



NEWS RELEASE

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IAF Grantees sell products at the World Bank

Washington, D.C. —The products of two Inter-American Foundation grantees go on sale at PANGEA, an “educational retail shop and café,” that opens May 22 at 2121 Pennsylvania Ave. NW as part of a new initiative by the World Bank’s private sector arm, the International Finance Corporation (IFC), to showcase successful small businesses in developing countries.

POEMAR, a Brazilian non-profit organization in the state of Pará, will sell artistic paper products made from natural fibers grown in a reforestation program in the Amazon. PRO RURAL, a Bolivian non-governmental rural association, will offer organic cereal bars made from amaranth and quinoa, two grains native to the Andes.

Starting in 1999, the IAF funded Nucleo de Ação para o Desenvolvimento Sustentável (POEMAR) to work with low income Amazonian communities to diversify their products. With help from the University of Pará, the organization was already producing natural fiber components for cushions and head rests for Daimler-Chrysler (at the time Daimler-Benz AG) and its Brazilian subsidiary, Mercedes-Benz do Brasil in São Paulo. With the IAF grant, more than 1,000 low-

income residents and their families raised income through diversification into fruit pulp and dried fruit processing. The Brazilian Amazon paper products to be sold in Washington are another example of diversification. The IFC is providing financial and technical assistance to help this enterprise succeed in the market.

Asociación Boliviana para el Desarrollo Rural (PRO RURAL) received IAF support in 2004 to partner with Irupana Andean Organic Foods, a Bolivian food-processing company. Together, they help more than 250 farmers to produce and export high quality, organically-grown quinoa or amaranth. The IFC and the World Bank are assisting them expand by building a new processing plant for making multi-cereal bars that add value to the native grains and increase export opportunities for the producers.

For more information on the IFC's grassroots business initiative visit www.ifc.org/ifcext/gbo.nsf. For a list of products sold at the store visit www.pangeamarket.com.

The IAF is an independent U.S. government agency that assists the organized poor in Latin America and the Caribbean and the groups that support them. Since its founding in 1969, the Inter-American Foundation has awarded 4,578 grants worth more than \$586 million. Together, the IAF and its grantees have improved conditions for hundreds of thousands of families

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