ELANCO
SHARED
VALUE

Empowering Communities, Enabling Growth
At Elanco...

Our business and our purpose—“food and companionship enriching life”—hinges on relentlessly pursuing animal health innovations that grow the value of our company, and better the world in which we work.

We know that how we run our business has far more impact on society than our corporate philanthropy alone. This is why we are investing in shared value initiatives, opening new markets, while improving the lives of millions of people in a sustainable way.

At the intersection of business value and societal value, we are investing in programs that put the health of animals first, helping us sustain healthy animals, healthy people and a healthy planet.

To us, shared value means helping smallholder farmers address common animal health challenges of livestock through registration and market development of veterinary products, farmer training on animal care best practices, and innovative efforts. Better animal health improves farmers’ income, helping them become more productive and self-sufficient. This reduces poverty while positively influencing the diet and health of their families. This also helps us sustain a sound animal health business locally.
Our first shared value initiative—the East Africa Growth Accelerator (EAGA)—demonstrates the interconnectedness that starts with the animal. Our goal with the EAGA project is to help farming families in East Africa increase livestock production by providing them with access to high-quality, reliable veterinary medicines and knowledge to combat livestock disease, both of which can be difficult to receive in this part of the world. Supporting these farmers reduces hunger and poverty in a sustainable way, while opening new business growth markets for Elanco.

Livestock disease remains a significant threat to achieving food security. Currently in East Africa, 25 percent of protein from farm animals is lost due to animal illness*, reducing the supply of high-quality protein and creating significant economic losses for people who depend on livestock for their livelihood. In East Africa, many farmers need more training on how to identify, prevent and treat livestock illness, as well as access to tools and innovation that help protect their herds from devastating losses.

EAGA is empowering farmers with the knowledge and medicine they need to care for animals and enable the growth of their communities, reducing animal mortality and poverty, increasing farmer’s income and improving diets and health of local families.

**HOW THE EAGA IS MAKING A DIFFERENCE**

EAGA starts with the registration and distribution of high-quality veterinary products to smallholder farmers in the region.

The products are manufactured and/or repackaged in small sizes and volumes to make them useful to the farmers.

Product quality is sustained in close cooperation with Elanco distributors in East Africa.

In addition to the right-sized product packaging, Elanco also provides training initiatives for its customers to assist with improved animal health practices including disease awareness, preventative care and proper administration of the right medications, when necessary.
We know that how we run our business has more impact on society than corporate philanthropy alone. Our commitment to a world with healthy animals, healthy people and a healthy planet should be woven into how we do business overall. The EAGA is an example of how a purposeful change in our business model can make a significant impact on poor farmers and families around the world.