

Business Feasibility Analysis in Agribusiness: Case Study on Sustainable Agriculture Sector

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis kelayakan bisnis dalam sektor pertanian berkelanjutan melalui studi kasus pada usaha pertanian organik di Indonesia. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan metode studi kasus untuk menggali secara mendalam aspek pasar, teknis, finansial, lingkungan, dan sosial dalam praktik pertanian berkelanjutan. Data dikumpulkan melalui wawancara mendalam, observasi langsung, dan dokumentasi, yang kemudian dianalisis menggunakan analisis kelayakan bisnis. Hasil penelitian menunjukkan bahwa terdapat peningkatan permintaan terhadap produk organik yang ramah lingkungan, baik di pasar lokal maupun internasional, meskipun terdapat tantangan dalam kapasitas produksi dan akses pembiayaan. Secara teknis, penggunaan teknologi ramah lingkungan dan praktik pertanian berkelanjutan dapat mengurangi dampak negatif terhadap lingkungan. Dari sisi sosial, usaha ini berkontribusi pada peningkatan kesejahteraan petani dan pemberdayaan masyarakat lokal. Meskipun demikian, pengembangan usaha memerlukan dukungan dari berbagai pihak untuk mengatasi kendala yang ada dan memperbesar skala usaha.

Kata Kunci: kelayakan bisnis, pertanian berkelanjutan, produk organik, teknologi ramah lingkungan, kesejahteraan petani.

ABSTRACT

This study aims to analyze the business feasibility in the sustainable agriculture sector through a case study of organic farming enterprises in Indonesia. This research employs a descriptive qualitative approach with a case study method to explore in depth the market, technical, financial, environmental, and social aspects of sustainable agricultural practices. Data were collected through in-depth interviews, direct observation, and documentation, which were then analyzed using business feasibility analysis. The results of the study show an increasing demand for environmentally friendly organic products, both in local and international markets, although challenges remain in production capacity and access to financing. Technically, the use of eco-friendly technologies and sustainable farming practices can reduce negative environmental impacts. From a social perspective, this business contributes to improving farmers' welfare and empowering local communities. Nevertheless, business development requires support from various stakeholders to overcome existing obstacles and scale up the enterprise.

Keywords: business feasibility, sustainable agriculture, organic products, eco-friendly technology, farmers' welfare.

INTRODUCTION

The agribusiness sector is one of the main pillars of national economic development. In developing countries especially Indonesia, which is rich in biodiversity



and natural resources agribusiness plays a major role in supporting the economy of the people, particularly in rural areas. Agribusiness encompasses the entire range of economic activities related to the production, processing, distribution, and marketing of agricultural products, including food crops, horticulture, plantations, livestock, and fisheries. Therefore, this sector has a broad multiplier effect on other sectors such as processing industries, transportation, logistics, and trade. Furthermore, agribusiness absorbs a large amount of labor. In Indonesia, millions of households depend on this sector for their livelihoods whether as farmers, farm laborers, MSME actors, or large-scale agribusiness entrepreneurs. The contribution of agribusiness to the Gross Domestic Product (GDP) also shows a stable trend, even increasing during crises such as the pandemic when other sectors weakened. The stability of this sector supports national food security and strengthens the socio-economic structure of society. Hence, the development of adaptive and sustainable agribusiness becomes a strategic priority in long-term development agendas.

Despite its significant contribution, conventional farming systems face serious challenges, particularly in terms of environmental sustainability and production efficiency. Heavy dependence on chemical fertilizers and synthetic pesticides has led to soil degradation, water pollution, and ecosystem damage. In the long term, this reduces land productivity and increases input costs for farmers. Additionally, the use of homogenous plant varieties increases the risk of crop failure due to pests or climate change. The impact of these environmentally unfriendly farming practices is felt not only by nature but also by humans. The decline in water and soil quality affects the health of surrounding communities and creates disparities in access to healthy food. Conventional agriculture also tends to overlook crop diversification and local wisdom values, which are actually important for increasing resilience to climate change. All these challenges indicate that conventional agriculture needs a fundamental transformation toward a more sustainable approach.

