



Enough

The Fight for a Food-Secure Tomorrow

@Elanco
#FeedThe9

ENOUGH

Elanco

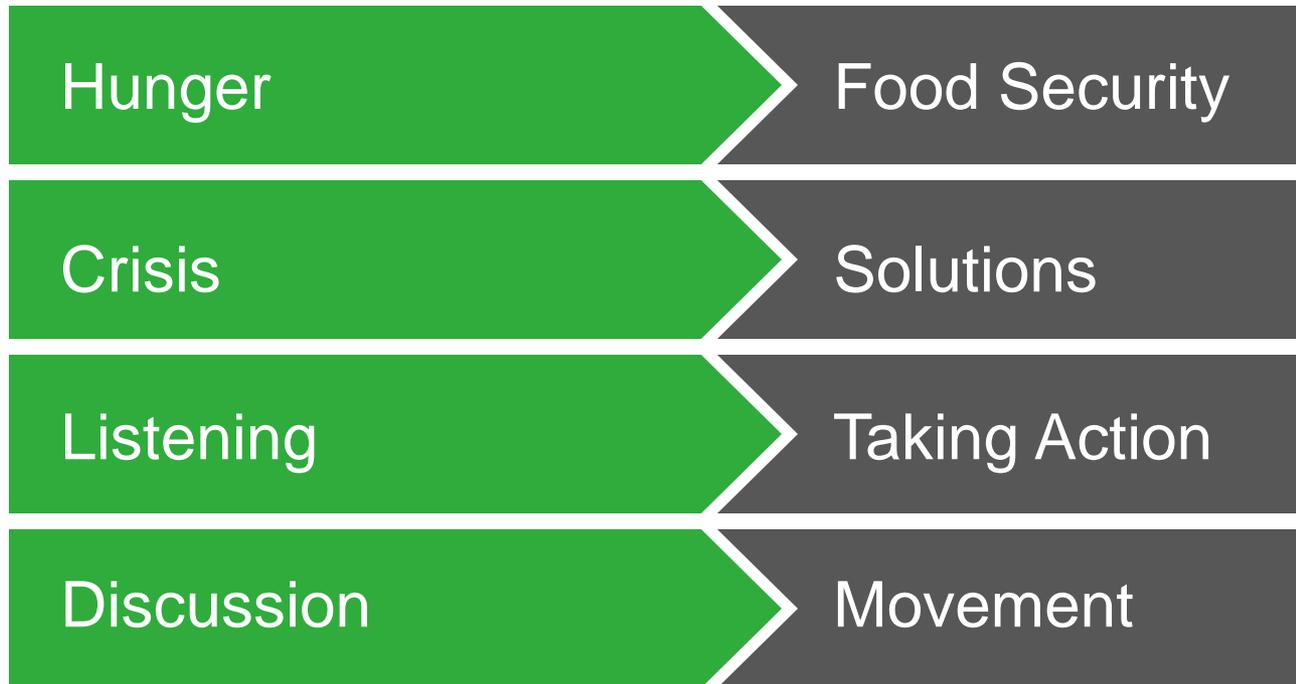
The Faces of Food Security

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



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 and engage in the conversation.**

Together we'll rewrite the story.

Join the movement!



Yes, I'm in!

Signature

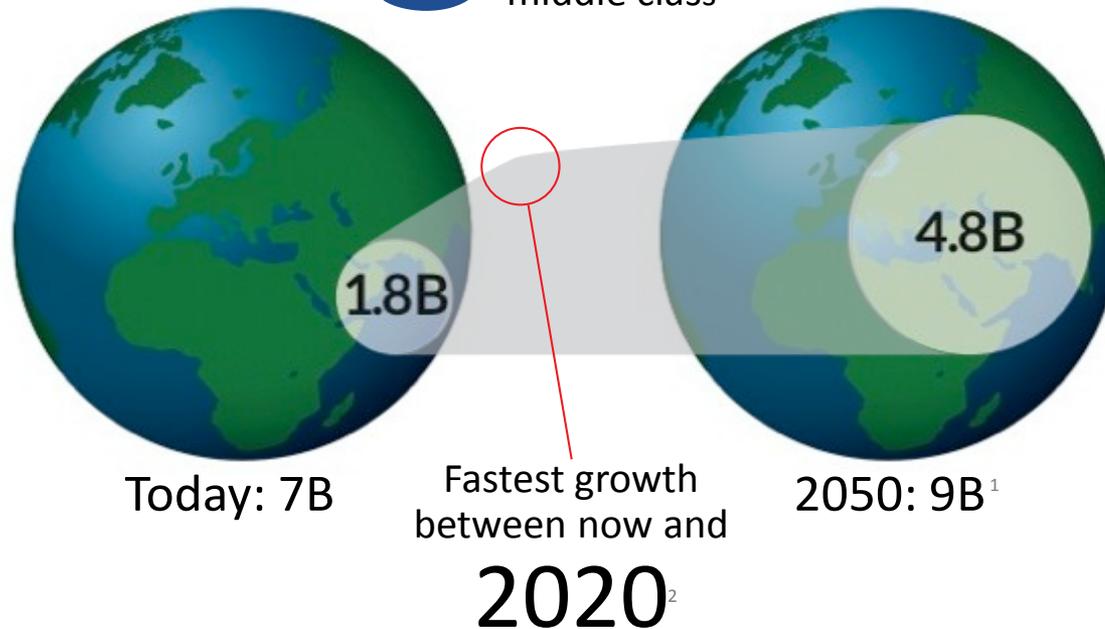
A high-angle photograph of a group of people, likely of African descent, holding their hands together in a circle. The central focus is on the hands of two women in the foreground, who are wearing red bangles and a silver bracelet. They are holding hands with others around them, creating a sense of community and shared responsibility. The background shows the lower legs and feet of other people, some wearing traditional clothing like a yellow wrap. The ground is dark and appears to be asphalt or a similar surface. The overall mood is one of solidarity and hope.

By 2050, will we
have enough?

