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FOR IMMEDIATE RELEASE

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Consumer Purchases Drive Donations of HATCH™ Eggs in Indiana

In its first four weeks, HATCH delivers protein-rich eggs to 5,250 families in Central Indiana

INDIANAPOLIS (May 18, 2015) — In the first four weeks since [HATCH™](#) — a new way consumers, food stores and farmers can work together to provide eggs to undernourished people — was announced, 5,250 families in Central Indiana have received a dozen eggs through this unique program. This means more than 63,000 eggs have helped people of all ages fight undernourishment through the power of egg protein. The pilot program continues through June 20, with HATCH providing one egg to a local food bank for each dozen Kroger-brand medium eggs purchased.

“Thanks to the incredible support from local residents, HATCH is having an immediate impact on fighting hunger and undernourishment in Indiana,” said Mitch Davis, director of Global Shared Value at Elanco Animal Health, the company that facilitates HATCH. “Being able to direct a donation of protein-rich eggs by simply purchasing eggs for their own families’ use is a wonderful way people can easily make a vital difference in their communities.”

The HATCH pilot program, which involves 65 Central Indiana Kroger stores, is a community partnership involving The Kroger Co. (NYSE: KR), Rose Acre Farms, Elanco, Gleaners Food Bank of Indiana and Midwest Food Bank. [HATCHforHunger.com](#) features a list of participating stores and more information about HATCH.

So far, 63,000 eggs, which is the equivalent of 5,250 dozen, have been donated through Gleaners and Midwest Food Bank to local food pantries serving Central Indiana, including Marion County. In addition, more than 600 people have participated in the conversation about fighting hunger at the community level by including #HATCHforHunger in their tweets and social-media posts.

“For many families who visit a food pantry, eggs are very rare to find and one of the items we have the most requests for,” said Marcus Casteel, director of the Grace Care Center. “Since one egg can provide all the iron and almost half the protein a young child needs each day, eggs are an excellent way to improve nutrition. That’s why HATCH has been such a blessing to our friends.”

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Elanco, Kroger and Rose Acre Farms launched HATCH as a model to give people a way to help fight hunger in their communities. In the United States alone, one in five people do not have access to enough protein and other nutrients to meet their body's needs. That's why HATCH was formed to make it easy for individuals to make a difference through something they already do routinely, like purchasing eggs at the grocery store. Elanco plans to build on this HATCH pilot program to develop similar initiatives that can bring food security to other locations in the United States and additional countries.

For more information about how HATCH makes it easy for people to work together to fight hunger and undernourishment, visit HATCHforHunger.com, connect with [Elanco](#) on Facebook, follow [@Elanco](#) on Twitter and join the conversation using #HATCHforHunger.

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About Elanco

[Elanco](#), a division of Eli Lilly and Company, provides comprehensive products and knowledge services to improve animal health and food-animal production in more than 70 countries. With a presence of approximately 7,000 people worldwide and offices in more than 40 countries, Elanco anticipates, serves and supports the diverse and evolving needs of our customer — from veterinarians to food producers to all those concerned with animal health — to help them address the global challenges we all face. At Elanco, we understand the powerful role healthy animals play in making life better. Additional information about Elanco is available at elanco.com.

About Kroger

[The Kroger Co.](#) has been serving local communities for 132 years. Kroger Central Division has 136 food stores, 114 pharmacies and 89 fuel centers operating under four banners; Kroger, Scott's, Owen's and Pay Less, with locations primarily in Indiana and Illinois, in addition to three stores in Missouri, one in Michigan and one in Ohio. Kroger Central Division is dedicated to supporting every local community it serves, contributing more than \$13.5 million in 2014 to local organizations, primarily focusing on hunger relief, K-12 education, health causes and diversity. The Kroger Co. was once again named the most generous company in America in a Chronicle of Philanthropy listing detailed in Forbes Magazine. At Kroger we value: honesty, respect, inclusion, diversity, safety and integrity.

About Rose Acre Farms

[Rose Acre Farms](#), now the second-largest U.S. egg producer, provides exceptional quality shell eggs, specialty eggs, liquid eggs, egg protein powder and other egg products. Based in Seymour, Indiana, Rose Acre Farms has 17 facilities in six states, but retains the family-owned values of excellence and integrity that characterized the business when it began in the 1930s. As a United Egg Producer (UEP) certified company, Rose Acre Farms ensures its products always meet or exceed standards for food safety and nutritional content, while maintaining industry-leading animal husbandry practices.

About Gleaners Food Bank of Indiana

On a yearly basis, hundreds of thousands of hungry Hoosiers depend on food and other critical grocery products provided by [Gleaners Food Bank](#) of Indiana. Gleaners supplies items to hunger relief agencies

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and schools throughout 21 counties in central and southeast Indiana. Gleaners was founded in 1980 and is a member of Feeding America the nation's food bank network. Since its inception, Gleaners has distributed over 320 million pounds of food and critical grocery products to over 250 hunger relief agencies serving needy Hoosiers. In addition to food distribution to hunger relief agencies, Gleaners serves our most vulnerable populations, children and seniors, through specialty programs such as the BackSacks: Weekend Food for Kids, School-Based Food Pantries, and the Summer Meals for Kids programs and the Commodity Supplemental Food Program (CSFP). In Gleaners' 21-county service area, more than 260,000 struggle with hunger and food insecurity — and 97,000 of them are children. To learn more, visit gleaners.org.

About Midwest Food Bank

The [Midwest Food Bank](http://midwestfoodbank.org) is a faith-based, nonprofit with locations in Indianapolis, Bloomington, Illinois, Peoria, Illinois, and Atlanta. Its mission is to alleviate hunger and poverty by gathering food donations, and distributing them to nonprofit organizations and disaster sites without cost to recipients. Today, the Indianapolis division and its 2,800 volunteers provide food to approximately 70,000 individuals via more than 270 agencies in 53 Indiana counties. For more information or to volunteer, visit midwestfoodbank.org.

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Click on the video link above to hear from John Whitaker, executive director, Midwest Food Bank



Click on the video link above to hear from Andrew Green, chief program officer, Shepherd Community Center



Click on the video link above to hear from Cindy Hubert, president and CEO, Gleaners



Click on the video link above to hear from Marcus Casteel, director, Grace Care Center

Sharable Tweets

- #HATCHforHunger providing high quality protein & nutrients to 5,250 families across central #Indiana. Thanks @Elanco @RoseAcreFarms @Kroger
- Thank you #Indiana for supporting your neighbors through quality nutrition! #HATCHforHunger <https://www.youtube.com/watch?v=BBxC9jI50K4>
- Why #Eggs are the ideal source of #nutrition and #protein! #HATCHforHunger <https://www.youtube.com/watch?v=U6ZvkLnnkAA>

Click on the image above to access tweets you can share about donations of HATCH eggs



Click on the image above to download a high-resolution file of the HATCH logo suitable for printing