

**BEEF**  **2027** | **MAY 2-8**  
ROCKHAMPTON AUSTRALIA [beefaustralia.com.au](http://beefaustralia.com.au)

Australia's premier beef industry event

# PITCH IN THE PADDOCK COMPETITION

## 2027 Prospectus

Beef Australia is proudly supported  
by our Presenting Partners



Australian Government  
Department of Agriculture,  
Fisheries and Forestry



Queensland  
Government



Beef Australia exists to advance the Australian beef community and deliver Australia's premier beef exposition: a world-class platform promoting, advancing and celebrating a sustainable beef industry.

Pitch in the Paddock is Beef Australia's premier innovation program, designed to identify, develop and showcase emerging ventures and innovations with the potential to shape the industry's future.

Finalists will participate in a Commercial Readiness Program before presenting in the live Pitch in the Paddock competition at Beef2027. The program connects finalists with producers, industry leaders, researchers, investors and government, enabling relevant commercial conversations to begin before the event and gain momentum when Australia's beef community comes together.

Beef2024 attracted over 125,000 attendees from across Australia and 39 countries, giving Pitch in the Paddock finalists access to an extraordinary concentration of beef industry decision-makers, influencers and potential partners.

# **PITCHING THE FUTURE OF BEEF**

**INNOVATIONS, PRODUCTS  
AND SERVICES WITH  
INDUSTRY IMPACT**

# ABOUT



The live Pitch in the Paddock competition is the finale of Beef Australia's premier innovation program. It brings together tailored commercial preparation, industry access and a major international stage at the heart of Australia's beef industry.

Selected finalists will be presenting a product, technology, service or research-based solution with a minimum viable product, proof of concept or other credible evidence that it has progressed beyond the idea stage, and the potential to create value for Australia's beef industry or supply chain.

Finalists will have the opportunity to showcase their innovation to the largest gathering of beef industry producers, industry leaders, investors, researchers, government, media and other stakeholders in the Southern Hemisphere, live at Beef2027 in Rockhampton.

Building on the success of Beef2018, Beef2021 and Beef2024, **Beef Australia is seeking up to ten outstanding finalists developing innovations** with the potential to make a meaningful impact on the industry's future.



# WHAT YOU NEED TO KNOW

## WHY APPLY

Pitch in the Paddock is much more than a live competition. Through a tailored Commercial Readiness Program, finalists sharpen their understanding of the problem they solve, the customers they serve and what they need to move forward.

Targeted lead development and selected introductions help start relevant industry, customer and partner conversation before Beef2027.

- **Strengthen your position**
- **Build relationships**
- **Refine your pitch**
- **Showcase your innovation**

Arrive at Beef2027 ready to turn industry conversations into commercial opportunities.

## WHO SHOULD APPLY?

Applications are encouraged from **Australian early to growth-stage businesses and commercial ventures** developing solutions with the potential to create value for Australia's beef industry or supply chain.

Applicants must have progressed beyond an untested idea, with a minimum viable product, proof of concept or equivalent evidence of practical application, and be actively seeking opportunities to commercialise or scale.

Applicants may include producer-led ventures, early-stage businesses, established businesses developing a new commercial venture, research spinouts and university teams with a clear commercial pathway.

Relevant areas may include, but are not limited to;

- animal health
- welfare and livestock monitoring
- digital agriculture, artificial intelligence, data and traceability

- automation and robotics
- biosecurity and cyber security
- genetics and breeding
- feed and nutrition
- on-farm productivity and natural resource management
- supply chain and logistics
- producer services
- food and value-added products
- quantum and other emerging technologies relevant to the beef value chain.

Applicants must also meet the full eligibility requirements on **page 8** of this Prospectus, and in the Participant Terms & Conditions which can be found on the Pitch In The Paddock page on the Beef Australia website.

## HOW TO APPLY

**Applications are free and must be submitted through the Beef Australia website.**

Applicants will be asked to describe the beef industry problem or opportunity they are addressing, their innovation, the evidence developed to date, their team and what they hope to achieve through the program. A short application video will also be required.

