



TEAMING UP WITH HARVARD BUSINESS SCHOOL ONLINE

September 15, 2020

www.sustainableharvest.org/blog

“In May, [Harvard Business School Online announced](#) a partnership with Sustainable Harvest International (SHI), kicking off the second-annual Community Challenge. This year’s audacious goal? Reverse the effects of climate change by helping SHI scale up its business operations and create ventures that offset financial costs and increase farmers’ benefits.”

[To learn more, read the original article published on the Harvard Business School Online’s blog.](#)

“To have HBS Online Chapters from around the world with such talented and creative members put a microscope on our operations and propose viable solutions in support of our vision to scale our impacts in regenerative agriculture and beyond,” noted SHI’s Executive Director Elliott Powell, “is such an exceptionally unique and significant opportunity.”

The entire SHI staff would like to thank all those who participated in the year’s Community Challenge. We’d also like to extend our big congratulations to the Los Angeles Chapter, this year’s winner. The L.A. Chapter pitched an impressive proposal that focused on a subscription box program, an increasingly popular business model, that would help connect SHI supporters with our network of rural farmers and the goods they produce.

“While there were a number of excellent submissions,” wrote SHI’s Founder + Director of Strategic Growth Florence Reed, the proposal submitted by the Los Angeles Chapter “builds out something we already do and combines it with a relatively easy path towards our goal of selling products from our farmers. The idea of marketing it as a subscription box to appeal, especially, to younger generations was welcomed, as were the additional ideas such as gaining visibility... through social media influencers and hotels.”