



# Enough







The Fight for a Food-Secure Tomorrow

@Elanco  
#FeedThe9

ENOUGH



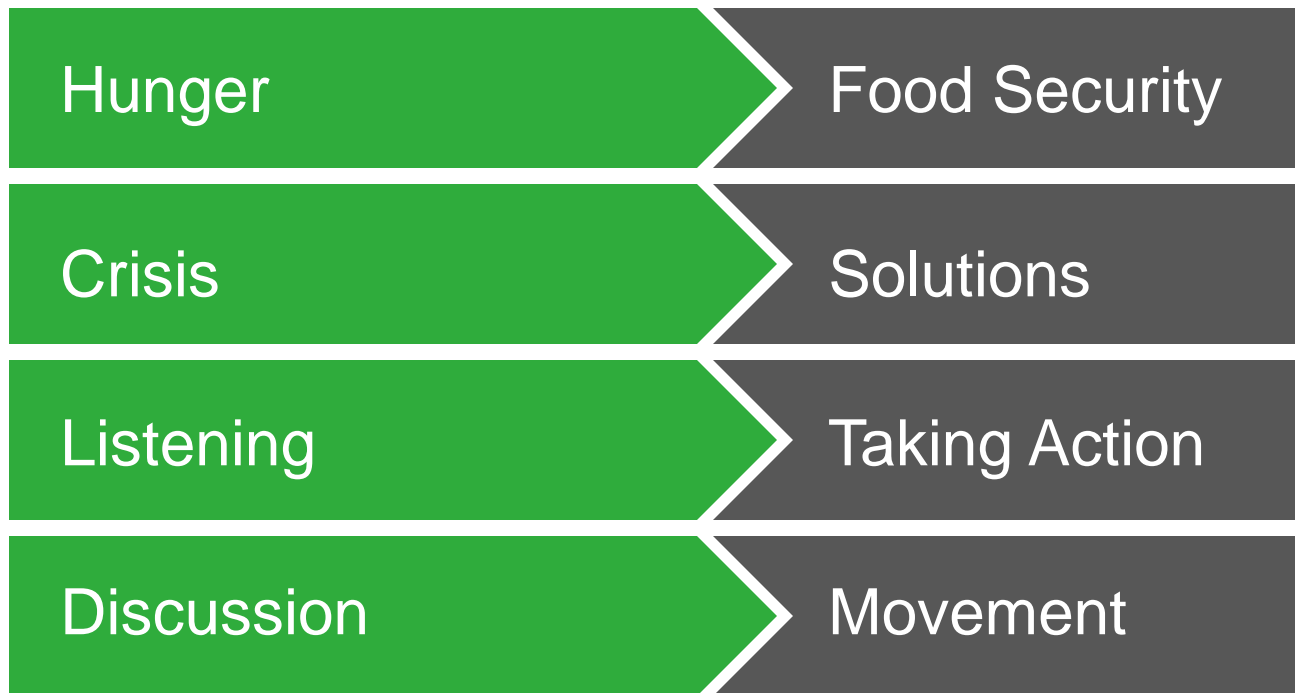
# The Faces of Food Security

					
Disease		Development			Decisions
<b>The Collapse</b> <ul style="list-style-type: none"> <li>25,000 die daily from hunger</li> </ul> <p><i>"How do I choose which child to feed?"</i></p>	<b>The Deficiency</b> <ul style="list-style-type: none"> <li>No meat in the diet</li> </ul> <p><i>"With food like this, my people can't thrive."</i></p>	<b>The Hunt</b> <ul style="list-style-type: none"> <li>Daily search for the meal</li> </ul> <p><i>"Where and when will I get my next meal?"</i></p>	<b>The Quality</b> <ul style="list-style-type: none"> <li>Getting the right calories</li> </ul> <p><i>"I wish we had a good grocery store."</i></p>	<b>The Edge</b> <ul style="list-style-type: none"> <li>Temporary life event creates short term need</li> </ul> <p><i>"What happened?"</i></p>	<b>The Tradition</b> <ul style="list-style-type: none"> <li>Preserving access to choice</li> </ul> <p><i>"It's part of who we are."</i></p>
Availability			Access		



Food Security:  
when food is a  
non-issue.

# Shifting our Paradigms



I have had **ENOUGH**



# Our Mission

## ENOUGH – A MOVEMENT

It's time we solved

the greatest issue of our  
time – food security.

We have the  
solutions. We  
must act together.

**We must act now.**

The world  
is growing.

Quickly. And we're not just talking about adding more people, but more people with better lives. Estimates show the global middle class growing another 3 billion by 2050. All with better lives. This is one of the most positive stories in the next decade!

But, experts say we're headed towards a crisis where there won't be enough to feed all these people. They believe we simply don't have enough resources to grow enough crops or to produce enough livestock to provide quality diets to the middle class.

**We disagree!**

There are enough  
innovative solutions

to deliver enough food. Do we have enough courage, enough leadership and enough urgency to make it happen? We've read enough, we've talked about our disagreements enough... Different than most problems, there are solutions. There can be enough. We believe we have a role to play in rewriting this story.

We can reverse these trends. But now is the time to act. I predict by 2020 we will know if we can deliver enough. With the right dialogue, the right science-based policies, and the right innovative solutions, **we can ensure we will have enough...** without using too much of our resources. By 2020, we can ensure a positive ending to this story. **It will take solutions like innovation, choice and trade.**

**Our vision is  
a food secure  
world –**

a world where 9 billion people have access to enough nutritious, affordable food. There are fewer deaths from hunger. Less disease. Less obesity. More human potential realized. Countries are stronger. The world is more peaceful. We stop overusing our resources. Children grow up healthy, active, smart and strong.

We've had enough. We have just enough time. To act. To change. It's time we #feedthe9. **Please join us at [sensibletable.com](http://sensibletable.com) and engage in the conversation.**

**Together we'll  
rewrite the story.**

Join the  
movement!



Yes, I'm in!

Signature

A high-angle photograph showing the hands and forearms of several people, likely of African descent, joined together in a circle. The hands are cupped, palms facing up, suggesting a gesture of sharing, unity, or collective effort. The individuals are wearing traditional or casual clothing, including patterned shirts and bright orange and red garments. The background is a dark, textured ground. The overall mood is one of solidarity and shared responsibility.

