

2024 Positions, Metrics & Reporting Global Wellbeing

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Kellanova

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Introduction

[Kellanova Better Days⁸ Promise](#) is our commitment to advancing sustainable and equitable access to food by actively addressing the intersection of wellbeing, hunger, sustainability and equity, diversity and inclusion (ED&I). In doing so, we are committed to creating better days for 4 billion people by the end of 2030. Our Kellanova Better Days⁸ Promise strategy is a critical part of Kellanova's [Differentiate, Drive and Deliver](#) company growth strategy.



Our commitment includes:

- Nourishing 1.5 billion people with our foods¹
- Feeding 400 million people facing food insecurity
- A comprehensive range of sustainability commitments including reductions in water use, food waste and greenhouse gas emissions and advancing the wellbeing of 250,000 people in our food value chain, from farming communities to processors, prioritizing support for vulnerable groups

¹ Baseline year: 2015

Wellbeing Strategy and Governance

Background

Our approach to Wellbeing is based in food systems thinking. We believe that every food choice is a combination of multiple dimensions – health, access, sustainability, enjoyment and relevance.

We support the World Health Organization (WHO) definition that healthy and sustainable diets are “dietary patterns that promote all dimensions of individuals’ health and wellbeing; have low environmental pressure and impact; are accessible, affordable, safe and equitable; and are culturally acceptable.”²

We have recognized that food goes beyond nutrition, but also includes the psychological impact it has on the people who eat it, as well as the impact it has on those who grow it and the communities they live in. The food we choose also has an impact on the health of the planet. We defined these three dimensions as physical, societal and emotional wellbeing, the core principles of wellbeing. This report outlines our policies, positions and progress.

Food System Challenges

Today only one in three people are appropriately fed and nourished, one third of food is wasted, and one third of carbon emissions originate from the agri-food industry. In addition, less than a third of people can afford a healthy and sustainable diet.

There is a growing global population – to over 9 billion people in 2050 – most of whom will live in cities. To feed them we will need to produce about 50% more calories than we do today and achieve that without further negatively impacting the planet.

We recognize the food inequities in our society. The burden of malnutrition and health outcomes associated not felt equally by everyone across society and there are clear differences by geographic location, age, gender, ethnicity, education and wealth.

For Kellanova, food is about the experience and occasion. Food is about what you eat but equally about how much and how often you eat as well. We believe the food experience must also include enjoyment, convenience and affordability compared to other foods eaten at the same occasion.

It’s imperative for us that healthy eating patterns should not come at the expense of a healthy planet. It is clear that animal-based foods have higher impacts on the environment including carbon, land and water use and we must encourage dietary shifts towards grains and other plant-based foods. It’s why we are proud of our heritage of using grains and other plant ingredients.

We believe solutions to the challenges lie in working collectively and transparently, based in science and informed by actual consumer behavior. It’s why we are working towards our company’s purpose – creating better days and a place at the table for everyone, through our trusted food brands.

² <https://www.who.int/publications/i/item/9789241516648>

Our Wellbeing Strategic Framework

Our Wellbeing strategy is built on our commitment to nourish 1.5 billion people with our foods by the end of 2030, from a 2015 baseline. It is part of our Kellanova Better Days8 Promise strategy of advancing sustainable and equitable access to food.

Our goal has been revised in 2023, and is even more ambitious than previously set. It requires an increase in the sales/volume of foods sold that meet our [Kellanova Global Nutrition Criteria \(KGNC\)](#).³ That means a target of an increase in foods that provide meaningful positive nutrition⁴ while not exceeding nutrition criteria for calories, sodium, saturated fat and sugar.

