



September 9, 2022

Beef Alliance announces finalists to pitch for second Startup Challenge

MALVERN, ARK. – The Beef Alliance is pleased to announce the finalists for the 2022 Startup Challenge. This is the second year the Beef Alliance has sponsored and promoted a virtual pitch competition for entrepreneurs and innovators with solutions related to the cattle feeding industry.

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. Beef Alliance members, including executives, nutritionists, and veterinarians evaluated applicants from domestic and global companies.

The following companies have been invited to virtually pitch their solution to the Beef Alliance:

- CattleQuants
- Cattler Corporation
- Isomark Health Inc.
- myAniML
- Pharm Robotics
- ProAgni
- RealmFive
- Tagim
- TellTail

“The Startup Challenge brings together innovative entrepreneurs and cattle feeders. We stand firm in our commitment to advance technologies and innovations that enhance and improve our ability to produce high-quality, sustainably raised beef products,” said Scott Whitefoot, Beef Alliance Chairman. “The Beef Alliance looks forward to hearing directly from these talented startups about their innovative approach to tackle the unique and complex challenges facing the cattle feeding industry.”

On September 21, 2022, the finalists will pitch their product to a panel of Beef Alliance experts. These judges will evaluate, score, and announce the winner of the 2022 Startup Challenge in the following weeks. The winner of the 2022 Startup Challenge will receive a \$50,000 cash prize and the chance to collaborate on a pilot project with a Beef Alliance member company.

On October 4, the finalists, and winners, from the 2021 and the 2022 Beef Alliance Startup Challenge will join Beef Alliance members and allied industry partners for a showcase and reception in Fort Collins, CO. This event will bring together key players in the startup community and the cattle feeding industry to network and discuss how both industries can work together to address sustainability objectives.

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. 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 Startup Challenge Initiative should email jessica.burkham@beefalliance.com. Information about the Startup Challenge is available at <https://beefalliance.com/startupchallenge/>.

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