



# PRESS RELEASE

## LWR CHOSEN AS STARTUP FINALIST FOR THE THRIVEX CHALLENGE DURING SXSW



**FOR IMMEDIATE RELEASE**

**CALGARY, AB** – (March 5, 2019) LWR has been chosen to present to one of the most dynamic and savvy tech crowds in the world during South by Southwest in Austin, Texas at the Copernicus Project presented by Land O’Lakes. “The solutions to the world’s agriculture problems - environmental and labor constraints, growing populations, climate change insecurity - requires participation from innovators and resources the world over” says Jonathan Hua, THRIVE Accelerator Program Manager. “With the help of our corporate partners, THRIVEX is an incentive competition to help entrepreneurs and innovators from around the world scale breakthrough innovations that advance sustainable, efficient, secure food and agriculture systems.”

The 1.5-hour competition will showcase 5 AgriFood entrepreneurs who will present their ‘Future of Food’ innovations to a live audience and panel of esteemed judges. A grand prize will be awarded to the entrepreneur making the most significant contribution to the advancement of the future of food and agriculture. The winning startup will receive a \$100K investment from SVG Ventures and once-in-a-lifetime brand exposure in front of thousands of potential customers, press and media, and influential festival attendees.

“Our mission is to help farmers feed the world while reducing their costs and restoring the health of the farming ecosystem. People are demanding transparency and traceability, and these are the values that are

inspiring livestock farmers to produce climate beneficial animal products with the LWR manure treatment platform.” says Karen Schuett, LWR’s co-founder and CEO.



Started as music festival in 1987, South by Southwest has expanded to incorporate a variety of events not only in the music industry but also in film, technology, government, education, gaming, fashion, health, and food.

“Music, film, technology and food are all tied together by people wanting to do good for the environment and social justice. We applaud Land O’ Lakes for bringing their strong food sustainability message to this audience and are inspired to be part of the Copernicus Project.” adds Schuett.

The THRIVEX Challenge will take place on Sunday, March 10<sup>th</sup>, at Trinity Hall ,311 E. 5th St. Austin, TX, at the Copernicus Project presented by Land O’Lakes. Public voting is now open.



***If you believe in LWR’s commitment to clean water, clean air, and regenerated soil, you can show your support by voting for us to become the THRIVEX Challenge Winner:***



**VOTE FOR US HERE!**



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**About the Copernicus Project by Land O’Lakes**

Demand for food and agriculture products will skyrocket in the future as population growth continues along its upwards trajectory. At the same time, our ability to produce will be increasingly threatened by mounting environmental, labor and climate insecurity challenges. The world will need a portfolio of solutions to address it. In the year 1532 CE, Nicolaus Copernicus discovered our world isn’t the center of the universe. We are continuing his legacy. We seek the truth about our food system. We challenge conventional thinking to uncover the opportunity of the next lifetime. Join us. <https://features.landolakesinc.com/the-copernicus-project>

**About THRIVEX**

THRIVEX helps entrepreneurs and innovators from around the world to scale breakthrough innovations that advance sustainable, efficient, secure food and agriculture systems. With the help of our corporate partners, THRIVEX creates incentive competitions to entice entrepreneurs to take action to develop technology and innovation in targeted areas. The winning startup will receive a \$100K investment from SVG Ventures and once-in-a-lifetime brand exposure in front of thousands of potential customers, press and media, and influential festival attendees. For more information, visit: <https://thriveagtech.com/startups/thrive-x-challenge/>

**About Livestock Water Recycling**

LWR is a first-class global manufacturer of manure treatment systems that provide hog, dairy and anaerobic digester operations with patented manure treatment technology to recycle clean water and fertilizer nutrients from livestock manure for reuse at the farm. North America’s leading provider manure treatment systems, the LWR system saves farmers time and money by providing them with a cost-effective solution to manage manure in a sustainable manner. LWR has systems operating throughout Canada and the US. For more information, visit: [www.livestockwaterrecycling.com](http://www.livestockwaterrecycling.com)

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