

# **MEHRDAD MIZBANI**

## **Curriculum Vitae**

### **Experiences**

#### **Chief Executive Officer**

#### **TOYOUR BEHESHT COMPANY**

**(July 2002 - Present)**

<https://en.toyourbehesht.com/>

Toyour Behesht Company, located on Abbas Abad and Kelardasht Mountains in Mazandaran, Iran. The company has been actively in the Hatchery and Chicken Farming Industry since 2002. The company has two Farms, with the same production Capacity of 50,000 productive chickens. The capacity of each of these two farms is increasing to 100,000 chickens, and a legal license has been issued for the procedure. Mr Mehrdad Mizban, CEO of the Company, due to the special desirable conditions of the Caspian Sea, decided to set up a chicken farm in Mazandaran Province in 1999. In 2002, the first packages of production of Toyour Behesht Company were marketed and, until now it has been a great honor that the products of this company have always been satisfying to customers in a sense of quality. As the CEO of Toyour Behesht Company Mr. Mizbani has lifetime experience that are briefly explained below:

- ☐ In 1981 to 1995, learned the poultry rearing basics from his father, the owner of Sepahan Toyour Company.
- ☐ In 1999 to 2001, CEO of Sepahan Toyour for two years. Constructed the company's hatchery with a capacity of 36 million eggs per year.
- ☐ In 2001, Registered Toyour Behesht Company and produced one-day-old broiler chickens independently.
- ☐ In 2005, signed a contract with Dutch company "Hybro" as the exclusive representative of this breed in the country. Activity in importing parent stocks and grandparent stocks of this breed in the following years.
- ☐ In 2008 to present, Rearing Ross Breeders and farm development from 45,000 to 200,000 pieces.
- ☐ In 2015, feasibility study and the start of Toyour Behesht Hatchery constructions with 42 million eggs per year.
- ☐ In 2019, Toyour Behesht Hatchery first products were sold.

## Awards & Recognitions

- ☐ Being concordant with a world-class knowledge of the poultry industry
- ☐ Founder and administrator of the virtual collaborative group of Iranian PS farmers
- ☐ Determinative leader of Iranian PS farmers in Iran, which has led to the first-ever united operation between them to demolish their eggs for market regulating (April 2020)

## Day to Day Responsibilities

- ☐ Achieving targets and aligning strategies with objectives through effective collaboration with the board of directors.
- ☐ Exceeding business expectations with high-quality service delivery and effective business management.
- ☐ Safeguarding company interests by expertly managing organization-wide financial assets, controls, and budgets.
- ☐ Helping the team fulfill mission and exceed goals by cultivating positive culture, structures, and environment for the entire organization.
- ☐ Cementing company standards with consistent operational and vision leadership.
- ☐ Managing consistent and fully compliant quarterly reporting and forecasting.
- ☐ Directing and coordinating activities of businesses involved with buying or selling investment products or financial services.
- ☐ Improving organizational efficiency with clear responsibilities, policies and cross-functional procedures.

## Education

**Electrical Engineering Power, Islamic Azad University, Khomeini Shahr Branch, Iran 2008**

**The next 6 pages are the details about Mehrdad Mizbani's Company, ToyoUr Behesht, that includes selected pictures of the farms and company environment.**

I founded Toyour Behesht Company in 2002 when the need for a high-quality player was entirely sensible in the poultry market in Iran. Throughout these years of loyal services, Toyour Beheht successfully managed to lift the quality of poultry products. I have been active in the poultry industry as a family business for more than 30 years. Currently, the Mizbani family owns facilities with 156 million eggs per year for hatchery (which is approximately 10% of Iranian broiler chick production) and parent stock farms with a capacity of 300000 pieces per year (which feeds 20% of the mentioned hatcheries capacity).

As the leader of Toyour Behesht's policies gained these honors in my years of committed work:

- Being concordant with a world-class knowledge of the poultry industry
- Founder and administrator of the virtual collaborative group of Iranian PS farmers
- Determinative leader of Iranian PS farmers in Iran, which has led to the first-ever united operation between them to demolish their eggs for market regulating (April 2020)

Our hatchery and farms are already the best quality and most advanced manufacturing sites in the Middle East. They are located in the best geographical part of Iran. Moreover, our management and engineering teams are highly trained and sophisticated, resulting from 20 years of experience in the highest competitive level in the broiler breeder market and our genuine passion for advancement in the excellence of products.

