



## Kellogg Company Rice Commitment

### Commitment

W.K. Kellogg founded our company more than a century ago with a deep commitment to both communities and the environment. And because of Mr. Kellogg, our company continues to have deep roots in sustainability and corporate responsibility yet today.

This includes a new collaboration with Walmart – expanding on our longstanding environmental efforts by supporting sustainable rice growing practices and the livelihoods of rice growers around the world.

At Kellogg, we have many important reasons to focus on rice and rice growing practices:

- Rice is one of our largest ingredient purchases – used for *Rice Krispies*® and *Special K*® worldwide.
- Rice is a staple food for more than half the world's population.
- It's grown by a number of smallholder growers in several parts of the world.
- Rice, in particular, is under pressure from climate change, *and* a contributor to climate change due to methane emissions from current growing practices.

Specifically, we've pledged to:

- Further support rice growers and rice growing communities to help smallholder rice growers advance their practices, while also reducing greenhouse gas emissions by 2020.
- Commit to promoting and supporting initiatives with producers in every country in which Kellogg sources rice globally, that will, by 2020, lead to a 25 percent increase in the adoption of Climate Smart Agriculture (CSA) practices. This will improve smallholder livelihoods, enhance producer resilience and reduce greenhouse gas emissions.
- Monitor progress and impact using a number of metrics and align this initiative with the Global Alliance on Climate Smart Agriculture, which will be launched later this year at the United Nations Secretary