Multi-faceted in nature, our strategy is brought to life in four pillars:

- Developing a portfolio of food including options with more fiber, protein and micronutrients and less sugar, saturated fat and sodium
- Striving for equitable access to food
- Transparency on our foods and the role they play in healthy and sustainable eating patterns
- Supporting healthier lifestyles through education and engaging our consumers

Reporting

Kellanova's Board of Directors, including the Social Responsibility and Public Policy Committee oversees the Kellanova Better Days8 Promise social and environmental purpose strategy. Our Senior Vice President, Chief Global Corporate Affairs Officer; Senior Vice President, Global Supply Chain; Senior Vice President, Chief Human Resources Officer; Senior Vice President, Global Growth Officer; and other executives who report to the Chairman and CEO are responsible for successfully implementing the strategy and regularly updating the CEO and Board Committee. Numerous leaders are accountable for achieving specific social and environmental commitments, based on their roles. Many of our senior leaders have annual performance goals tied to the company's Kellanova Better Days8 Promise metrics.

Our Wellbeing function is part of our Global Research and Development team with reporting to our Chief Executive Officer, through the Senior Vice President Chief Growth Officer. Our wellbeing strategy is reviewed at Executive Committee level and Board level both individually and through our social and environmental purpose strategy as appropriate. In addition, Kellanova has global and regional governance structures in place to ensure execution on priority strategies to maximize performance and share best practices to ensure we are progressing against our commitments.

Through our published Company materiality assessment, mapped to the UN Sustainable Development Goals⁵ and our Global Enterprise Risk Management process, Kellanova formally recognizes multiple enterprise risks explicitly linked to malnutrition (obesity, undernutrition and hidden hunger) and rising rates of diet related disease.

³ Previous goal to Nourish 1 billion people with our foods by 2030

⁴ fiber, wholegrain, protein or micronutrients

⁵ <https://betterdayspromise.kellanova.com/materiality-united-nations-sustainable-development-goals>

Portfolio Development

Our food design strategy is aligned to national and global dietary guidelines. We use a nutrient density approach to design our foods based on local consumer and public health contexts, as well as our Kellanova Global Nutrition Criteria (KGNC) food profile model and Government approved profiling approaches. The criteria are regularly reviewed and benchmarked against government schemes. The latest version of the KGNC will come into effect on January 1, 2025.

We are committed to delivering smart choices across our portfolio, including options with less sugar, sodium and saturated fat by the end of 2030, building on our achievements to date.

Sodium

Everybody needs a small amount of sodium, but diets higher in sodium are associated with an increased risk of developing high blood pressure, which is a major cause of stroke and heart disease. In the U.S., sodium intake of less than 2,300 mg per day for adults helps to reduce blood pressure and risk of cardiovascular disease, stroke and coronary heart attack. Frequency and amount of consumption are key—the foods we consume often generally contribute the most to sodium intake.

In prepared foods, generally half of our sodium intake comes from two food groups: breads and meats. The contribution of breakfast cereals to daily intake is low—approximately 2% of adults and 3-4% of children intakes. Similarly, savory snacks provide about 3% of dietary sodium intake.

Kellanova had a strong history of action in this space with a sodium reduction program that commenced in 1998. Today, we have further agreed to work towards IFBA sodium reduction targets for 2025 and 2030⁶. For example:

- In Mexico: Since 2022, we've reduced sodium by 30% on average such that 96% of cereal portfolio has less than 300 mg sodium per 100 grams.
- In the UK: Building on very significant sodium reduction over decades, we committed to a further reduction 20% of sodium in breakfast cereal.⁷
- 81% of our savory snacks now meet our KGNC for sodium.

Saturated Fat and Trans Fat

The WHO recommends that no more than 30% of daily calories come from total fat to avoid unhealthy weight gain, with less than 10% of daily calories coming from saturated fat to reduce the risk of non-communicable diseases.

Kellanova has adopted the IFBA commitment of not using any partially hydrogenated oil as an ingredient in its recipes and applying a maximum of industrial trans-fatty acids in the final products of 2 milligrams/100 grams oil.