Today's Food Security Realities

GROWING MIDDLE CLASS

3 BILLION
Join the
middle class

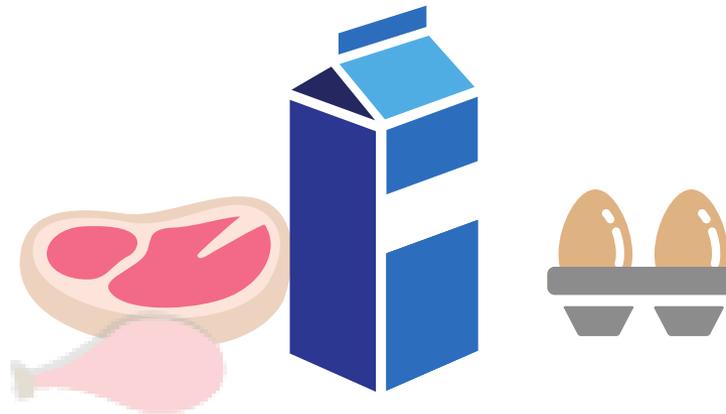


Today's Food Security Realities

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

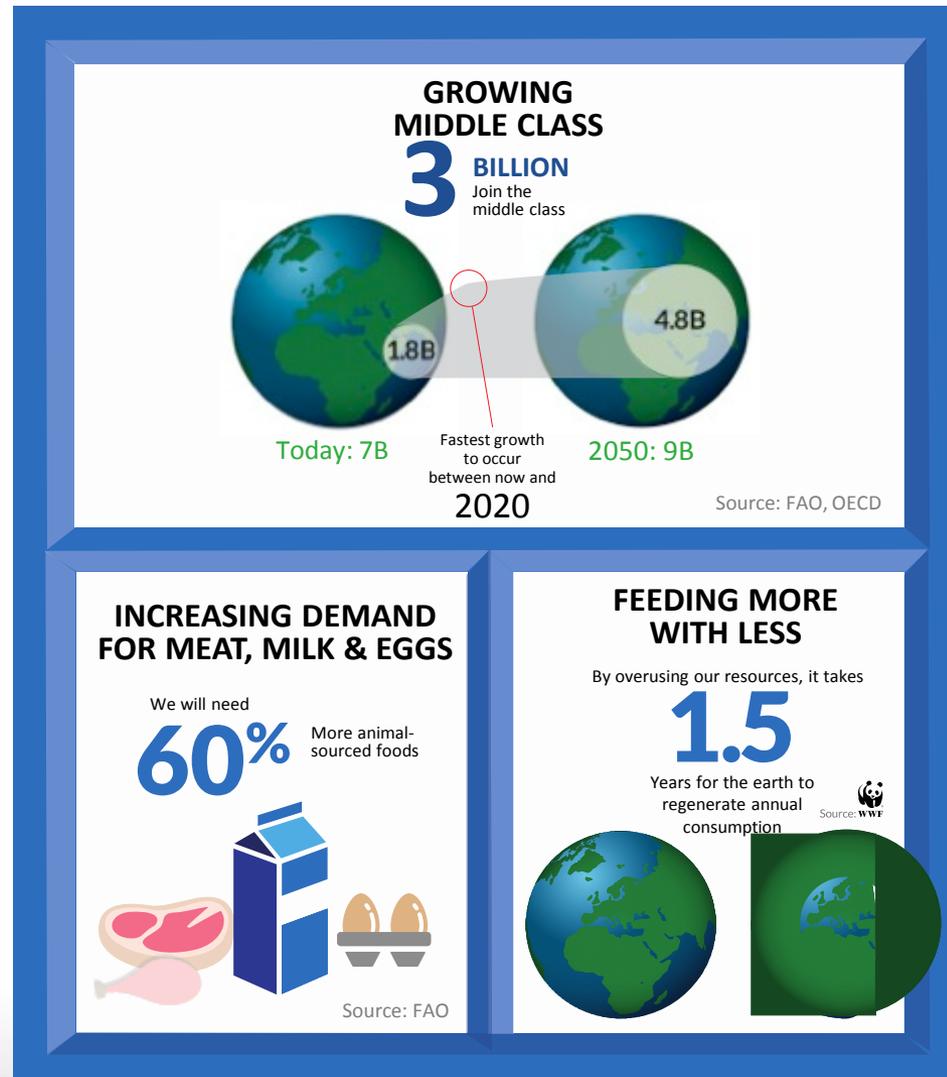
Years to regenerate
annual consumption.



