



## Media Release

### **Elanco launches “A VISION OF FARMING FEEDING THE FUTURE” photo competition, a creative platform to explore people’s perspective on modern farming feeding the future**

Elanco, the leading animal health and science-based innovation company today announced the launch of a European-wide photography competition.

By 2050, it is estimated there will be a 60% increase in global demand for a number of food products, ranging from meat, milk, eggs to crops and cereals. This photo competition explores people’s perspective on how a modern and innovative farming sector will be able to address this escalating demand in a sustainable way; it aims to find the most inspiring pictures from the forefront of today’s farming culture in Europe.

Competition entrants – which includes the general public, farmers, photographers, nature enthusiasts and many more – are invited to share photographs of animals, landscapes or modern farm production and management methods which highlight innovation. Participants can upload their pictures on the competition website: [www.elancophotocompetition.com](http://www.elancophotocompetition.com).

Commenting on the initiative, Dr. Ramiro Cabral, Elanco Operations Lead for Europe, Middle East and Africa said, “We wanted to create a platform to challenge people to engage creatively with the future of food production and modern sustainable farming in Europe. With over 20 Million households in the EU not able to afford a meal with meat, fish, chicken every second day,<sup>1</sup> food affordability hits us right here in Europe. We believe that collaboration of all stakeholders in the farming system, together with technological innovations in the production process, will be the key to tackle food security and affordability in the future”.

Elanco launches this competition as part of the ENOUGH movement ([www.enoughmovement.com](http://www.enoughmovement.com) #Feedthe9) which strives to solve one of the greatest issues of our time – food security. Elanco seeks innovative ways to improve food production, in particular proteins, while using fewer resources. Being able to produce enough nutritious food for the future will allow fewer deaths from hunger, less disease, less obesity so children grow up healthy, active, smart and strong.

The top 20 photo submissions will be selected by a jury and these will then be available for online voting, and will be displayed in venues across Europe. The grand prize winner is set to win the prize of 1,000 euros. The competition will also live on twitter through #FarmtheFuture. For more information about how to enter, visit the competition’s page: [www.elancophotocompetition.com](http://www.elancophotocompetition.com).

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<sup>1</sup> Eurostat, EU-SILC Survey, 2013.



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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. Elanco values innovation, both in scientific research and daily operations, and strive to cultivate a collaborative work environment for nearly 7,000 employees worldwide. Together with their customers, Elanco is 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 located in Greenfield, Indiana. Visit [Elanco.com](http://Elanco.com) and [EnoughMovement.com](http://EnoughMovement.com) to learn more, or join the discussion on [Facebook](#) and [Twitter](#) (#EUEnough).