For the complete application questions and program conditions, review the Pitch in the Paddock page on Beef Australia's website, including the Participant Terms & Conditions, before applying.

The Pitch in the Paddock page on Beef Australia's website is [www.beefaustralia.com.au/compete/pitch](http://www.beefaustralia.com.au/compete/pitch).

## FINALIST SELECTION

Applications will undergo an eligibility review and

assessment against the published criteria before leading applications are considered by an independent Assessment Panel appointed by Beef Australia. Beef Australia will confirm the final cohort following the assessment and moderation process.

Up to ten finalists may be selected. Quality and suitability will take precedence over achieving a predetermined number. Finalists will be advised directly and announced through Beef Australia’s communication channels.

## SUCCESSFUL APPLICANTS

All finalists will receive:

- Participation in a Commercial Readiness Program
- The opportunity to present in the live Pitch in the Paddock competition at Beef2027
- Two complimentary week-long passes to Beef2027 and two Pitch in the Paddock guest tickets
- Feedback through the program and live competition
- Opportunities to connect with potential customers, pilot or research partners, investors and industry participants
- Potential participation in selected networking, business-matching, media and stakeholder activities, subject to relevance and availability.

The Commercial Readiness Program will take place from February to April 2027. The program will include an individual businesses clarity deep dive followed by focused development and coaching sessions covering commercial positioning, customer and partner opportunities, the value proposition and pitch

preparation.

Targeted lead development and selected introductions will help finalists build relevant conversations ahead of Beef2027, where the program culminates in the live Pitch in the Paddock competition.

## JUDGING AT BEEF2027

Finalists will present live to a panel of respected leaders with experience across the beef industry, innovation, investment, business and commercialisation. The live judging criteria will recognise industry relevance, innovation, commercial opportunity and the finalist’s ability to communicate a clear and compelling proposition.

## PRIZES

The crowned winner of Beef Australia's 2027 Pitch in the Paddock competition, selected by the judging panel, will **win a cash prize of \$10,000.**

Finalists will also have the opportunity to be crowned the People's Choice Winner of Beef Australia's 2027 Pitch in the Paddock competition, a new award at Beef2027.

## TRAVEL PLANNING

Finalists are responsible for arranging and funding their own travel and accommodation. Accommodation in Rockhampton and surrounding regions can become limited well in advance of Beef2027. Applicants are encouraged to investigate options early and, where possible, make flexible or refundable bookings.

## KEY DATES

| KEY INFORMATION                       | DATES                           |
|---------------------------------------|---------------------------------|
| Applications open                     | 22 September 2026               |
| Information webinar                   | 7 October 2026                  |
| Applications close                    | 13 November 2026                |
| Eligibility and assessment            | mid November- mid December 2026 |
| Finalists notified confidentially     | prior to Christmas 2026         |
| Finalists announced publically        | January 2027                    |
| Commercial Readiness Program          | February to April 2027          |
| Beef2027                              | 2-8 May 2027                    |
| Live Pitch in the Paddock Competition | 5 May 2027                      |

# ELIGIBILITY

To apply for Beef Australia's 2027 Pitch in the Paddock competition, you must meet all the following requirements:

- Hold a current ABN and be registered or principally based in Australia;
- Have moved beyond an untested idea and be able to show evidence such as a prototype, trial, customer testing, research results or an early customer;
- Have a clear use and potential benefit for the Australian beef industry or supply chain;
- Have raised no more than \$5 million in external equity or convertible investment, employ no more than 20 full-time equivalent team members, and not have completed a Series A or later investment round;
- Be actively seeking customers, pilots, partnerships, investment or growth; and
- Be available to participate in the online Commercial Readiness Program from February to April 2027 and to pitch live at Beef Australia 2027 in Rockhampton.

**Your innovation does not need to have been developed specifically for agriculture.** Solutions developed for other industries may be eligible where there is a clear and credible application and potential benefit for Australia's beef industry or supply chain.