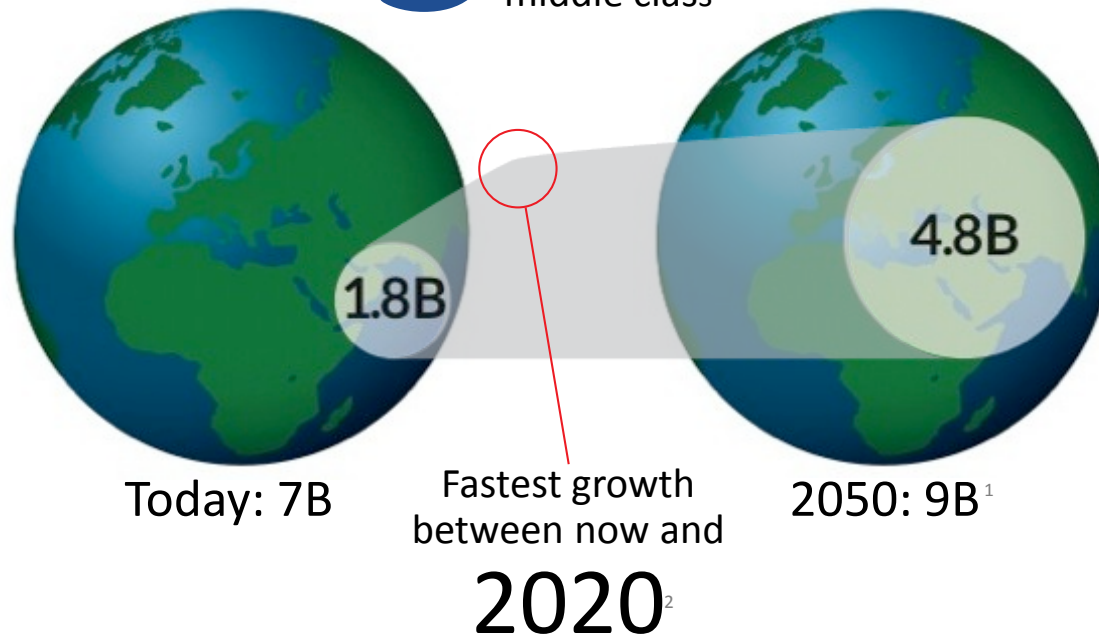
By 2050, will we  
have enough?



# Today's Food Security Realities

## GROWING MIDDLE CLASS

**3** BILLION  
Join the  
middle class

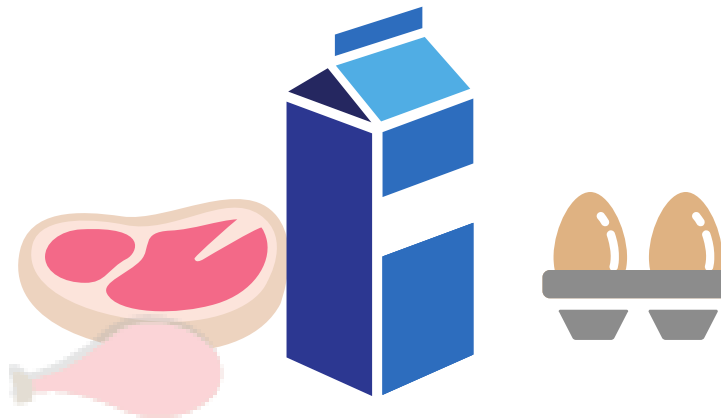


# Today's Food Security Realities

## INCREASING DEMAND FOR MEAT, MILK & EGGS

We will need

**60%** More animal-sourced foods





# Today's Food Security Realities

## FEEDING MORE WITH LESS

By overusing our resources, it takes

**1.4**

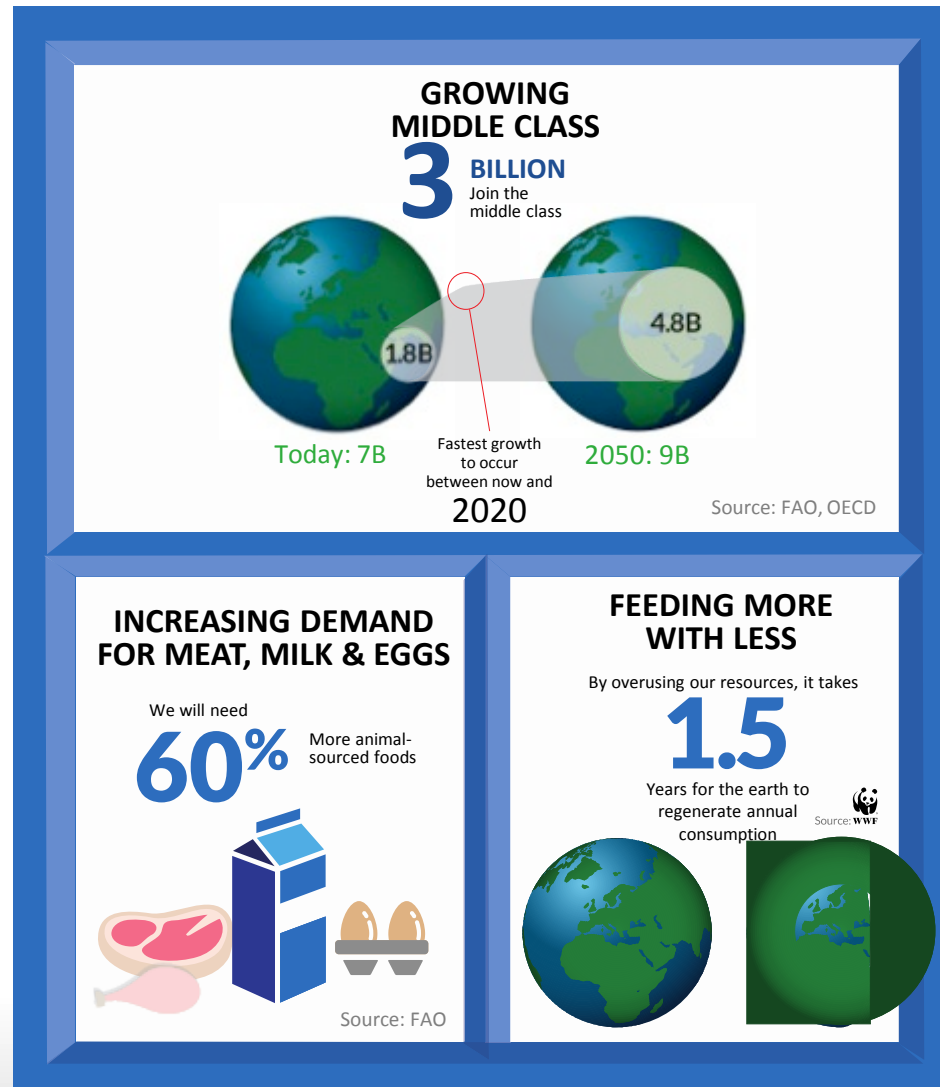
Years to regenerate  
annual consumption