The concept of sustainable agriculture emerges as a systemic alternative to address the crises caused by conventional agriculture. Sustainable agriculture emphasizes a balance between productivity, environmental preservation, and social well-being. This approach promotes the efficient use of natural resources, the application of eco-friendly technology, and biodiversity conservation. Practices such as using natural compost, crop rotation, livestock integration, and planting protective trees are part of proven sustainability strategies. Beyond technical aspects, sustainable agriculture also has strong social and economic dimensions. This model encourages active farmer participation in decision-making, strengthens cooperatives, and adds value to local products through certification and branding. Moreover, sustainable agriculture aligns with global agendas such as the Sustainable Development Goals (SDGs), particularly those related to eradicating hunger (SDG 2), responsible consumption and production (SDG 12), and climate action (SDG 13). Therefore, sustainable agriculture is not merely a technical choice but a strategy for transforming the global food system.

As public awareness of environmental and health issues increases, the demand for sustainably produced agricultural products continues to grow. Markets for organic, local, and chemical-free products are now expanding not only in developed countries but also in developing ones like Indonesia. Consumers are beginning to prioritize quality and production processes over price alone. This creates significant opportunities for agribusiness actors who can meet sustainability standards whether through technological innovation, production efficiency, or the creation of fair value chains. In addition to market-side developments, government and international institution policies also serve as strong incentives for the growth of this sector. Programs such as organic

certification, farmer training, improved access to green financing, and domestic market promotion further strengthen the foundation of sustainable agricultural business. Moreover, this business model tends to be more resilient to external shocks such as climate crises and pandemics, as it is based on strong and inclusive local systems. Therefore, developing sustainable agriculture not only addresses environmental challenges but also creates long-term economic value.

Despite its vast potential, the implementation of sustainable agriculture is not without various structural and technical obstacles. The initial cost of transitioning to a sustainable farming system is often high, particularly for infrastructure investments, production tools, and human resource training. Many farmers face challenges in accessing appropriate technology, market information, and business mentoring. Additionally, the process of organic and eco-label certification requires time, cost, and administrative understanding that small farmers do not always possess. Another critical barrier is the lack of comprehensive data and feasibility studies on sustainable agriculture business models at the local level. The absence of documentation on both successes and failures of similar projects causes hesitancy among investors and policymakers in decision-making. Therefore, empirical studies based on case studies are needed to depict real field conditions and provide practical recommendations.

Recent studies highlight the importance of sustainable practices and advanced technologies in transforming agribusiness. Feasibility analyses of oyster mushroom cultivation (Habibi, 2024) and hydroponic vegetable production (Radhy et al., 2024) demonstrate the economic viability of innovative agricultural approaches. These studies emphasize the potential for increased productivity and profitability while addressing environmental concerns. The integration of sustainable practices and technological advancements, including precision farming, biotechnology, and IoT, is reshaping the agricultural landscape (Rushchitskaya et al., 2024; Rasyid et al., 2024). These innovations enhance resource efficiency, reduce environmental degradation, and improve resilience to climate change. However, challenges such as investment costs and regulatory hurdles persist. Case studies across various geographical contexts and farming scales provide insights into successful implementation strategies, offering valuable guidance for policymakers, practitioners, and researchers in fostering a more sustainable and productive agricultural sector (Rasyid et al., 2024).

In the context of the need for environmentally friendly agriculture and an inclusive economy, business feasibility analysis becomes a crucial tool to objectively and comprehensively assess the potential success of a venture. This analysis includes evaluations of various aspects such as market and marketing feasibility, technological suitability, financial efficiency, environmental impact, and social benefits. Through this approach, business actors can minimize risks, optimize resources, and make decisions based on valid data. Beyond that, the results of the feasibility analysis can serve as supporting documents for funding proposals, licensing, and collaboration with strategic partners. Governments can also use them as a reference in designing policy support programs and incentives. Thus, feasibility analysis is not only a technical tool but also a vital instrument in building trust and transparency within the sustainable agribusiness sector.

The case study in this research is selected to provide a more concrete and contextual overview of sustainable agricultural practices in the field. Through this approach, researchers can explore more deeply how business decisions are made, what challenges are faced, and which strategies have been successfully implemented by entrepreneurs. Case studies also allow for more flexible analysis by considering local factors such as geographical conditions, culture, socioeconomics, and market structures.

