**Team ID: G13**

**Harvest Hope Consultancy**

**Team Member Name Year Major**

Member 1: Seyed Mohammad Mahdi Modaresi Dare 2024 Finance MBA

Member 2: Hasti Mighati 2026 HR MBA

Member 3: Ghazaleh Qorbani 2026 HR MBA

Member 4: Ali Baghbannezhad 2024 Strategy MBA

Member 5: Mahdi Ataeifar 2025 OM MBA

**Advisor(s):**  Dr. Masoud Shadnam

**Topic Title:** A Family Farm Business’ Struggle for Sustainability in Iran’s Agricultural Heartland

**Audience:** Isfahan Local Government Unit, Farmers, and Ministry of Agriculture

**Sustainable Development Goal**

SDG 2: End hunger, achieve food security, improve nutrition, and promote sustainable agriculture.

SDG 12: "Ensure sustainable consumption and production patterns.

**Executive Summary**

Iran, alongside Egypt, plays a significant role in contributing 50% of the total agricultural value in the MENA region. Despite employing nearly 19% of the country's workforce, the sector only contributes 9% to the GDP, highlighting underlying inefficiencies. Addressing these challenges is crucial, as they impact the advancement of at least 2 of the 17 Sustainable Development Goals (SDGs). Productivity in agriculture and supply chain efficiency significantly influence the sector's outcomes and can pose ethical challenges for farmers. Overexploitation of resources and adoption of unhealthy practices, such as illegal well digging and hazardous pesticide use, may be employed to secure livelihoods. We believe these concerns should be addressed at the farming Businesses level, as downstream businesses often have intrinsic self-interests that may not align with those of farmers. As consultants to a group of farming businesses in Isfahan, one of the major provinces in Iran, we address their challenges directly, tailoring solutions to their needs while also applying them to other farming businesses throughout the country. We tackle the problem on three fronts: Farm Productivity, Post-harvest supply chain challenges, and Pricing and Subsidy Policies. Our solution involves establishing an agricultural cooperative, pooling resources in both finances and labor to empower these businesses to break free from entrenched poverty and enhance farm productivity. By joining forces, these businesses can leverage economies of scale and make supply chain management feasible, a task unattainable or unprofitable for individual farming businesses. Additionally, the cooperative acts as a collective bargaining entity, advocating on behalf of the government to ensure fair pricing for their products and equitable distribution of subsidies, regardless of financial or political influence. Currently, with less than 10 percent of the agricultural economy engaged in agricultural cooperatives, it's clear there's a missing link between all stakeholders in the sector. Buyers seek accessible food, farming businesses need to sell their products efficiently, and the government grapples with balancing these concerns alongside security risks. Agricultural cooperatives serve as the vital bridge, fostering consensus and establishing a more sustainable balance among stakeholders. By aligning interests and fostering collaboration, cooperatives can facilitate more efficient and equitable agricultural practices while addressing the diverse needs of all involved parties.