



I-DEV ENGAGED TO LEAD REORGANIZATION OF GLOBAL ORGANIC/FAIRTRADE COFFEE & SPICE COMPANY

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I-DEV International (www.idevinternational.com) has been engaged to lead the reorganization and restructuring of one of the world's largest fair trade and organic dry goods distributors with operations in South East Asia and Central America ("the Company"). For over a decade the Company has been at the forefront of the blended value revolution. It pioneered the small farmer based supply chain model used ubiquitously by the organic/fairtrade coffee industry today and has successfully fostered socio-economic development by working closely with local producers in communities at origin around the world.

The small-farmer focused supply chain model that the Company helped develop over a decade ago, has been implemented so successfully worldwide that the Company now finds its original value proposition obsolete. Coffee farmer cooperatives in developing countries have been empowered to the point that they now have the capacity to negotiate with and export directly to major global markets.

Having realized its original social mission, the Company has engaged I-DEV International to help it reorganize and re-invent itself. Part of this transition will be centered on developing the next evolution in environmentally and socially sourced coffee and spices. I-DEV will work with the Company's senior management and field staff around the world to re-design its supply chain. The new structure will have an impact that goes beyond current "commoditized" fairtrade and organic coffee models. This next evolution in global coffee production and sourcing will seek to further empower and forward integrate small farmers, moving them up the value chain, improving transparency and decreasing corruption at each step along the way, while also improving operational efficiency and ultimate profitability at the Company.

Growing Turnaround Trend In the Development Sector

This recent I-DEV engagement is one example of an emerging trend in the social venture capital ("SVC") and impact investing sector. Within the past 5 years the sector has invested billions of dollars in portfolio companies and development projects. However, many of these maturing investments are underperforming and face significant financial & operational difficulties. This will pose a challenge to any fund seeking to raise new capital in the future.

Over the next 2-3 years, as many SVC and impact investment funds complete their first investment cycle, institutional investors, as well as, the sector as a whole, will become increasingly focused on metrics, measuring both financial performance and social impact. As a result, I-DEV foresees a growing demand for turnaround and restructuring expertise across the sector.

About I-DEV International

I-DEV International is a turnkey management strategy and innovation firm designed specifically to address the unique challenges that building and operating businesses at the base of the pyramid present. From its offices in New York, Lima and Singapore, I-DEV helps local communities, NGOs and multi-national corporations work together to build competitive, economically-sustainable, locally-owned and operated enterprises and industries. It does this through best-in-class, hands-on management advice, project design and implementation, local capacity building and management training programs, organizational restructuring, and financial management assistance.

For more information about I-DEV and its projects, please visit www.idevinternational.com, or e-mail info@idevinternational.com.