest tea and ancient tea trees, some hundreds of years old, especially the "Shan tea" (large-leaf variety), which is closely related to the famous Pu'er tea, giving it a unique taste and high natural quality.
- Most farmers use traditional farming methods with minimal or no chemical use, which is a strong foundation for organic tea production and meets consumer health demands.
- Bordering the PRC (especially Yunnan Province) makes cross-border transport and trade convenient and lower-cost compared to other competitors. Rail transport is a current and future potential for Lao tea.
- The government has policies promoting "Clean Agriculture" and the "One District, One Product" program, which helps promote branding and packaging.

2.3.2 Opportunities

Based on the foundational strengths above, Lao tea has the following important opportunities:

- Growing consumer interest in Europe and China for organic tea, single-origin tea, and rare forest tea.
- The potential to develop tea products as souvenirs and link them with eco-tourism and cultural tourism to create stories and added value.
- Establishing a national brand "Lao Tea" and obtaining a Geographical Indication (GI) certification will help increase credibility and allow for higher pricing in the international market.
- The launch of the Lao PDR-China Railway increases logistical efficiency and reduces the cost of export to the Chinese market.
- The consumer trend toward health consciousness is a good opportunity for chemical-free Lao tea.

Part III. Vision, Goals, and Programs for the Development of the Tea Sector in Lao PDR

3.1 Vision for the Development of the Master Plan for the Lao Tea Sector up to 2035

Lao PDR tea is widely recognized both domestically and internationally, enhancing the income of small-scale tea producers through the use of high-quality and high-productivity tea production techniques, in an environmentally friendly and sustainable manner. The vision is to improve the quality of processing, diversify tea products, alongside the effective conservation of tea resources. This will create favorable business conditions and access to diverse, high-value markets. Furthermore, it will continuously and effectively elevate the specialized tea skills and technical knowledge of all stakeholders across the tea value chain, contributing to the continuous and stable socio-economic development of the nation and localities.

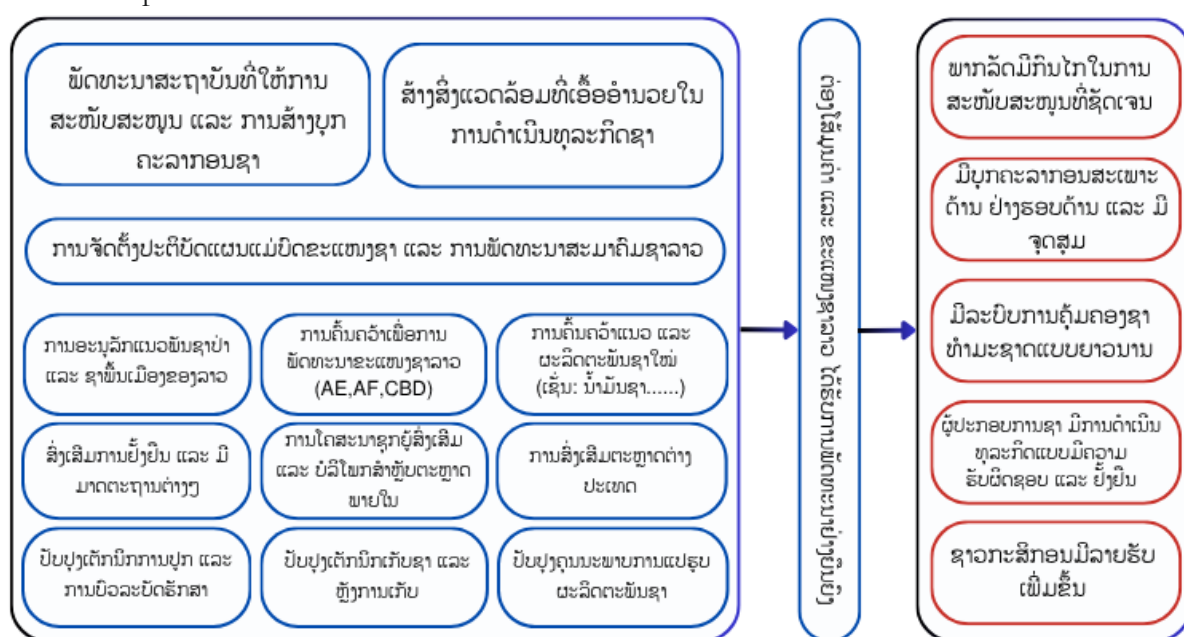
3.2 Goals and Indicators to 2030

The tea sector of the Lao PDR has actively contributed to socio-economic development and poverty reduction for the people. To elevate this sector, it is necessary to implement development measures at every stage of the tea value chain to comprehensively ensure both production quantity and quality, create value-added, and ensure sustainability. The strategic goals for the development of the tea sector up to 2030 are:

