Millions of families across the globe – including our own – count on Kellogg for great-tasting foods that meet their needs. And these needs vary greatly. That’s why we are constantly listening, learning and evolving, and why we’ll always offer a variety of foods with diverse ingredients. But no matter which of our foods people select, they always can count on us for delicious, high-quality products.

For example, we’re working to remove artificial colors and flavors from our Kellogg’s® branded cereals, a variety of Kellogg’s® branded snack bars, and Eggo® waffles, by the end of 2018. We’ve already completed our work with Eggo® and continue to make progress with our cereals and snack bars.
Inspired By Our Food Beliefs

In 2015, we set out to articulate our Global Breakfast Food Beliefs. We did so to convey our aspirations and inspire our team of employees worldwide to keep the consumer at the heart of everything we do. These beliefs proved so motivating that we created a similar set of Global Snack Foods Beliefs in 2016.

While we planned to achieve our Breakfast Food Belief targets to reduce sugar and sodium by 2020, we’re pleased to share that we achieved the following results four years ahead of schedule1:

- 88% of our cereals have 150 mg of sodium or less.
- 90% of our cereals have 10 grams of sugar or less.
- 44% reduction since 2007 (per 30g serving)

Yet, around the world, our work continues. For example, we recently removed half the fat from our Granola in Japan and added oat fiber to the food. Our teams continue to make progress against our Breakfast Food Beliefs and expect to share similar results against our new Snack Food Beliefs in our next Corporate Responsibility Report.

Supporting Health And Well-Being

We continue to make progress increasing the nutrition education and active lifestyle communications that we provide to families around the world, a goal we stated in our Global Breakfast Food Beliefs. Much of this work is accomplished in partnership with health professionals, through ongoing dialogue and collaboration.

- Kellogg EMEA hosted a Nutrition Summit that brought together experts from across Europe and the Middle East to discuss the role that our company, and the entire food industry, can play in enhancing public health through nutrition. Approximately 90 policy makers, NGO representatives and health professionals attended.

- Kellogg Mexico’s Nutrition and Health Institute continued its highly successful symposium series. This year’s session focused on chrononutrition and obesity with top international speakers, reaching more than 2,000 health professionals and students onsite in Mexico City and virtually across the country, as well as from the U.S., Colombia, Guatemala and other Latin American countries.

- To help physicians in India have more meaningful conversations with their patients about the role nutrition plays in overall health, Kellogg India provided information on the importance of breakfast to more than 3,000 physicians. The company also partnered with the Indian Dietetic Association on continuing nutrition education programs on the role of cereal fiber in health and disease prevention that reached more than 2,000 nutritionists, dieticians and students at key scientific conferences.

1 Data are an average of our six core markets, which represent the majority of our worldwide sales.
2 Richardson Centre for Functional Foods and Nutraceuticals, University of Manitoba, Canada.
In addition to education initiatives like those discussed above, our foods have always been key to supporting health and well-being. In emerging markets, especially in Asia Pacific and Latin America, our smaller, “sachet” packages help improve access to affordable foods in areas where food security is a challenge. We also regularly introduce new foods to respond to people’s increasing interest in positive nutrition. Our refor-mulated Special K™ Nourish cereals in the U.S. and new Special K™ Nutty Chewy Bars in Europe are two examples of foods created for those who want wholesome ingredients that they can see. In India, our Ragi Chocos include ragi, an ancestral grain that is gluten free and high in protein, calcium and fiber.

In addition to providing a wide variety of food choices, we also understand that people have different preferences for the ingredients used in their foods. Because we know that some U.S. consumers prefer foods without genetically modified (GM) ingredients, many of our U.S. brands offer Non-GMO Project Verified options, including Bear Naked®, Pure Organic®, Stretch Island Fruit Co.™ and MorningStar Farms®. Our Kashi® brand is now 100 percent Non-GMO Project Verified. We do not use GM ingredients in our foods made in Europe, Australia, Asia and Brazil based on input from our consumers and local availability.

