

EY Brazil targets growth in agricultural strategy and risk advisory with MB Agro deal

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EY Brazil has signed an agreement to acquire MB Agro, one of Brazil's best-known agribusiness consulting and market intelligence firms, in a move aimed at strengthening its leadership in strategic intelligence and advisory services for the country's agricultural sector. The transaction will expand EY Brazil's presence across agribusiness consulting by integrating MB Agro's economic analysis, market forecasting and strategic advisory expertise into EY's global multidisciplinary platform.

The completion of the acquisition remains subject to customary closing conditions and regulatory approvals. Founded as a specialist consulting and intelligence firm focused on agribusiness markets, MB Agro is widely recognised in Brazil for advising financial institutions, agricultural producers, cooperatives, commodity trading companies and investors on economic scenarios, rural credit, investment strategy, mergers and acquisitions, and sector risk analysis.

The deal also brings two of Brazil's most prominent agribusiness economists and analysts into EY Brazil's leadership team. Upon completion of the transaction, Alexandre Mendonça de Barros and Jos  Carlos Hausknecht will join EY Brazil as partners.

Barros is widely recognised for his macroeconomic analysis of agribusiness markets, rural credit and commodity trends, while Hausknecht is known for his expertise in agricultural sector forecasting, livestock systems and market intelligence. "The technical depth that Alexandre, Jos  Carlos and their team bring represents a significant addition to our portfolio," said

Luiz Sã©rgio Vieira, Chief Executive Officer of EY Brazil.

“This integration enhances our ability to provide diagnostics that support critical market decisions, now embedded within a global, multidisciplinary platform,” Vieira said. MB Agro’s entire professional team, active client portfolio and subscription-based intelligence products are expected to be integrated into EY Brazil following the completion of the transaction.

The company said MB Agro’s market intelligence reports and sector analysis products will continue operating while benefiting from EY’s broader advisory, technology and data infrastructure. “Our history began in the 1970s with macroeconomic, sector and scenario analysis. Since 2005, we have focused on agribusiness, and now we are taking a new step forward,” said Alexandre Mendonça de Barros.

“At a time when understanding the interaction between climate, costs, demand and geopolitics is essential for sound decision-making, EY Brazil offers the scale and capability to transform complex data into strategic drivers for the entire value chain,” he said.

José Carlos Hausknecht said the integration would strengthen the combined firm’s ability to analyse increasingly complex agricultural markets and production systems. “Agribusiness demands technically grounded, data-driven analysis to anticipate movements and reduce uncertainty. I am confident we will deliver even more comprehensive, strategic and insightful services,” Hausknecht said.

According to EY Brazil, the acquisition is designed to strengthen continuity for MB Agro’s existing clients while significantly expanding service offerings across Brazil’s agricultural economy. “This integration places us in a distinctive position to address the most complex demands of Brazilian agribusiness,” said Otávio Lopes, Agribusiness Leader at EY Brazil.

The acquisition comes amid increasing demand for specialised agricultural intelligence and advisory services as agribusiness companies navigate climate volatility, commodity price fluctuations, sustainability requirements, geopolitical uncertainty and evolving financing conditions. EY Brazil already maintains a strong presence across the agribusiness sector through audit, tax, consulting, valuation and transaction advisory services.

The company also operates the EY Agribusiness Center of Excellence in Ribeirão Preto, São Paulo, which focuses on agricultural innovation, technology development and collaboration with universities, startups and research institutions. Industry analysts said the acquisition highlights the growing importance of integrated data analytics, market intelligence and strategic advisory services in modern agribusiness decision-making.

Brazil remains one of the world’s largest agricultural exporters, with growing investor focus on supply chains, sustainability, rural finance and food security-related infrastructure.