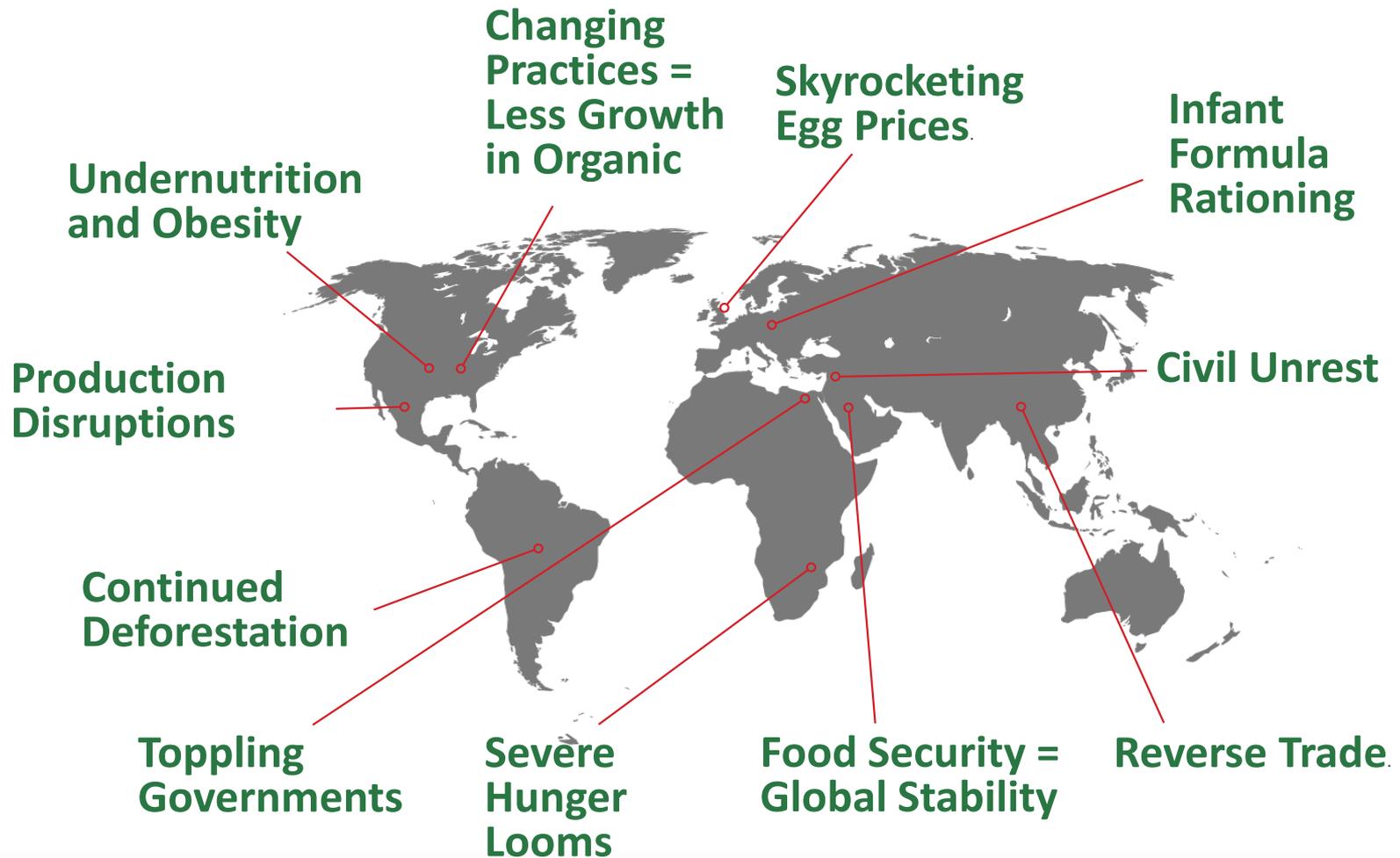
Source: WWF



Today's 3 Food Security Realities



The Tipping Point



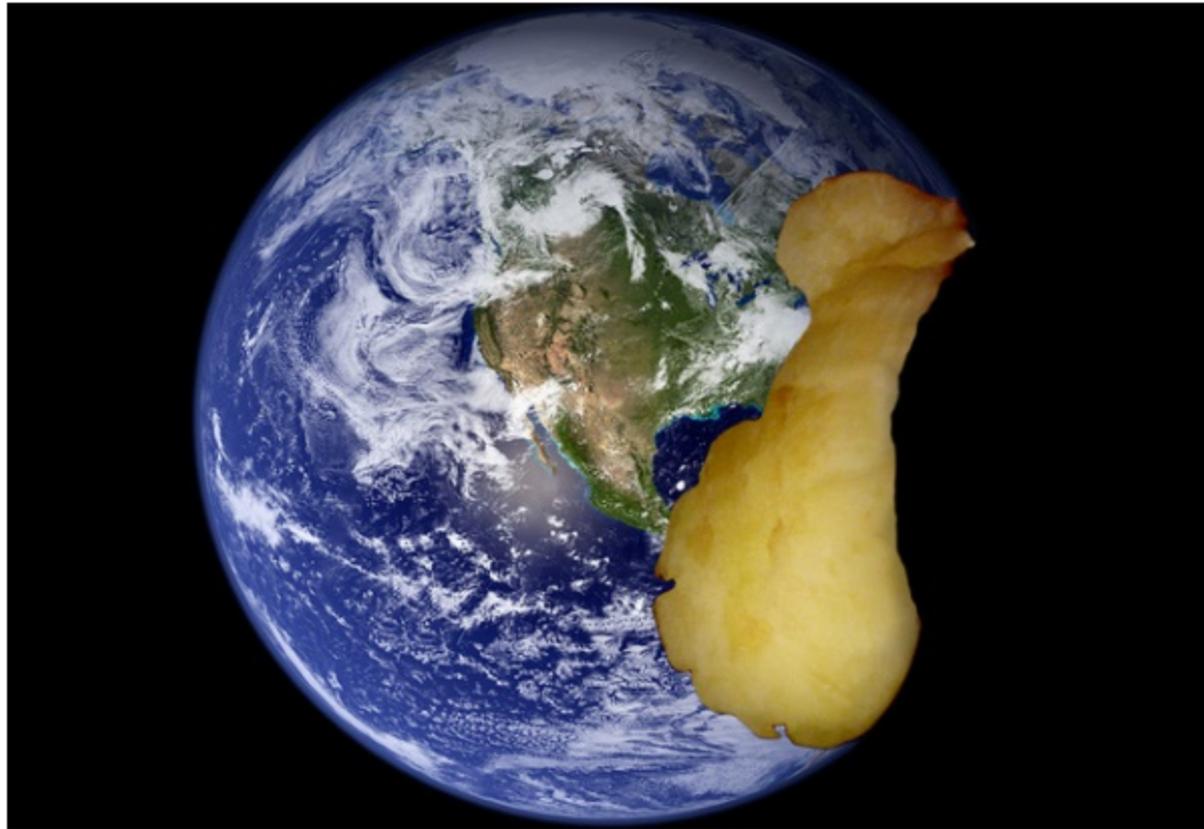
Dia da Sobrecarga da Terra: já usamos todos os recursos naturais do ano

