Enough

The Fight for a Food-Secure Tomorrow

@Elanco
#FeedThe9

The Faces of Food Security

Disease → **Development** → **Decisions**

The Collapse	The Deficiency	The Hunt	The Quality	The Edge	The Tradition
• 25,000 die daily from hunger	• No meat in the diet	• Daily search for the meal	• Getting the right calories	• Temporary life event creates short term need	• Preserving access to choice
"How do I choose which child to feed?"	*"With food like this, my people can't thrive."*	*"Where and when will I get my next meal?"*	*"I wish we had a good grocery store."*	*"What happened?"*	*"It's part of who we are."*

Access

Availability

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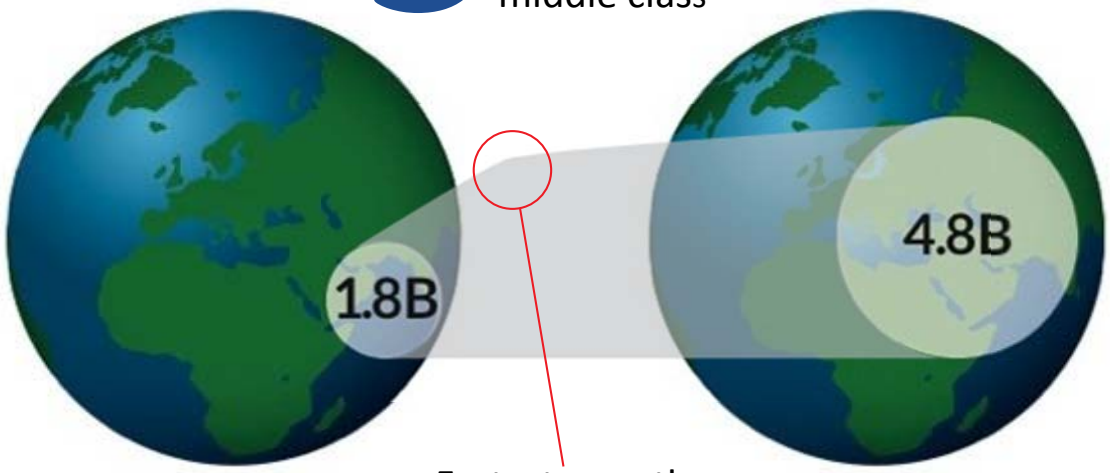
Today's Food Security Realities

GROWING MIDDLE CLASS

3 BILLION

Join the middle class



Today: 7B

Fastest growth between now and 2020[2]

2050: 9B[1]

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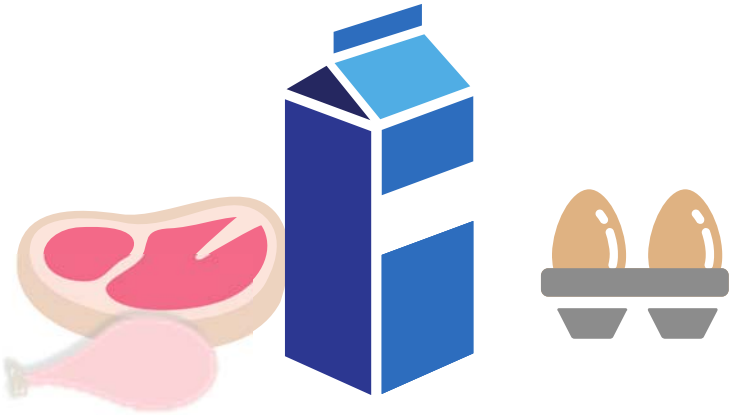
1. Kharas, Homi. OECD Development Center. Working Paper No. 285. The Emerging Middle Class in Developing Countries. Global Development Outlook. January 2010.
2. OECD-FAO Agricultural Outlook 2012-2021.

Today's Food Security Realities

INCREASING DEMAND FOR MEAT, MILK & EGGS

We will need

60% More animal-sourced foods



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Food & Agriculture Organization (FAO). "World Livestock 2011: Livestock in Food Security." Rome, 2011.

