

BREAST
CANCER
ACTION

November 9, 2009

John C. Lechleiter, PhD
Chairman of the Board, Chief Executive Officer, President
Eli Lilly
Lilly Corporate Center
Indianapolis, Indiana 46285

RE: Breast Cancer and rBGH

Dear Dr. Lechleiter:

As you probably know from the due diligence conducted by Eli Lilly in deciding to acquire Monsanto's interest in rBGH (rBST) last year, there is a large effort underway to end the use of rBGH in stimulating dairy production. As individuals and organizations concerned with the safety of our food supply and public health, we call on you to stop manufacturing rBGH.

We find it ironic, to say the least, that Eli Lilly manufactures drugs to both treat and "reduce the risk" of breast cancer, and now makes and markets rBGH, which is linked to increasing the risk of developing the disease and other cancers. For this reason, we have joined together on a new campaign targeting Eli Lilly for "Milking Cancer."

We are sure that you are aware that consumers are demanding a market free of this artificial growth hormone. This concern is evidenced by the recent decisions by General Mills and Dannon, in addition to decisions by major distributors such as Starbucks and Walmart to reject rBGH-stimulated milk.

We represent hundreds of thousands of consumers, and we are prepared to do whatever it takes to stop the spread of rBGH throughout the world. We hope

and believe that this goal can be best accomplished by conversations with you and others involved with rBGH at Eli Lilly.

We are aware of Eli Lilly's commitment as a company to integrity in all it does. We believe that commitment can best be advanced by meeting with us to discuss our concerns. As J.K. Lilly, Jr. said:

As to the future of this business – it was founded and built on quality and integrity. Don't ever do anything to detract from its integrity. If we continue to work and follow these same principles, there are no limits to where we can go.

We would like to meet with you to discuss this issue. We look forward to hearing from you .You can reach Breast Cancer Action, the organization leading our campaign, by phone at 415.243.9301, or by email: info@bcaction.org.

Sincerely,



Barbara A. Brenner
Executive Director
Breast Cancer Action

Campaign Partners:

Rita Arditti, Co-Founder
Margo Golden, Board President
Women's Community Cancer Project

Wenonah Hauter
Executive Director
Food and Water Watch



Fran Howell
Executive Director
DES Action



Judy Norsigian
Executive Director
Our Bodies Ourselves



Rick North
Project Director
Oregon Physicians for Social Responsibility



Deborah Shields J.D., MPH
Executive Director
Massachusetts Breast Cancer Coalition



Jeffrey Smith
Executive Director
Institute for Responsible Technology



ENDORSERS:

Amy Agigian, Ph.D.
Director
Center for Women's Health and Human Rights

Seble W. Argaw
Executive Director
Adbar Ethiopian Women's Alliance

Brent Baeslack
Co-chair
Haverhill Environmental League

Ronnie Cummins
National Director
Organic Consumers Association

Jennifer Doe
Organizer
Massachusetts Jobs with Justice

Dr. Samuel Epstein
Chairman
Cancer Prevention Coalition

Eric Holt-Gimenez
Executive Director
Food First

Ellie Goldberg, M.Ed.
Founder
Healthy Kids

Susan M. Jenkins
Steering Committee
The Big Push for Midwives

Andrew Kimbrell
Executive Director
Center for Food Safety

Jack Kittredge
Social Action Coordinator
Northeast Organic Farming Association,
Massachusetts Chapter

Anne Lamott
Author and Activist

John Peck
Executive Director
National Family Farm Defenders

Katherine Prown, PhD
Steering Committee
The Big Push for Midwives

Kimberly Sansoucy
Executive Director
Cambridge Commission on the Status of Women

David Servan-Schreiber
Author

Joanne Skirving
Secretary, Board of Directors
Rachel's Friends Breast Cancer Coalition

Sandra Steingraber, Ph.D
Scholar in Residence
Ithaca College

Ann Sweeney
President
Massachusetts Friends of Midwives

Jane Winn
Executive Director
Berkshire Environmental Action Team

Cc: Jeff Simmons, President, Elanco
Joan Todd, Global Media Relations and Communications, Elanco
Robert Armitage, Senior VP and General Counsel
Bryce D. Carmine, Executive Vice President, Global Marketing and Sales
Alecia DeCoudreaux, Vice President and General Counsel
Peter Johnson, Executive Director, Corporate Strategic Planning
Enrique Conterno, President, Lilly USA
Angela Sekston, Vice President of Communications, Eli Lilly