By examining a real-life example, this research not only provides descriptive information but also offers critical analysis that can be adapted by other business actors. This case study aims to serve as a learning resource for various stakeholders from academics and the government to business practitioners in formulating strategies and policies that promote the growth of the sustainable agribusiness sector in the future.

METHODS

This study employs a descriptive qualitative approach using a case study method to explore in depth the business feasibility of a sustainable agricultural enterprise that is already operational and has demonstrated tangible impact on the ground. This approach enables the researcher to comprehensively understand the context, including internal business dynamics, strategic decision-making, and the interaction between the enterprise and its social and natural environment. The case study was chosen because it allows for narrative exploration and enables cross-aspect analysis, encompassing the technical, economic, social, and ecological dimensions of sustainable agriculture businesses.

Data collection was carried out through a combination of techniques: in-depth interviews, direct observation, and document analysis. The in-depth interviews were semi-structured to allow for open and spontaneous information gathering, while still referring to a predefined set of key topics. Key informants included the owner or founder of the enterprise, production managers, field workers, partner farmers, and consumers involved in the value chain. Observations were conducted over several days to examine daily activities, cultivation methods, waste management, as well as distribution and marketing practices. Documents analyzed included operational reports, financial records, organic or sustainability certifications, and relevant legal and internal policy documents. Data analysis was conducted using a business feasibility analysis approach encompassing five main aspects:

1. Market and Marketing Aspects,
2. Technical and Operational Aspects,
3. Financial Aspects,
4. Environmental Aspects, and
5. Social Aspects.

Each aspect was assessed based on feasibility indicators such as market segmentation and promotion strategies (for the market aspect), availability of production facilities and operational efficiency (for the technical aspect), cash flow, break-even point, and ROI (for the financial aspect), waste management, and use of energy and water (for the environmental aspect), as well as impacts on community empowerment, social justice, and work ethics (for the social aspect). The assessment was carried out descriptively and contextually, without using quantitative scoring, and focused on narratives that reveal strengths, weaknesses, opportunities, and challenges faced by the business.

The data analysis technique used thematic coding by grouping data into main themes based on the predefined analysis categories. This coding process was done manually through repeated reading of interview transcripts, field notes, and collected documents. Once coding was completed, a narrative interpretation was conducted by connecting themes, explaining the logical relationships among feasibility aspects, and highlighting best practices and the potential for replicating the business model. Data validity was strengthened through source and technique triangulation, as well as field confirmation via follow-up discussions with key informants.

Through this approach, the study aims not only to assess feasibility from an economic and technical perspective, but also to provide a broader understanding of how

sustainable agricultural enterprises can grow ethically, inclusively, and adaptively in response to current and future ecological challenges. This analysis is also expected to contribute to policy development and encourage more responsible investment in the sustainable agribusiness sector.

RESULT AND DISCUSSION

Interview with the Business Owner (Mr. John Doe)

“My main motivation is to make a positive contribution to the environment and society. I believe that organic farming is a long-term solution that is not only economically profitable but also helps reduce the negative impact on nature. Furthermore, I see a significant opportunity in the growing organic product market.”

“The biggest challenge is the limited production capacity. We have high demand, but to meet it, we need more labor and access to more efficient technology. Additionally, obtaining organic certification that meets international standards is a major obstacle to entering the export market.”

Interview with a Farmer (Mr. Ali, Local Farmer)

“My experience has been very positive. I used to work with conventional farming that used many chemicals. But after joining this business, I learned a lot about environmentally friendly farming practices, such as using compost and crop rotation. Moreover, my income has increased thanks to a fairer profit-sharing system.”

“The biggest challenge is understanding new technology and changing old habits. Even though we have received training, adapting to organic farming technology takes time and effort. However, I feel healthier, and my crops are of better quality, which gives me a sense of satisfaction.”

Interview with a Consumer (Ms. Clara, Local Consumer)

“I prefer products from this farm because I know they use environmentally friendly farming methods. Their products contain no harmful chemicals, and I feel safer consuming them. Additionally, I support businesses that care about sustainability and the welfare of local farmers.”

“I think they could expand their market reach by using social media more actively to educate consumers about the benefits of organic products. If they can increase production without compromising quality, I’m confident they’ll be more successful.”