- Promote small-scale tea farmers to switch to using modern, quality, and environmentally friendly comprehensive tea production techniques—ranging from planting, maintenance, and harvesting to post-harvest—which generate maximum returns on labor and capital, by raising production productivity, maintenance, raw tea leaf harvesting, and post-harvest techniques to increase by at least 20% (from 1.5 tons/ha to 1.8 tons/ha).
- Upgrade the quality of tea processing by using industrial systems and modern processing machinery to create opportunities to access premium tea markets and expand markets widely across all production seasons, especially for tea products during the rainy season. The goal is for the Lao PDR to have diverse tea products that meet international standards and to be able to expand export markets to 5 additional countries.
- Additionally, focus on developing tea quality at every stage of the value chain, from variety selection, planting, and tea processing to packaging at the level of producer groups, cooperatives, and factories. This emphasizes Organic Agriculture (OA) certification, GMP, etc., to meet the demands of regional and international markets, with the goal of increasing the number of tea gardens receiving organic certification by another 80% by 2030.
- Create a favorable environment for business operations and marketing, including publicity to help entrepreneurs and tea producer groups reduce costs and risks; upgrade competitiveness and access to domestic, regional, and international markets. The target for 2030 is to reduce the steps and time required for exporting Lao tea abroad by 25%.
- Enhance the value of the Lao tea sector by linking it with tourism to expand both domestic and international markets, and promote the effective and sustainable use of intellectual property (such as Geographical Indication registration and trademarks). The target for 2030 is to create a clear mechanism for promoting tourism linked to tea and to push for an increase in the registration of Geographical Indications (GI) from 2 locations (in 2025) to 5 locations.
- Raise awareness and strengthen tea farmers and relevant sectors in the conservation of indigenous tea varieties and natural wild tea varieties through a natural wild tea management plan and land use planning allocation in areas with high-quality tea that is clear and verifiable. By 2030, the target is to clearly define and allocate natural wild tea zones within the 3 forest types and establish guidelines for promoting high-quality tea cultivation areas.

- Promote research and analysis on tea and develop specialized personnel covering all levels and sectors comprehensively to effectively implement the Tea Development Strategy of the Lao PDR. By 2030, the aim is to build specialized personnel in the tea sector: 2 at the central level and 5 at the local level.
- By 2030, successfully establish the Lao Tea Association with an effective, professional management mechanism capable of sustainable financial self-sufficiency.
- Develop coordination mechanisms and joint implementation between central, district, and provincial levels to ensure smooth and effective encouragement and monitoring of work. Simultaneously, establish specific Tea Steering Committees at central and local levels to drive the implementation of the Master Plan for the Development of the Tea Sector of the Lao PDR up to 2030 and to promote and manage the Lao Tea Association to be strong and achieve maximum effectiveness.

Figure 6: Diagram of the Master Plan Framework for the Development of the Tea Sector in the Lao PDR up to 2030



3.3 Programmes and Activities Plan for the Development of the Lao Tea Sector

To achieve the vision and overall goals, the Master Plan for the Development of the Lao PDR Tea Sector up to 2030 has identified 6 Programmes, 22 Activities, and 83 Focus Tasks that must be implemented as follows:

Programme 1: Enhance tea production productivity through improved quality-oriented cultivation techniques and tea garden maintenance

To enhance tea production productivity in the Lao PDR, small-scale tea farmers need to receive technical upgrades ranging from the planting stage, maintenance, and harvesting of raw tea leaves; this is to increase both quantity and quality based on environmentally friendly production, creating maximum returns on labor and capital. Therefore, this Master Plan has defined 3 activities and 18 focus tasks as follows:

Activity 1.1: Improve the productivity and quality of existing tea gardens to be consistent with climate change

Consists of the following 7 focus tasks:

- Promote the use of appropriate technical methods for improving soil quality by focusing on the correct use of organic agriculture production inputs, such as applying compost or bio-fertilizers and planting shade trees to align with climate change and increase the quality of tea shoots.
- Promote the planting of cover crops to restore fertility and reduce the risk of topsoil erosion, while emphasizing weed control via manual cutting or machinery instead of plowing or tilling in unsuitable sloping areas.
- Disseminate techniques and information sources regarding: the use of water supply equipment and proper tea pruning to maintain tea shoot quality according to standards, while also increasing production productivity. This includes recommending correct technical harvesting methods to avoid damaging branches and helping tea shoots regenerate well according to standards.
- Establish small "model" demonstration tea gardens by improving comprehensive production standards that consider climate change, starting from variety selection, soil preparation, planting, maintenance, harvesting, and post-harvest storage. Simultaneously, establish a cooperation mechanism between producer groups, entrepreneurs, and the government to serve as a center for learning, practical application, and the expansion of technical knowledge to farmers.
- Support and develop tea farmers selected as models to create demonstration gardens, focusing on capacity upgrading through training and study tours to exchange lessons both domestically and internationally; while providing necessary production inputs such as bio-fertilizers, pruning tools, soil cutters, and other planting equipment for maintenance.
- Expand effective production techniques from model demonstration gardens to other farmers through a "Farmer-to-Farmer" approach under the promotion of entrepreneurs and relevant parties to upgrade production productivity to achieve targets.
- At the same time, upgrade small producer groups to gradually become larger groups in order to develop into modern cooperatives in the future; this will help promote the exchange of technical knowledge and information, and increase competitiveness and market access.

Activity 1.2: disseminate information and promote appropriate area selection for high-quality tea production, linked to promoting comprehensive cultivation techniques and climate change

Consists of the following 4 focus tasks:

- Exchange and disseminate information about soil, ecosystems, and other factors for planting good quality tea to relevant parties, so they can publicize it and inform farmers interested in growing tea in advance, through various online platforms such as Website, Facebook, TikTok, WhatsApp, and others.
- Promote tea planting in agricultural land with trees or production forest areas where trees can be preserved and provide appropriate shade, following the principles of Agroecology and Agroforestry that can generate additional long-term income.
- In areas where good quality tea can be grown, promote proper area management and measurement based on labor capacity, and regularly improve soil fertility according to technical standards.
- Linked to Activity 1.1, establish "Model" demonstration tea gardens starting from site selection, appropriate soil preparation, spacing, selection of good quality varieties, seedling propagation, planting, and maintenance, to produce high-quality tea with high productivity.

