

Tyson Ventures spotlights sustainability entrepreneurs

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Tyson Ventures recently hosted an annual pitch event, Tyson Demo Day 2023. Tyson Ventures is the venture capital arm of Tyson Foods and is now in its second year of hosting the startup-targeted event. Focused on the theme of upcycling, Tyson Demo Day encourages innovators and entrepreneurs worldwide to apply breakthrough ideas that can help Tyson Foods implement sustainable solutions.

“It was inspiring to hear from so many creative entrepreneurs who have a passion for innovation and sustainability,” said John R. Tyson, Tyson Ventures President and Tyson Foods Chief Financial Officer. “We have a critical role to play in responsibly producing food for a growing world and I’m excited to dig deeper into the startup solutions that can help us feed the world, together.”

As part of Tyson Demo Day 2023, selected startups presented upcycling business ideas to executive leaders at Tyson Foods. Tyson Ventures is focused on being a strategic partner for innovators who can transform the food industry and provide sustainable nutrition to a growing global population.

The Ventures Innovation Partners (VIP), which consisted of a broad cross-functional panel of Tyson team members, selected four startups â?? from animal byproducts to digital enablement â?? to receive mentorship and other partnership opportunities with Tyson.

Of the eleven participants, the four startups selected are GenoTwin, NetZro, SuperGround and ZwitterCo.