⁶ <https://ifballiance.org/news/international-food-beverage-companies-commit-to-reduce-sodium-globally-in-manufactured-foods/>

⁷ https://www.kelloggs.co.uk/en_GB/kelloggstories/heartandsoul/kellogg-wellbeing-manifesto.html

We have delivered against this commitment by removing industrial trans-fat from the very few recipes in which they existed. We have been audited on behalf of the WHO by the Access to Nutrition Index, who confirmed the removal of trans fat from our portfolio and ensure that continued compliance is managed through our food development processes.

Grains and other plant-based foods, such as breakfast cereals and meat alternatives, are typically low in saturated fat. For our savory snacking foods, we use various tools, including baking and optimizing our blends of plant-based oils, to ensure saturated fats levels are managed appropriately. Benchmarked against government schemes⁸, 67% of our full portfolio contain less than 5g saturated fat per 100g and 87% of our foods meet our Kellanova criteria. In 2025, we plan to reduce our criteria for saturated fat in savory snacks by a further 5%.

For example:

- Our children's cereal portfolio is now non-High Fat Sugar and Salt (Non HFSS) in the UK as we have reduced sugar by more than 30%, salt by over 40% and over 87% are low in saturated fat.
- We have innovated and renovated to create government endorsed healthy portfolio in Mexico, Colombia and Brazil in line with recommended saturated fat levels.
- In addition to continual reduction of saturated fat in our Pringles® products, we also launched Pringles® Multigrain and Pringles® HOTS sub-brands meeting government nutrient profile models with associated saturated fat reduction.

Sugar

We recognize the WHO guideline on sugar intakes for adults and children.⁹ Further, we acknowledge that intake of foods high in free sugars—particularly in the form of sugar-sweetened beverages—increases the risk of tooth decay and may contribute the unhealthy weight gain.

We understand that people's sugar intake primarily comes from the key categories of sugar-sweetened beverages, desserts and sweet snacks and candy. Breakfast cereals are relatively minor contributors to sugar intake, at typically less than 7% of dietary intake.¹⁰

We have steadily reduced sugar in our breakfast cereals in the vast majority of cases without the use of artificial sweeteners. Currently less than 2% of our full portfolio contains artificial sweeteners. We remain committed to continually scouting and validating new tools and technologies to improve taste, texture and functionality while supporting our efforts on reducing sugar. We have also lowered our Kellanova Global

⁸ <https://www.nhs.uk/live-well/eat-well/food-guidelines-and-food-labels/how-to-read-food-labels/#:~:text=Red%2C%20amber%20and%20green%20colour%20coding&text=Colour%2Dcoded%20nutritional%20information%20tells,green%20means%20low>

⁹ <https://www.who.int/publications/i/item/9789241549028>

¹⁰ https://www.dietaryguidelines.gov/sites/default/files/2021-03/Dietary_Guidelines_for_Americans-2020-2025.pdf#page=56

Nutrition Criteria for sugar in breakfast cereals by 12.5% already and expect to lower it by a further 5% in 2025.

For example:

- In the UK, we've reduced sugar in breakfast cereals by over 20% since 2011 and by more than 30% in our kids portfolio.
- In Latin America, over the past 4 years we've been more intentional in providing low sugar or no added sugar options across our portfolio, including options such as Krunchers®, Rice Krispies®, Special K®, Corn Flakes and All Bran®.
- In Australia, we're continually working to reduced sugar content of our foods. We've reduced sugar in cereal by 9% since 2019 with launches such as Bright Starts®, Sultana Bran Hot Cross Bun®, Nutri Grain® 25% Less Sugar, Rice Bubbles® Gluten Free.
- In South Africa, we launched a range of cereals with 25% reduced sugar in mid-2024.

Fruits, Vegetables, Nuts, Legumes and Seeds

We're aware of the importance of supporting a diet that includes more fruits, vegetables, nuts, seeds, beans and legumes. Our foods can not only provide these important ingredients directly, but they also can be meal-building foods that play a key role in enabling food patterns, driving more fruit and vegetable consumption.