Today's Food Security Realities

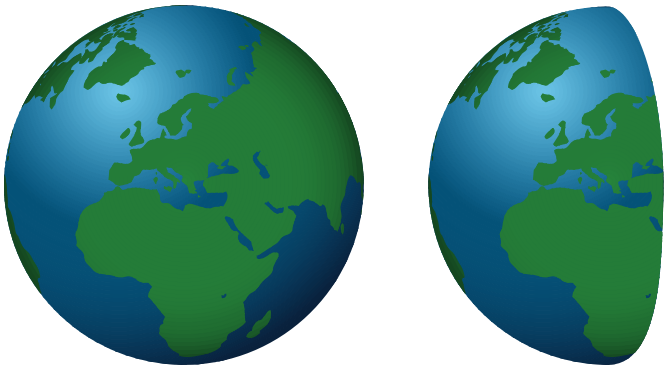
FEEDING MORE WITH LESS

By overusing our resources, it takes

1.8

Years to regenerate annual consumption

Source: WWF



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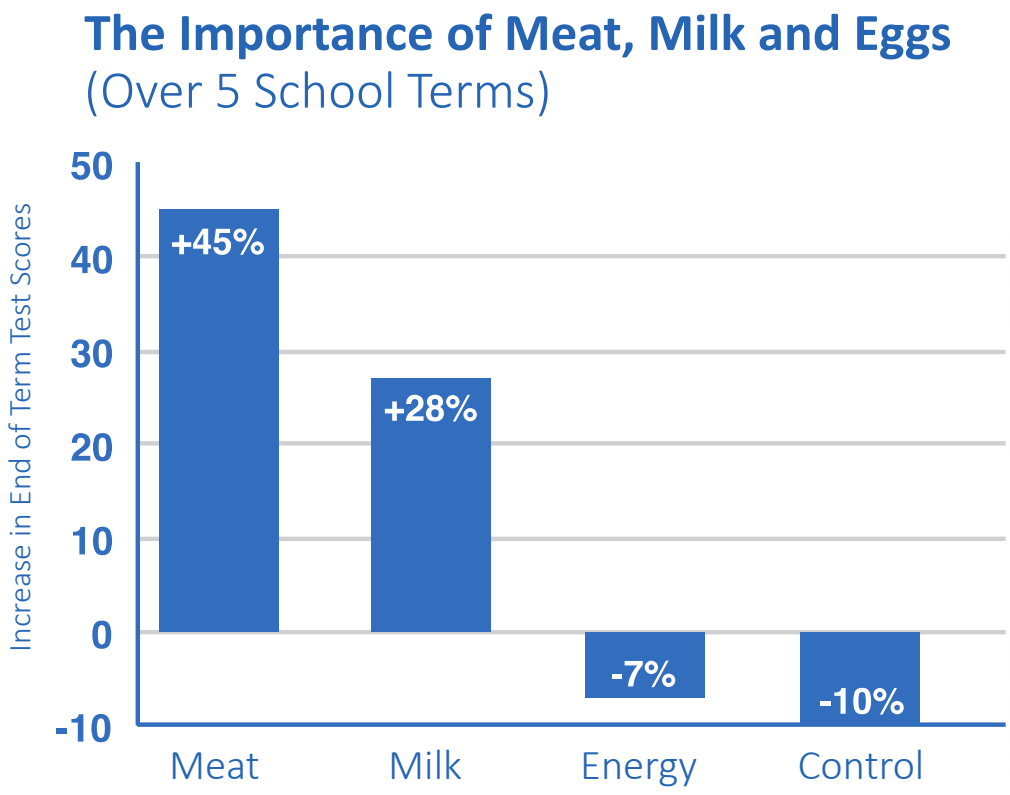
World Wildlife Fund (WWF). "Living Planet Report 2012: Biodiversity, biocapacity and better choices."

