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Kellogg Company Announces New Responsible Sourcing Commitments And Renews Conservation Goals

New sustainability commitments focus on delivering grains from sustainable sources, while doing what's best for people and the planet

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Tweetable highlights:

Goodness of grains at heart of new #KelloggSustainability commitments <http://ow.ly/Aflz1>
 Kellogg cares about people & planet, making new promises to show how they'll deliver #KelloggSustainability <http://ow.ly/Aflz1>
 Sustainability is in Kellogg's DNA, with recycled packaging dating back 100+ years #KelloggSustainability <http://ow.ly/Aflz1>
 Kellogg helps growers adapt to climate change, reduce GHGs and water use #KelloggSustainability <http://ow.ly/Aflz1>
 Kellogg announces new goals to reduce energy, water, waste, packaging #KelloggSustainability <http://ow.ly/Aflz1>

Kellogg Company has a rich tradition of caring deeply about its consumers, customers and the world we live in. This legacy of sustainability goes back more than 100 years ago when W.K. Kellogg began using recycled materials for the first cereal boxes.

Building on the company's heritage, Kellogg announced today [new social and environmental commitments](#) that will enrich the lives of consumers and farmers while supporting the environment.

"This company was founded on the belief that there's an inherent goodness in grains and that continues to hold true today," said John Bryant, Kellogg Company chairman of the board and chief executive officer. "We are committed to nourishing families so they can flourish and thrive. Our new sustainability goals will help us do this by delivering high-quality grains in a responsible way that enriches the lives of consumers and agricultural growers around the world."

Kellogg is announcing new global sustainability commitments in two areas - responsible sourcing and natural resources.

Responsible Sourcing

Kellogg Company will:

Responsibly source its top 10 ingredients and materials by 2020, and validate compliance across all direct suppliers by 2015.

Continue to provide resources and education to key agricultural suppliers, millers and farmers to help them increase their resilience to [climate change](#); optimize their use of fertilizer inputs; reduce greenhouse gas (GHG) emissions in their agricultural practices; optimize water use and enhance watershed quality; and improve soil health.

Build programs to help small-scale farmers improve their livelihoods by adapting to climate change and



improving their agronomic practices and business skills.

Identify areas within Kellogg's supply chain with a high prevalence of women farmers and workers and develop programs to provide resources and education that improve the livelihoods of these women, their families and their communities.

Around the world, Kellogg works with its growers, suppliers and partners to improve their livelihoods and reduce the company's overall impact on the environment. This includes helping wheat farmers in the United Kingdom improve soil health, supporting a women's cooperative of more than 600 farm families in Bolivia, and promoting new rice growing methods in Thailand that reduce greenhouse gas emissions.

In the U.S., Kellogg, its leading corn supplier, Bunge, together with The Nature Conservancy are driving agricultural conservation management in the Midwest Corn Belt including portions of the Missouri River, Upper Mississippi River and Ohio River watersheds. The goal is to encourage farmers to implement best management practices, track farm-level and watershed outcomes that will benefit the region, and measure continuous improvement of on-farm practices using Field to Market metrics.

"We also want to support the smallholder farmers and women farmers who grow our ingredients around the world," said Diane Holdorf, Kellogg Company chief sustainability officer. "Not only is Kellogg innovating great-tasting, nutritious foods, through our work with growers we're also building trust in our foods."

To do so, Kellogg partners with organizations such as Cooperative for Assistance and Relief Everywhere (CARE), a leading global humanitarian organization working to empower women, families and communities to escape poverty. CARE promotes solutions to and advocates on behalf of global responsibility. The group also was instrumental in guiding the development of Kellogg's new commitments.

"We are proud to partner with companies like Kellogg who understand the critical importance of enriching the lives of people who are part of their value chain," said Helene Gayle, president and CEO of CARE. "Through these new and expanded commitments, Kellogg can make a lasting difference in the communities where their ingredients are sourced. We applaud Kellogg for their efforts and look forward to hearing about their progress."

Conserving Natural Resources

Kellogg Company will:

- Further reduce energy and GHG emissions by an additional 15 percent (per metric tonne of food produced) from 2015 performance.

- Expand use of low-carbon energy in plants by 50 percent by 2020.

- Support watershed quality, implement water reuse projects in 25 percent of plants by 2020, and further reduce water use by an additional 15 percent (per metric tonne of food produced) from 2015 performance.

- Increase to 30% the number of plants sending zero waste to landfill by 2016.

- Ensure that 100 percent of timber-based packaging continues to be either recycled or from certified sustainable sources, while implementing resource-efficient packaging, as measured by improved performance for recycled content, recyclability and food-to-package ratios.

Consumers of the best-selling waffle brand, Eggo®, will delight in knowing that their beloved food is now being produced in a more environmentally friendly way. Kellogg Company's Eggo® bakery in San Jose, Calif., recently installed fuel cell technology that generates enough clean, reliable energy to produce approximately half of the facility's annual electrical consumption. The system also uses less water to generate this power than if it had been supplied by the utility grid.

"This is just one example of how Kellogg is continuously looking for new processes and technology to delight consumers with foods made in innovative ways that minimize the environmental impact of our operations," said Holdorf. "We're making progress but also recognize the need to drive change, which is why we're stepping up our plans now with new goals for 2020."

Additional information about these commitments can be found online at www.KelloggCorporateResponsibility.com. Details of the company's progress against the new commitments will be included in Kellogg Company's future Corporate Responsibility Reports.

About Kellogg Company

At Kellogg Company (NYSE: K), we are driven to enrich and delight the world through foods and brands that matter. With 2013 sales of \$14.8 billion and more than 1,600 foods, Kellogg is the world's leading cereal company; second largest producer of cookies, crackers and savory snacks; and a leading North American frozen foods company. Our brands - Kellogg's®, Keebler®, Special K®, Pringles®, Frosted Flakes®, Pop-Tarts®, Corn Flakes®, Rice Krispies®, Kashi®, Cheez-It®, Eggo®, Mini-Wheats® and more - nourish families so they can flourish and thrive. Through our Breakfasts for Better Days™ initiative, we're providing 1 billion servings of cereal and snacks - more than half of which are breakfasts - to children and families in need around the world by the end of 2016. To learn more about Kellogg, visit www.kelloggcompany.com or follow us on Twitter @KelloggCompany.

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