For example, breakfast cereals are the number one food category to which fruit is added according to the 2021 Produce for Better Health State of the Plate report¹¹ while our waffles and plant-based protein offerings also can be drivers of additional fruit or vegetables. Many of our most popular foods and are great options to increase fruit and nut intakes, for example RXBAR®, Pure Organic and our range of breakfast granola and mueslis. Our meat alternatives category in the US, led by our MorningStar Farms® brand, also contains many options with whole legumes.

We also recognize that the way our foods are portrayed have the potential to drive increased fruit, vegetables, nuts, legumes and seed intakes. We portray our foods in advertising which encourages positive addition of these ingredients as part of healthier eating patterns.

For example, in India, through our [Amazing Kreations series](#), we shared culturally relevant, nutritious and convenient recipes, illustrating the role of our foods in a healthy diet and encouraging consumption of our foods with other healthy foods such as fruits, nuts, and whole grains.

We've increased the number of foods which contain at least 40% of fruit, vegetable, nuts and legumes in our portfolio by more than half since 2020 to just over 6% of our full portfolio.

We have also launched a range of foods with fruit, nuts and seeds inclusions such as:

- Kellogg's® blueberry almond granola in Korea,

¹¹ <https://fruitsandveggies.org/state-of-the-plate/>

- Kellogg's® Crunchy Almond, Strawberries and Pumpkin Seeds Granola with 24% almond and cranberries and Kellogg's Chocolate Muesli with 57% multigrain, fruit nuts and seeds in South Asia
- Kellogg's® Muesli Fruit, Nuts and Seeds in India
- Kellogg's® Granola Fruit Mix in South Africa

Fiber and Wholegrain

Diets low in dietary fiber may underlie diseases such as bowel cancer and heart disease. Yet almost everyone – an estimated 90% of people – don't eat enough of this important nutrient.

The best place to get fiber into the diet is through plants. Plant fiber is an excellent fuel for good bacteria in the gut and can be delivered through a range of diverse grains. There is strong evidence of the benefits of a plant forward diet are to help reduce the risk of incidence and mortality from heart disease with studies consistently showing benefit over animal-based diets for blood lipids, such as LDL cholesterol, and triglycerides. Studies also show vegetarian diets to be associated with lower blood pressure and an inverse relationship between vegetarian diets and type 2 diabetes incidence.

We have built a strong technical capability to deliver nutritious options through diverse blends of fiber. We are committed to enable access to more nourishing foods by 2030.

For example:

- In Australia, we've been increasing the proportion of cereals in the portfolio that are at least a source of fiber and this includes foods such as Kellogg's® Fruit N Nut, Bright Starts®, Kellogg's® Wheat Flakes Honey. In fact, 100% of the foods launched in Australia in 2023 were at least a source of fiber.
- In Latin America, we're introducing more foods with fiber and whole grain. In Mexico, during 2022 with Special K® original cereal reformulation we increased 60% whole grain content.
- We also launched Krunchers® range for kids with 8,8 g of fiber per serving. In Colombia and Brazil, we launched granola for kids with at least 9 g of whole grain per serving.
- In India, we launched Kellogg's® Oats which are naturally high in fiber.

Micronutrients

Hidden hunger, also known as micronutrient deficiencies, afflicts more than 2 billion individuals, or one in three people, globally.¹² Micronutrients are vitamins and minerals needed by the body in very small amounts. However, their impact on a body's health is critical, and deficiency in any of them can cause severe and even life-threatening conditions.

The WHO recognizes micronutrient addition as a cost-effective strategy to reduce micronutrient inadequacy. We understand that the best way of preventing micronutrient malnutrition is to ensure consumption of a balanced diet that is adequate in essential nutrients. In practice, this is far from being achievable everywhere since it requires universal access to adequate food and appropriate dietary habits.