The capacity of our broiler breeder farms has been gradually increased from 45000 to 200,000 chicks in a cycle, and the capacity of the hatchery is 120 million eggs annually. The Incubators for 42 million eggs are installed and operational. The rest of the machines could not be imported due to the limitations of the sanctions. While we are negotiating to import the equipment into Iran, it is worth mentioning that every production facility except incubators is already installed and fully operational. For hygienic purposes, Toyour Behesht has also established a Feed Mill manufacturing facility with a capacity of 10 tons per hour for internal usage. Figures 6 to 9 depict some of Toyour Behesht's facilities.



Figure 1: Toyour Behesht's farms 1 & 2





Figure 2: Toyour Behesht's Hatchery



Figure 3: Total quality management as well as modern and global machinery



Figure 4: Highest hatching rate in Iran by advanced process and modern machinery

We are also confident to start a thorough plan to import a good quality Broiler breeder strain directly to Iran and ensure better quality in every step of this chain. In my opinion, it will help the poultry industry to co-create a cooperative and synergetic environment that benefits every stakeholder in poultry products.

Toyour Behesht's main product is broiler chicks. Furthermore, there are also some unique services to guarantee the enhancement of the poultry industry in the area. These services include:

- Transportation with world standard vehicles specialized for day-old chicks
- Consultancy services to improve the quality and quantity of products in our customers' farms
- Knowledge sharing and co-creation of higher general standards
- Clear and committed customer services without any discrimination or economic rent

The most significant change Toyour Behesht aims to achieve is to enhance the quality of products and processes. Quality as a critical success factor has always been an item of interest in our activities for the last 20 years. The main topics Toyour Behesht are listed below:

- More than 40 years of family experience in this business and more than 20 years of experience as an established company
- Possession of the best quality hatchery in Iran using the most modern machinery in the world
- Implementing cutting edge science into the processes and activities
- The best possible geographical location in Iran
- A fruitful and faithful relationship with the most prominent players in the market having no complaint in the lifetime of the company
- A cooperative relationship with the civil service, including local authorities and the ministry of agriculture
- Being chosen as the best production unit in the poultry industry in 2019
- Being chosen as the best hatchery in 2020

There are numerous quality-related records within the company that could depict our trademark leadership in the market. As an example, between every hatchery in Iran that published its data between October 2019 to May 2020, 36 hatcheries succeeded in gaining a record of “92% of hatchability or higher” as a benchmark at least one time. The first place is Toyour Behesht by the record of 119 times while the second company has managed to get this hatchability for 13 times. As it could be seen in Figure 4, Toyour Behesht has met this record 54% of the time (more than any other company in Iran combined). Moreover, figure 5 illustrates our hatchability rate that has been higher than Ross’s standard and simultaneously higher than any other hatchery in Iran for over 20 weeks. This serves as a testimony to the stability in our production. Also, Toyour Behesht has the highest real hatchability percentage (94.7 of whole eggs set) in Iran.