Marina Maciel 19 de agosto de 2014

 Tweet 312

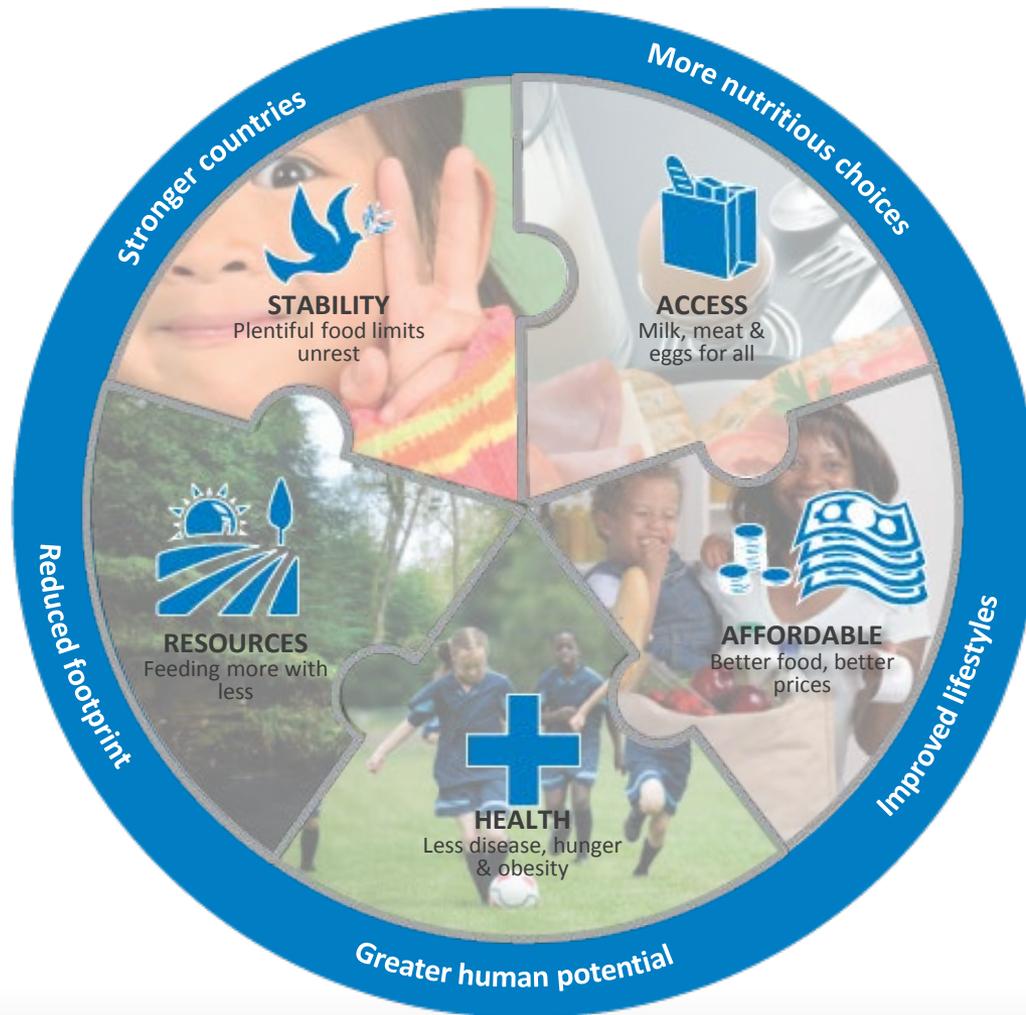
 Curtir 890

 g+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



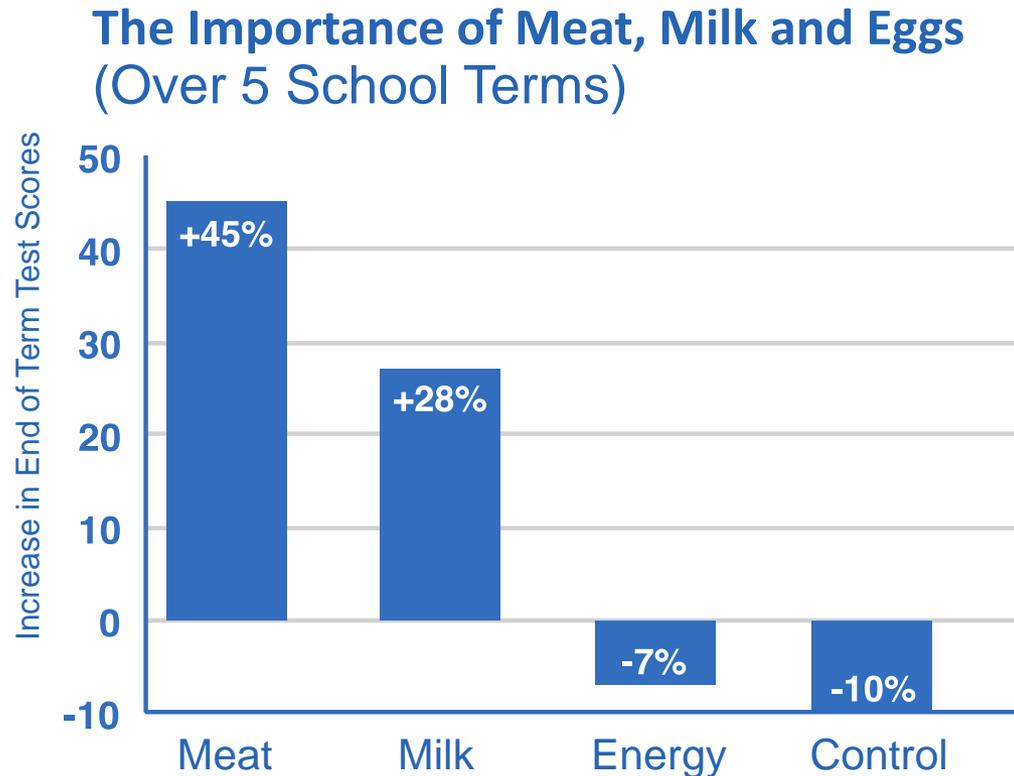
We have 1 glass a day.
Everyone deserves 2 servings a day

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.

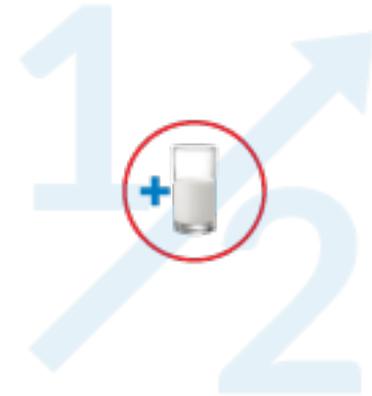
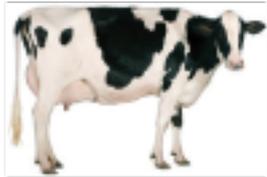
Choose organic: +60 million cows or more

Stop accepting new innovation: +104 million more cows



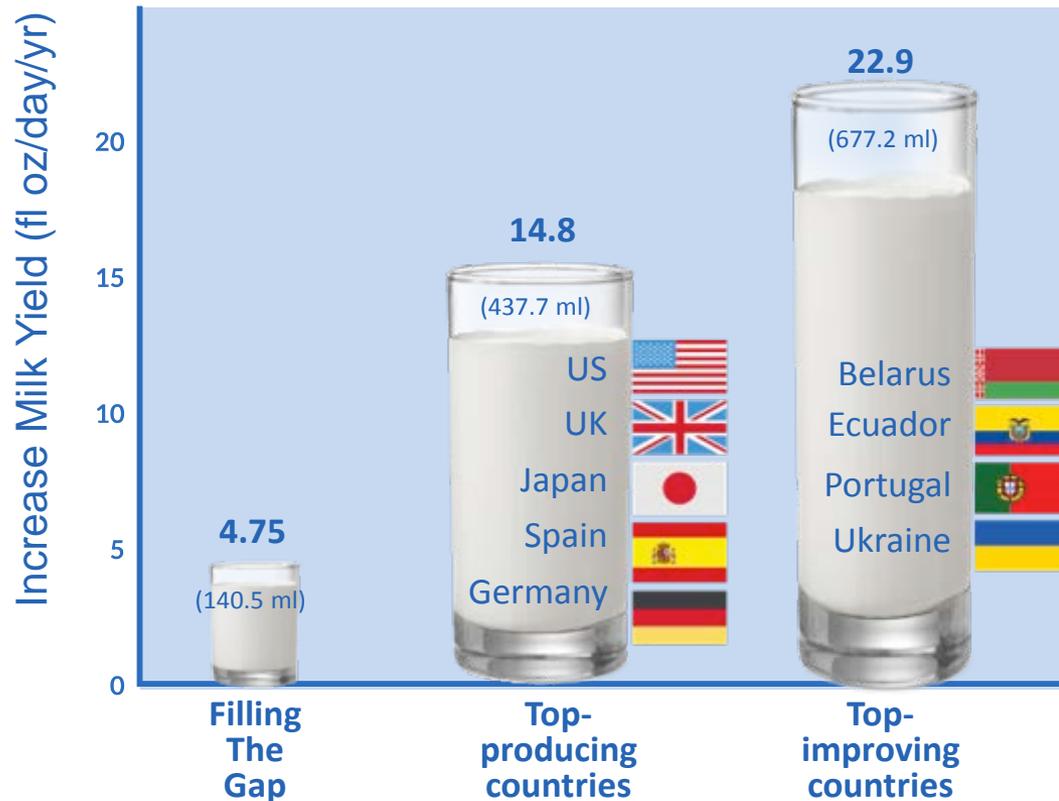
What will it take to fill the gap?

