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Pueblo Food Project's 2021 Sun Soil Water Summit will include Pitch Competition in collaboration with Southern Colorado Innovation Link

[PUEBLO, CO AUGUST 18] — The Pueblo Food Project will be holdi the second Sun Soil Water Summit from November 12-14th, 2021 in Pueblo, Colorado. The Summit is a collaboration between PFP coalition members, Southern Colorado Innovation Link, and UCCS Grain School. Southern Colorado Innovation Link provides support to technology enabled startup companies, and entrepreneurs across a 4 county region. Services include consulting, technical assistance, mentoring, marketing support, and investor readiness.

The 2021 Pitch Competition will be held on Friday, November 12th! Food and agriculture related businesses will have the opportunity to win a share of \$20,000 worth of cash prizes, technical assistance and consulting, and educational scholarships. Businesses will pitch to a stellar panel of judges including former Co-CEO of Whole Foods Market, Walter Robb. Bill Jordan, current President of Whole Foods Market in the Rocky Mountain Region. Darcy Landis, current Forager for Whole Foods Market in the Rocky Mountain Region. Carlotta Mast, current Senior Vice President and Market Leader at New Hope. Mark Retzloff the Co-founder and President of Flock Regenerative. The last judge will be a representative from Pueblo Economic Development Corporation.

Pitch Competition applications will open on August 20th and close on September 20th. Each pitch application will be evaluated by Southern Colorado Innovation Link and a selection committee. The first round of applicants will be notified on September 28th and will pitch to the selection committee for final judging. Finalists will be chosen and notified on October 11th. Those finalists will have their chance to pitch at the Sun Soil Water Summit Pitch Competition in November.

To learn more or apply for the Pitch Competition please visit <https://pueblofoodproject.org/2021-pitch-competition/>. For more information about the conference please visit: <https://pueblofoodproject.org/sun-soil-water-summit/>.

The Pueblo Food Project is a community coalition dedicated to creating a more vibrant, nutritious, and equitable food system for all eaters in Pueblo County.

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