	Geographical Indication Product Database - Step 1- ***Boloven Coffees (Laos)***	**SOURCE :** **Author : B. Sallée** **Institution : Cirad** **Date : 19/07/06**

DESCRIPTION :

1. NAME OF PRODUCT : ***PAKSONG COFFEES*** ***or*** ***BOLOVEN COFFEES***

2. COUNTRY AND REGION IN THE COUNTRY: **LAO Republic ; Bolovens Plateau**

3. TYPE OF PRODUCT : (including the possible substitutes and imitations of the product)
3 products: i) Arabica fully washed coffee, ii) High altitude fully washed Robusta coffee, iii) roasted coffee of both. Arabica fully washed is produced around the coffee world, high altitude fully washed Robusta is unique. Roasted coffee will concern only national retailing.

4. DESCRIPTION OF THE PRODUCT AND ITS AREA (including its specific characteristics, conditions of production) :
Arabica fully washed coffee is a high quality organic product. Medium body, good flavour of chocolate. Only produced above 1000m on the Boloven volcanic Plateau.
High altitude fully washed Robusta is produced between 700 and 1300m above sea level. Good body, chocolate flavour.
Both coffees are "fully washed" prepared by producers.
Roasted coffees are produced by local and national roasters; they may be mixed with oil palm, sugar or rice.

5. PRODUCTION SYSTEM / SUPPLY CHAIN (some data about the number of producers, processors,..) :

Boloven coffee was introduced by French settlers in early 20th century. It is now produced in 200 villages, by around 30 000 families (160 000 people). Exporters are around twenty**.** Groups of producers are already exporting to the specialty market of USA and to fair trade market. Roasters are numerous. 4 main roasters are supplying the high quality market.

6. LINK WITH THE GEOGRAPHICAL AREA (tradition, technical influences from soil, climate, reputation, etc.):
The special climate (very strong monsoon season and dry season) and soil of Bolovens Plateau give a unique flavour to its Arabica and Robusta coffees. Due to leaf rust disease, from 1940 producers started planting Coffea Canephora (Robusta), at altitudes where it normally doesn't grow. Due to these conditions, the Boloven Robusta cup is very smooth and flavoured. Planting Tobusta coffee at high altitudes is unique in coffee world. For these reasons, Bolovens Coffee has very good reputation locally and nationally.

7. MARKET AND REPUTATION (size, price premium, attractability, growth) :

In the world coffee chain, Boloven Robusta coffee (around 15 000 t) is well known as very sweet, and appreciated by roasters to blend in high quality Espresso coffees. Fully washed Arabica is scarce (around 2000 t) and sold only on "niche" markets (USA, Japan, France, Taiwan, etc.). Production is growing continuously since 1990.

8. APPLICANT / HOLDER (IF ANY) : "ASSOCIATION DU CAFÉ LAO" AND "COMMISSION NATIONALE DU CAFÉ LAO"

RELEVANCE : Why is this case important for research in general and for SINER-GI in particular ?

- Boloven Coffee is important because of its particular context: very poor producers, weak organization of the coffee chain, no law on intellectual property, the country is not member of WTO. But the products are very specific and a large population is involved. The GI prospect is a high priority for producers and the government.
- There are very few cases of GI for Robusta coffee, in the world.
- Under the same name, three products are concerned. All the lao coffee chain is concerned.

CATEGORY : ☑ **Origin Product** ☐ **GI product** ☐ **Recognized GI**