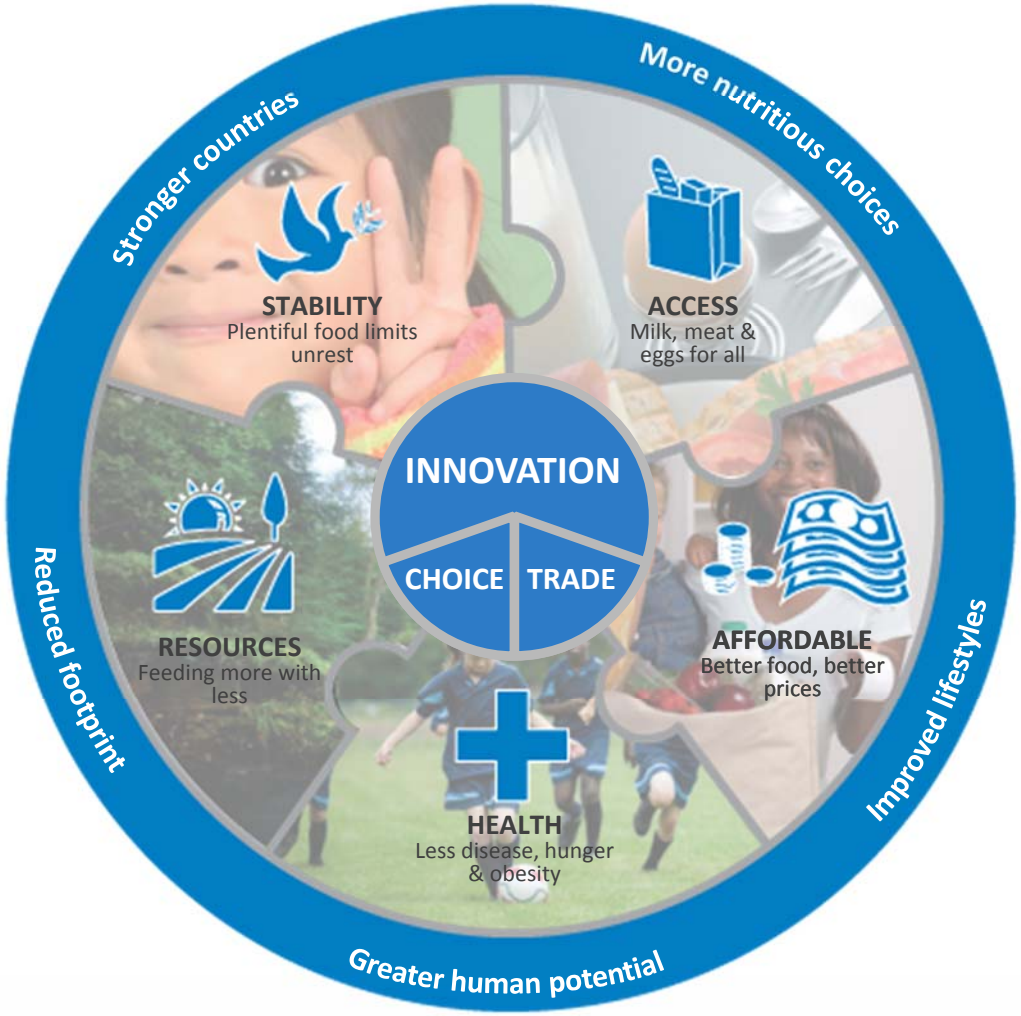
Why We Need 2 Glasses



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

Neumann, C.G. et al. "Meat Supplementation Improves Growth, Cognitive, and Behavioral Outcomes in Kenyan Children." Journal of Nutrition, 2007. UN Standing Committee on Nutrition, 2009.

Our Vision for a Food Secure World



Where there is no vision, people perish.