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**

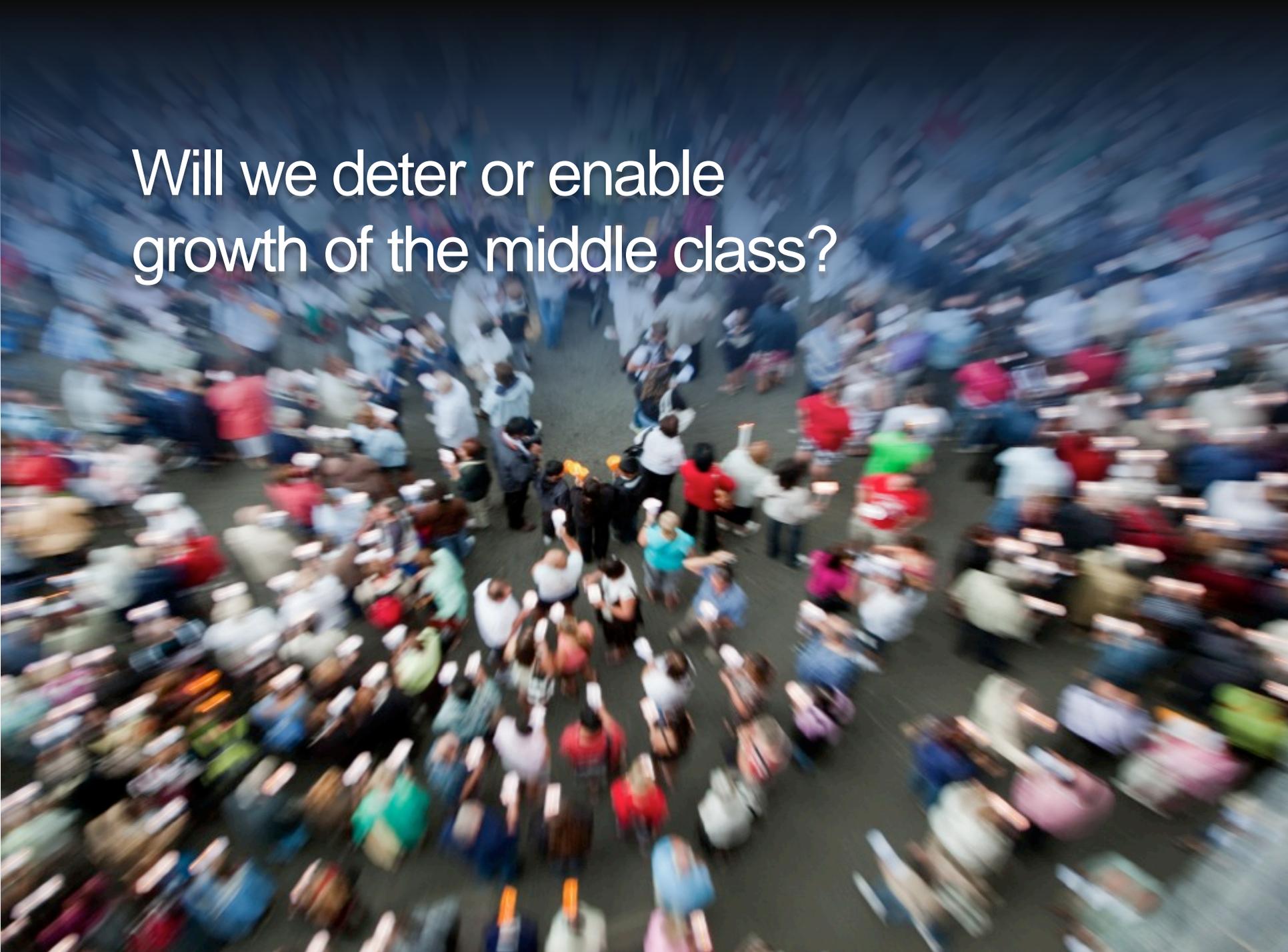


**Equivalent
of Alaska**

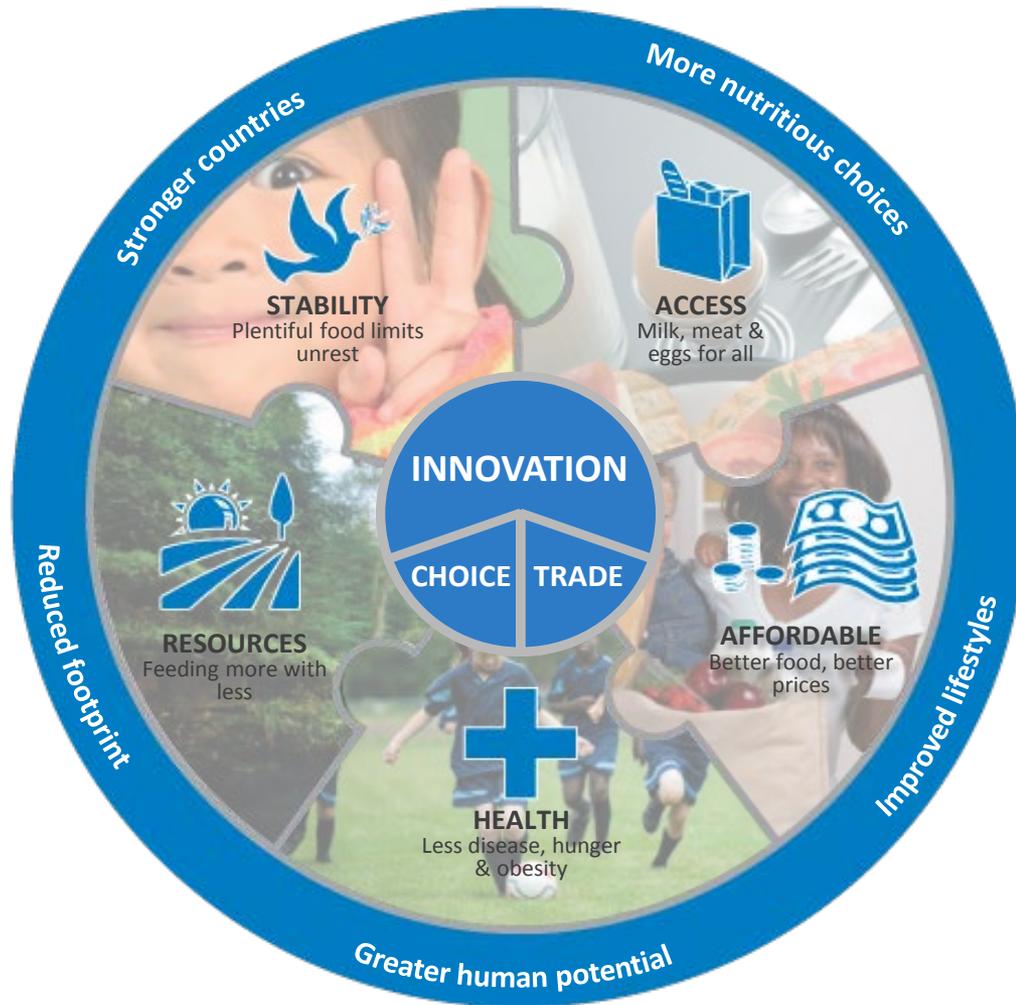
**The annual domestic use of
Germany, France and the UK
combined**

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?