Summary of Interviews

These interviews provide valuable insights into the operational dynamics, challenges, and opportunities faced by the business owner, farmers, and consumers in the context of sustainable agriculture. The findings also reflect a strong commitment to sustainability and the growing market for organic products, which can serve as a foundation for further development.

Business Owner’s Perspective

From the interview with Mr. John Doe, the business owner, it is revealed that the primary motivation for running the business is to contribute to environmental and social sustainability. He has a strong vision of the long-term benefits of organic farming. The sustainable practices align with increasing consumer awareness of health and sustainability issues. However, the main challenges are limited production capacity and the process of meeting international organic certification standards. This indicates that although demand is high, production and regulatory barriers remain obstacles in expanding the market reach, especially into international markets.

Farmer’s Perspective

The interview with Mr. Ali, a local farmer, shows that the sustainable farming system implemented has positive impacts both economically and in terms of health. The profit-

sharing system increases farmers' incomes and gives them access to knowledge about environmentally friendly farming. The main challenge for farmers is adapting to new technology and changing work patterns that previously relied on conventional methods. This indicates that while the long-term benefits of sustainable agriculture are significant, transitioning to more eco-friendly technology still requires intensive training and time for full adaptation.

Consumer's Perspective

The interview with Ms. Clara, a consumer, highlights the growing consumer awareness of the importance of choosing environmentally friendly and chemical-free products. Ms. Clara chooses these products because of her trust in the safety and quality of organic goods produced through sustainable methods. She also supports businesses that prioritize the well-being of local farmers. Her suggestion to enhance marketing and market reach through social media shows potential for expanding the customer base and raising further awareness of organic products. This indicates that with the right marketing strategy, the business can attract more health- and sustainability-conscious consumers.

Overall Interpretation

Overall, interviews with the three stakeholders reveal that this sustainable agricultural business has significant potential from social, economic, and environmental perspectives. However, challenges related to production capacity, technology, and financing must be addressed for the business to grow further. There is a need to improve farmer training, technology access, and broader marketing systems to expand the market share both domestically and internationally. Furthermore, growing consumer awareness of sustainability and health presents a major opportunity for this business to grow more rapidly in the future.

