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**Updated Report Reveals Stark Realities of Feeding 9.7 Billion People by 2050**

*Elanco Animal Health's ENOUGH™ Movement presents solutions to real issues, encourages dialogue on creating a food-secure world to #Feedthe9*

**WASHINGTON** (Oct. 28, 2015) – Today Elanco Animal Health, a subsidiary of Eli Lilly & Co. (LLY), released an updated report in support of its groundbreaking food security movement, “*ENOUGH: Building a Food-Secure Tomorrow*”. The report and its new, interactive website can be found at [ENOUGHMovement.com](http://ENOUGHMovement.com).

The ENOUGH Movement, a global community dedicated to finding practical solutions for a food-secure world, is commemorating its second year by growing into a new, interactive digital report on [ENOUGHmovement.com](http://ENOUGHmovement.com). The site fosters discussion on the global implications and realities of food security and ways to take action.

“Humanity is using the resource equivalent of 1.6 earths a year, and that’s just not sustainable for the next generation,” said Jeff Simmons, president of Elanco Animal Health. “Never has there been more urgency around discussing food security - as the Earth’s population is estimated to reach 9.7 billion in 2050, experts say that will mean a 60 percent increase in demand for meat, milk and eggs. Adding more animals isn’t the answer. We need innovative solutions and collaboration to move the discussion forward.”

Considering the projected increase in demand for animal protein, the new ENOUGH Movement looks critically at how the current trend of adding more animals creates an unsustainable model ill-equipped to support population growth. It also explores potential solutions that can not only increase efficiency, but safeguard animal welfare in an environment where emerging diseases are a threat.

**ENOUGH Report**

The ENOUGH report is anchored in true sustainability and focuses on four key pillars: **Innovation, Choice, Access, and Nutrition**. Each pillar offers a modern approach to tackling the global issue of food insecurity.



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- **Innovation:** Evolutions in technology, animal management practices, and innovation enable more efficient and resource-conscious production of nutritious food.
- **Choice:** Consumers deserve the ability to choose the food that fits their budget, taste, and nutritional needs, while farmers ought to be able to choose the production methods that work best for them and their farm animals.
- **Access:** Food should move from places of plenty to places of need; easing access to affordable, nutritious food for those that need it most.
- **Nutrition:** A person's diet should meet more than simple caloric needs - it should provide the protein and nutrients that support healthy growth and development in children and health in adults.

“Without new approaches, we won't be able to meet the demand for safe, sufficient, affordable protein produced in a sustainable way,” added Simmons. “We must continue to find new solutions and better ways to produce animal protein that both protect the welfare of the animal and meets consumers' expectations. Ultimately, we must ensure our efforts are right for the health and welfare of animals, right for people and right by the planet.”

Simmons will share the updated ENOUGH report for the first time at The Atlantic Food Summit, underwritten by Elanco, on October 29th in Washington, DC. More information, including a link to RSVP and live-stream of the event is available [here](#).

For an opportunity to join the conversation directly, sign up at [ENOUGHmovement.com](http://ENOUGHmovement.com). Discover ways to become part of the solution, take action and hear stories of those affected by food insecurity as well as those fighting to find a solution. Follow the conversation on Twitter [@ENOUGH2050](#), [@Elanco](#), [@JeffSimmons2050](#), and on Facebook at [ENOUGH Movement](#) and [Elanco](#).

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### **About Elanco**

Elanco provides comprehensive products and knowledge services to improve animal health and food-animal production in more than 70 countries around the world. We value innovation, both in scientific research and daily operations, and strive to cultivate a collaborative work environment for more than 6,500 employees worldwide. Together with our customers, we are committed to raising awareness about global food security, and celebrating and supporting the human-animal bond. Founded in 1954, Elanco is a division of Eli Lilly and Company. Our worldwide headquarters and research facilities are



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located in Greenfield, Indiana. Visit us at [Elanco.com](http://Elanco.com) and [EnoughMovement.com](http://EnoughMovement.com).

## SOURCES

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