

# Food+City

How We Feed Our Cities

**FOR IMMEDIATE RELEASE**

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## **Fourth Annual International Food+City Challenge Prize Teams Up with SXSW to Award \$25,000 Submission Process Opens September 18, 2017**

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*The Food+City Challenge Prize, Now Part of SXSW Interactive,  
Seeks Innovations in the Global Food System*

(AUSTIN, Texas) — [Food+City](#), announces the launch of its fourth annual early-stage startup competition for businesses with a product or service that will change the way the world feeds itself. Now in partnership with SXSW Interactive, the judging of finalists will be part of the SXSW accelerator track held in 2018. The competition seeks to identify ideas that uncover lasting ways to improve logistics and the food supply chain.

Food+City sponsors are offering cash awards of \$25,000 in 2018. Submissions will be accepted **September 18 – November 18, 2017**, and are open to everyone at **local, national and international levels**. Last year, startups from eighteen countries, students and non-academic, established entrepreneurs and first-timers, entered the Prize competition. This year, organizers expect an even more diverse group of entries.

Austin-based Food+City seeks ideas that not only result in a great product, but also impact and improve how food supply chains function. The goal of the challenge is to encourage innovation in the food supply chain e.g. production, distribution, packaging and consumption. Businesses or ideas of particular interest include the following objectives:

- Lessen food waste
- Increase the supply of affordable and nutritious food
- Provide food that meets personalized health needs
- Improve the transport and distribution of food into and through urban populations around the globe
- Increase transparency and security of food supply chain tracking efforts
- Utilize new storage materials and processes that minimize waste.

## Important Dates:

**September 18, 2017** – Submission process opens at <https://www.foodandcity.org/prize/about/>

**November 18, 2017** – Submission process ends

**December 1, 2017** – 15 finalists announced

**December 15, 2017** – Finalists paired with mentors

**March 8, 2018** – Practice Pitch Day at The University of Texas at Austin campus

**March 13, 2018** – Showcase Day at the SXSW Interactive festival accelerator track. Winners will be announced.

“By encouraging entrepreneurs to find new solutions to problems within our food system, the Food+City Challenge encourages a cross pollination of ideas not commonly found in food startup discussions. Food+City continues to engage in diverse topics and innovations to feed cities and increase sustainability of food systems, and by partnering with SXSW Interactive, the largest technology showcase in the world, Food+City will expand its reach and value,” said Dr. Robyn Metcalfe, founder and director of Food+City. “Our food system is more urban and more global than ever before. We’re going to uncover what’s missing in our current food systems, particularly around how we feed cities around the world. We’ll do so by challenging and testing all assumptions, beliefs and technologies – that’s exactly what this challenge is designed to do.”

Finalists will be notified in early December. At that time, they will be paired with industry mentors who will guide the strengthening of business plans and the development of prototypes for 12 weeks. Winning teams will be announced following the showcase at SXSW Interactive, March 13, 2018, in Austin.

For more information on Food+City and the Food+City Challenge Prize including submission details, please visit the [website](#).

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## About Food+City

**Food+City**, a 501c3 non-profit, grew out of The Food Lab at the University of Texas at Austin, and is directed by Dr. Robyn Metcalfe in Austin. Food+City is a platform for bold exploration of the global food system; it provokes fresh perspectives on the realities of how we feed cities, inspiring and fostering action. The Food+City magazine stories will raise awareness of the opportunities for improvement in our food systems and uncover the insights that will shape how we make our world sustainable. For more information on Food+City, please visit [www.foodandcity.org](http://www.foodandcity.org). Follow and like on [Facebook](#), [Twitter](#) and [Instagram](#).