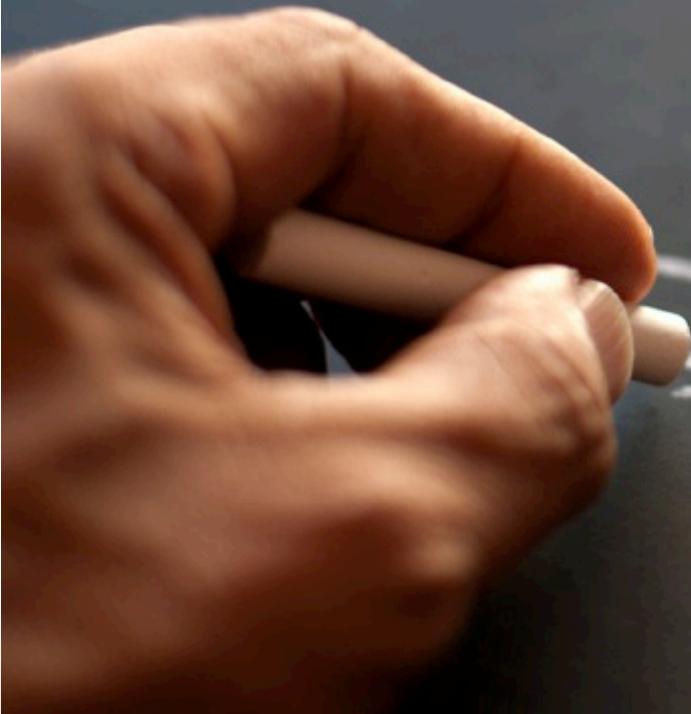


Our Vision for a Food Secure World



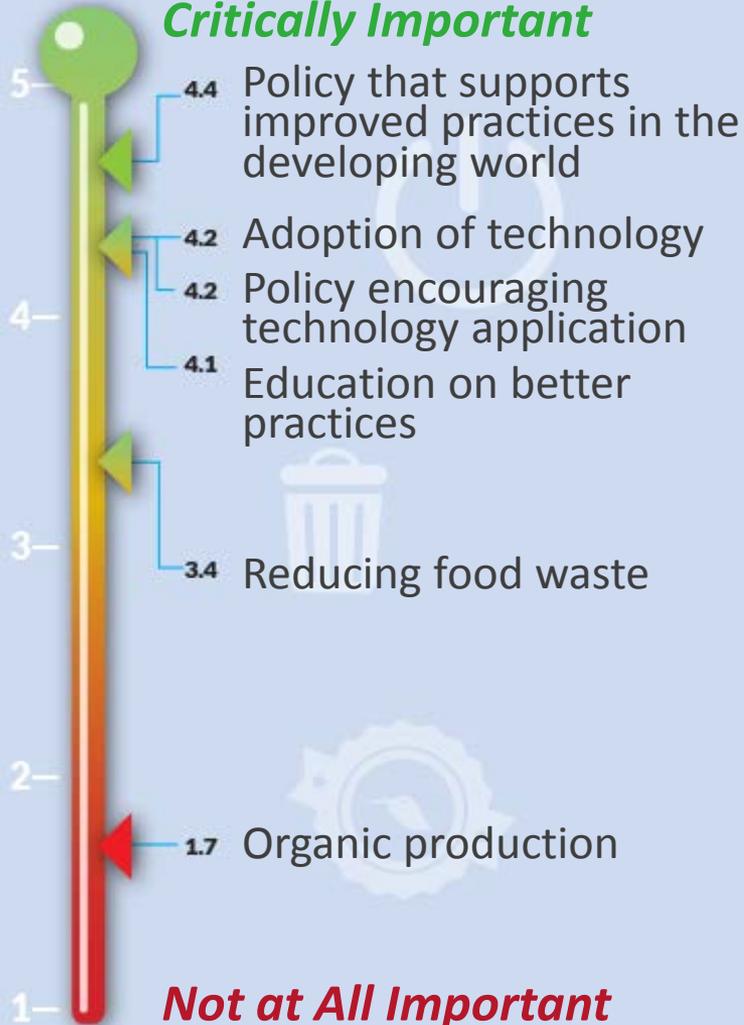
Where there is no vision, people perish.

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

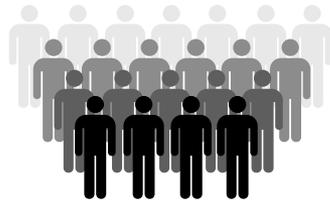
“Our World has changed, our measures are better.”

