



**March 1, 2021**

## **Beef Alliance announces 10 finalist companies for first-ever Startup Challenge**

MANHATTAN, KAN. – The Beef Alliance is pleased to announce the ten finalist companies selected to present in the 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.

More than 30 early-stage companies submitted applications with products ranging across hardware, software, and biotech solutions. Applications were received from companies around the world. They were evaluated by executives, nutritionists, and veterinarians from Beef Alliance member cattle feeding companies.

The ten companies selected as finalists are as follows:

- Bezoar Laboratories
- BlockTrust Network
- Cattler Corporation
- Deken Technologies
- Isomark
- Pix Force
- Precision Livestock Technologies
- ProAgni
- Resilient Biotics
- Ripe Technology

“Beef Alliance members were thrilled with both the quantity and the quality of startup companies that applied for the first-ever Startup Challenge,” said Scott Whitefoot, Beef Alliance chairman. “Cattle feeding is complex, diverse and highly challenging, and many of the solutions being developed by these early-stage companies could greatly benefit the cattle feeding industry.”

On March 9, 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 winner will be announced in the weeks following the competition.

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.

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.

Companies interested in connecting with the Beef Alliance to engage in future elements of the Feeding Innovation initiative should email [mary.soukup@beefalliance.com](mailto:mary.soukup@beefalliance.com). Information about the Startup Challenge is available at <https://beefalliance.com/startupchallenge/>.

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