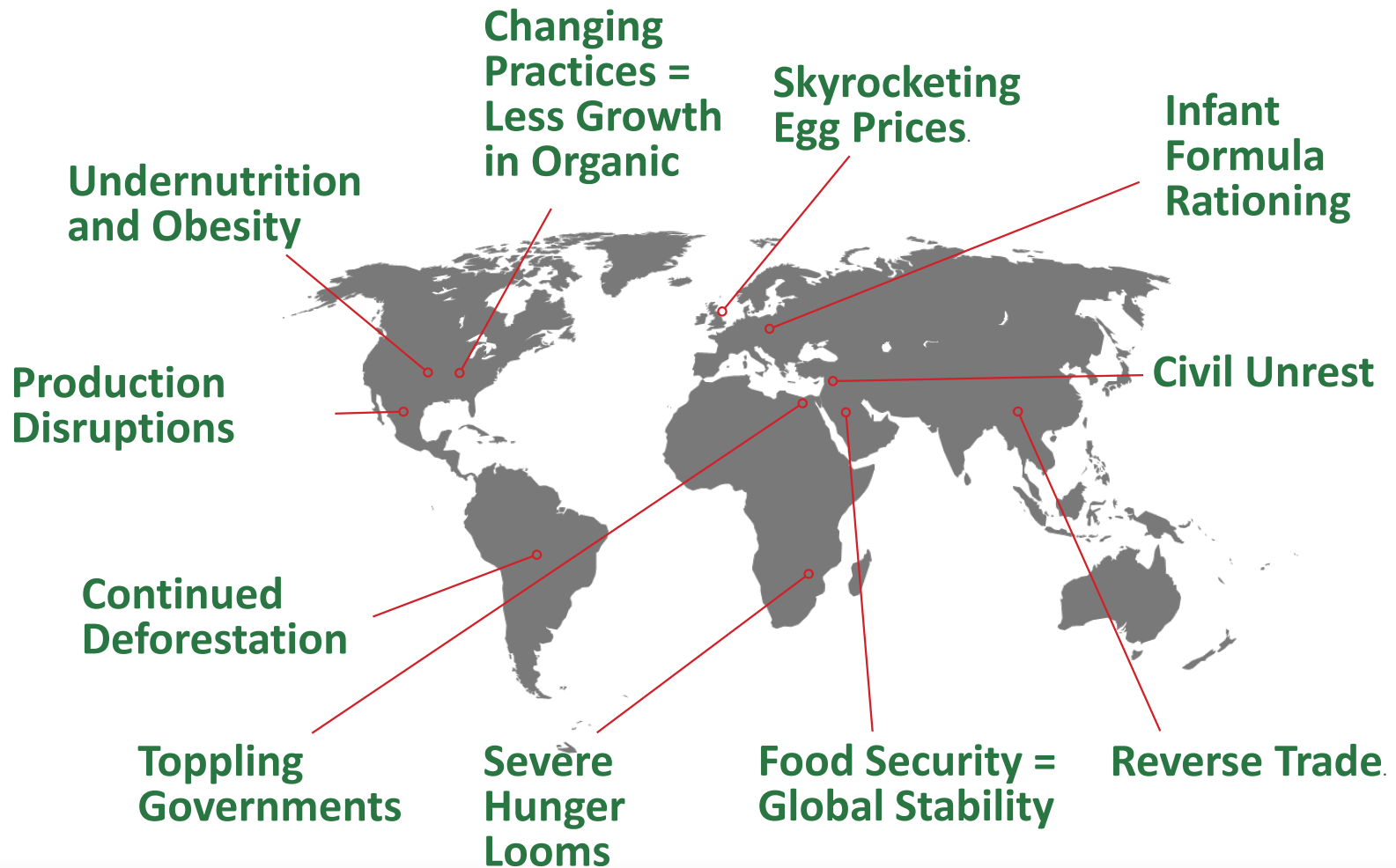
Source: WWF



# Today's 3 Food Security Realities




# The Tipping Point



# Dia da Sobrecarga da Terra: já usamos todos os recursos naturais do ano

Marina Maciel 19 de agosto de 2014

 Tweet 312

 Curtir 890

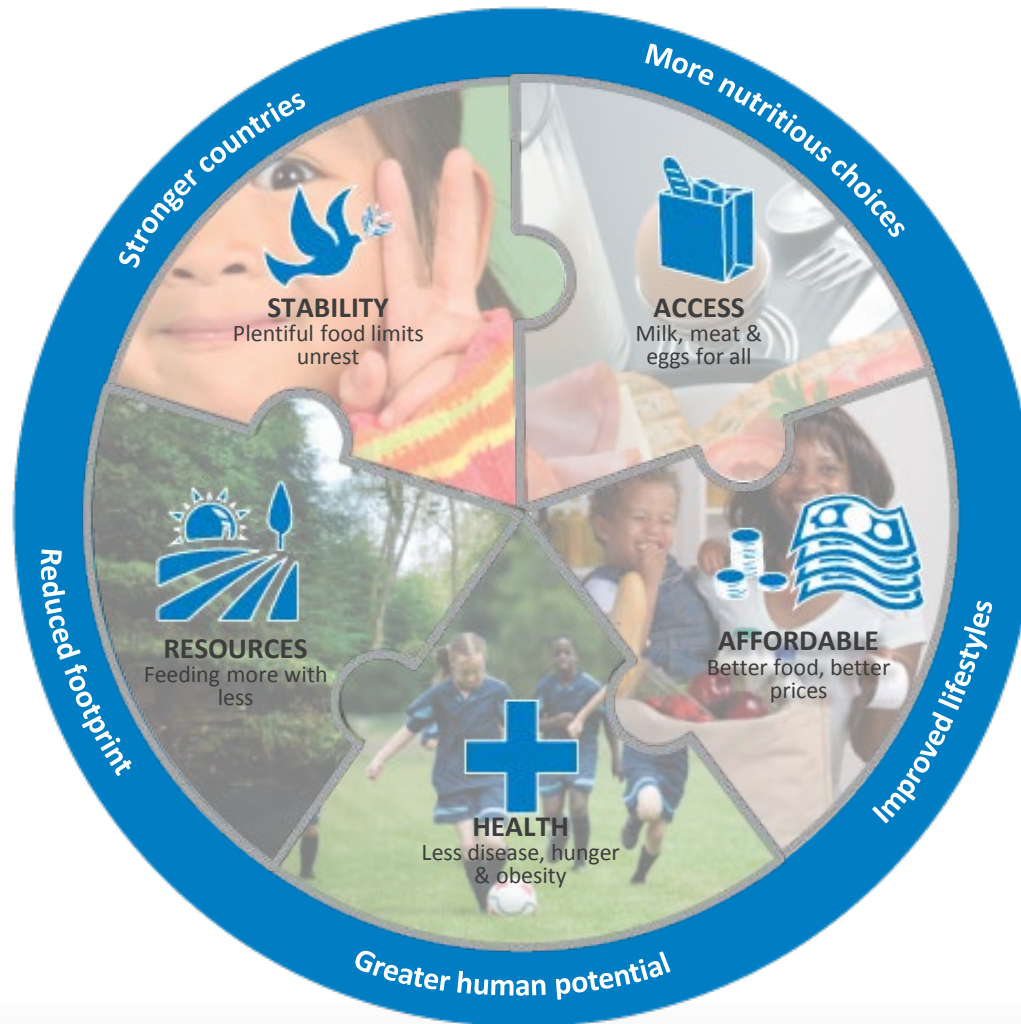
 +1 16



Entramos oficialmente no “vermelho” nesta terça-feira, 19/08. Em apenas oito meses, a humanidade estourou o orçamento de **recursos naturais** disponível para 2014, revela a organização internacional **Global Footprint Network (GFN)**. Isso significa que, a partir de agora, tudo o que for consumido até o fim do ano não será repostado pela **natureza**.



