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## **New blog promises ‘fresh perspectives on animal health’**

**Basel, Switzerland** - A new blog featuring thought, opinion and news on animal health across Europe has launched.

Elanco360° - produced and curated by Elanco Animal Health in Europe – features contributions from across the continent and promises ‘new perspectives on the animal health agenda’, with content on food sustainability, animal welfare and the bond between people and their pets.

Elanco’s vice-president for Europe, Middle East and Africa Ramiro Cabral said the new blog will be a unique opportunity to share and shape thought and ideas across the animal health community.

“We want to create something much more than a dry corporate blog with Elanco360° - something more collaborative and dynamic that reaches people outside the industry and helps understand the implications of animal health in our daily lives, and why we should all care about it,” he explained.

“So alongside the thoughts and views of people in our business, we’re asking anyone from across the wider animal health community if they have something they’d like to share.”

Content so far, which can be found at [www.Elanco360.com](http://www.Elanco360.com), has included features on the benefits of assistance dogs, food security, and a recent EU40 debate which saw MEPs debate the future of sustainable livestock production along with NGOs and food producers.

“Our audience for Elanco360° is anyone with an interest in animal health, whether that’s in farm animals and their role in ensuring sustainable food production or companion animals and their unique role in enriching our daily lives,” Cabral added.

“Whether you’re a policymaker, one of the thousands working in the sector, or simply someone who’d like to know more about animal health and its relationship with our shared environment.”

If you’re interested in contributing an article or an idea contact: [emea\\_communications@elanco.com](mailto:emea_communications@elanco.com)

### **About Elanco**

Elanco, a division of Eli Lilly and Company, provides comprehensive products and knowledge services to improve animal health and food-animal production in more than 70 countries around the world. With a global presence of approximately 6,500 people and offices in more than 40 countries, Elanco anticipates, serves and supports the diverse and evolving needs of its customers--from veterinarians to food producers to all those concerned with animal health--to help them address the challenges of a diverse and changing world. Together with our customers, we are committed to raising awareness about global food security, and celebrating and supporting the human-animal bond. Additional information about Elanco is available at [www.elancoeurope.com](http://www.elancoeurope.com), or follow us @Elanco and @ElancoEU.

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