



Elanco Animal Health
2500 Innovation Way
Greenfield, IN 46140 USA
www.elanco.com

Media Contact:
Becky Fouard, +1 317 607 3807
rfouard@elanco.com

HATCH™ Donates More Than 290,000 eggs and Kicks off Kroger Match
#HATCHforHunger, which provides eggs to the undernourished, announces Kroger match of all donates made to HATCH now through the end of the year

Fort Wayne, IND (Oct. 31, 2016) – Today HATCH™ for Hunger donates 293,760 eggs to 17 different food banks across the Midwest to help nourish the food insecure. HATCH and Kroger also announced today that all donations made at the Kroger checkout, online or text to donate from now through the end of 2016 Kroger will match. You can make a donation or learn how by visiting www.hatchforhunger.com or texting HATCH to 52000.

“HATCH is innovation and collaboration at its best,” said Carmen Cumberland, executive director of Community Harvest Food Bank of Northeast Indiana out of Fort Wayne. “Eggs are one of our most requested items and we are always in short supply. HATCH is a new way that brings together the egg farmer, grocery stores and consumers to find ways to fund and supply the quality nutrition we want to provide our families in need.”

HATCH is an organization that helps consumers to provide high-quality nutrition and protein, through the package of an egg, to undernourished people through food banks in their local communities. HATCH is made possible by partnering with grocery stores, farmers and local food banks. Kroger Co., Rose Acre Farms and Elanco Animal Health, a division of Eli Lilly and Co., launched HATCH in April of 2015 in 65 Kroger stores in Indianapolis for the first time, and today the program has spread and is serving more than 17 food banks across all of Indiana and parts of Michigan, Illinois, Missouri and Ohio.

“As of today, HATCH is just shy of donating 1 million eggs to food banks since it began in spring of last year,” said Eric Halvorson, manager of public affairs for Kroger’s Central Division. “Kroger is proud to sponsor HATCH and offer a dollar-for-dollar match from now through the end of the year for any donations made to HATCH. That includes in-store donations, online and text-to-donate. When shopping at Kroger, simply ask your cashier when checking out if you can donate to HATCH and every time you scan the donation bar code that is one dozen eggs you are providing a family in need. The list of all of our participating stores is at hatchforhunger.com.”

Kroger is making it possible for shoppers to donate to HATCH in stores when checking out by asking your cashier to donate to HATCH. Every time the cashier



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scans a bar code for HATCH donations, that is one dozen eggs you are helping provide a family in need in your local community. Those donations made in November and December will specifically go towards helping families in need receive eggs for the holiday season.

“We are proud to be the egg farmers who supply HATCH eggs to food banks,” said Greg Hinton with Rose Acre Farms. “Eggs are packed with 13 essential vitamins and minerals for the body, including much needed quality protein that helps with cognitive and physical development for children. We hope to continue to expand the HATCH program with Kroger and Elanco in order to serve more food banks this much needed product and create more food secure communities.”

The HATCH program has the goal to provide a sustainable, consistent flow of eggs to its food bank partners and get the consumer involved to help support their local communities. To learn more about HATCH, donate and share the HATCH story visit www.HATCHforHunger.com.

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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. We value innovation, both in scientific research and daily operations, and strive to cultivate a collaborative work environment for more than 6,500 employees worldwide. Together with our customers, we are 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 us at Elanco.com and EnoughMovement.com

About Kroger: The Kroger Co. has been serving local communities for 133 years. A Kroger Central Division has 136 food stores, 115 pharmacies and 94 fuel centers operating under three banners; Kroger, Owen’s and Pay Less, with locations primarily in Indiana and Illinois, in addition to three stores in Missouri, one in Michigan and one in Ohio. Kroger Central Division is dedicated to supporting every local community it serves, contributing more than \$13.5 million in 2014 to local organizations, primarily focusing on hunger relief, K-12 education, health causes and diversity. The Kroger Co. was once again named the most generous company in America in a Chronicle of Philanthropy listing detailed in Forbes Magazine. At Kroger we value: honesty, respect, inclusion, diversity, safety and integrity.

About Rose Acre Farms: Rose Acre Farms, now the second-largest U.S. egg producer, provides exceptional quality shell eggs, specialty eggs, liquid eggs, egg protein powder and other egg products. Based in Seymour, Indiana, Rose Acre Farms has 17 facilities in six states, but retains the family-owned values of

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excellence and integrity that characterized the business when it began in the 1930s. As a United Egg Producer (UEP) certified company, Rose Acre Farms ensures its products always meet or exceed standards for food safety and nutritional content, while maintaining industry-leading animal husbandry practices.



(Above): **HATCH for Hunger** has provided nearly one million eggs to more than 70,000 undernourished families across the Midwest. You can support HATCH by donating at your local Kroger store, online at www.HATCHforHunger.com, or text HATCH to 52000.



(Above): HATCH distributed 25,920 eggs to the Food Bank of Northern Indiana, located in South Bend, last Friday Oct. 28.