

Sustainable Swine Resources Launches SSR Innovation Challenge to Unlock New High-Value Uses for Porcine Co-Products

Crowdsourcing competition opens February 3, 2026, inviting researchers, entrepreneurs, and innovators to submit scalable commercialization ideas

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This challenge unlocks hidden value—turning porcine co-products into premium, scalable applications that deliver sustainability and market opportunity.”

*David R. Jones, Ph.D. Chief
Research Officer*

Swine Resources (SSR), a subsidiary of Johnsonville LLC, today announced the launch of the SSR Innovation Challenge, a crowdsourcing competition designed to generate new ideas and commercialization pathways that transform underutilized porcine co-products into high-value applications across multiple industries. The challenge officially opens February 3, 2026, with submissions accepted through April 3, 2026.

Porcine co-products—such as blood, bone, hides/skins, organs, tissue, and fat—are traditionally routed into low-value commodity streams despite containing compounds

with strong potential for premium market applications. Through this challenge, SSR is seeking innovative concepts that identify practical, scalable uses for these co-products and support the development of new markets that advance sustainability and long-term economic value.

“Innovation often begins by looking at what already exists in a new way,” said [Spokesperson Name, Title] at SSR. “The SSR Innovation Challenge is an open invitation to innovators and researchers to bring forward bold, scalable ideas that can unlock new value from co-products and help build the future of sustainable, high-impact commercialization.”

Challenge Details

The SSR Innovation Challenge is open to innovators across academia, startups, research organizations, and industry. Submissions will be evaluated based on several criteria, including:

- Commercialization and monetization potential
- Scalability and feasibility
- Regulatory viability
- Sustainability and environmental impact
- Novelty and innovation

The competition includes multiple phases:

- Challenge Launch: February 3, 2026
- Submission Window: February 3 – April 3, 2026
- First Round Awards: Top five submissions receive \$1,000 each
- Final Round Awards: Final winner(s) eligible for up to \$10,000 through pitch enhancement support

Who Should Participate

SSR encourages submissions from individuals and teams with expertise in areas such as:

- Biotechnology and bio-based products
- Advanced materials and manufacturing
- Medical devices and health-related applications
- Functional foods and nutrition
- Sustainability-driven commercialization models

Participants are invited to propose end-use concepts, processing innovations, market strategies, or business models that elevate co-products into premium solutions with real-world viability.

How to Register

Challenge guidelines, eligibility requirements, and submission instructions are available online.

Register and learn more: <https://ssr-innovation.com>

About Sustainable Swine Resources (SSR)

Sustainable Swine Resources (SSR), a subsidiary of Johnsonville LLC, is committed to developing innovative and sustainable solutions that enhance the value of swine-derived resources. SSR focuses on advancing new market opportunities and applications for co-products through innovation, research collaboration, and commercialization partnerships.

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