# Our Vision for a Food Secure World



## The Challenge: Demand is Outpacing Supply

**Dairy productivity has doubled** in the past 50 years, but it's not keeping pace with population growth.

Globally, we have **14 percent less milk** per person than in 1961.



# The Dairy Gap

What We Have



What We Need



We have 1 glass a day.  
Everyone deserves 2 servings a day

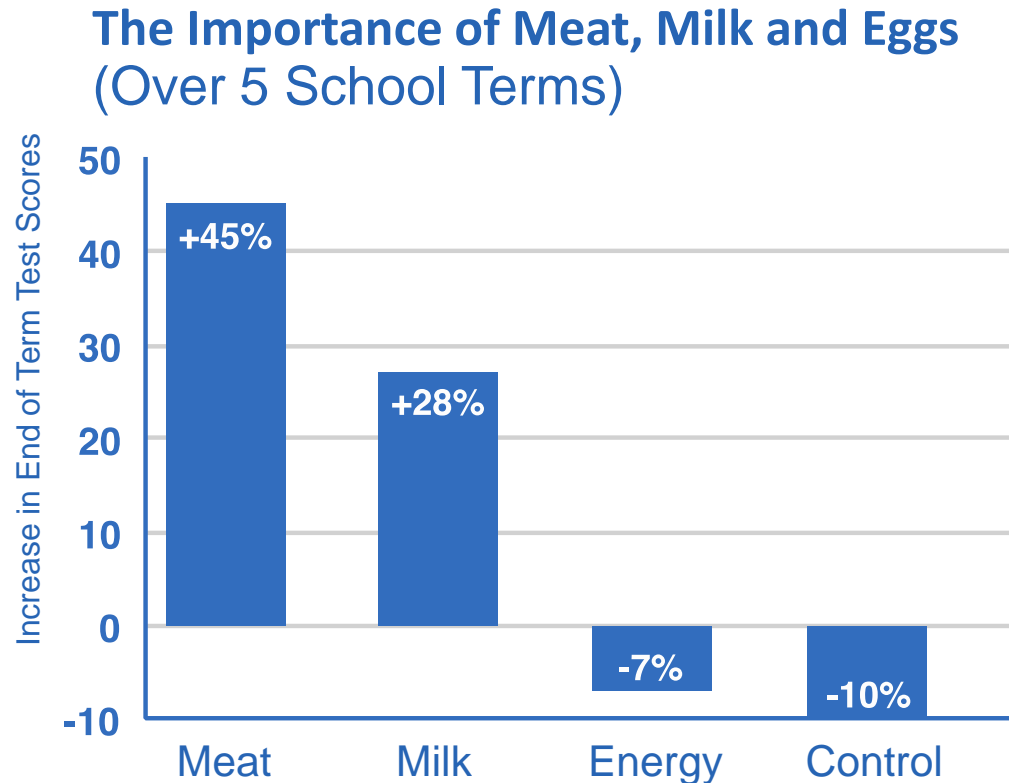
# A Growing Gap

Based on our current trends nearly **half the population – 4.5 billion** won't meet their nutritional needs.





# Why We Need 2 Glasses



When diets are supplemented with meat or milk, learning and test scores improve. Quality of nutrients versus just quantity of calories matter.

# Filling the Dairy Gap

Current path would add **40 million more dairy cows**, but not meet needs.

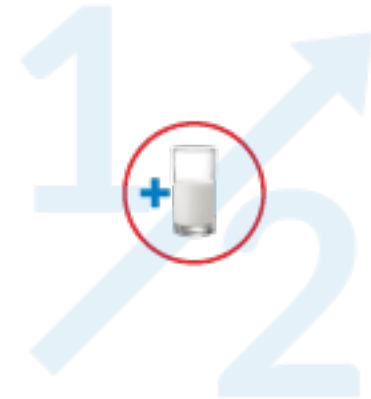
Choose organic: +60 million cows or more

Stop accepting new innovation: +104 million more cows



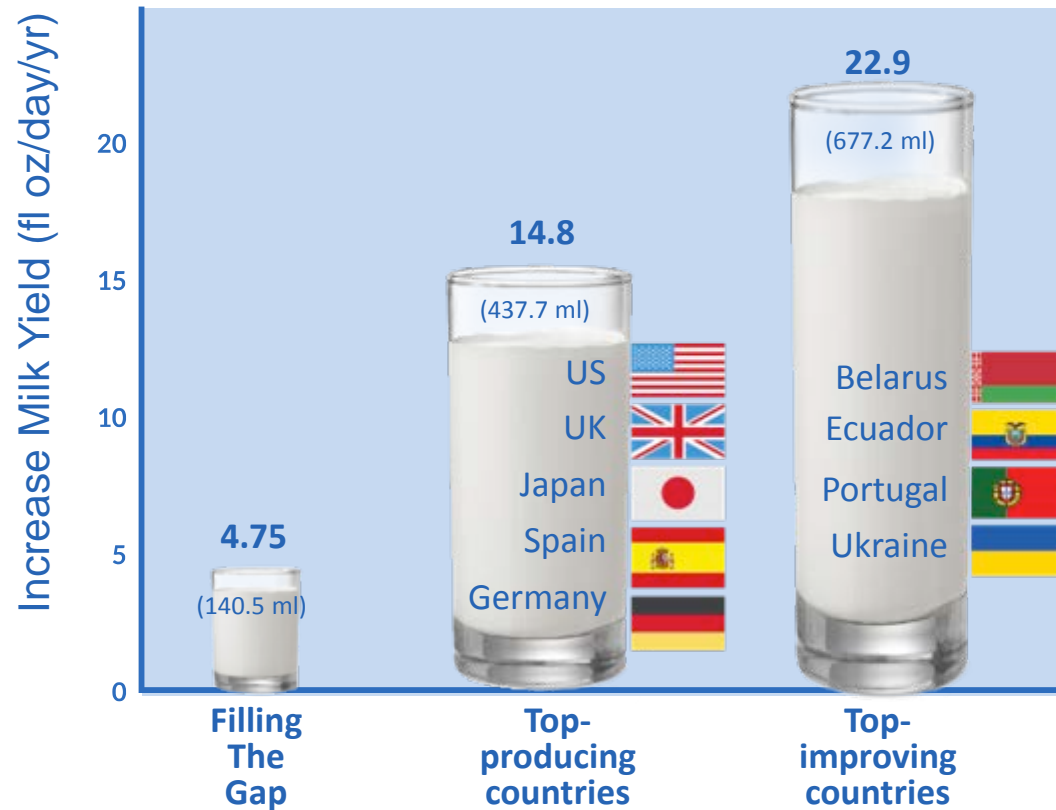
# What will it take to fill the gap?