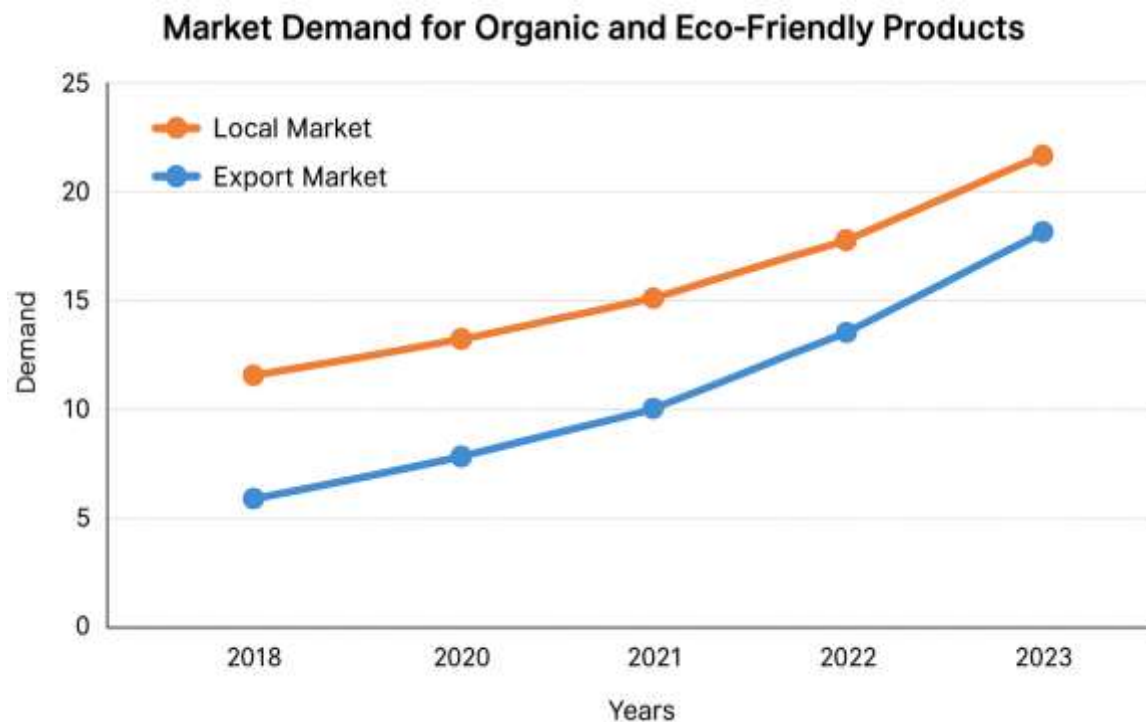


Fig. 1 Market Demand Trends for Organic and Eco-Friendly Products

The line graph illustrates the market demand for organic and eco-friendly products from 2018 to 2023, comparing the local and export markets. Over the six-year period, both

markets show a consistent upward trend in demand. The local market has a higher demand overall, starting at around 12 units in 2018 and rising steadily to approximately 23 units in 2023. Meanwhile, the export market, though starting lower at around 6 units in 2018, shows a sharper growth trajectory, reaching about 19 units by 2023. This suggests that while domestic interest remains strong and steadily increasing, the international market for organic and eco-friendly products is expanding more rapidly, highlighting growing global awareness and preference for sustainable goods.

Table 1. Business Feasibility Analysis

Aspect	Indicator	Findings
Market and Marketing	Market Segmentation (local, organic, export)	Growing demand for organic and environmentally-friendly products in local and international markets.
	Consumer Awareness	Increasing consumer awareness of health and sustainability driving demand.
	Marketing Strategy	Educational approach, product branding, and social media usage to expand market reach.
	Market Expansion Challenges	Limited by production capacity and organic certification.
Technical and Operational	Use of Organic Farming Technology	Use of natural compost, crop rotation, and plant-based pesticides.
	Production Efficiency	Efficient resource use, controlled water consumption, and minimal waste.
	Challenges with Technology and Training	Limited access to appropriate technology for small enterprises and need for further worker training.
	Labor Dependence	High dependency on manual labor for cultivation and harvesting.
Financial	Initial Costs	Significant initial investment for land conversion, certification, and training.
	Revenue Streams	Stable income primarily from organic vegetables and value-added products.
	Profitability	Business has not reached full profitability yet but shows positive revenue growth trends.
	Access to Financing	Limited access to financing, affecting expansion capabilities.
Environmental	Environmental Impact	Contributes positively to soil conservation, water usage efficiency, and biodiversity.
	Use of Chemical Fertilizers	No synthetic chemicals used; supports ecosystem health.
	Water Use Efficiency	Efficient water use through drip irrigation and rainwater harvesting systems.
	Waste Management	Implementing recycling practices (crop residues and animal waste for composting).
Social	Community Engagement	Direct involvement of local communities in production activities, improving local livelihoods.

	Farmer Well-being	Increased income for farmers through profit-sharing systems and entrepreneurship training.
	Healthy Consumption Awareness	Positive influence on healthy consumption habits in the local community.
	Knowledge Dissemination Challenges	Difficulty in spreading sustainable farming knowledge to other farmers still using conventional methods.

Source : Data Processed in 2025

The table provides a comprehensive overview of five key aspects Market and Marketing, Technical and Operational, Financial, Environmental, and Social in the context of organic and eco-friendly agriculture. Market-wise, there is a clear rise in consumer demand both locally and internationally, driven by growing health and sustainability awareness. However, market expansion faces limitations due to production capacity and the organic certification process. Technically, the use of organic farming practices such as natural compost and crop rotation shows strong environmental commitment, but small enterprises still struggle with limited technology access and high labor dependency. Financially, the initial costs of transitioning to organic farming are substantial, with profitability not yet fully achieved, though revenue is on an upward trend. Access to financing remains a barrier. Environmentally, the practices have positive impacts—avoiding synthetic chemicals, conserving water, and improving biodiversity. Socially, the initiative enhances community engagement and farmer well-being, though challenges remain in disseminating sustainable farming knowledge more broadly. This multi-dimensional analysis highlights both the opportunities and structural constraints facing organic agricultural development.

