



## Responsibly Sourcing Our Ingredients

### Our goal:

100% responsibly source our 10 priority ingredients by the end of 2020.



### How we'll get there:

By supporting farmers and workers, especially women and smallholders, through programs focused on climate, social and financial resiliency. And, by driving continuous improvement with our suppliers.

### Building Responsible and Resilient Supply Chains - Our Approach



#### REGENERATIVE PRACTICES

Diverse Crop Rotation | Continuous Soil Cover with Living Roots | Minimal Soil Disturbance



#### CLIMATE RESILIENCE

Reducing GHGs | Climate Preparedness | Disclosure and Advocacy



#### FARMER & WORKER LIVELIHOOD

Better Productivity | Human Rights at Origin | Advocacy



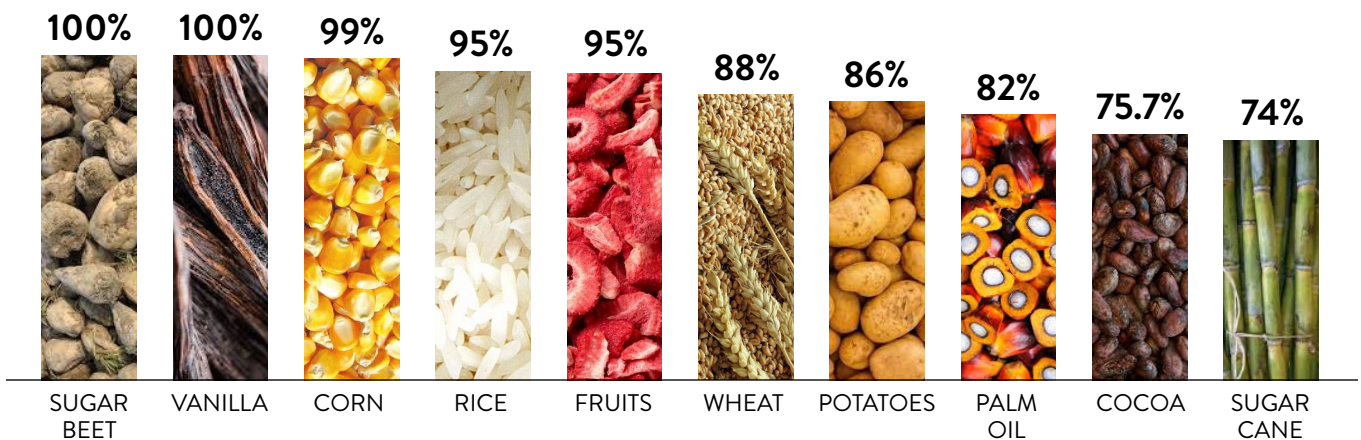
#### ENHANCING BIODIVERSITY

Protecting Habitat | Integrated Pest Management | Diverse, Plant-Based Ingredients

### - Our Impact & Reach -

### TODAY, WE HAVE ACHIEVED 90% PROGRESS

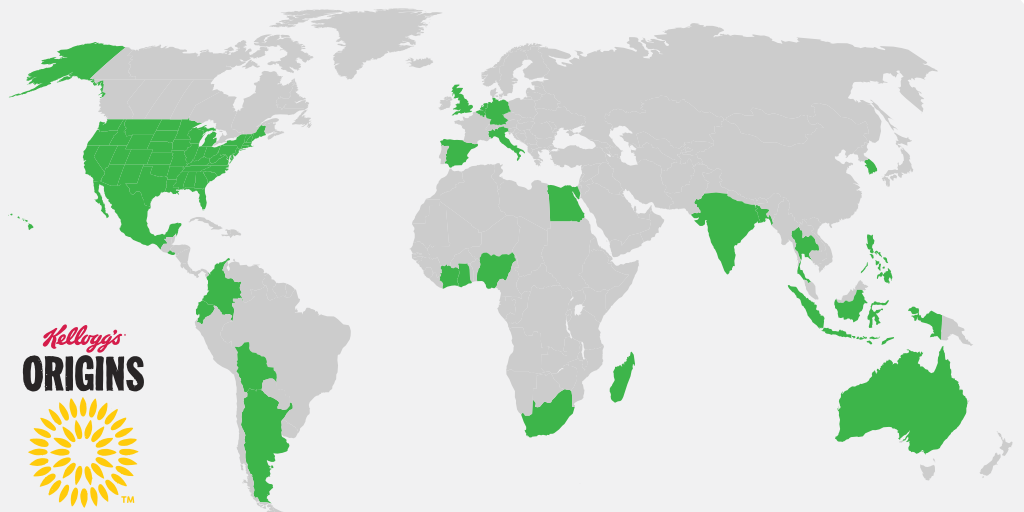
toward our goal and are well positioned to meet our first-generation commitment by the end of 2020.



Since 2015, we've supported

**MORE THAN 433,000 FARMERS & WORKERS**

through 40+ Kellogg's Origins Programs Worldwide.



**433,799** farmers reached

THAT INCLUDES: →



**32,605** smallholder farmers directly supported



**13,270** women farmers directly supported

You can read about our farmer projects and details on our progress in our annual [Responsible Sourcing Milestones Report](#).