**1 Cow** → **32 glasses of milk** currently produced each day **+** **HALF** a glass of milk **=** **Enough Milk** to meet future demand



# The Innovative Path: Is It Possible?

## Producing more milk to meet demand



### *Examples:*

- Fresh, clean water
- Feed optimization
- Vaccines
- Disease control
- Improved housing
- 3x a day milking
- Long-day lighting



# Using innovation, not adding cows, would save:

*Applying Today's Technology Saves Precious Resources –  
Dairy Producers Could Save:*

**66 Million  
Cows**

**747 Million Tons  
of feed**

%

**618 Billion  
Gallons of  
water**

**388 Million Acres  
of farmland**



**Equivalent  
of Alaska**

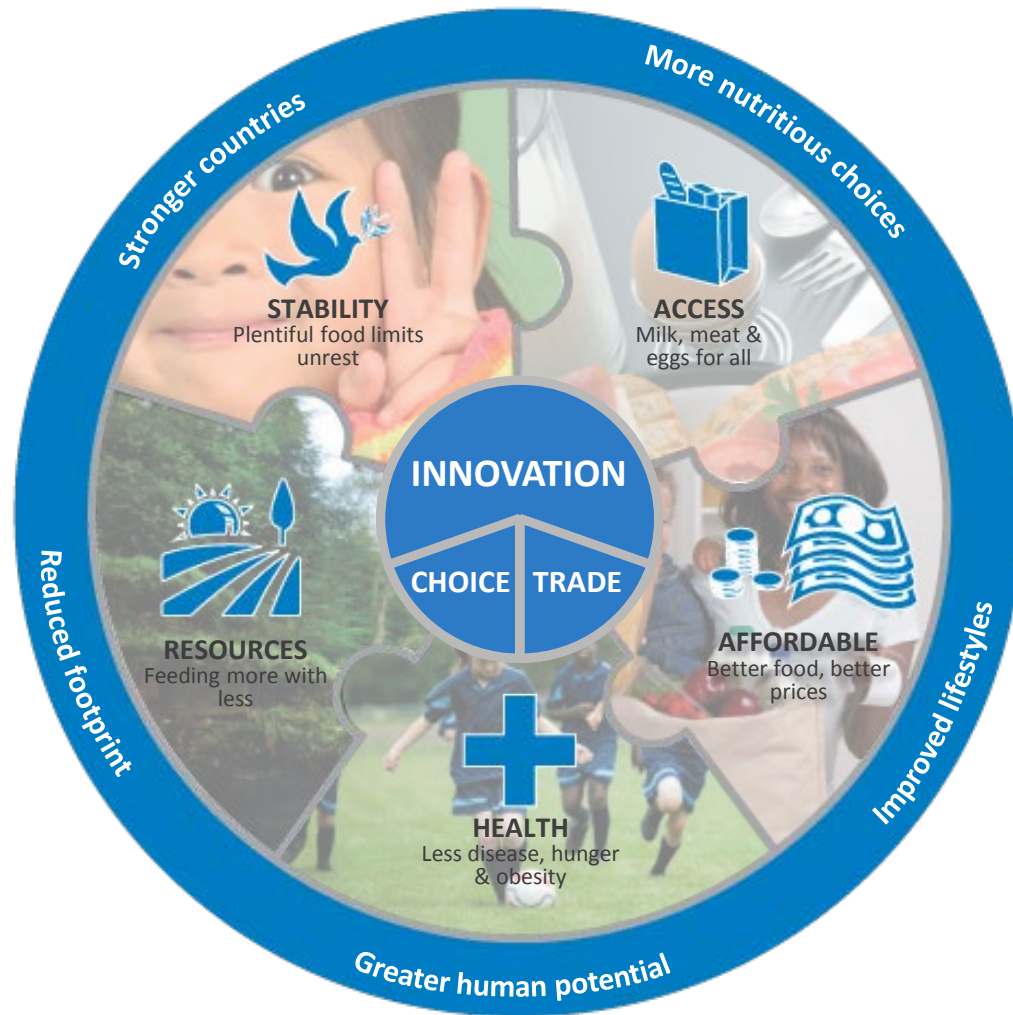
**The annual domestic use of  
Germany, France and the UK  
combined**

We can freeze the footprint and have 66 million fewer cows.  
What's missing is many farmers can't take advantage of current  
innovations, practices or products. Solutions exist; access doesn't.

Will we deter or enable  
growth of the middle class?



# Our Vision for a Food Secure World



Where there is no vision, people perish.



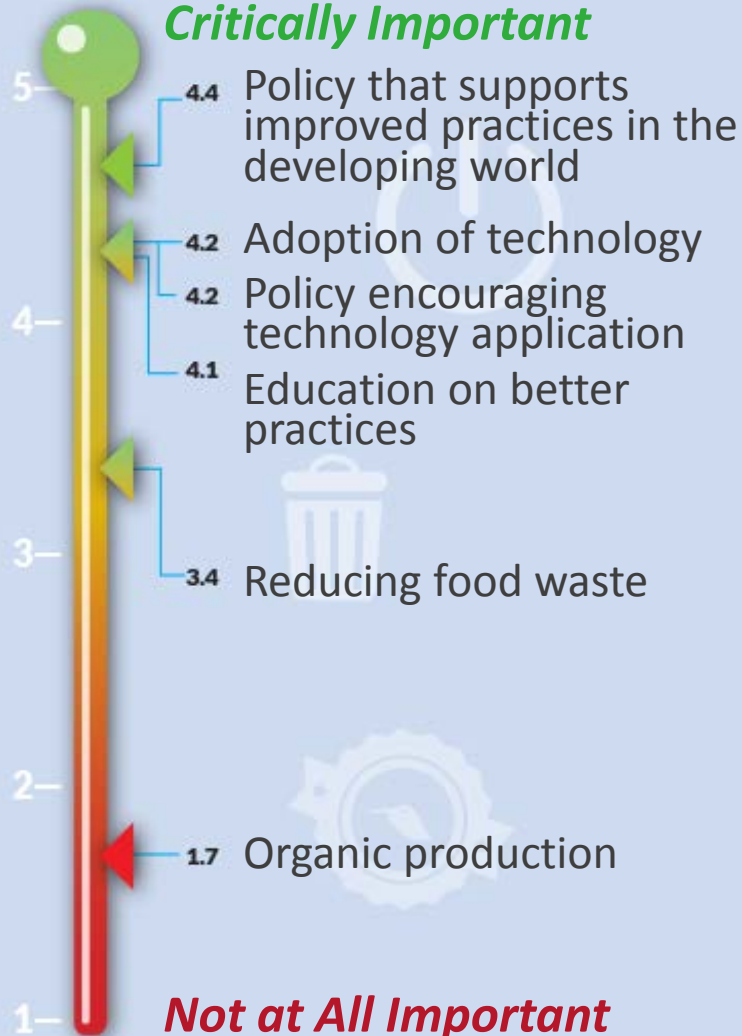
# Solution #1: The Power of Innovation





# Experts' Solutions

## *Critically Important*



*Not at All Important*



## GLOBAL HUNGER SOLUTIONS 2013



## Solution #2: Ensuring Consumer Choice



# What Consumers Want

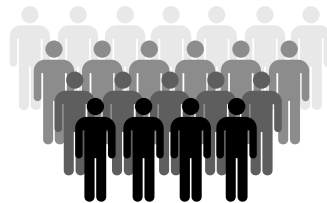
*“Our World has changed, our measures are better.”*

