



# Conditions for Participation and Description of Services of the DLG Impulse Pitches: Inhouse Farming, Feed & Food

## 1 Basics

The DLG Impulse Pitches: Inhouse Farming, Feed & Food (hereinafter referred to as "DLG Impulse Pitches") will be advertised and organised by DLG e.V. ("DLG"). The technical implementation and awarding of prizes is the responsibility of an independent commission appointed by the DLG and composed of recognised experts in the field of research and teaching as well as representatives from industry and practice.

## 2 Subject of the call for competition

As part of the Inhouse Farming Feed and Food Show - a sub-section of [AGRITECHNICA 2023](#) - a special award will be presented for products and concepts that are particularly innovative, **have the potential for new and further development of the production and value chain of inhouse farming and alternative feed and food production, and are ready for and relevant to practice.** The DLG has the role of platform provider and, together with suitable partners, presents awards for particularly outstanding products/concepts.

## 3 Participation

Participation is open to exhibitors at AGRITECHNICA 2023 as well as suppliers who are not exhibiting at AGRITECHNICA 2023. Participation is voluntary and not associated with any additional direct costs. The participant bears the sole responsibility for compliance with all relevant legal provisions and these DLG Conditions for Participation.

Products/concepts entered for the AGRITECHNICA Innovation Award, the DLG Agrifuture Concept Winner or the Systems & Components Trophy cannot participate in the DLG Impulse Pitches at the same time. Double submissions will result in disqualification from the competition.

## 4 Eligibility of products and technologies

Products/concepts from the following areas are eligible: **Cellular food production, alternative protein sources, algae, insects, vertical farming,**

**aquaponics and aquaculture.** The registered products/concepts must conform to the thematic areas listed below and the [exhibition programme \(nomenclature\) of AGRITECHNICA 2023, Group 50000](#) Inhouse Farming - Feed & Food Show and should reflect the following areas:

- **Monitoring**  
AI-based systems for processes and procedures for plant performance, animal health (especially aquaculture and insect production), food safety and monitoring, hygiene and quality management as well as measurement and control technology, etc.
- **Energy**  
Energy neutrality, energy flexibility, energy efficiency, energy recovery, energy technology, etc.
- **Breeding/selection**  
Types adapted for hydroponics/vertical farming, insect species suitable for controlled husbandry
- **Farm inputs/other input factors**  
Fertilisers, additives, crop protection products, young plants; eggs, young animals, medicines; packaging materials, cleaning agents and disinfectants, nutrient media, raw materials, etc.
- **Complete processes, process technology and process requirements**  
Cultivation, farming (crop protection, animal welfare, nutrition), fermentation, product design (e.g. nutritional physiology and sensory properties), process design, food safety, monitoring, hygiene and quality management, filling and packaging technology, process management incl. software solutions, automation and robotics, etc.
- **Added value**  
Market introduction of products from inhouse farming, development of new utilisation options (including marketing of by-products) marketing concepts and measures, food with alternative or innovative raw material sources or an innovative concept from the field of inhouse farming
- **Cellular food production and processes / biotechnology**

Operating materials and additives, extraction of cellular starting material, optimised production processes, production effectiveness, product design, ingredients, process technology, processing options, etc.

#### The following are excluded from participation

- Products/concepts which cannot be assigned to any of the thematic areas and associated categories listed above or which are not part of the exhibition programme (nomenclature) [Exhibition programme \(nomenclature\) of AGRITECHNICA 2023, Group 50000](#) Inhouse Farming - Feed & Food Show;
- Products/concepts that have already won an award at another trade fair/exhibition;
- Products/concepts that were already available on the market more than 12 months before the start of AGRITECHNICA 2023.

### **5 Application procedure**

An application form for participation in the DLG Impulse Pitches will be available on the [Inhouse Farming - Feed & Food Show](#) homepage from May 2023. Participation is only possible via this form.

#### **The closing date for application is 31 July 2023.**

Joint applications are possible. In this case, the application must be marked as a joint application and all partners must be named. In the public media, the product/concept is then presented as a joint application with all partners involved.

The innovative character and practical relevance of the product/concept must be clearly evident from the application. These characteristics must be plausibly described and comprehensibly presented and should be supported by independent test results, if available.

For illustration in the media, up to three images of the product/concept should be uploaded as a file (with at least 300 dpi resolution, file format: JPEG, PNG; max. 2 MB) in the online form. In addition, there is the possibility of submitting a link to a video with a maximum length of three minutes. The participating company assures that it has the rights of use to the image/video and also grants these to DLG. The rights of use include in particular the publication and reproduction rights.

Applications received after the closing date and applications that are incomplete do not meet the requirements described above will be excluded from participation in the call for competition. The DLG assures that the submitted documents will be treated as strictly confidential and will only be submitted to the jury for evaluation. Excluded from this are the texts and image materials submitted for describing the product on the Internet and other public media.

The application language is English.

