





**From Forest to Fork**

The DIL MAKEathon for Game Meat Valorisation -*From Forest to Fork*- is a unique MAKEathon comprising a series of live online events and physical prototyping at the DIL German Institute of Food Technologies. This MAKEathon is executed under the umbrella of EIT Food and supported by the EIT Body of the European Union.

**The Challenges**

* How can we promote sustainable, eco friendly and healthy meat consumption by eating Game Meat?
* Can we develop new products out of Game Meat better suiting customer needs?

**Background**

Game meat is a healthy and Co2 friendly alternative to industrially produced meat. Despite better nutritional-physiological advantages over fattening meat and unrivalled animal welfare benefits, game meat is consumed in most parts of Europe in small quantities. For example, the share of game meat in total meat consumption in Germany is only just under 0.5%.

Although game is sufficiently available in large parts of Europe and despite all the advantages, there are considerable disparities in the value chain. For example, the hunter in Germany receives only about 1-3 € per kilogram of game meat. Slightly processed, cut and packaged, game meat is rarely offered in the trade for less than € 25.00 per kilogram.

Since game meat is traditionally only consumed seasonally in many regions of Europe, there are peaks in demand around Christmas. In Germany, for example discount stores often import game meat from all parts of the world, while the local grower finds hardly any possibilities to place his product in the trade.

(Further background information available)

**How**

A MAKEathon works like a hackathon with an additional opportunity to make a physical prototype of the ideas generated.

Due to the COVID-19 restrictions we will organise our MAKEathon in a tribrid format, this means:

The format will be online and deliver expert input sessions, team sessions, feedback sessions and the final pitching.

Prototyping (if there is a need for a physical prototype) will be remote. You will give instructions for your prototype and our experts at the Technical Center for Meat will develop a prototype according to your ideas.

12 participants will have the opportunity to work directly in our Technical Centre at our DIL facilities in Quakenbrück for one day.

Participating teams (or individuals who will be teamed up) can choose from a variety of challenges such as:

-Hacking of the challenges in the redesign of the value chain of Game Meat

-Working on ideas how to promote the consumption of Game Meat

-Finding new ideas for marketing Game Meat “From Forest to Fork”

-Developing easy to apply models for hunters to process and market Game Meat

-Designing new products or product applications for Game Meat better matching the consumer demands

-etc.

Your chosen challenge might just focus on concepts and new innovative business ideas or can include a new product or application.

At the end of our MAKEathon you will pitch your business idea to an Expert Jury Panel.

**When**

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| **WED 14. October** | |
| 15:00h | **Opening and Welcome**  MAKEathon Briefing  EIT Food Programs |
| 15:30h | **Expert input**  *The market for Game Meat in Europe* |
| 16:15h | **Expert input**  Business Model Building and Pitching |
| 17:00h-18:00h | **Team Time with Coaches**  Ideation |
| 18:00h- | **Team Work** (individual) |

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| **THU 15. October** | | **Selected Teams A** |
| 09:00h | **Opening and Briefing** | |
| 09:30h-12.00h | **Team Time**  Coaches Available | **Prototyping**  DIL Technical Centre |
| 12:00h-12.30h | **Lunch Briefing** | **Lunch Briefing** |
| 13.30h-16:30h | **Team Time**  Coaches Available | **Prototyping**  DIL Technical Centre |
| 16:30- | **Team Work** (individual) | |

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| **FRI 16. October** | | **Selected Teams B** |
| 09:30h | **Opening and Briefing** | |
| 09:30h-12.00h | **Team Time**  Coaches Available | **Prototyping**  DIL Technical Centre |
| 12:00h-13.00h | **Lunch Briefing** | |
| 13.30h-16:30h | **Team Time**  Feedback on remote prototyping | **Prototyping**  DIL Technical Centre |
| 16:30h- | **Team Work** (individual) | |

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| **MON 19. October** | |
| 15:00h | **Virtual Live Pitch (5 min) followed by Q+A** |
| 17:00h | **Judge Evaluation** |
| 17:30h | **Award Ceremony**  Closing remarks by DIL, EIT Food and our implementation partners |
| 18:45h- | **Virtual Get together and review** |

**Prizes and Goodies**

* **Winners certificate with a high value goody bag**

###### An invitation to apply for EIT Food venture programmes

-For further development and networking with fellow food entrepreneurs

-EIT Food is Europe’s leading food innovation initiative, working to make the food system more sustainable, healthy and trusted. For more info: <https://www.eitfood.eu/about-eit-food>

* Support and Mentoring to bring the idea to market by the DIL Innovation Hub

**Eligibility**

**DIL MAKEathon GAME MEAT `From Forest to Fork` is open to innovative individuals aged 18+ from Europe**

* Aspiring entrepreneurs
* Ambitious innovators
* Compelling storytellers and communicators
* Imaginative foodies
* Creative makers, designers and business developers
* Hunting Associations interested in new business models for their members
* Participants should have the wish to transfer their successful concepts into a business model

You DO NOT need to be a professional in GAME MEAT, just be willing to bring your expertise, passion and team spirit to work collaboratively to solve the problem at hand. PEOPLE FROM ALL DISCIPLINES AND BUSINESS ARE HIGHLY ENCOURAGED TO APPLY.

**Requirements**

Please sign up until Oct 5th 2020 midnight.

We will send you a registration form by Email.

Submissions must be in English.

*This event is sponsored by EIT Food MAKEit. The participation is free of charge.*

**Organisational**

* For the online Format we will use ZOOM. You just have do download to a free ZOOM account.
* Teams intending to work in the DIL Technical Centre will be selected due to limited capacities.
* We assure you that you will keep the IP on your idea and concept according the legal regulations
* Net Etiquette: While attending with ZOOM we want you to be visible. Please switch on your camera and put in your name.
* Language: Depending on the participation of international teams parts of our session will be in the English language.

**Contact**

**DIL Deutsches Institut für Lebensmitteltechnik e.V.**

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