## What does "beyond the idea stage" mean?

You do not need a finished product or significant sales. Evidence may include a working prototype, validated proof of concept, trial results, documented customer testing, a pilot agreement, completed research with a commercial pathway or an early paying customer.

Research teams may apply where there is a clear pathway to a new business, licence or commercial partnership and appropriate authority to use the relevant intellectual property.

Established businesses may apply with a genuinely new and distinct innovation that remains early in market development and meets the same funding, team-size and stage requirements.

## Not eligible

You are not eligible if:

- Your innovation remains an untested idea with no evidence, prototype, research result or pathway to market;
- You do not meet the Australian presence requirements;
- You have completed a Series A or later, raised more than \$5 million in external equity or convertible investment, or have more than 20 FTE team members;
- Your research does not have a credible commercial pathway or you do not have appropriate authority to use the relevant intellectual property;
- You are an established business seeking primarily to promote an existing product or service rather than a genuinely new and distinct innovation; or
- You cannot participate in the Commercial Readiness Program and pitch in person at Beef2027.

## Before you apply

This guide provides a summary of the eligibility requirement for Pitch in the Paddock 2027. Please review the Participant Terms & Conditions for the complete and definitive eligibility requirements before submitting your application.

If you are unsure whether you meet a published eligibility requirement, contact the Pitch in the Paddock program team by emailing **beefexpo@beefaustralia.com.au**. The program team can clarify the published requirements but cannot pre-assess an application or guarantee eligibility or selection.

# NEXT STEPS

**Are you ready to build commercial momentum and showcase your innovation in front of Australia's beef community?**

**Applications open on 22 September 2026**

## INFORMATION WEBINAR

To find out more about Beef Australia's Pitch in the Paddock competition, attend the **FREE Information Webinar** on 7 October 2026.

You will need to register your interest to attend. Find out more and register at the link below:

<https://luma.com/i8zl3q59>

## APPLY NOW

For the complete application questions and program conditions, review the Pitch in the Paddock page on Beef Australia's website, including the Participant Terms & Conditions.

When you are ready to apply, submit your application at [www.beefaustralia.com.au/compete/pitch](http://www.beefaustralia.com.au/compete/pitch).

## PITCH IN THE PADDOCK ALUMNI

| 2018                                                                                                                                                          | 2021                                                                                                                                                                                     | 2024                                                                                                                                      |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|
| Finalists                                                                                                                                                     |                                                                                                                                                                                          |                                                                                                                                           |
| <b>Proagni WINNER</b><br>All Quotes Direct<br>FarmGateMSU<br>Livestock Labels<br>Fluxx<br>MEQ Probe<br>Vence Corp<br>Watersave                                | <b>Black Box Co Software WINNER</b><br>Castration Knife Handle<br>TruckTracker App<br>FarmXR<br>Water Rat - Farmo<br>The Davis Pig Trap<br>AXIchain<br>Herd XL<br>Mapipedia Web Platform | <b>Agscent WINNER</b><br>Bovotica<br>Just Meat Protein<br>StockProtecta<br>Agoga Livestock<br>ArtLab Solutions<br>SkyKelpie<br>Stoktake   |
| Judges                                                                                                                                                        |                                                                                                                                                                                          |                                                                                                                                           |
| Ben Ven Delden, KPMG Australia<br>Glen Richards, Shark Tank<br>Markus Kahlbetzer, BridgeLane Group<br>Sarah Nolet, AgThentic<br>Susan McDonald, Super Butcher | David Halpern, Microsoft<br>Bevan Slattery, Capital B<br>Alex McCauley, StartupAus<br>Luke Chandler, John Deere<br>Bruce Creek, Thomas Elder Consulting                                  | Harriet Mellish, AgriFutures<br>Robert Ball, ProAgni<br>Julie Spicer AO, Connection Table<br>Duncan Ferguson, F2F<br>Mark Allison, Elders |



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