### **6 Testing principles and expert commission**

For the evaluation of the products/concepts submitted for testing, the DLG appoints an independent commission consisting of recognised experts from research and teaching as well as representatives from industry and practice. Their chairperson will be determined from their own ranks within the body. In addition to the members of the commission, external experts can be called in for advice if necessary, who are also bound by strict confidentiality.

The members of the commission will serve on the committee until the end of AGRITECHNICA 2023.

The commission is subject to a code of ethics (compliance regulation) and meets the requirements of:

- Independence and neutrality
- Competence to assess the registered products/technology
- Practical orientation
- Research & teaching

### **7 Presentation of awards**

Within the framework of the DLG Impulse Pitches, the award decision will be made by the commission in accordance with the provisions set out below. The commission's decisions are binding on the parties involved and cannot be challenged in court.

#### **The decisive factors for the presentation of awards at the DLG Impulse Pitches are:**

- a) Depth of innovation
  - o What is the new value of this product/concept?
  - o What economic, ecological and/or social added value does the presented product/concept imply?
- b) Anticipated practical relevance
  - o What is the likelihood that the presented product/concept will actually find its way into practical production of food and/or feed within a foreseeable period of time (3-5 years)?
- c) Improvement of the environmental and energy situation
  - o In what way is the presented product/concept likely to have environmental and energy efficiency benefits compared to conventional processes?
- d) Economic efficiency
  - o Based on the submitted data on economic viability, can it be assumed that this product/concept could be used in practice in an economically viable way?
  - o How likely is it that one of the evaluating jury members would invest in the product/concept presented?

- e) The pitch
  - o The chance to finally convince the jury (and, if applicable, potential investors) of yourself and the submitted product/concept!

The award winners are chosen in two stages.

**Stage 1 - Determination of nominees:** Based on the submitted documents, the jury will determine the list of nominees (shortlist) on the basis of criteria a) - d). This occurs on the basis of a points scoring (especially points b-d). The nominees will have the opportunity to present their product/concept live to the trade audience at the Inhouse Farming - Feed & Food Show 2023.

**Stage 2 - Determination of award winners:** The nominees take part in the final round of the competition in the form of short presentations ("Impulse Pitches"). Each participant has the chance to fully convince the expert commission of their product/concept in a 10-minute presentation followed by a 5-minute discussion round. For the content of the DLG Impulse Pitches, the participants receive a predefined framework of questions from the DLG in advance. Following the pitches, the winning products/concepts will be awarded by the commission on site at the Inhouse Farming - Feed & Food Show 2023.

The submitting companies/organisations or institutes will receive a certificate for each award-winning product or technology. In the case of an award for a joint application, each company or institution involved in the application will receive a certificate.

If a participant is not awarded a prize, the commission is not obliged to provide the participant with the reasons for the rejection. Any complaints can be addressed to the chairman of the commission via the responsible DLG staff member.

## 8 Publication

All products/concepts selected by the expert commission for the shortlist will be published as nominees on the homepage of the Inhouse Farming - Feed and Food Show in the run-up to AGRITECHNICA 2023. The national and international trade and business press will be informed about the products/concepts (nominees) approved for the award selection as part of the preliminary reporting for AGRITECHNICA 2023 and will act as a multiplier.

The award-winning products/concepts will be published by the DLG on the website of the Inhouse Farming - Feed & Food Show 2023 in German and English and broadcast on the social media channels. All award-winning products/concepts will be presented with a picture and product information.

The award winners and their award-winning products/concepts will be supported and accompanied by the DLG in the media. If text, video or image material is published as part of the award, the DLG reserves the right to edit the material provided.

## 9 Advertising with award-winning products/concepts

Advertising is voluntary and permissible

- with the certificate
- with text references to the award (e.g. in press releases, advertisements, on the Internet and in social media)
- as well as with other campaign logos or communication materials defined in advance by the DLG and approved for advertising.

In the course of advertising measures, the sender (award-winning company or organisation) must be visible. There is no time limit on the advertising period, provided that the year in which the award was presented is mentioned in connection with the award-winning product/concept.

The production of duplicates of the certificates is not permitted.

Advertising with the award symbols and textual references to the award is only permitted in close connection with the naming of the award-winning product/concept. It must be clearly visible at which event and on the basis of which outstanding characteristics the product/concept received the award.

The award may only be used to advertise the award-winning product/concept with the features presented for testing. Advertising unrelated to the product/concept is not permitted.

## 10 Revocation of award

The DLG reserves the right to revoke an award if the prize-winner has not made factually correct statements regarding the characteristics of the product/concept or if serious violations of the advertising regulations (see point 9) have occurred.

## 11 Claims for damages

Claims for damages shall be excluded unless they are based on intentional or grossly negligent conduct. This does not apply in the event of injury to life, limb and health or so-called cardinal obligations, which are also based on slight negligence.

## 12 Final provision

The regulations stated here come into force with application for the DLG Impulse Pitches.