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CattleQuants wins 2022 Beef Alliance Startup Challenge

MALVERN, ARK. – The Beef Alliance is excited to announce CattleQuants as the winner of the 2022 Beef Alliance Startup Challenge. An Ohio-based startup company, CattleQuants provides automated solutions for drone-based monitoring of cattle on feed. These services include head counting capabilities, weight estimation, feed bunk reading, and health monitoring

This is the second year the Beef Alliance has sponsored and promoted the virtual pitch competition. For the 2022 Startup Challenge, the Beef Alliance sought applications from entrepreneurial innovators and early-stage companies with solutions focused on enhancing feedyard operations and meeting industry-derived sustainability initiatives. In its second year, the Startup Challenge received 17 applications from companies around the globe. Beef Alliance company executives, nutritionists, and veterinarians evaluated and narrowed the 2022 applicants to nine finalists, who were then invited to virtually pitch their solution directly to a panel of Beef Alliance members on September 21.

“The Beef Alliance Startup Challenge is leading the charge in fostering new technology and innovative solutions specific to the cattle feeding sector,” said Scott Whitefoot, Beef Alliance Chairman. “To implement the beef industry’s sustainability goals objectives correctly and successfully will take the collective effort across the entire beef supply chain. CattleQuants will potentially allow feedyards to address labor challenges and improve efficiencies. The drone technology is applicable to a commercial feedyard operation and has the possibility to support cattle feeders in making more efficient cattle management and animal health decisions.”

CattleQuants will receive a \$50,000 cash prize from the Beef Alliance in addition to having the opportunity to conduct a pilot with a Beef Alliance member company.

“We believe that AI-powered drones can automate some of the processes currently done by cowboys—whether it’s monitoring cattle inventories, health, weight gain, or residual feed in feed bunks—and thereby ease the labor shortage that feedlots are currently enduring,” said Shoshana Ginsburg, Chief Technology Officer, CattleQuants. “We are delighted that we were chosen as the 2022 Beef Alliance Challenge winner, and we look forward to working with the Beef Alliance to bring AI-powered drone technology into feedlots.”

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. Together, Beef Alliance members concentrate on continuous improvement in the cattle feeding business to ensure a sustainable future for the beef industry. The goal of the Startup Challenge is to establish direct visibility for startups with their prospective customers. Subsequently, the Startup Challenge allows cattle feeders to gain access to emerging solutions, enabling them to continue raising healthy animals and producing the highest-quality, most sustainable beef products.

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.

Information about the Startup Challenge is available at <https://beefalliance.com/startupchallenge/>.

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