Then

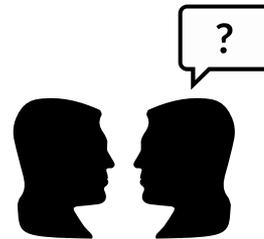
Now

Headlines

Media mentions



Aided Questions



Unaided Questions



Call Inquiries

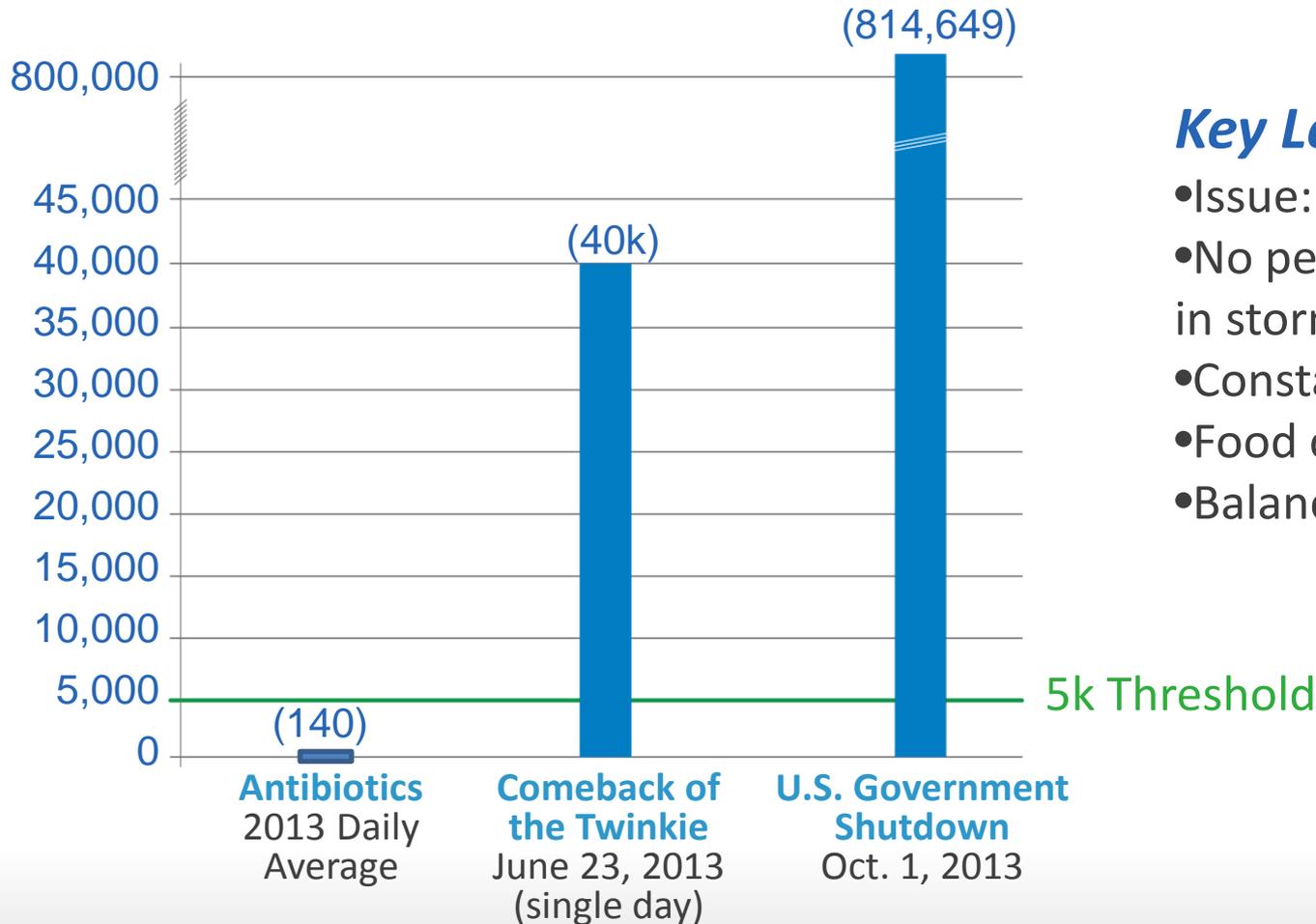


Consumer spending



What People Really Say About Food

Putting It In Context



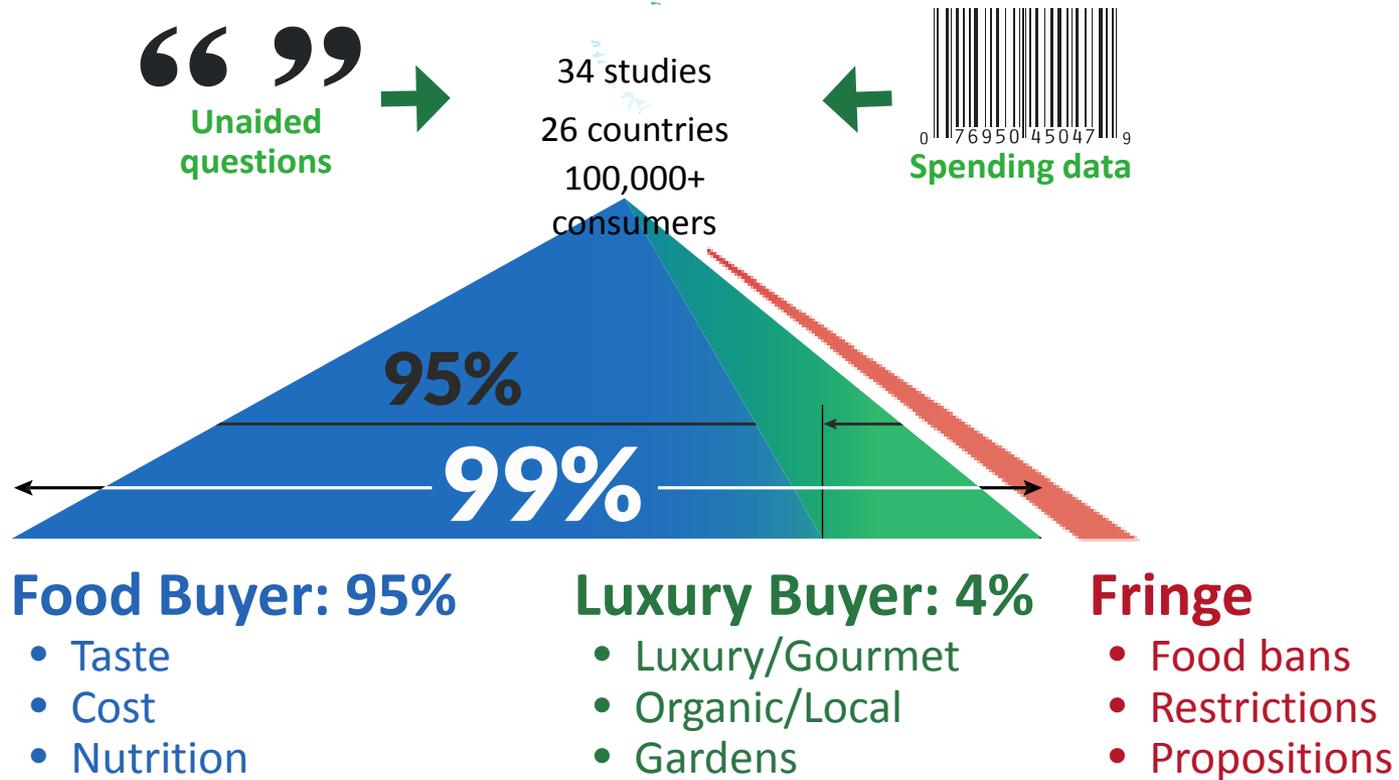
Key Learning:

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



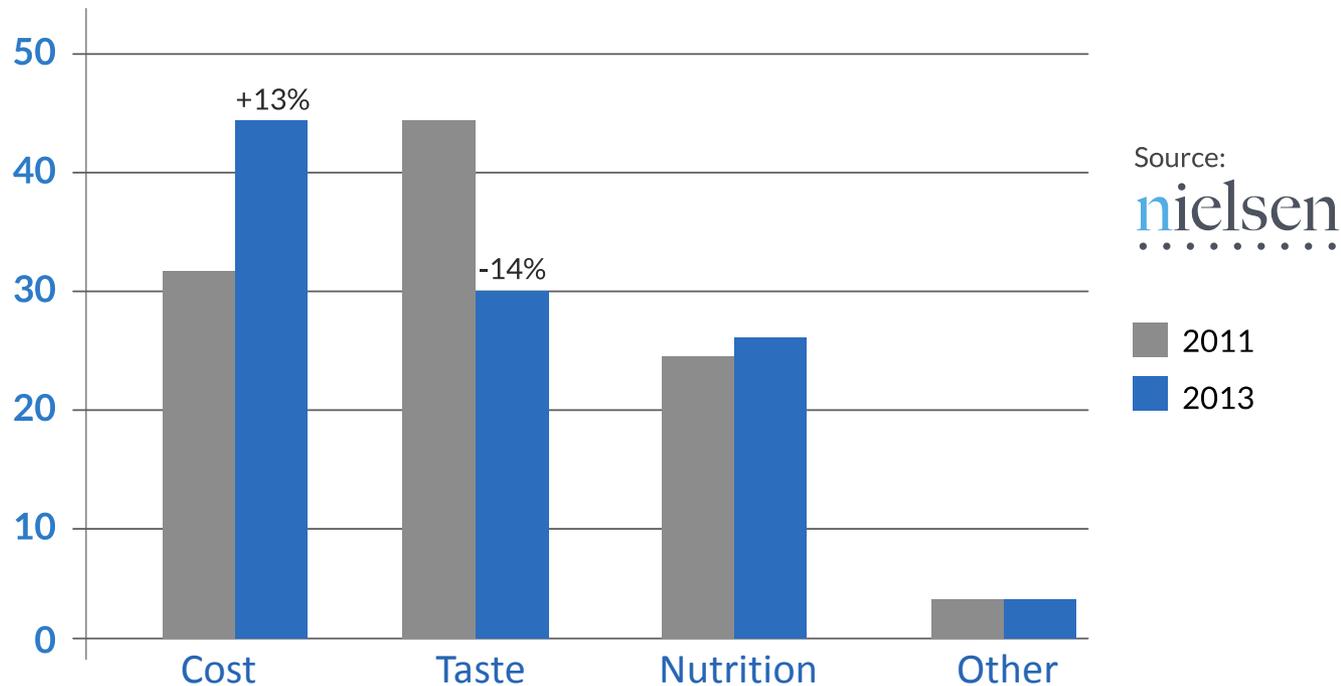
2013 International Consumer Attitudes Study (ICAS)