Table 2. Revenue and Expense Breakdown

Item	Cost (USD)	Description
Land Conversion	5,000	Initial cost for converting conventional farmland to organic farming.
Certification	2,500	Cost for obtaining organic certification and meeting regulatory standards.
Training	1,000	Training costs for workers to adapt to sustainable farming practices.
Production	3,000	Ongoing operational costs for labor, seeds, fertilizers (natural), and equipment.
Sales Revenue	8,000	Revenue from selling organic vegetables and processed organic products.
Net Income	2,500	Estimated profit after covering all operational costs.

Source : Data Processed in 2025

The table outlines the financial structure associated with transitioning to and operating an organic farming business. The initial investment includes land conversion costs of USD 5,000 and certification expenses of USD 2,500, reflecting the capital-intensive nature of entering the organic agriculture sector. An additional USD 1,000 is allocated for training workers in sustainable farming practices, ensuring operational competency. Production expenses amount to USD 3,000, covering labor, natural fertilizers, seeds, and equipment. The business generates a sales revenue of USD 8,000, primarily from organic vegetables and value-added organic products. After deducting all operational and startup costs, the

net income is recorded at USD 2,500, indicating early-stage profitability and the potential for financial sustainability as operations scale and efficiency improves.

Table 3. Environmental Impact Management

Aspect	Practice	Impact
Soil Conservation	Use of crop rotation and compost	Improved soil health and reduced soil erosion.
Water Efficiency	Drip irrigation and rainwater harvesting	Significant reduction in water waste and better water management.
Biodiversity	No synthetic chemicals	Positive contribution to maintaining local biodiversity by avoiding harmful pesticides and chemicals.
Waste Management	Recycling crop residues and animal waste	Reduction of waste and promotion of composting, closing the nutrient cycle.

Source : Data Processed in 2025

The table highlights key sustainable agricultural practices and their environmental impacts. Soil conservation is achieved through the use of crop rotation and composting, leading to healthier soil and reduced erosion. Water efficiency is enhanced through drip irrigation and rainwater harvesting, which significantly minimize water waste and promote sustainable water use. By eliminating synthetic chemicals, biodiversity is preserved, helping maintain ecological balance and preventing harm to local ecosystems. Lastly, recycling crop residues and animal waste supports effective waste management and composting, closing the nutrient cycle and reducing environmental pollution. These practices collectively underscore the environmental sustainability of organic farming systems.

Rising Market Demand for Eco-Friendly Products

Current market trends show a significant increase in interest toward organic and environmentally friendly products. As consumer awareness of health and sustainability grows, the demand for agricultural products using eco-friendly methods, such as organic farming, continues to rise in both local and international markets. Consumers now prefer products that are not only healthy but also support environmental preservation. This trend is encouraging many producers to shift to sustainable agriculture and prioritize production methods that minimize negative environmental impacts. However, expanding this market faces challenges, especially regarding the export potential of organic products. Many countries in international markets have strict standards that must be met to obtain organic certification. This presents difficulties for sustainable farming enterprises, especially for small-scale farmers who often struggle to meet these standards. Nevertheless, with the growing global consumer awareness of sustainability, the export potential for organic products remains substantial if producers can comply with existing regulations. In addition, the continuously increasing consumer awareness provides significant opportunities to expand the organic market. Governments and related institutions can capitalize on this trend by providing support in the form of incentives and policies that facilitate market access for eco-friendly products. With the right approach, sustainable agriculture enterprises can leverage this trend to reach broader markets.

Challenges in Production Capacity and Technology

One of the main challenges faced by sustainable agriculture enterprises is the limitation in production capacity. These limitations hinder their ability to meet increasing market demand, especially on a large scale. Expanding production capacity requires significant

investment in infrastructure, technology, and workforce. However, small and medium enterprises often face difficulties in obtaining the necessary funding for expansion. Moreover, access to technology that aligns with sustainable agriculture principles is another obstacle. Many farmers still rely on traditional methods, which are often inefficient and less eco-friendly. More modern agricultural technologies such as efficient irrigation systems, the use of organic fertilizers, and environmentally friendly soil management techniques require specialized training and substantial investment. Therefore, one critical aspect to address is workforce training to support the implementation of technologies that can increase operational efficiency and reduce dependence on manual labor. With the growing demand for organic and environmentally friendly products, sustainable agricultural enterprises need to find solutions to increase production capacity without compromising sustainability principles. Developing more eco-friendly and efficient agricultural technologies will be key to overcoming these challenges.