**Then**

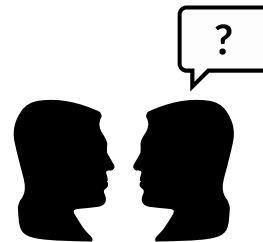
**Now**

Headlines

Media mentions



Aided Questions



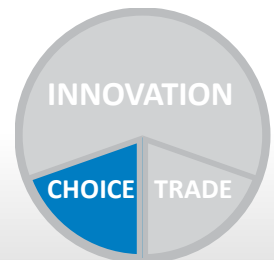
Unaided Questions



Call Inquiries

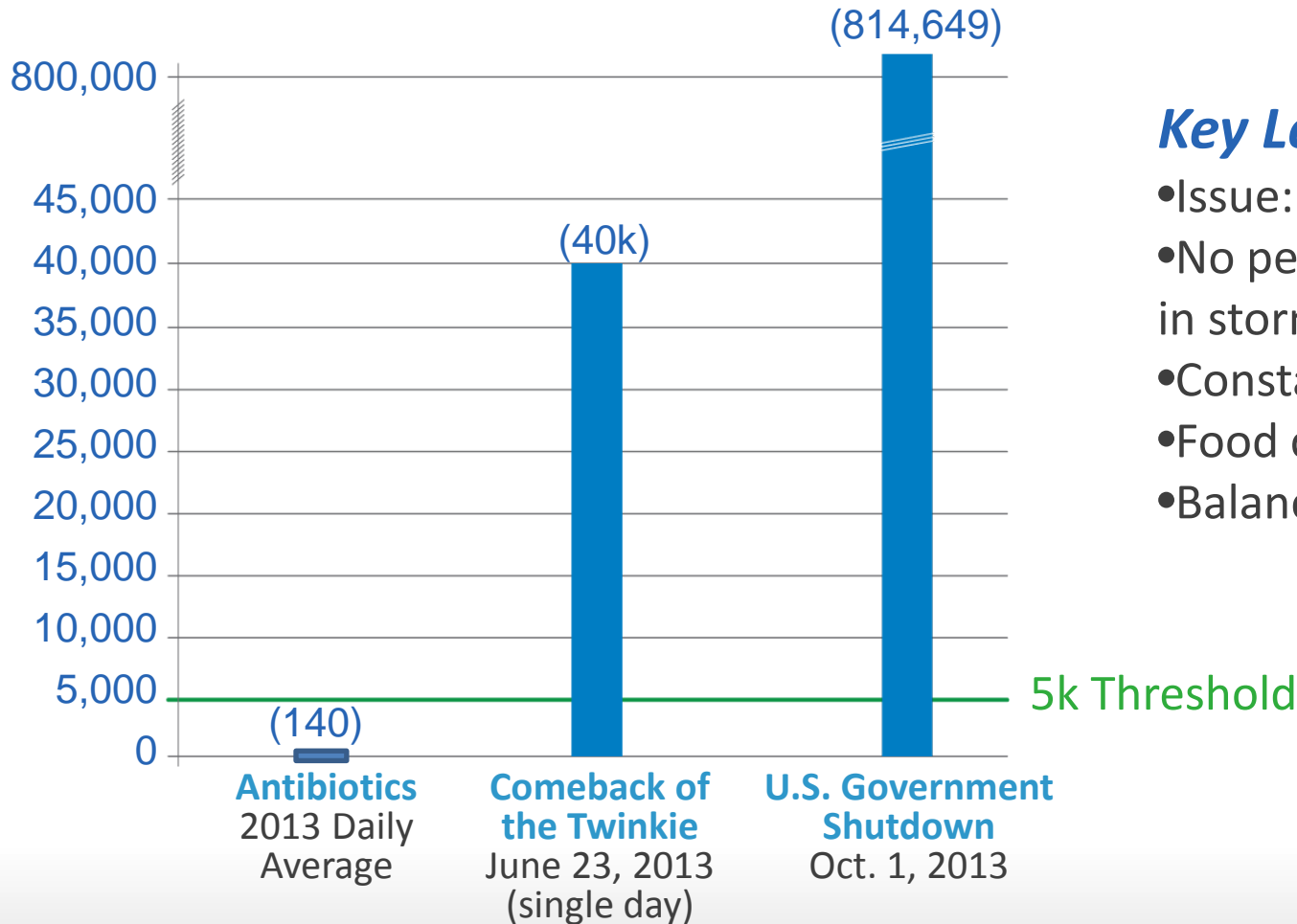


Consumer spending



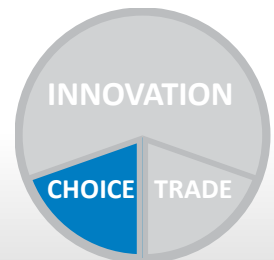
# What People Really Say About Food

## Putting It In Context



### *Key Learning:*

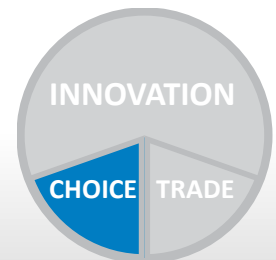
