The Fight for a Food-Secure Tomorrow

@Elanco
#FeedThe9
The Faces of Food Security

The Collapse
• 25,000 die daily from hunger

“How do I choose which child to feed?”

The Deficiency
• No meat in the diet

“With food like this, my people can’t thrive.”

The Hunt
• Daily search for the meal

“Where and when will I get my next meal?”

The Quality
• Getting the right calories

“I wish we had a good grocery store.”

The Edge
• Temporary life event creates short term need

“What happened?”

The Tradition
• Preserving access to choice

“It’s part of who we are.”

Disease Development Decisions

Access

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Today’s Food Security Realities

GROWING MIDDLE CLASS

3 BILLION

Join the middle class

Today: 7B

Fastest growth between now and 2020

2020

2050: 9B

Today’s Food Security Realities

INCREASING DEMAND FOR MEAT, MILK & EGGS

We will need **60%** More animal-sourced foods


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Today’s Food Security Realities

FEEDING MORE WITH LESS

By overusing our resources, it takes 1.9 years to regenerate annual consumption. (Source: WWF)

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Why We Need 2 Glasses

The Importance of Meat, Milk and Eggs
(Over 5 School Terms)

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

Solution #1: The Power of Innovation
Experts’ Solutions

**Critically Important**

4.4 Policy that supports improved practices in the developing world
4.2 Adoption of technology
4.2 Policy encouraging technology application
4.1 Education on better practices
3.4 Reducing food waste

**Not at All Important**

1.7 Organic production
Solution #2: Ensuring Consumer Choice
What Consumers Want

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

**Then**
- Headlines
- Aided Questions
- Call Inquiries

**Now**
- Media mentions
- Unaided Questions
- Consumer spending
Solution # 3 Trade

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
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

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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.