



HIGH QUALITY PORK



PIGNOVATION A W A R D

MSD HQP-PIGNOVATION award - Explanation of judging categories¹

1. **Makes the job easier.** Closely tied to ease of implementation is how the technology affects the job difficulty. If a technology makes a job easier or quicker, it will be adopted with a much higher success rate.
2. **Improves animal care.** People in our profession have a great deal of respect and compassion for animals. Caretakers will be more willing to tolerate change if they understand it is helping the animal.
3. **Easy to implement and train.** This ingredient is critical for successful innovation adoption. If the people using the technology do not understand the “why” behind its use or how to use the technology, it will often fail miserably. This certainly favors technologies that can be implemented behind the scenes (e.g., nutrition and genetics), but oftentimes the technologies with the biggest return directly affect the people using the technology. Because of this, a detailed training and onboarding plan is critical.
4. **Good technical support.** High quality technical support provided by the project owner on the field and under real life conditions is key for the success of the project on long-term, leading for an acceptance of the new technology.
5. **Predictable outcomes.** This includes product quality and consistency and the ability of the product to perform across a range of conditions. For in-barn technologies, connectivity can oftentimes lead to a high defect rate. Even the best technologies will be disregarded if they have frequent performance issues.
6. **Maintenance costs.** Maintenance costs are the required expenses to keep assets in working order. And these are also considered as an important performance indicator. Therefore, low maintenance costs will guarantee the durability of the technology on farm and will increase the benefit to cost ratio.

7. **Novelty and originality.** Novel applies to what is not only new but strange or unprecedented. Original applies to what is the first of its kind to exist.
8. **Ability to demonstrate a clear value proposition.** This seems obvious and simple but is much harder in reality. Research can certainly help determine value. However, some production characteristics are easier to measure and demonstrate improvements than others. For production systems without a research program, it becomes even more difficult to measure value. If the value proposition is unclear to the end user, adoption will be an uphill battle.
9. **Three-Step approach Business Plan²**
 - a. Executive Summary: Provide a concise overview of the proposal, highlighting the key objectives, potential benefits, and financial projections.
 - b. Problem Statement: Clearly define the problem or opportunity that the proposal aims to address in the swine industry. This could include challenges related to productivity, efficiency, sustainability, or market demands.
 - c. Market Analysis: Conduct a thorough analysis of the swine industry, identifying market trends, customer preferences, and potential competitors. Analyze the target market size, growth potential, and any regulatory factors that may impact the proposal.
10. **Return of investment (ROI).** ROI is an approximate measure of an investment's profitability, and it is used to calculate the benefit an investor will receive in relation to their investment cost.
11. **Risk appropriate investment.** Most animal production systems have a “prove it to me” mentality when it comes to new technology adoption. If a technology has a lower upfront cost, more companies will be willing to try it in at least a portion of their system.
12. **Consider having this in your farm.** Would you consider placing this technology in your production systems?

¹ The judging categories were adapted from the following reference:

<https://www.porkbusiness.com/news/livestock/pork/recipe-innovation-success-pork-industry>

² Not more than one-slide Business plan