The majority of all field corn and soybean seeds used in the U.S. are genetically modified for optimal production. GM ingredients have been used in the U.S. for the last 20 years and authorities that have studied these crops—including the World Health Organization and the American Medical Association—have found them to be safe.
Increasing Transparency

Every day, millions of families around the world welcome our company and its foods into their homes. We do not take this trust lightly. We understand that, as a global publicly owned company, we have many stakeholders and we look for regular opportunities to engage with these important groups. For example, we recently sought input from stakeholders when we updated our Materiality Matrix (see About This Report) and we continue to do so regularly.

Another way we are increasing transparency is by sharing information and engaging with stakeholders through Open For Breakfast, launched in the U.S. in early 2015, and expanded to Australia and Mexico in 2016. Open For Breakfast is a digital and social storytelling platform where we go “behind the scenes” to show where our ingredients come from, how our foods are made and how, as a company, we are advancing nutrition, sustainability and philanthropy. The program also is forum for people to submit any questions they have about our company and its foods. Since the site premiered, we’ve answered thousands of questions and engaged millions of consumers and stakeholders in multiple countries on Facebook and Twitter. This platform augments Consumer Affairs teams that support each of our regions and are accessible via phone and online.

Kellogg is also participating in the U.S. SmartLabel™ initiative that gives consumers real-time detailed product information. This information is available by simply scanning QR codes on packages or can be accessed via smartphones, tablets, desktop computers and mobile phones.
Ensuring Food Quality And Safety

The quality and safety of our foods is of utmost importance to Kellogg. Providing safe, high-quality foods is one of the ways we earn the trust of millions of people around the world every day. To do so, we have comprehensive and continuously improving systems in place that comply with government regulations in the countries we operate, plus our own strict standards.

Our Kellogg Food Safety System details our comprehensive approach to global food safety. It includes programs, procedures and practices that make sure we produce safe food that meets or exceeds the requirements of multiple regulatory agencies around the world. In addition, the Global Food Safety Initiative (GFSI) certifies all our company-owned and contract manufacturing facilities, and our facilities in North America are also SQF (Safe Quality Food) certified. All our ingredient suppliers are also required to be GFSI certified.

To ensure compliance against these high standards, in 2016 GFSI conducted third-party audits on our behalf of 453 suppliers and 68 contract manufacturers. Our Global Quality and Food Safety team also conducted internal audits of 31 of our own manufacturing facilities. In addition, we invested nearly US$40 million in new equipment and other improvements in our operations to support continuous advancements of our food safety systems and processes.

Since our last Corporate Responsibility Report, we have updated our U.S. Kellogg Food Safety Plan to align with the new U.S. Food Safety Modernization Act requirements that began going into effect in 2016. We also work with every supplier to ensure that their food safety plans meet our requirements before their ingredients are allowed inside our manufacturing facilities.

Marketing Responsibly

Communicating in an informative and responsible manner about our foods is a company priority, whether we are discussing Kellogg’s Corn Flakes® cereal in Ireland, Kellogg’s Zucaritas® cereal in Mexico, Pringles® crisps in Japan, Cheez-It® crackers in the U.S. or Eggo® waffles in Canada. In addition to following all local labeling requirements when sharing information about our foods, we also adhere to our company’s high, uniform standards detailed in our Worldwide Marketing and Communication Guidelines. These Guidelines are augmented by 20 global, regional and country-specific pledges we have taken to responsibly market to children, including the following:

- International Food and Beverage Alliance and Consumer Goods Forum global pledges;
- European Union and Gulf Cooperative Council regional pledges; and
- Local pledges in Australia, Belgium, Brazil, Canada, India, Malaysia, Mexico, Philippines, Portugal, Russia, Singapore, South Africa, Switzerland, Thailand and the United States.
THANK YOU for your interest in Kellogg Company’s corporate responsibility efforts to nourish families so they can flourish and thrive. We welcome your questions and feedback at corporateresponsibility@kellogg.com.