Activity 1.3: promote the production of good quality tea with certifications required by regional and international markets

Consists of the following 6 focus tasks:

- Linked to Activity 1.1 and Activity 2.3, encourage small-scale tea farmers to form production groups or cooperatives to prepare for seeking certifications required by the market, such as Organic Agriculture (OA), Good Agricultural Practices (GAP), Fair Trade, Geographical Indication (GI), etc., to build consumer confidence and increase market expansion potential. This will also enable them to sell tea products at high prices.
- Continue and enhance measures to prohibit the use of herbicides, pesticides, and chemical fertilizers to ensure that Lao PDR's tea has a good reputation and is non-toxic. Concurrently, appropriate technical guidance on weed control and other techniques must be provided.
- Define support mechanisms and strict measures against violators regarding the use of prohibited chemicals, in accordance with the actual conditions of each locality, such as the lessons learned from Phongsaly District and other areas with effective management.
- Provide opportunities for tea producer groups, tea factories, and relevant parties to exchange lessons and conduct study tours to certified tea production areas, so they can learn production techniques according to the various standards required by the market, including the creation of a Lao tea network.
- Create legislation, regulations, and measures regarding tea buying-selling models between factories and production groups, tea trading between business units, breaches of buying-selling contracts, definition of raw and dry tea quality standards for each factory type, and others, to support entrepreneurs aiming for various market-required certifications.
- Integrate the implementation of the standards system organization and farm-level production inspection work with clean agriculture standard inspectors at the central, provincial, and district levels annually.

Programme 2: Improving quality and techniques for tea processing and transformation according to the needs of domestic, regional, and international markets

Although the Lao PDR possesses high-quality raw tea, especially natural forest tea and ancient tea, the production of quality tea products must go hand-in-hand with improving tea processing quality, including the use of better and environmentally friendly industrial systems and processing machinery. If this can be achieved, Lao tea will have the opportunity to access high-priced and diverse tea markets in all tea production seasons, particularly tea during the rainy season. Programme 2 consists of 3 activities and 10 focus tasks, as follows:

Activity 2.1: Improving quality and techniques for harvesting raw tea shoots, including transporting raw tea shoots to processing sites

Consists of the following 3 focus tasks:

- Disseminate and support capacity building for tea producer groups and tea factories to understand the quality issues of their tea products related to tea shoot harvesting standards, tea grading, separation of grades, and preventing the mixing of new cultivated tea with ancient and forest tea, including the use of suitable containers for raw tea shoots and transportation.
- Support the factory-level production process to improve the quality of raw tea shoots and enhance the processing process (cleanliness and grading) by promoting modern processing techniques and establishing fair pricing for raw tea shoots harvested according to standards.

- In connection with Activity 1.3, create legal instruments, regulations, and various measures concerning the model of tea buying and selling between factories and production groups through contract farming, to clearly define raw tea quality standards based on the type of tea shoot, grade, and season.

Activity 2.2: Improving tea processing and transformation techniques for small-scale tea farmers and tea producer groups

Consists of the following 5 focus tasks:

- Support small-scale tea farmers and tea producer groups that have the capacity and potential to process finished tea products using existing processing equipment and to market these products independently as a group.
- Organize training and promote the use of simple tea processing tools to ensure that the tea products produced by farmers are free from smoky odor, cleaner, and of higher quality.
- Gradually develop small tea production groups into larger groups to evolve into modern tea cooperatives in the future, which can increase their capacity to access long-term markets, assistance policies, capital, and essential production factors.
- Promote assistance to improve processing techniques for tea producer groups to enhance the quality of tea products, including traditional, artisanal processing and the gradual adoption of modern processing technology tools.
- Promote tea quality improvement through organizing annual tea competitions or local and central tea exhibitions, accompanied by commendations and awards for the most outstanding tea according to each tea type and participating tea producer group.

Activity 2.3: Improving tea processing and transformation techniques for tea factories to increase access to regional and international markets

Consists of the following 4 focus tasks:

- Upgrade tea factory standards to enable the production of diverse tea products, such as green tea, black tea, white tea, tea bricks, as well as the ability to produce ready-to-brew tea, blended tea, or tea beverages, to give Lao tea a unique identity and increase its marketability both domestically and internationally.
- Provide support to tea factories to understand the quality issues of their products, which requires the improvement of machinery, technical expertise, and external assistance.
- Support tea factories to learn, understand, and access the required standards of regional and international markets, enabling them to learn and adjust their processing techniques according to market demands.
- In connection with Activity 1.3, promote tea factories to collaborate with tea farmers and producer groups to learn and prepare for seeking certifications required by the market, to build consumer confidence and increase market expansion potential. This will also allow them to sell tea products at higher prices, such as Organic Agriculture (OA), Good Agricultural Practices (GAP), Fair Trade, Geographical Indication (GI).

