

# Food+City

How We Feed Our Cities

## FOR IMMEDIATE RELEASE

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## **Fifth Annual International Food+City Startup Challenge Call for Participation Now Open**

*Food+City Seeks Innovators in the Global Food System*

(Austin, Texas) — Food+City, the non-profit catalyst for food supply chain innovation, announces the launch of its fifth annual international competition for early-stage startups who are transforming how we feed cities. Applicants in the Food+City Startup Challenge compete for valuable prize packages, access to a special mentorship program, significant exposure to investor networks and more – culminating in a special Startup Showcase during South by Southwest (SXSW) in March 2019.

Applications are now being accepted through November 16, 2018, and are open to startups from across the globe. Last year, companies from thirteen countries, students and non-academic, established entrepreneurs and first-timers, entered the competition to share their innovative solutions.

“With such a diverse cohort of startups participating in our annual challenge, we’re thrilled to uncover the most disruptive and innovative solutions for feeding cities around the world, and our unique focus on the supply chain and logistics creates an opportunity for innovation in an area that is often ignored in today’s startup program,” explains Dr. Robyn Metcalfe, founder and director of Food+City. “By connecting these startups with the right mentorship, resources and global networks, we enable them to create even more impact on our food systems.”

Joy Nathan, Executive Director of Food+City, stated “By building on the success of the last four years of the Startup Challenge, we are fortunate to attract the most innovative companies and talented judges and mentors who are focused on solving significant problems within the food supply chain.”

The goal of the Startup Challenge is to foster innovation in the food supply chain e.g. production, distribution, packaging and consumption. Businesses or ideas of particular interest include those with the following objectives:

- Lessen food waste
- Lower carbon footprint

- Provide safer food
- Decrease food fraud
- Extend shelf life
- Increase traceability
- Simplify the last mile
- Improve efficiencies
- Minimize expenses

Finalists will be notified in early December. At that time, they will be paired with expert mentors who will guide the strengthening of business plans and the development of prototypes for three months. Winning teams will be announced at the Startup Challenge Showcase during South by Southwest (SXSW) in March.

### **Important Dates**

Call for Participation

Application process now open at <https://www.foodandcity.org/challenge>

Early Bird Application Deadline

Friday, October 19, 2018 - \$35 Entry Fee

Final Application Deadline

Friday, November 16, 2018 - \$50 Entry Fee

Finalists Announced

Monday, December 3, 2018

Startup Challenge Showcase Events

March 2019 during SXSW in Austin, Texas

For more information on Food+City and the Food+City Startup Challenge, including application details, visit [foodandcity.org](http://foodandcity.org).

For media enquiries, please contact Cole Leslie at [cole@foodandcity.org](mailto:cole@foodandcity.org) or 512-791-7481.

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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 [foodandcity.org](http://foodandcity.org). Follow and like on [Facebook](#), [Twitter](#) and [Instagram](#).