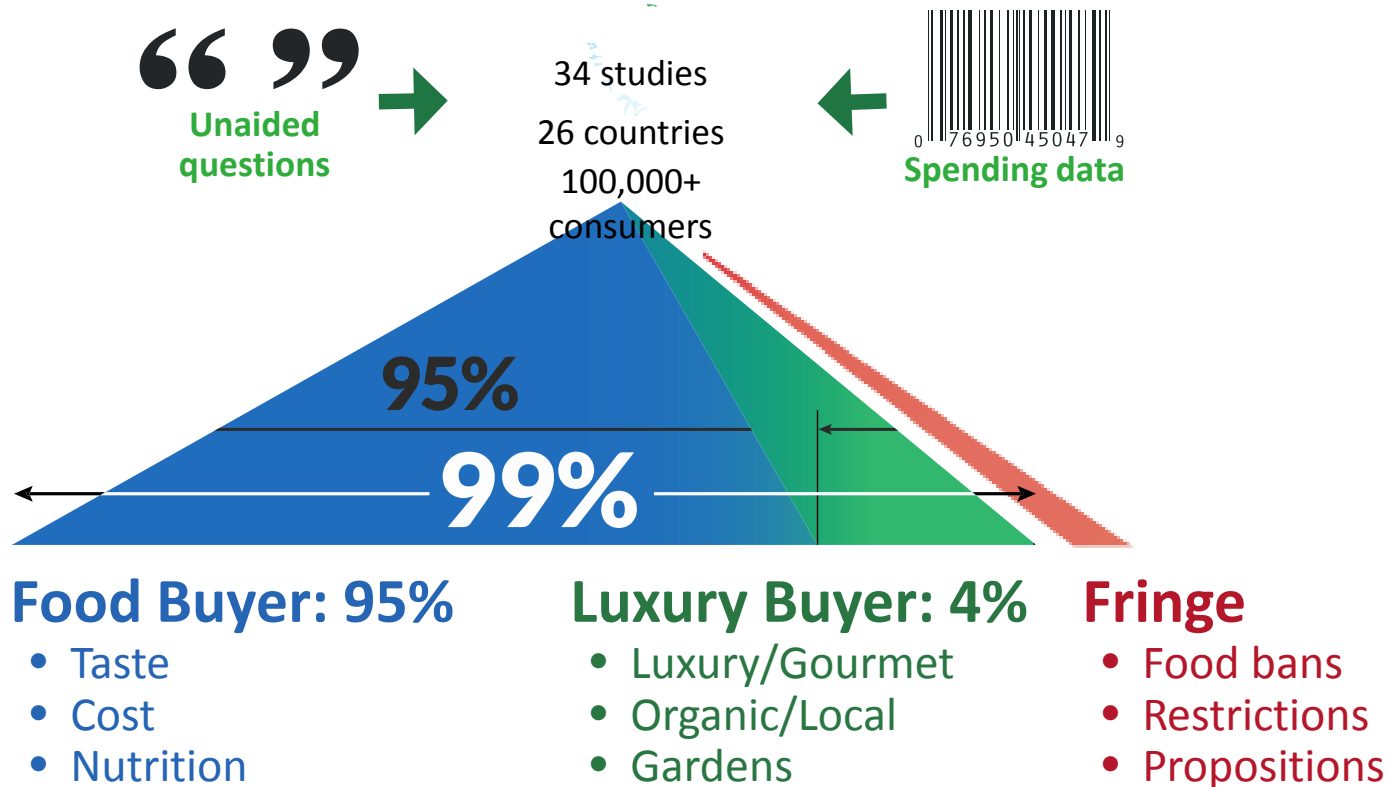
- Issue: 5K/day for 3 days
- No permanent decisions in storm
- Constant monitoring
- Food chain awareness
- Balance discussion





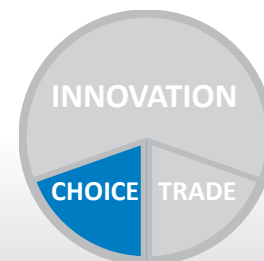
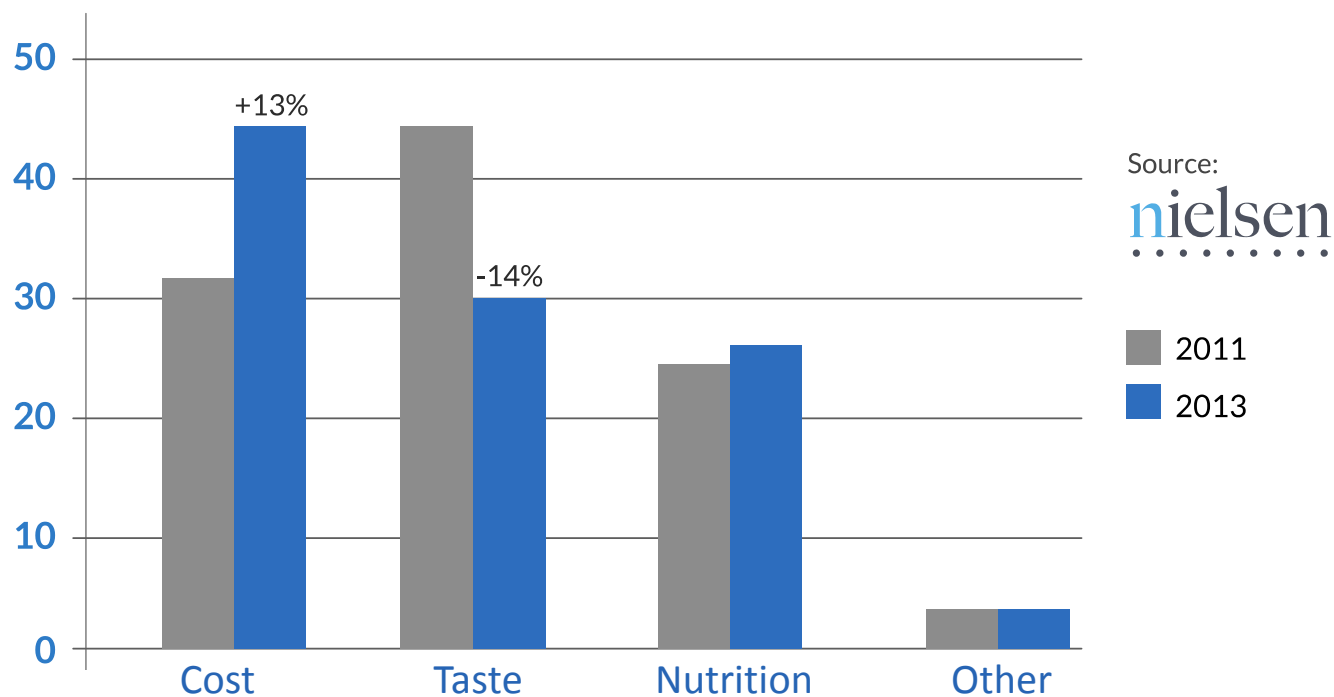
# 2013 International Consumer Attitudes Study (ICAS)

