



Elanco Animal Health

2500 Innovation Way
Greenfield, IN 46140

317.276.2000

FOR IMMEDIATE RELEASE

MEDIA CONTACT:

Keri McGrath Happe (317) 370-8394
Mcgrath_happeks@elanco.com

Susan Miller, 765-620-2007
smiller@5metacom.com

Intestinal Integrity (I²) Index Offers Producers a Tool to Benchmark Broiler Flock Health

GREENFIELD, Ind. Jan. 27, 2016 — Independent research conducted by Novometrix Inc. has verified that the Intestinal Integrity (I²) Index used to measure gut health and function in broilers, correlates closely with live performance outcomes such as daily weight gain and feed efficiency in broiler flocks around the globe. The research findings were presented during the International Processing & Production Expo's (IPPE) Tech Xchange on Wednesday, January 27, in Atlanta, GA (USA).

Dr. Jeff Wilson, president of Novometrix Research, Inc., reviewed the methodology, research findings and data-driven insights the I² Index offers to help poultry producers manage the health and performance of their flocks. Novometrix specializes in epidemiology, including data integration and analytics, with a special focus on solutions for sustainable agriculture and agri-food production in the poultry industry. The company's validation of the I² Index included an analysis of data collection processes and the analytic platform used to create the Index. Research methodology also included a comprehensive literature review and interviews with industry experts including veterinarians, as well as a statistical analysis of millions of data points supporting the I² Index.

"For a long time, poultry experts have known that maintaining Intestinal Integrity is crucial for broiler health, said Dr. Wilson. "Now there is research to support the connection between intestinal integrity and flock health and performance."

The I² Index includes 23 enteric conditions such as gizzard erosion, necrotic enteritis and excessive intestinal fluid. Each condition is assigned a specific weight and collectively, these weights create a custom, composite number that is entered into the Health Tracking System (HTSi) database. Developed by Elanco, HTSi is a comprehensive database integrating more than 15 years of data and more than 600,000 individual bird post-mortem analyses from around the globe. In addition to incorporating enteric diseases, HTSi data include a range of productivity metrics such as average daily gain (ADG), feed conversion rate (FCR) and European Production Efficiency Factor (EPEF). By analyzing data specific to individual flocks, the I² Index allows producers to monitor their birds' health and provides a tool for benchmarking performance across operations over time. As

producers apply insights derived from data, they can make adjustments to improve the health and performance of specific flocks based on the I² Index.

“At a time when the poultry industry is challenged with increasing global competition, the management of persistent and emerging diseases and a rapidly changing regulatory environment, the I² Index provides poultry producers around the world with a data-driven approach to monitoring and managing flock health and performance,” said Dr. Wilson.

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

Elanco® and the diagonal bar are trademarks owned or licensed by Eli Lilly and Company, its subsidiaries, or affiliates.
© 2016 Eli Lilly and Company, its subsidiaries or affiliates. GBLBRLNON00157