



December 8, 2020

Beef Alliance announces first-ever Startup Challenge

MANHATTAN, KAN. – The Beef Alliance is pleased to announce a new initiative, Feeding Innovation: The 2021 Startup Challenge. The Startup Challenge is a virtual pitch competition for innovators with solutions related to the cattle feeding industry.

The Beef Alliance is an organization of innovative, progressive and relevant cattle feeding companies. Through collaborative innovation, scientific exploration and value chain engagement, the Beef Alliance is committed to being a leader and catalyst for positive change in the beef supply chain. Beef Alliance members include Adams Land & Cattle, AgriBeef, Beef Marketing Group, Beef Northwest, Biegert Group, Cactus Feeders, Five Rivers Cattle Feeding, Friona Industries and LaVaca Cattle Co.

“Central to the vision of the Beef Alliance is to be a trusted leader that drives positive change in the cattle feeding industry. We can’t achieve that vision sitting on the sidelines, and the Startup Challenge is an opportunity to step up and be a leader in our industry through supporting and driving innovation in cattle feeding,” said incoming Beef Alliance Chairman Scott Whitefoot. “This event aligns commitments to continuous improvement and enhanced transparency and stewardship in cattle feeding with an openness to new technologies that improve our ability to deliver a high-quality product to our customers and ultimately enable consumers to access high-quality beef.”

The Beef Alliance Startup Challenge is a one-of-a-kind opportunity to align the customers of technology (cattle feeders) with the creators of technology (startups) to put high impact solutions to work. By allowing startups to engage directly with prospective customers and strategic investors in the cattle feeding segment, the goal is to establish direct visibility for startups with their prospective customers, and for cattle feeding operations to gain visibility to nascent technology solutions.

Finalists will pitch their product directly to major feedyard decision makers for the opportunity to win a \$50,000 cash prize and the chance at a pilot with a Beef Alliance member company.

The Beef Alliance is opening the competition to any startup with an offering for feedyards with a focus on the following areas:

- Environmental & Natural Resource Management
- Animal Health
- Animal Nutrition & Production Efficiency
- Livestock Monitoring & Traceability
- Business Management
- Improvement in Operational Efficiency
- Food Safety

Companies interested in applying to the Startup Challenge can find more information about the challenge, including the application, at <https://beefalliance.com/what-we-do/startupchallenge/>.

###