2<sup>nd</sup> Edition: May 2013



# Price Matters Most

## Purchase Influencers

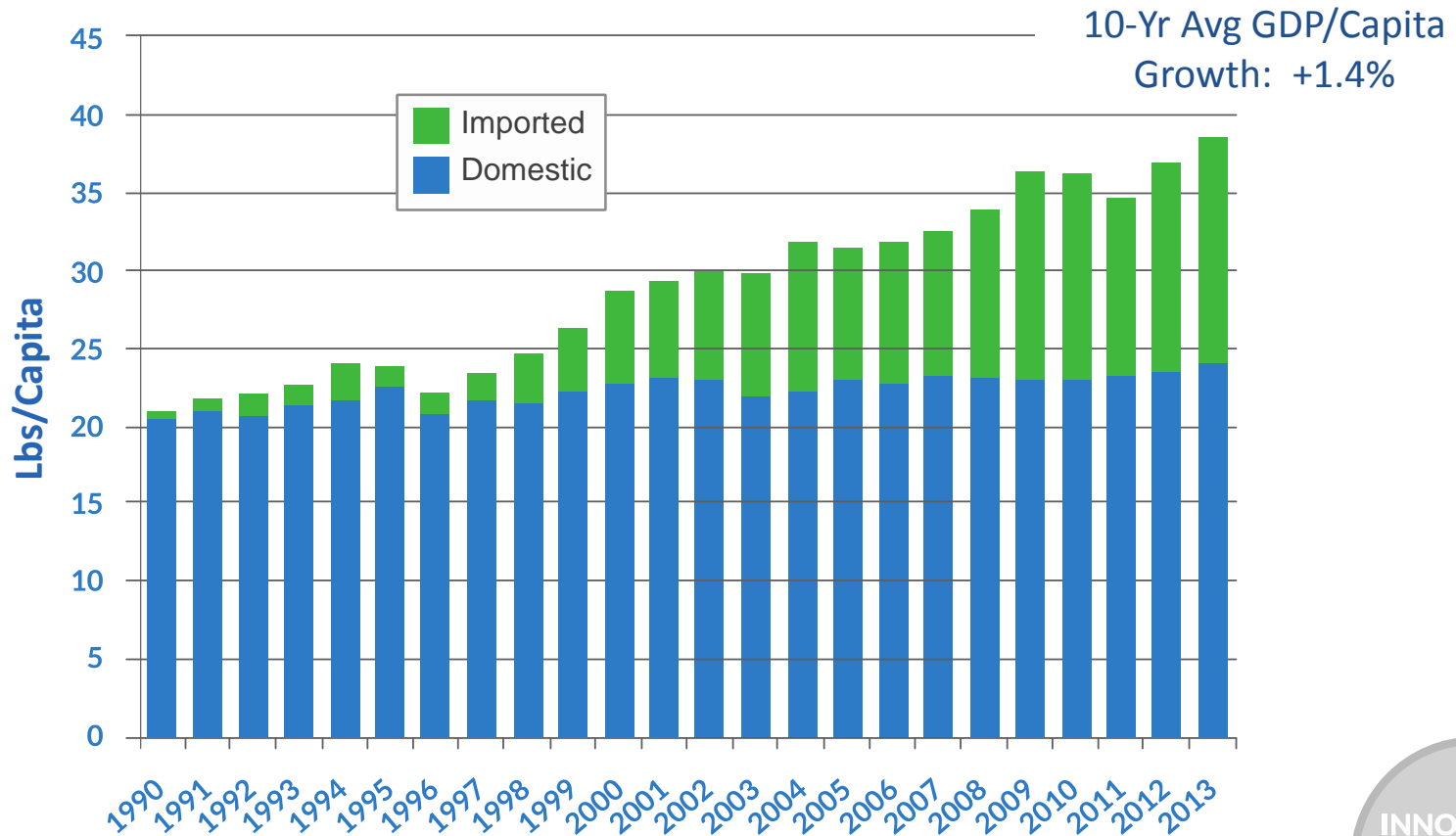


# Solution #3: Trade – Food Must Move



# Trade Increases Availability and Affordability

## Mexico Pork Consumption



Source: GTIS, Global AgriTrends



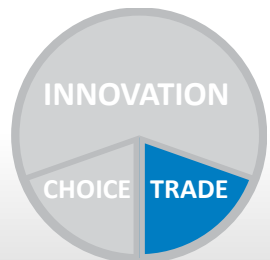


# Trade Increases Sustainability

## ***Food Must Move***

*Growing food in places with resources and moving it to places that need it  
Provides **sustainable**, affordable food in countries that can't produce it.*

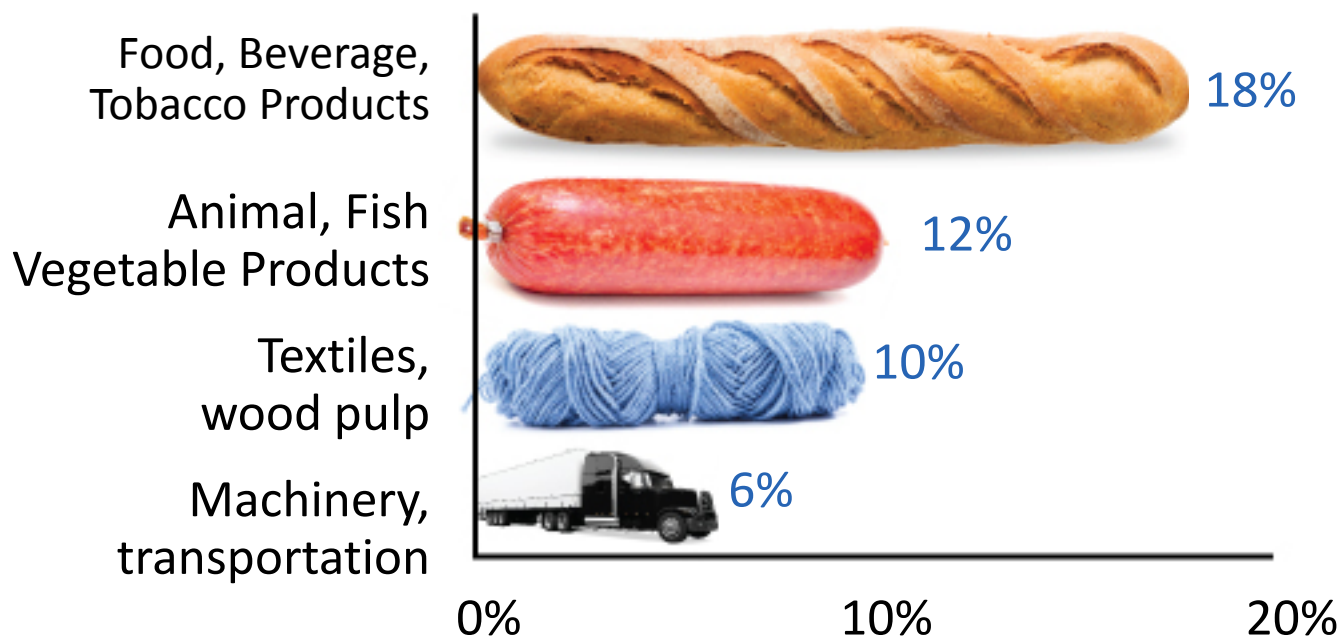
***Transportation** = less than 4% of environmental impact of food production*



# Expanding Trade Requires Will

Reducing and eliminating tariffs. Expanding trade agreements.

## Tariffs Highest on Food



# Enough Movement Aspirations

*In the First Year:*

- ① Expanding our Message - Food Security
- ② Creating Positive Impressions - 1 Million/Week
- ③ Building a Movement - 10,000+ Individuals Committed  
Sign up- [sensibletable.com](http://sensibletable.com)
- ④ Supporting & Advancing Innovation - 1 Billion More Fed
- ⑤ Breaking the Cycle - 100 Communities

# Take Action

Go to [SensibleTable.com](http://SensibleTable.com) to join the movement, including:

**Sign** and share the ENOUGH declaration

**Post** the ENOUGH Twibbon on your social profile

**Engage** – Download the ENOUGH toolkit.  
Connect with a Face of Food Security.

**Join** the #Feedthe9 conversation on Twitter.



[www.sensibletable.com](http://www.sensibletable.com)





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Thank you!

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