Programme 3: Promoting diverse and stable tea marketing

Currently, tea production in the Lao PDR is fragmented, and production volumes are insufficient to meet demand. To ensure a stable market for Lao tea, it is necessary to focus on producing high-quality tea and obtaining market-required standard certifications throughout the tea value chain, particularly Organic Agriculture (OA) standards, to meet the needs of regional and international markets. At the same time, the Lao tea sector must be promoted by linking it with

tourism activities to expand markets both domestically and internationally, coupled with the appropriate, stable, and sustainable promotion of relevant intellectual property rights (Geographical Indication registration and specific trademarks). To achieve these goals, this program comprises 4 activities and 16 focal tasks as follows:

Activity 3.1: Building management and marketing capacity for tea entrepreneurs and tea producer groups

Consists of the following 5 focus tasks:

- Provide knowledge and skills in business development and marketing plans to relevant promotion units, including business entrepreneurs and producer groups, to accelerate marketing development.
- Promote and support units and service providers in various skills to allow tea entrepreneurs and tea producer groups quicker and greater access to and learning of these skills.
- Collaborate with researchers and writers from the PRC and other countries to document, classify, and promote ancient and natural forest tea, while ensuring the effective conservation of these tea areas.
- Establish relationships with tea business networks of entrepreneurs and tea farmer networks both domestically and internationally to broaden opportunities for marketing information exchange.
- Improve products (brand, packaging, various certifications) based on different market demands and access to business partners, both domestic and foreign.

Activity 3.2: Supporting tea entrepreneurs and tea producer groups to have opportunities to learn and participate in various events, both domestic and foreign

Consists of the following 4 focus tasks:

- Continue to support producer groups, tea cooperatives, and tea entrepreneurs to participate in various trade fairs, both domestic and international, to promote tea products.
- Continue to organize the annual Lao Tea Festival by linking it with tourism to promote Lao tea in domestic and international markets, while also presenting certificates of commendation and awards to outstanding tea products.
- Promote Lao tea to connect with domestic and regional markets and develop it to become a One District One Product (ODOP). The government sector shall have guidelines to promote Lao tea on various platforms more clearly and extensively.
- Coordinate with the Ministry of Industry and Commerce, and/or the Lao National Chamber of Commerce and Industry to promote Lao tea and facilitate entrepreneurs, small-scale producer groups, and cooperatives to access opportunities to display and sell Lao tea products at key exhibition and sales points such as: supermarkets (Big C, etc.), international airports, hotels, and others.

Activity 3.3: Creating a clear mechanism to promote lao tea in domestic, regional, and international markets

Consists of the following 6 focus tasks:

- Encourage multi-format promotion such as advertising, articles in magazines, newspapers, television, radio, websites, and promoting tea consumption for health benefits. Promote tourism by developing "Natural Forest Tea Discovery Tours" for tourists to learn about the tea cultivation process, harvesting, and processing of different types of tea.

- Disseminate information and raise awareness about Lao tea through youth groups and other potential target groups to increase consumption among Lao people. The government sector shall provide clear guidelines, budget, and resources to increasingly promote Lao tea across various platforms.
- Integrate product development with market demands to ensure alignment and harmony to guarantee the supply of products that the market requires.
- Promote Lao tea to be linked with the ASEAN tea market and to be developed as part of the One District One Product (ODOP) scheme and simultaneously develop a national mechanism to promote the "Lao PDR Trademark" through various media.
- Create a "Lao Tea Trademark" that producer groups and tea entrepreneurs can use, while effectively ensuring quality and SPS standards. This trademark will be owned and managed by the Tea Development Center under the Department of Agriculture, which will serve as a central hub providing key information for tourism regarding tea production and explaining how to tour these tea production areas.
- Develop infrastructure to boost domestic marketing linked to tourism, such as tea tasting rooms, scenic viewpoints, etc., in areas that are ready and suitable.

Activity 3.4: Develop a tea marketing information system that is easily accessible to all stakeholders.

Consists of 3 focal tasks as follows:

- Develop a mechanism for consolidating data on tea production and products into a centralized hub at district, provincial, and central levels to facilitate faster trade negotiations and access to macro-level markets.
- Promote publicity and information exchange through modern and digital communication systems such as the internet and websites.
- Encourage and establish an association to promote the certification of origin for potential tea production areas in the Lao PDR, as well as support Geographical Indication (GI) registration at both domestic and international levels.

Programme 4: Promoting the conservation of tea resources and sustainable use of forest tea areas

To ensure the sustainable development of the Lao tea sector, it is necessary to build awareness and capacity among small-scale tea farmers, tea entrepreneurs, and relevant stakeholders regarding the conservation of local and natural forest tea varieties existing in the Lao PDR. This will be achieved through a Natural Forest Tea Management Plan and clear, verifiable land use planning in areas with high-quality tea. This Programme can be implemented alongside efforts to recognize traditional land rights in the three types of forests and other programs related to the conservation of Lao tea natural resources. Programme 4 consists of 2 activities and 7 focus tasks:

Activity 4.1: Conducting surveys and creating a database on lao tea resources

Consists of 3 focus tasks:

- Update and consolidate basic information on Lao tea resources, categorized by tea resource type, such as forest tea, ancient tea, shade-grown tea, and newly cultivated tea, in detail and clearly.
- Collaborate with regional and international tea research institutes to survey information on tea varieties, the age of tea trees, and the genetics of natural forest tea present in the Lao PDR.

- Develop specialized personnel in tea science and technology through specialized short-term and long-term training.

