



MEDIA ADVISORY

Elanco IPPE 2023: Offering More Through Leading Experts and Comprehensive Solutions

Elanco's Gut Health and Food Safety platforms offer more tools and resources than ever before

WHAT: Worldwide meat consumption is expected to increase 1.4% per year through 2023, according to data published in the new Packaged Facts report by Global Meat & Poultry Trends. In the United States, poultry remains the most consumed type of meat due to its low cost. Labor shortages, combined with disease outbreaks and feed prices that are expected to remain high, mean that poultry producers are expected to produce more to help meet demand for a healthy, low-cost protein source while dealing with substantial industry headwinds in their operations.

Now more than ever, producers need confidence in finding solutions to address their challenges. Elanco offers a proactive platform of Food Safety and Gut Health experts, products and services that raise producer confidence in continued success. Elanco tackles customer challenges with the unbeatable combination of:

- Deep industry knowledge
- Comprehensive product portfolio
- Commitment to always go above and beyond for customers

At IPPE, Elanco experts will share more about the extensive product portfolio and how the Elanco team can help producers tailor solutions for their operations to help maximize their birds' health and production potential.

Join Food Safety expert, Dr. Bill Potter, for a TechTalk session on Tuesday, Jan. 24, from 4 to 4:20 p.m. at Booth B3646, Hall B. He will share about the three *Salmonella* serotypes of concern in poultry: Infantis, Enteritidis and Typhimurium, and the recent USDA FSIS call for a reduction in *Salmonella* illnesses. Since these serovars have been difficult to reduce simultaneously, the poultry industry needs to understand best practices to reduce them all collectively at the same time. In this presentation, data will be presented from both controlled research and real-world field applications which will provide insight to the industry on how to address this USDA objective.

WHEN: January 24 – 26, 2023

WHERE: Booth B5839, Georgia World Congress Center, Atlanta, Ga.

WHO: A wide range of Poultry Gut Health and Food Safety experts will be available for interviews on a range of topics, from animal welfare, food safety and technology and data trends, animal health and management tips.

CONTACT: For more information or to schedule an interview, contact Melissa Chesnut, Two Rivers Marketing, at melissac@2rm.com

###

About Elanco

Elanco (NYSE: ELAN) is a global leader in animal health dedicated to innovating and delivering products and services to prevent and treat disease in farm animals and pets, creating value for farmers, pet owners, veterinarians, stakeholders and society as a whole. With nearly 70 years of animal health heritage, we are committed to helping our customers improve the health of animals in their care, while also making a meaningful impact on our local and global communities. At Elanco, we are driven by our vision of Food and Companionship Enriching Life and our Elanco Healthy Purpose™ Sustainability/ESG framework — all to advance the health of animals, people and the planet. Learn more at elanco.com.

Contact:

Melissa Chesnut, Strategic Communications Director, Two Rivers Marketing
816-390-5356, melissac@2rm.com

Elanco and the diagonal bar logo are trademarks of Elanco or its affiliates.
© 2022 Elanco or its affiliates. PM-US-22-2569