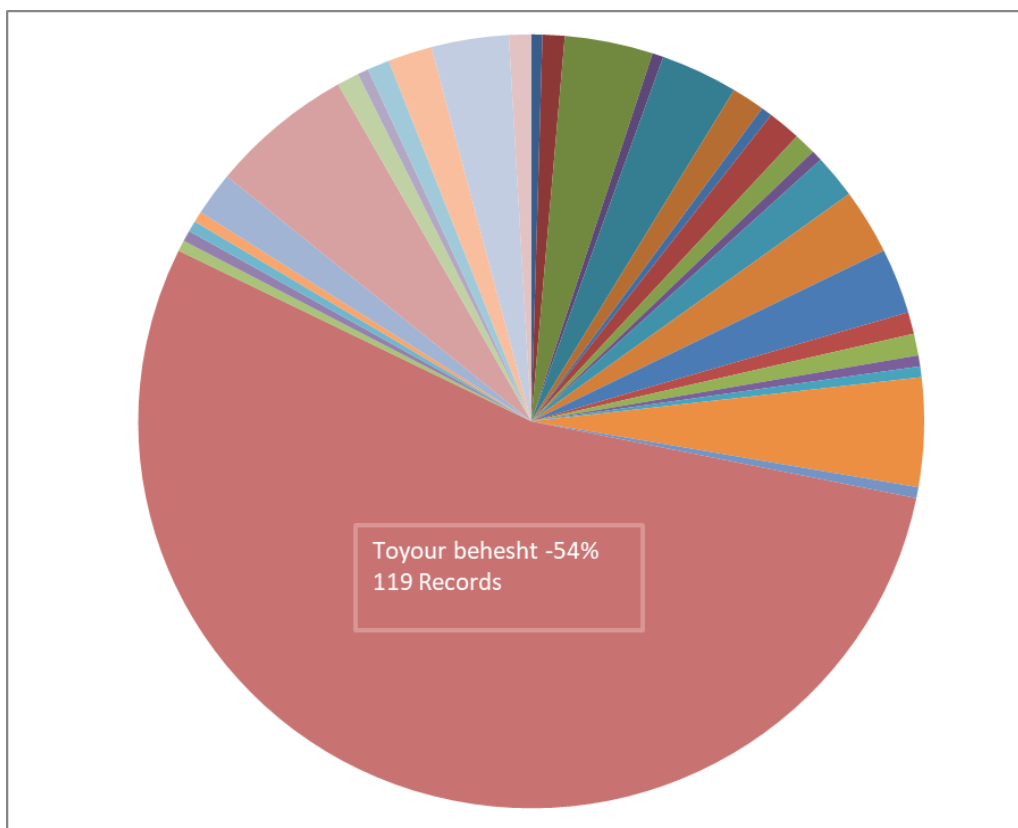


Figure 5: Hatchery records above 92% in Iran

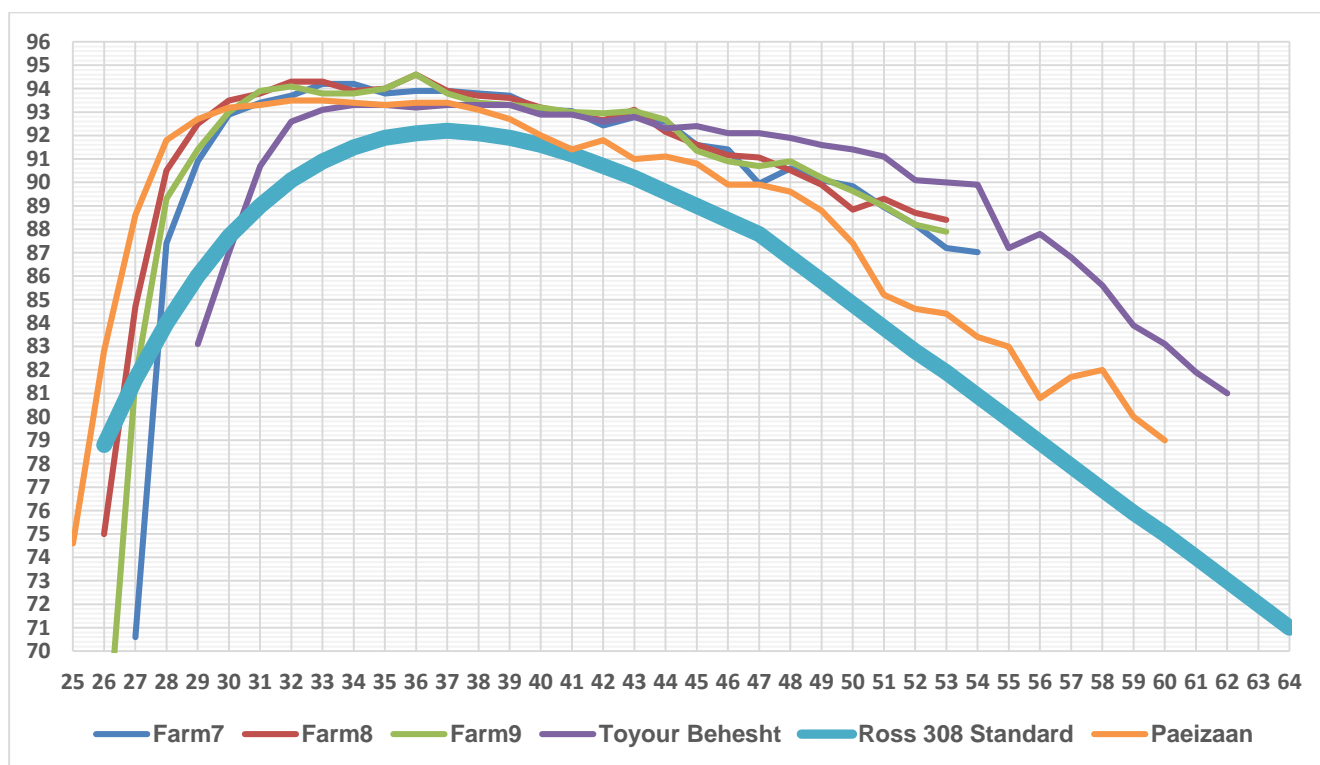


Figure 6: Toyour Behesht Hatchability rate versus Ross standard and competitors



Moreover, from 30 to 62 weeks of maternal age, the average hatchability of our breeder flock has hit the record of 91/1% which is also the best in poultry industry in Iran establishment of data collection.

