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**LELY GROUP/WAGENINGEN UR contest on  
“How to feed the world in 2050 in a sustainable, enjoyable and profitable way”**

**Why?** In 2050 we'll have to be able to feed 9 billion people. This challenge is further increased because we have to do this in a sustainable way.

**The challenge:** we challenge you to think on how dairy farming or forage harvesting can do their part in feeding the world in 2050 in a sustainable way and show us your idea.

**What to deliver?** Your idea (product or process) in the form of a report of max 5 pages, introduction, executive summary (short not technical), process or product description, conclusion and summary presentation in PDF of max 5 slides, all written in English. You can also provide us with a video in which you present your idea. The idea has to have a link with **dairy** (farming) or **forage harvesting** (roughage). In addition to the 5 page main report an additional appendix can include further supporting documents such as sketches, images, graphics and references. Source references are obliged!

The contest is open to **agricultural students, engineering students, bio technologists, industrial designers and farmers under the age of 28** from all nationalities.

**Criteria for the description of the process of product are;** innovative, agriculture improvement with clear application potential and link with “How to feed the world in 2050 in a sustainable, enjoyable and profitable way”. Possible categories to think about are: adding value to dairy, improving cattle (genetics, welfare), enhancing crops/ roughage (cattle feed nutrients), improving farm management, focussing on milk components instead of fluid milk.

**Entries to be submitted by the 15<sup>th</sup> of April 2013** to The Well 2013 Symposium organisers in electronic form as e-mail attachment to [students@well2013.com](mailto:students@well2013.com). In addition to the report or video, the candidate's complete curriculum vitae should also be included.

**The jury** will consist of Alexander van der Lely, CEO Lely Group, Martin Scholten, Managing Director Animal Sciences Group of Wageningen UR, and Pierre Berntsen of ABN AMRO.

The jury will select the best ideas to present during the Agricultural Symposium “we'll 2013” on 15th & 16th May, 2013 in 's Hertogenbosch, The Netherlands. **This shortlist will be published at the 26th of April 2013** on [www.well2013.com](http://www.well2013.com).

The selected presenters will receive free entry to the symposium and will be sponsored for travel costs and stay during the event. The best solution is considered to have the optimal mix of innovativeness supporting how to feed the world in 2050 in a sustainable, enjoyable and profitable way.

**The winner of the contest** can opt for either EUR 2.500 in cash, a scholarship (minor/ master project) of 4 months at the Wageningen University or 6 months paid internship at Lely in The Netherlands.

More information can be found on the website, [www.well2013.com](http://www.well2013.com) and the “we'll 2013” Facebook page.

“we'll award”