Activity 4.2: Planning and allocation of suitable areas for high-quality tea cultivation

Consists of 4 focus tasks:

- Disseminate the results of data collection and soil analysis suitable for high-quality tea cultivation, which FAO supported DLAM to implement in 2025. This focuses on implementation to: 1) Create a Core Production Center; 2) Establish Comprehensive High-Potential Zones; 3) Promote Future Expansion Zones; and 4) Specific Potential Zones.
- Linked to Activities 1.1 and 1.2, determine and allocate specific areas for the expansion of good quality tea cultivation in potential provinces and districts, while ensuring the use of high-quality varieties in the newly expanded production areas.
- Coordinate with the Department of Forestry and relevant sectors to implement regulations and guidelines regarding the recognition of land use rights and community access to natural forest tea located within the 3 categories of forest, ensuring correctness and clear consistency with regulatory principles.
- Clearly define natural forest tea zones located within the 3 categories of forest that must be conserved and protected from destruction, with strict measures against violators, to maintain these areas as sources of tea genetic resources and learning centers for natural forest tea of the Lao PDR.

Programme 5: Promoting a favorable environment for business operations and investment in the tea sector

Currently, global tea production is seeing a supply exceeding demand trend, especially for low-quality tea. Therefore, creating a favorable environment for business operations and publicizing support for entrepreneurs and tea production groups to reduce costs and business risks, and increase their capacity to expand and access domestic, regional, and international markets, is a vital and necessary task. This program consists of 5 activities and 18 focal tasks as follows:

Activity 5.1: Appointing a multi-sectoral task force to tangibly promote and develop the tea sector

Consist of 3 focal tasks:

- Propose that the leadership of the Ministry of Agriculture and Environment appoint a multi-sectoral task force including the business sector and relevant government departments that are responsible for and can timely resolve problems encounter by entrepreneurs and traders.
- Prepare the roles and responsibilities of the task force and appoint a specific director and coordinator to be responsible for promoting, managing, and developing the Lao PDR's tea sector.
- Organize bi-annual and annual meetings for the task force to exchange, consult, and periodically plan the development of the Lao PDR's tea sector.

Activity 5.2: Developing appropriate credit mechanisms to facilitate access to working capital and investment for entrepreneurs and tea producer groups to improve production quality

Consist of 3 focal tasks:

- Coordinate with relevant sectors, especially the Small and Medium Enterprise (SME) Promotion Fund, to define a specific credit mechanism for the tea sector, allowing them to utilize low-interest, long-term funding sources in line with the production and market cycle.
- Review and consult with commercial banks to find channels for pre-financing tea processing factories or exporters, enabling them to be ready with production cost circulation.
- Organize training for entrepreneurs who are interested in and ready to apply for low-interest loans, in collaboration with the SME Promotion Center and the Chamber of Commerce and Industry.

Activity 5.3: Reviewing regulations and procedures to make business operations and exportation easier and more convenient

Consist of 3 focal tasks:

- Review various regulations related to business operations and export to identify gaps and ways to address them to make business operations more convenient, prompt, and concise.
- Create simple and unified guidance with the One-Stop Service (OSS) team that allows documentation to be completed in one place within one day. Simultaneously, shorten the process for renewing business registrations and other documents.
- Propose that the task force discusses and resolves the issue of delayed tea exports to some destination countries, especially during meetings between the leaders of the two countries regarding border trade or market access negotiations.

Activity 5.4: Implementing legal acts and regulations on investment promotion and other regulations to promote contract farming in the tea sector

Consist of 6 focal tasks:

- Promote entrepreneurs and investors in the tea sector to adhere to the principles of responsible investment, including environmental and social protection, and transparent and verifiable regulatory compliance.
- Ink to Activity 5.6 to promote participatory and socially responsible business operations by establishing business groups or a Tea Business Association to facilitate quality, centralized business operations.
- Promulgate relevant articles that encourage greater domestic and foreign investment in the Lao PDR's tea sector, particularly in the production of finished products.
- Implement the Decree on Contract Farming, review and enforce fair purchasing contracts. Under suitable conditions, allow for competitive raw leaf bidding with farmers, and do not encourage local collection monopolies.
- Promulgate the Law on Cooperatives to create opportunities for tea farmers and entrepreneurs to cooperate and conduct joint business.
- Propose that each province considers reviewing the roles of buyers or entrepreneurs operating tea businesses within the province, requiring them to be registered with the relevant Industry and Commerce Department/Office, and provide privileges to buyers who purchase raw tea year-round, not just during the new spring tea season.

Activity 5.5: Creating a market database for stakeholders, especially trade figures, export data, and other information

Consist of 3 focal tasks:

- Coordinate with the Ministry of Industry and Commerce to create or link digital information on tea trade and marketing, enabling stakeholders to easily access the data.
- Link tea production data from the Ministry of Agriculture and Environment with tea marketing and export data from the Ministry of Industry and Commerce.
- Select skilled technical personnel to be the main persons responsible for driving this activity.

Programme 6: Developing supportive institutions and comprehensive tea personnel development

Lao PDR still lacks the promotion and support for tea research and development, including the comprehensive development of specialized tea personnel at all levels and sectors, to effectively drive the development of the sector. Therefore, it is necessary to develop an effective mechanism for coordination and joint implementation among the relevant sectors at the central, district, and provincial levels to ensure continuous promotion and monitoring of this work and keep up with local needs. This Program 6 includes 5 activities and 17 focal tasks as follows:

Activity 6.1: Preparing the role and responsibilities of a specific steering committee for lao tea sector development

Consist of 5 focal tasks:

- In line with Activity 5.1, prepare the roles and responsibilities of the specific steering committee for Lao tea sector development, to be approved by the MAE.
- Appoint technical officials from relevant departments as coordinators.
- Support technical staff responsible for specific tea work to undergo various tea-related training in Yunnan province and elsewhere.
- Organize study tours to exchange lessons with the tea sectors of other countries, with the specific steering committee and coordinators participating.
- Mobilize and officially establish the Lao Tea Association to enable efficient and effective implementation of activities, by linking with the Provincial Tea Association (Phongsaly).

