



## **Registration now open for DLG-Impulse Pitches: Inhouse Farming, Feed & Food award**

**Award for innovative products from cellular agriculture and food, alternative protein sources, seaweed and insects as well as vertical farming, aquaponics and aquaculture – Award scheme for EuroTier’s Inhouse Farming - Feed & Food Show - Focus on new concepts and technologies with practical relevance – Application deadline: July 26, 2024**

**Exhibitors at the "Inhouse Farming - Feed & Food Show" held in November in parallel with the EuroTier exhibition can now enter novel solutions for an award that recognizes innovative products, concepts and technologies with practical relevance. The "DLG Impulse Pitches: Inhouse Farming, Feed & Food" award scheme held for the first time at EuroTier underlines the importance of new concepts in the food and feed value chain. The nominated products will show the potential offered by indoor farming, including vertical farming as well as alternative feed and food production. The concepts must be market ready for practical application. Registration deadline is July 26, 2024.**

The award scheme is open to exhibitors as well as any companies supplying products, concepts or technologies to an exhibiting company. A key criterion is that nominated innovations must contribute to the development of indoor farming, a sector still in development. Products or concepts from the following areas are eligible: Cellular agriculture and food, alternative protein sources, algae, insects, vertical farming, aquaponics and aquaculture. Joint applications are permitted.

A neutral and independent jury of experts will shortlist the most innovative concepts in advance of EuroTier, the leading animal farming exhibition where Inhouse Farming, Feed & Food show is featured. Nominated companies are invited to present their innovations at EuroTier 2024 as “impulse pitches” in front of an expert audience, including the jury who will select and announce the winners on site. Evaluation criteria include the degree of innovation, practical relevance, economic viability and contribution to the environment and energy efficiency. The award scheme was incepted by the DLG (German Agricultural Society), the organizer of EuroTier and the

associated feature Inhouse Farming, Feed & Food show. The award scheme was launched at last year's Agritechnica, the leading exhibition for agricultural machinery.

"Many start-ups set out to contribute to improving agricultural and food systems with their visions and ideas. The DLG provides an ideal platform that promotes an open exchange with these entrepreneurial companies for a successful transformation of the agriculture and food industry. The DLG Impulse Pitches offer a great opportunity to draw the attention of potential investors and leading experts to the innovations," says Dr. Nils Borchard, Head of Research and Innovation at the DLG Competence Centre Agriculture.

### **Inhouse Farming - Feed & Food Show**

The "Inhouse Farming - Feed & Food Show" is DLG's platform for self-contained agricultural and food systems of the future. Closely networked with agricultural practice, the venue offers specialist information, perspectives, innovations and business - from feed to food. Taking place from November 12 to 15, 2024 at the exhibition grounds in Hanover, Germany, Inhouse Farming - Feed & Food Show is a premiering feature of EuroTier 2024, the world's leading trade fair for professional animal husbandry and livestock management.

Companies can register online: <https://www.inhouse-farming.com/en/award-2>

### **DLG. Progress and sustainability in the agriculture and food industry**

The DLG (German Agricultural Society), founded in 1885 by Max Eyth, stands for productivity and sustainability in innovation-driven improvements in agriculture and the food chain. The aim of the DLG is to promote progress through the transfer of knowledge - especially with regard to technology and quality control. Non-profit, politically independent and with an international network, the DLG has more than 31,000 members worldwide.

As one of the leading organizations in its sector, the DLG not only organizes trade fairs and events in the fields of agriculture and food technology but also tests food, agricultural technology and equipment. With its competence centers for agriculture and food, its demonstration farm where practical trials take place along with its numerous publications, the DLG continually promotes independent knowledge transfer. In addition, the DLG works on numerous national and international committees of experts to develop solutions for the challenges facing agriculture and the food industry.

### **Media contact**

Malene Conlong

[m.conlong@dlg.org](mailto:m.conlong@dlg.org)

Jana Sonderrmann

J.Sonderrmann@dlg.org