Financing Barriers and Access to Capital

Financing is one of the major barriers faced by sustainable agriculture enterprises. The high upfront costs particularly for land conversion to organic farming as well as the need for farmer training and production capacity building, require substantial capital. Unfortunately, many small and medium-sized enterprises struggle to gain access to the financing they need. This problem is compounded by the lack of access to formal financial institutions, such as banks or other financial organizations. Many farmers or small entrepreneurs do not have sufficient collateral to secure loans. As a result, they often rely on more expensive informal financing sources. However, alternative funding sources can be tapped, such as financing from social investors, microloans, and partnerships with government agencies or international organizations that support sustainable agriculture. By utilizing these sources, sustainable agriculture enterprises can obtain the capital needed to expand and increase their production capacity.

Environmental Impact and Ecosystem Sustainability

One of the key advantages of sustainable agriculture is its positive impact on the environment. Organic farming practices such as the use of natural fertilizers, crop rotation, and environmentally friendly waste management contribute to soil conservation, water management, and biodiversity. Compared to conventional farming, which often uses chemical fertilizers and synthetic pesticides, sustainable agriculture maintains ecosystem balance and prevents environmental damage. Recycling-based waste management practices such as using crop residues for composting or repurposing livestock waste also help reduce environmental impact. Furthermore, drip irrigation systems and rainwater harvesting allow for more efficient water use, which is a critical aspect of agricultural sustainability. Nevertheless, there is potential to further enhance the use of more efficient eco-friendly technologies in this agricultural system. Increasing the adoption of energy- and water-saving technologies, as well as better soil management, can further strengthen ecosystem sustainability and boost agricultural yields without harming the environment.

Social Impact and Community Welfare

Sustainable agriculture enterprises have a positive social impact on local communities, particularly in increasing farmer incomes and empowering communities. Through profit-sharing systems, local farmers can earn more stable and equitable incomes. Additionally, with the implementation of sustainable farming methods, farmers gain new training and knowledge that improve their skills in managing agricultural enterprises. However, one challenge that remains is disseminating knowledge and technology to other farmers who still rely on conventional farming methods. While sustainable agriculture has provided

real benefits to participating farmers, more intensive outreach and education are needed to ensure that more farmers transition to eco-friendly methods. Therefore, collaborative efforts between the government, non-governmental organizations, and the private sector are essential to expand the social impact of sustainable agriculture.

Opportunities for Expansion and Scalability

There are significant opportunities for the expansion of sustainable agriculture enterprises, both geographically and in terms of product diversification. Geographically, many areas remain untapped by organic products and present potential markets. Additionally, developing new products such as processed organic goods (e.g., jams, juices, or other food products) can open wider business opportunities. Partnerships with the private sector or government institutions also play a key role in expanding market reach. With support from other sectors in the form of capital, technology, and distribution, sustainable agriculture enterprises can grow more quickly and extensively. It is important to consider the sustainability of this business model, which must balance social, environmental, and financial aspects.

Recommendations for Business Development

To overcome the challenges faced and optimize market potential, several recommendations can be applied, including: improving operational management and implementing more effective marketing strategies, strengthening market networks through collaborations with various stakeholders, and enhancing access to technology and financing to expand production capacity and market reach. With these steps, sustainable agriculture enterprises can grow further and deliver positive impacts for society, the environment, and the economy as a whole.

CONCLUSION

This study indicates that sustainable agricultural enterprises have great potential to generate positive impacts economically, socially, and environmentally. The growing market demand for eco-friendly products, particularly organic goods, presents significant opportunities for business expansion. Although there are challenges related to limited production capacity and restricted access to technology and financing, this sector shows a positive trend in terms of income and its impact on the well-being of local farmers. The environmental benefits of sustainable farming practices are also substantial, contributing to the conservation of natural resources and more eco-friendly waste management. Therefore, to ensure the sustainability and growth of this sector, efforts must be made to enhance production capacity, improve access to more efficient technology, and fulfill financing needs. Support from various stakeholders, including the private sector and the government, is essential to strengthen the sustainable agriculture business model and promote further expansion in both local and international markets.

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