Activity 6.2: Creating and developing a model of cooperation between the government, tea businesses, and tea producer groups

Consist of 4 focal tasks:

- Study models of cooperation between the government, tea businesses, and tea producer groups from neighboring countries to promote the value chain and develop the Lao PDR's tea sector sustainably.
- Design and pilot the implementation of such cooperation models in areas with potential and readiness, such as Phongsaly, Bokeo, Xiengkhouang, and Luang Prabang Provinces.
- Establish and improve the management mechanism of the Lao Tea Association by ensuring clear and sustainable participation of all stakeholders.
- Consult with donors, international organizations, and development partners to mobilize funding and support for this cooperation model.

Activity 6.3: Supporting technical staff to undergo various tea-related training in yunnan province and elsewhere

Consist of 6 focal tasks:

- Create conditions for some technical staff responsible for the tea sector at the central and provincial levels to receive short- and long-term technical skills training in various aspects of the tea sector.
- Create conditions for technical staff responsible for the tea sector at the central and provincial levels to receive training in various tea-related technical skills, both short-term and long-term.
- Seek funding, personnel, and techniques to provide technical support to technical staff and tea farmers.
- Coordinate cooperation with international tea researchers to ensure the classification and preservation of ancient tea plants and varieties and forest tea.
- Conduct research and studies on various tea topics, such as tea market studies, variety and flavor studies, economic accounting and tea production productivity, and others, to serve as a reference for the periodic development of the Lao tea sector.
- Synthesize various important lessons from practical implementation and from other sectors to create technical guidebooks on tea cultivation, processing, marketing, export, and others, to widely disseminate best practices.

Activity 6.4: Developing various relationships with relevant tea institutions domestically and internationally

Consist of 3 focal tasks as follows:

- Create conditions for Government-to-Government (G2G) and Government-to-Private Sector (G2P) cooperation and coordination with countries whose tea sectors are already developed.
- Propose membership in the Asian Tea Association or other organizations to establish working relationships and exchange information.
- Promulgate regional and international guidelines and principles, such as the ASEAN Responsible Investment Principles.

Activity 6.5: Implementing the Role and Responsibilities of the Lao Tea Association

Consist of 3 focal tasks as follows:

- Continue the direction and implement the plan for establishing the Lao Tea Association, with clear and implementable roles and responsibilities for the association.
- Review lessons learned from the Lao Coffee Association to apply and create the Lao Tea Association's operational plan.
- Organize consultative meetings and the official launch meeting of the Lao Tea Association to initiate its operations.

PART IV. Implementation Measures, Monitoring, and Evaluation

4.1 Implementation

4.1.1 Responsibilities of the Government Sector, Entrepreneurs, Groups, Farmers, and Other Related Organizations

The government organizations directly responsible for the implementation of this Master Plan include the MAE, the PAEOs and DAEs, according to the decentralization system. Their functions are to research and revise this Master Plan; issue regulatory legislation; create plans, programs, and projects for implementation; publicize, disseminate, guide, promote, monitor, inspect, and evaluate the implementation; create a favorable environment and foundational factors for the tea sector's operation; provide consultation and information on tea production, import, export, transit, and other tea-related information; promote research and the use of technology and innovation in the tea sector's operation; promote and create conditions for tea producer groups and cooperatives to grow stronger; create, train, and upgrade personnel responsible for tea sector development; and receive and consider resolving proposals from individuals, legal entities, or organizations regarding the Lao PDR's tea sector.

The important responsibility in implementing this Master Plan is to coordinate with the sectors of Industry and Commerce, Planning and Investment, Public Works and Transport, Finance, Banking, local authorities, international organizations, civil society organizations, and other related parties to improve the quality of tea production alongside increasing production volume, ensuring promotional publicity for the domestic market, and enhancing export capacity as a key national commodity.

4.1.1.1 Responsibility of Entrepreneurs

Both domestic and foreign entrepreneurs must understand the regulations regarding land access, Good Agricultural Practices (GAP), Organic Agriculture (OA) standards, laws, and regulations concerning import, trade, export, transit, coordination mechanisms, and regulations concerning production contracts or contract farming, to serve as a reference for implementation and to facilitate their coordination with relevant parties.

4.1.1.2 Responsibility of Groups and Cooperatives

Groups and cooperatives have an important position and role in organizing quality and sustainable tea production. Therefore, groups and cooperatives are responsible as farmer organizations, acting as a link between farmers and government organizations and entrepreneurs. Specifically, tea grower or processor groups are responsible for operating production, trade, and services as authorized; coordinating with relevant parties and organizing meetings to discuss group issues to develop themselves and move toward becoming cooperatives, including protecting the legitimate interests of their members.

As for cooperatives, they are responsible for promoting members' production, operating trade, services, and other tea-related activities as authorized; coordinating with relevant parties and organizing meetings to discuss various issues; creating, managing, and implementing welfare policies for members, families, and society correctly and fairly; participating in exhibitions and sales of cooperative products; providing assistance and protecting the legitimate interests of members; participating in discussions and providing opinions on issues related to the cooperative's operations so that government organizations and entrepreneurs can support the cooperative's activities.

4.1.1.3 Responsibility of Farmers

Lao farmers who grow tea as a commodity will be more successful when working within formal producer groups, which will help ensure access to high-level technical support, increased

market bargaining power, and access to other essential production factors, while also helping to reduce the risks of investing in tea cultivation and production. Therefore, farmers themselves play a vital role in seeking techniques and methods and organizing production according to modern, environmentally friendly technical expertise to raise the quality of their products and expand both the domestic and international tea market.