The key science behind Toyour Behesht's processes and its plans to dominate the market already exists within the company based on many years of experience and internal interest of the management team to maximize the quality in every single activity inside the company. It could be the organization or leadership of human resources, manufacturing quality assurance, keeping the environment safe, or facilitating organizational learning. Along with our expert engineers and operational workforces, knowledge is an essential intangible asset owned by the Toyour Behesht group, which has led to our appreciated brand inside the Iranian market.

Toyour Behesht has its clear and professional organization and human resource mechanisms, which after 20 years of experience, has maximized the efficiency of the company's team. We commenced our job with thirty workers. Now, the company continues to work with sixty employees directly and the same number of people indirectly. Also, the engineers and veterinarians in the company have been actively participating in the highest academic associations, such as Iran's ministry of agriculture's commissions and thinking rooms. The company's organizational chart could be seen in figure 10.

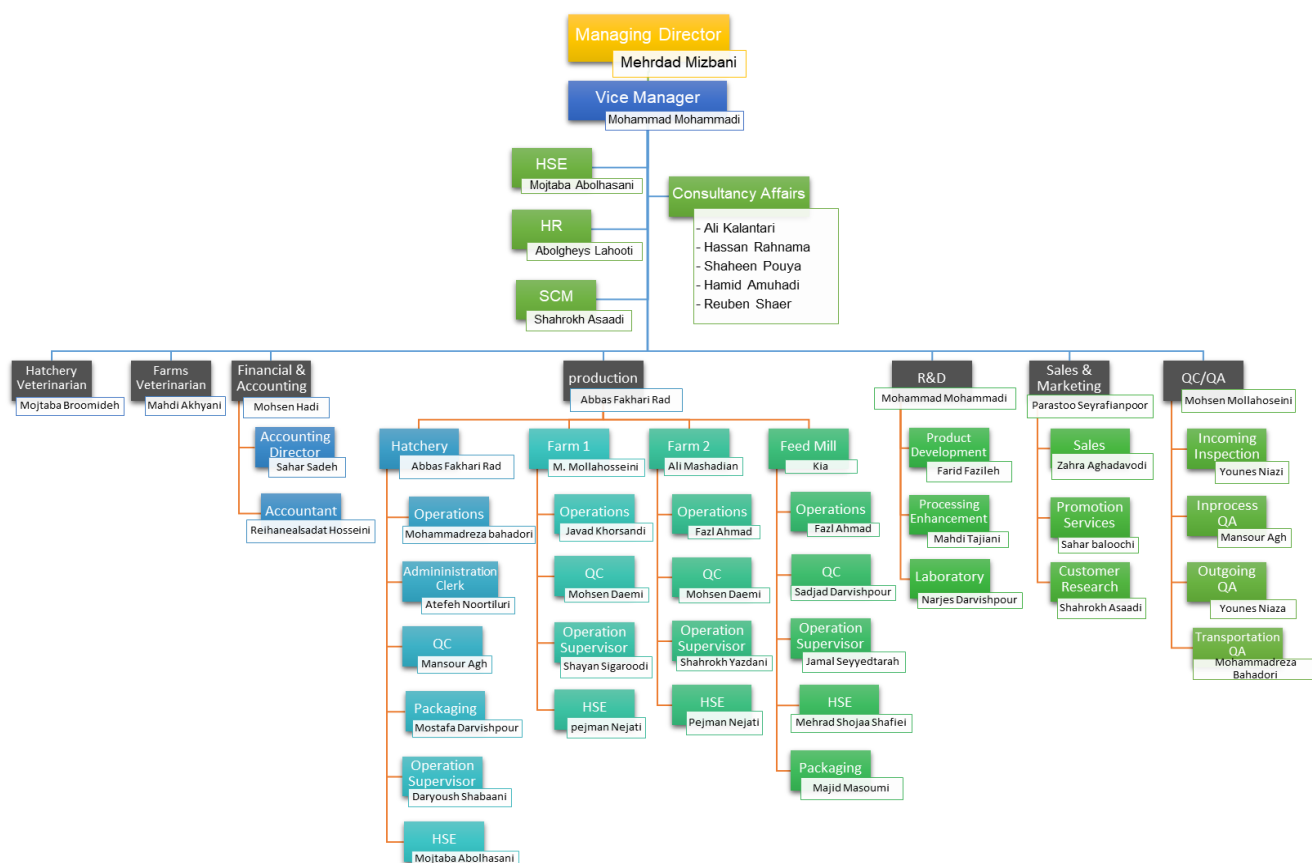


Figure 7: Toyour Behesht's organization chart