2nd Edition: May 2013



Price Matters Most

Purchase Influencers

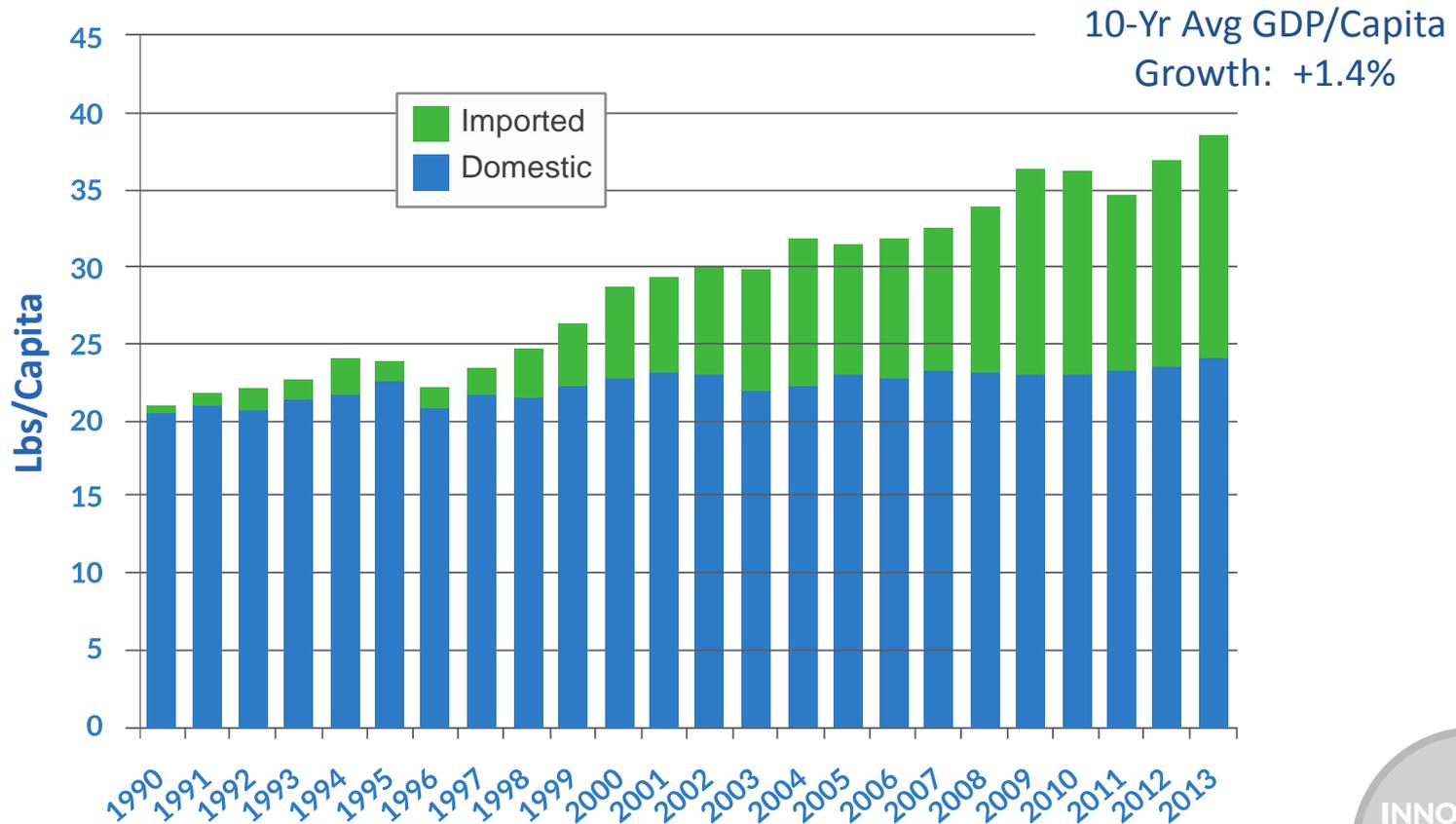


Solution #3: Trade – Food Must Move



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.*

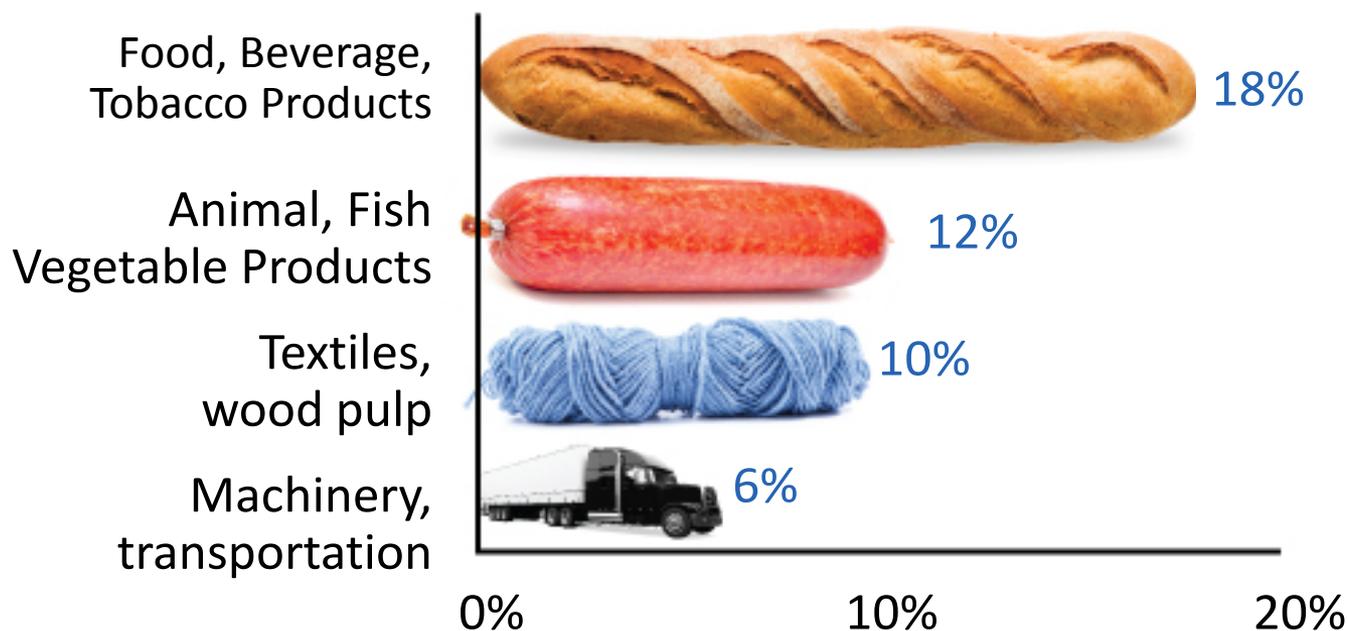
***Transportation** = less than 4% of environmental impact of food production*



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
- 4 Supporting & Advancing Innovation - 1 Billion More Fed
- 5 Breaking the Cycle - 100 Communities

Take Action

Go to 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

NOU^{GH}

The logo consists of a dark blue circle containing a green and white globe of the Earth, showing the continents of Africa and Europe. This circle is positioned over the 'O' in the word 'NOU'.

www.sensibletable.com

Thank you!

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