

KELLOGG CORPORATE RESPONSIBILITY 2010 ACTIVITIES AT A GLANCE

Kellogg Company is committed to building a stronger business while acting responsibly toward our customers and consumers, our employees, our communities and the environment. Our third-annual Corporate Responsibility Report includes a comprehensive update of the company's progress and performance in four key areas: marketplace, workplace, environment and community. The boxes at right highlight key activities and achievements in 2010 in each of these corporate responsibility pillar areas.

Reduced **sugar and sodium** and continued to **increase fiber** in many products globally.

Participated in the **Healthy Weight Commitment Foundation** (a coalition of 100+ food companies and other stakeholders), which pledged to collectively remove 1.5 trillion calories from members' products in the United States by the end of 2015.



Partnered with other U.S. food companies on a uniform, fact-based, front-of-pack **nutrition labeling system**.



Further embedded our **Global Supplier Code of Conduct** into our supplier relationships.

Became **one of the first companies** worldwide to submit water use data to Water Disclosure, a new global data repository.



Reduced waste sent to landfill by 20 percent (per metric tonne of food produced) since 2009, our baseline year. This represents a 51 percent decrease since we began tracking reductions in waste to landfill in 2005.

Launched a **global water risk assessment process**.



Significantly **increased** the size of our **North American corporate safety staff**.



Garnered the **United Way's prestigious "Spirit of America" award** for our philanthropic efforts.

Were named one of the **"2011 Best Places to Work for LGBT Equality"** by the **Human Rights Campaign**, the leading lesbian, gay, bisexual and transgender (LGBT) civil rights organization in the U.S.

Were included on the lists of:
World's Most Admired Companies—*Fortune* ranked Kellogg 5th in the global consumer food products industry.
America's Most Reputable Companies—*Forbes* ranked Kellogg 5th overall (ranking released in 2011).