4.1.1.4 Responsibility of Other Related Organizations

Other organizations related to the development of the tea sector, especially international organizations, development partners, and civil society organizations, are another important sector in promoting tea production in Lao PDR by providing support to the tea sector through specific related projects involving the organization of conferences, seminars, and training on various related topics. This includes supporting the creation and implementation of production contracts or promoting contract farming, encouraging a transparent and prompt certification process for related documents, and assisting with access to both domestic and international markets.

4.1.2 Coordination Mechanism

To ensure the effective implementation of this Master Plan, a coordination mechanism is necessary. The Agriculture and Forestry sector (MAE, PAEOs, DAEOs) shall be the focal point for coordination at each level, primarily responsible for researching and synthesizing documents related to tea sector development, facilitating the organization of related conferences, seminars, and training as assigned by the higher level; urging various ministries, organizations, and local administrations to translate government policies, plans, and resolutions into detailed programs, plans, and projects for promoting tea sector development, integrating them into their respective sector development plans, and ensuring successful implementation.

4.2 Monitoring and Inspection, and Evaluation

4.2.1 Monitoring and Inspection

4.2.1.1 Responsible Parties for Monitoring and Inspection

Since this Master Plan covers multiple central and local sectors, the central parties responsible for monitoring and inspection, according to their roles, include the following:

1. MAE, with the DOA as the staff assisting in managing, monitoring, and inspecting this work, liaising and cooperating with the Department of Agricultural Extension and Cooperatives in promoting tea cultivation techniques and supporting the Agricultural, Forestry, and Rural Development Research Institute to carry out the function of tea variety research;
2. PAEOs, with the Agriculture Sector as the staff assisting in managing, monitoring, and inspecting this work in their locality, liaising and cooperating with relevant parties at both the central and local levels in promoting tea cultivation;
3. DAEOs, with the Agriculture Unit as the staff assisting in managing, monitoring, and inspecting this work in their district, while also having the function of monitoring and inspecting the operations of entrepreneurs in their district based on established laws and regulations;

In addition, Party and State organizations and mass organizations, including the media and the Lao multi-ethnic people, shall monitor and inspect tea-related operations as prescribed by law.

4.2.1.2 Scope of Inspection

The inspection of this Master Plan focuses on the implementation of the vision, 8 overall goals, 6 Programs, 22 activities, and 63 focal tasks, which are linked to the direct and indirect responsibilities of various sectors in performing the duties of civil servants and plant quarantine officers.

4.2.1.3 Forms of Inspection

The inspection of this Master Plan shall be conducted according to 03 forms of inspection: 1). Regular Inspection, which is conducted according to the plan on a regular and fixed schedule, such as every 06 months, annually, every 03 years, and every 05 years; 2). Notified Inspection, which is an unscheduled inspection when deemed necessary, with the target of inspection being notified in advance; and 3). Sudden Inspection, which is an urgent inspection without notifying the target of inspection in advance. Inspection in any form must be conducted strictly in accordance with relevant laws and regulations.

4.2.2 Implementation Evaluation

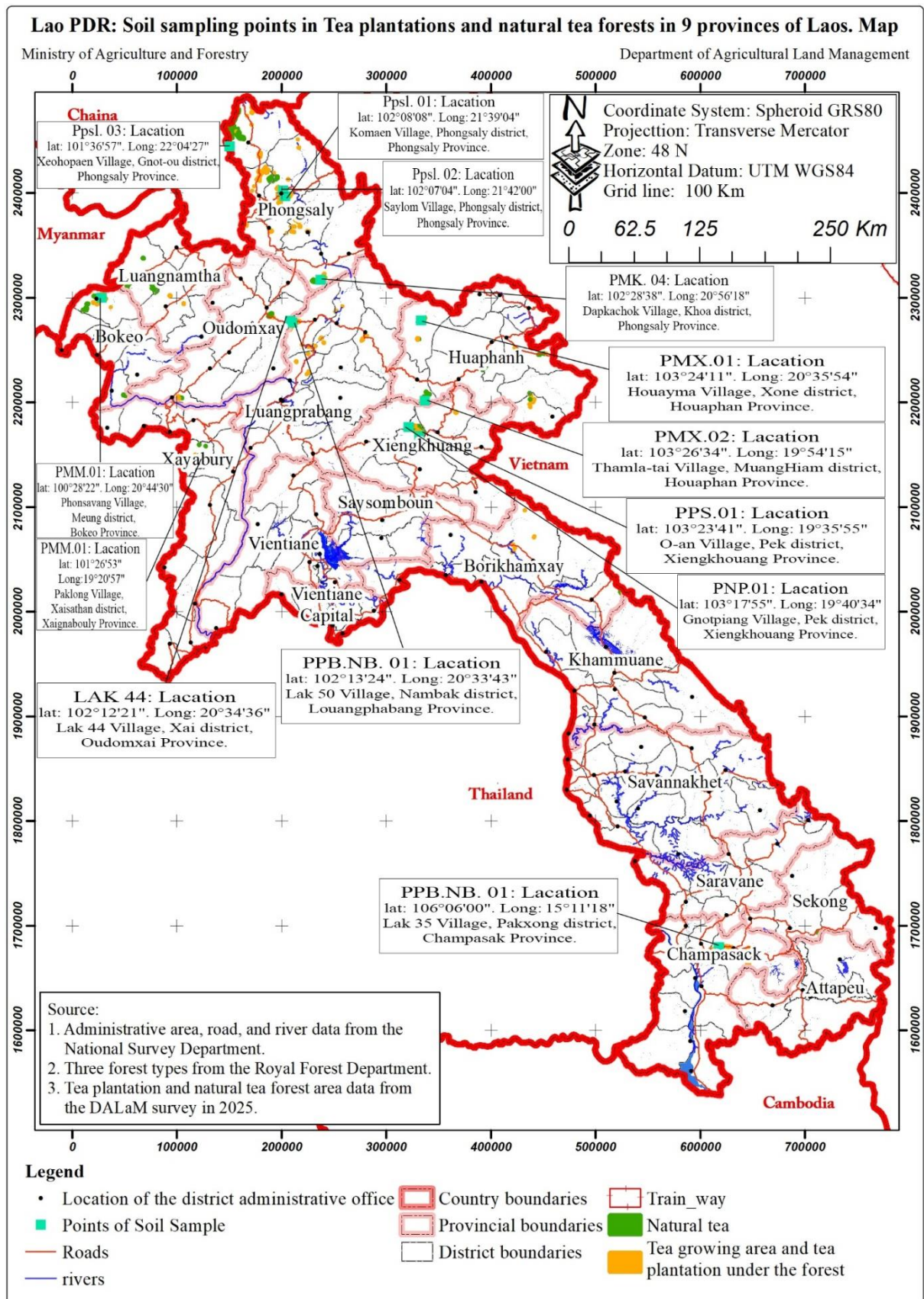
This Master Plan must undergo implementation evaluation periodically, such as every 06 months, annually, every 03 years, and every 05 years, to identify strengths and positive aspects for continuous enhancement, and weaknesses and outstanding issues for timely resolution.

