



## I-DEV SELECTED BY OPPORTUNITY COLLABORATION CONFERENCE TO LEAD SOCIAL VENTURE CAPITAL/IMPACT INVESTING WORKSHOP

**Ixtapa, Mexico** – July 1, 2010 – I-DEV International ([www.idevinternational.com](http://www.idevinternational.com)) has been selected by the Opportunity Collaboration, a leading international development conference held annually in Ixtapa, Mexico ([www.opportunitycollaboration.net](http://www.opportunitycollaboration.net)) to lead a workshop for social venture capital and impact investors entitled “Global Collaboration = Ixtapa Impact”. The interactive workshop will harness the expertise of conference participants and develop long-term, actionable strategies to help two local organic small farmer cooperatives (one organic salt coop and one organic produce coop) grow, scale and access new markets.

I-DEV worked with Opportunity Collaboration’s Founder, Jonathan Lewis, and David Leventhal, Owner of local eco-resort Playa Viva ([www.playaviva.com](http://www.playaviva.com)), to create this unique, hands-on workshop that will enable conference participants to have a measurable sustainable impact within the local community. “The intent is to interest the Delegates in local economic development projects squarely aimed at reducing poverty.” Jonathan Lewis, Founder, Opportunity Collaboration & Microcredit Enterprises.



Artisanal salt farmer next to his harvest, Juluchuca, Mexico

In preparation for the workshop, I-DEV consultants traveled to Juluchuca, Mexico, a small village outside of Ixtapa, to conduct a weeklong in-field analysis of the two cooperatives. The analysis included site visits, focus groups and interviews with producers, cooperative representatives, clients and affiliate organizations.

“We see a lot of opportunity. While they are in very different places in terms of organizational strength and capacity, both cooperatives have the potential to improve operations, scale and access more profitable markets by developing high-quality premium products.” Patricia Chin-Sweeney, Partner, I-DEV International.

Patricia continued, “For example, the salt coop is very loosely organized and currently does not have the quality control mechanisms in place to produce a product that could be sold to higher end markets. As a result, they sell their organic, artisanal salt in the local market, earning approximately \$8 per 50 kg sack. Developing branded products to access new markets, such as the local Ixtapa based resort and spa market, would increase the farmers’ earnings more than 10 fold. However, in order to reach that point, the cooperative will need additional financing; technical training to improve management capabilities, operations and quality control; and an improved metrics and financial tracking systems. That’s the objective of the workshop, to help the cooperatives build the partnerships they need to fulfill their needs.”

### About I-DEV International

I-DEV International is a management strategy and innovation firm designed specifically to address the unique challenges that building and operating viable businesses at the base of the pyramid present. From its offices in New York, Lima and Singapore, I-DEV helps local communities, NGOs and corporations work together to build economically-sustainable, locally-owned and operated enterprises and industries 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](http://www.idevinternational.com), or e-mail [info@idevinternational.com](mailto:info@idevinternational.com).