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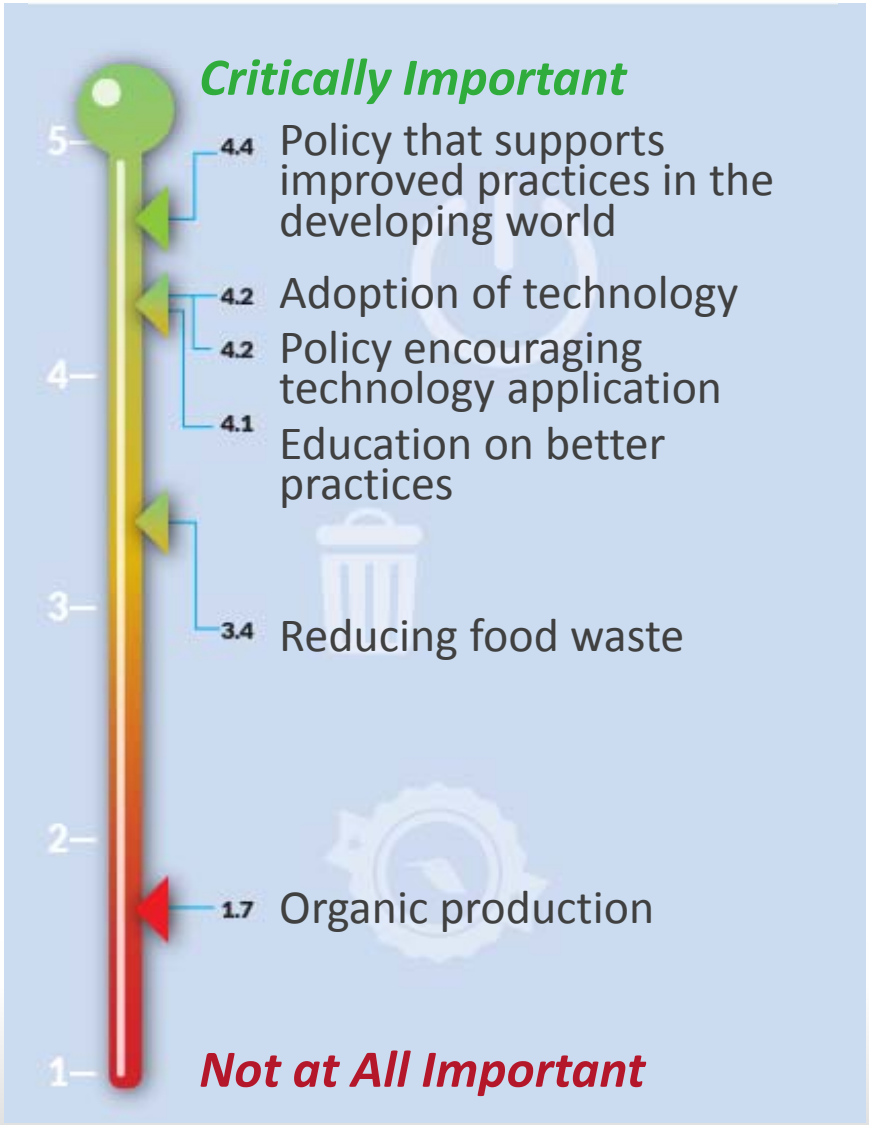
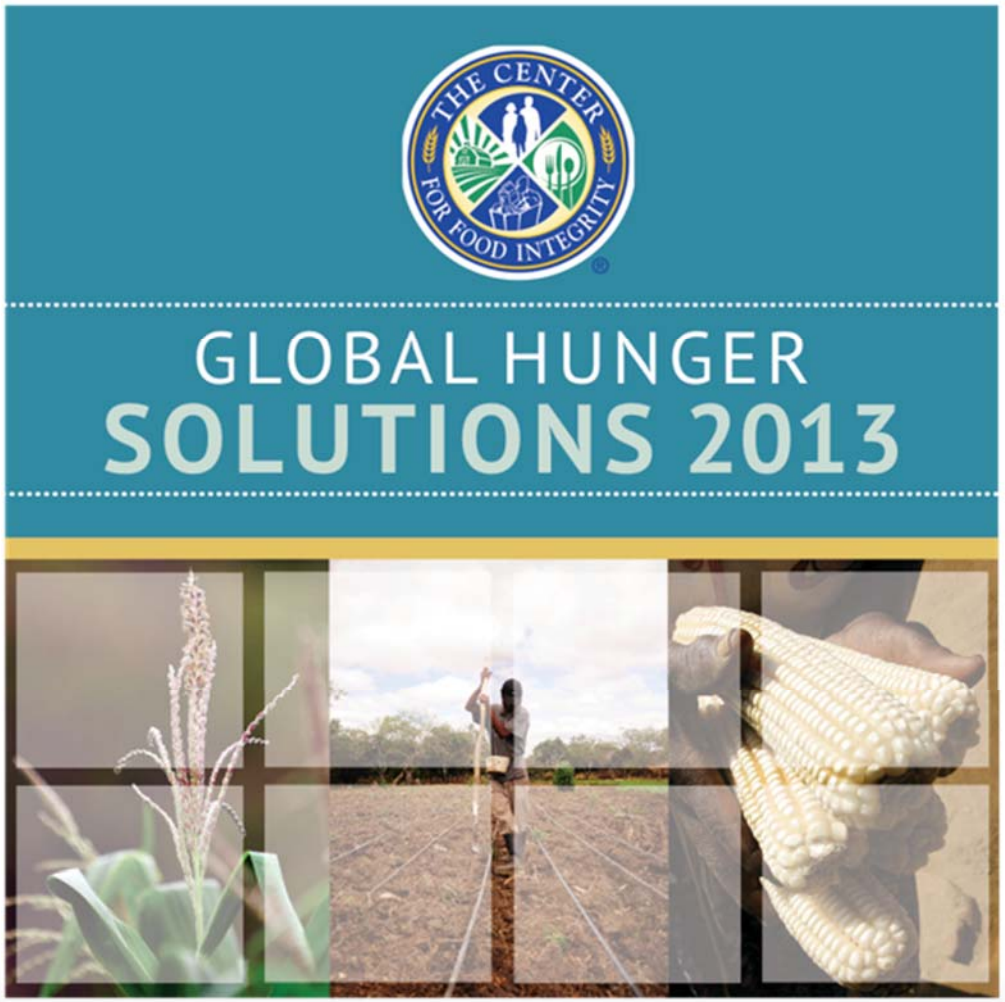
Solution #1: The Power of Innovation

Experts' Solutions

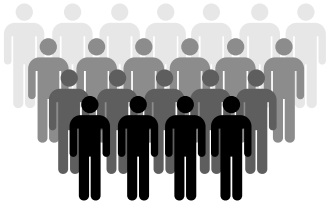
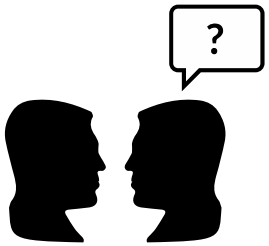


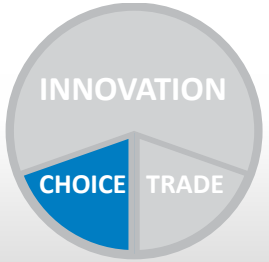


Solution #2: Ensuring Consumer Choice

What Consumers Want

"Our World has changed, our measures are better."

Then	Now
Headlines	Media mentions
 Aided Questions	 Unaided Questions
Call Inquiries	Consumer spending



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

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