In case this Master Plan is inconsistent with the legislation of the higher level or inconsistent with the actual situation, it must be proposed to the Ministry of Agriculture and Environment for consideration and revision according to its roles and responsibilities.

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Annex 1: Soil sampling points for analyzing suitable areas for tea



Annex 2: Land Suitability Analysis – Lao PDR

Annex 3: Lao Tea Value Chain Analysis

Annex 4: Summary of the Implementation Plan for Activities in the Master Plan

	Activity	Implementation Plan					
		#	2026	2027	2028	2029	2030
P1	Enhance tea production productivity through improved planting techniques and tea garden maintenance for high quality						
	A1.1 Improve the productivity and quality of existing tea gardens to align with climate change conditions	7	X	X	X	X	X
	A1.2 Disseminate information and promote the selection of suitable areas for high-quality tea production, linked with promoting comprehensive planting techniques and climate change adaptation	4	X	X	X	X	X
	A1.3 Promote the production of good quality tea with various standard certifications required by regional and international markets	6	X	X	X	X	X
P2	Improving quality and tea processing techniques according to domestic, regional, and international market needs						
	P2.1 Improving quality and techniques for harvesting raw tea shoots, including transporting raw tea to processing sites	3	X	X	X	X	X
	P2.2 Improving tea processing techniques for smallholder tea farmers, producer groups, and tea cooperatives	5	X	X	X	X	X
	P2.3 Improving tea processing techniques of tea factories to better access regional and international markets	4	X	X	X	X	X
P3	Promote diverse and stable tea marketing						
	P3.1 Build capacity in management and marketing for tea entrepreneurs, producer groups, and tea cooperatives	5	X	X	X		
	P3.2 Provide support for tea entrepreneurs, producer groups, and tea cooperatives to have opportunities to learn and participate in various events both domestically and internationally	4	X	X	X	X	X
	P3.3 Create a clear mechanism to advertise and disseminate Lao tea in domestic, regional, and international markets	6	X	X	X	X	X
	P3.4 Develop a tea marketing information system that is easily accessible to all parties	3	X	X	X		
P4	Promote the conservation of tea resources, use of wild tea areas, and plan the sustainable expansion of high-quality tea planting						
	P4.1 Survey and create a database on Lao tea resources	3	X				
	P4.2 Planning and allocation of areas suitable for planting high-quality tea and the conservation of wild tea	4	X	X	X		

P5	Promoting a favorable environment for business operations and investment in the tea sector						
	P5.1 Appoint a specific multi-departmental task force to tangibly promote and develop the tea sector	3	X	X			
	P5.2 Develop appropriate credit mechanisms to facilitate access to revolving funds and investment for entrepreneurs and tea producer groups to upgrade production quality	3	X	X	X	X	X
	P5.3 Review legislation and procedures to facilitate business operations and exports	3	X	X			
	P5.4 Implement legislation and laws promoting investment and contract farming in the tea sector	6	X	X	X	X	X
	P5.5 Create a database on marketing, trade, and exports accessible to stakeholders	3	X	X			
P6	Develop the organization and strengthen personnel in the tea sector comprehensively						
	P6.1 Prepare the roles of the specific tea steering committee to promote/manage the Lao Tea Association and develop the Lao tea sector	5	X				
	P6.2 Create and develop cooperation models between the public sector, private sector, and model tea producer groups through the Lao Tea Association	4	X	X	X		
	P6.3 Strengthening and upgrading technical capacity	6	X	X	X	X	X
	P6.4 Develop relationships with relevant institutes both domestically and internationally	3	X	X	X	X	X
	P6.5 Implement the roles and operations of the Lao Tea Association	3	X	X	X	X	X
6	22	93					