



May 17, 2022

Beef Alliance announces Second Annual Startup Challenge

MALVERN, ARK. – The Beef Alliance announced today the second annual Startup Challenge to be held on September 28, 2022. This will be a virtual pitch competition for entrepreneurial innovators and early-stage companies with solutions related to the cattle feeding industry. The 2022 event is specifically seeking innovation and technologies that can help cattle feeders enhance sustainability in feedyard operations and meet industry sustainability goals.

The Beef Alliance is an organization of innovative, forward-thinking cattle feeders that collectively represent approximately one-third of all cattle on feed in the United States. The goal of the Startup Challenge is to establish direct visibility for startups with their prospective customers, and for cattle feeding operations to gain access to emerging sustainability technology solutions.

“The 2021 inaugural Startup Challenge was a fantastic event that fostered a one-of-a-kind opportunity between cattle feeders, innovators and startups. Through the 2022 Startup Challenge, we will continue our mission to drive positive change in the cattle feeding segment that will also be beneficial to the entire beef cattle industry,” said Scott Whitefoot, Beef Alliance Chairman. “This event aligns with our commitment to advance continuous improvement in cattle feeding with an openness to new technologies that improve our ability to produce high-quality, sustainably-raised beef products.”

This year, the Beef Alliance is adding to the Startup Challenge with an introduction of “Cattle Feeding 101,” a virtual event for innovators, investors and interested university collaborators to hear directly from members of the Beef Alliance about challenges they face related to sustainability and to learn more about the 2022 Startup Challenge. The “Cattle Feeding 101” event will be held on June 17, 2022. To virtually attend the “Cattle Feeding 101” event, please visit the event [website](#) for more details.

Following the conclusion of the “Cattle Feeding 101” event, startups can apply to participate in the 2022 Startup Challenge. The Beef Alliance is opening the competition to any startup with an offering for feedyards with a focus on innovation and technology to enhance environmental sustainability in cattle feeding. Applications must be received by August 17, 2022. Potential solutions may be, but are not limited to addressing:

- Greenhouse gas emission reduction, including:
 - o Enteric methane
 - o Nitrous Oxide
 - o Carbon Dioxide
- Natural Resource Management, including:
 - o Pen Maintenance
 - o Manure Management and Composting
 - o Water Resource Conservation
 - o Land-use Conservation
- Animal Welfare and Health

- Improvement in Operational Efficiency, including:
 - o Software & other Business Management productivity programs or systems
 - o Management and process efficiencies
- Animal Nutrition and Production Efficiency

Finalists, to be announced in early September, will virtually pitch their idea to a panel of Beef Alliance experts on September 28, 2022. The Beef Alliance will evaluate, score, and announce the winner of the 2022 Startup Challenge in early October. The winner of the Startup Challenge will receive a \$50,000 cash prize and the opportunity to do a pilot with a Beef Alliance member. Later in the fall, the winner, along with the other finalists, including the finalists from the 2021 Startup Challenge, will be invited to a roundtable discussion and networking opportunity in Denver, CO. This follow-up event will be with Beef Alliance members, industry partners and investors focused on advancing technologies that will help the beef cattle industry address sustainability challenges and opportunities.

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

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