

# Aus4Equality|GREAT Partnering for Change



Improving income for ethnic minority women through increased participation in high value tea crops targeting export markets.

## Chieng Di Tea Company

### Opportunity

Chieng Di Tea Company (Chieng Di) exports tea to high value markets, including Japan Taiwan and Australia. It specialises in green tea, including matcha, sencha and houjicha varieties.

With a processing plant located in the tea-growing areas of Van Ho district in Son La Province, Chieng Di is working with local tea-growers to improve cultivation practices, achieve organic certification and boost the quality of tea harvested and processed in order to meet the export demand.

**Son La Province is home to 12 ethnic minorities, and 10,300 tea-growing households. Women are involved in the planting, caring for and picking of tea leaves.**

### Solutions for Change

- » Connect with tea-growing households, to introduce cultivation practices to meet international standards (Organic and GlobalGAP)
- » Provide credit for inputs, shade-cloth (needed for matcha tea production), harvesting machines (increase efficiency, reduce workloads for women)
- » Embed training into company supply chain, targeting women and women-led collective groups
- » Tailor training approaches, locations and times to ensure women can attend and participate

### Challenges

Chieng Di needs to source high quality crops of specific colouring and texture to produce tea varieties such as matcha and sencha for export. The exacting demands of high-end tea-drinking markets such as Japan means that, while quality cannot be compromised, the tea can attract premium prices.

These varieties are new to the area, where the commonly grown local variety has a strong, distinct taste - enjoyed by the domestic market, but not suitable for export.

Tea-growers typically sell the local variety to traders with little investment in inputs to improve subsequent crops. Strong incentives are needed for tea-growers to invest in the inputs, technology and knowledge needed to grow different varieties to a higher standard.

### Expected Results

- » **Increased income** for 1,237 women (1,000 ethnic minority women)
- » **20% increase in sales** revenue for Chieng Di after 3-5 years
- » **20 new FTE jobs** created at the Chieng Di processing plant
- » A minimum 80% of women have increased confidence
- » **Private sector investment** of AUD 557,257