¹² [https://www.thelancet.com/journals/langlo/article/PIIS2214-109X\(22\)00367-9/fulltext#seccestitle10](https://www.thelancet.com/journals/langlo/article/PIIS2214-109X(22)00367-9/fulltext#seccestitle10)

Micronutrient addition plays a vital role in achieving optimal health for the entire family and we have been voluntarily adding vitamins and minerals to our grain-based foods for over 80 years. We support the FAO Guidelines on food fortification with micronutrients (2006)¹³.

Staple grain foods that are shelf stable, consumed in small amounts on a regular basis, such as cereals, are a proven excellent vehicle for delivery of micronutrients. Studies around the globe from the UK, France, Spain, Greece and Australia consistently demonstrate the micronutrient contribution of cereal and milk to the diet.

Breakfast cereals have become the principal source of iron for young children in the United Kingdom whilst breakfast cereals were the number one source of vitamin D in the diets of Irish children. In the UK, studies in adolescent girls have shown that 12 weeks of consuming fortified cereal vs unfortified cereal resulted in improved intakes of thiamine, riboflavin, B6, B12, folate, and iron. In Mexico, breakfast cereals make important contributions to vitamin A, thiamine, riboflavin, niacin, vitamin C, folates, phosphorous, zinc and iron.

We are committed to enable access to more nourishing foods by 2030 and today, 80% of our cereal portfolio, 90% of our frozen breakfast portfolio and 37% of our overall portfolio provide at least a source of one micronutrient of need.

Fortified Staples

As a grain-based company we follow and have actively supported fortification of staples like wheat and salt. In the United States, we use enriched flours in line with regulation. In the UK, we have actively supported efforts to mandatorily fortify staples with important micronutrients like folic acid to help reduce the prevalence of neural tube defects. Similarly in Mexico we follow local regulations to use iodized salt in manufacturing, important for cognitive development and thyroid function.

Smart Snacking

In almost all food cultures, people eat foods outside of traditional meals such as breakfast, lunch and dinner, examples include the "goûter" (after school snack in France) or the "almuerzo" (mid-morning occasion in Mexico).

We recognize that people have different motivations for snacking and the spectrum of what constitutes a snack, when, where, how, why, by and with whom snacking takes place, is exceptionally diverse. We believe that snacking can play a variety of roles in the diet, providing nourishment through a nutrient boost or access to a culturally relevant food format. Equally, snacking can play an important role in emotional wellbeing, bringing people together over food or enjoyed individually in a moment of happiness.

We are committed to transparency on the role of our snack foods across the day by providing portion size offerings and clear calorie content information to consumers so that they can make informed choices. Our intent at all times is to build trust through clear fact-based information. We are committed to provide nutrition information in line with national regulations and guidance and our approach is further outlined in the labelling section of this document.

¹³ <https://www.who.int/publications/i/item/9241594012>

We are committed to offering portion-controlled options. This can help to make our quality and great tasting foods more affordable and accessible while also helping people to manage their calories. We offer many options in single-serve packs with 57% of our snacking portfolio offering portion packs. We are aware that we must balance our growth in portion control foods with our commitment to reducing waste and plastic packaging.

Kellanova Global Nutrition Criteria and Nutrient Profiling Models

Kellanova has developed nutrition criteria for our foods based on nutrition science and public health dietary recommendations to assess the role of our foods in eating patterns as part of a balanced diet and a healthy lifestyle. We refer to these as the [Kellanova Global Nutrition Criteria \(KGNC\)](#).

Nutrient criteria are one element of understanding the role of foods in healthy and sustainable diets. In addition to criteria, we strongly believe in the need to consider four principles when designing our foods: the amount of food consumed, the frequency and occasion at which it is eaten, the foods it is eaten with, and the alternatives consumers may choose at that eating occasion. Focusing solely on nutrition criteria may fail to account for the complexities of healthy and sustainable eating patterns and can result in unintended consequences, such as less sustainable or less accessible food choices.

Our nutrition criteria were first developed more than 16 years ago and have been regularly revisited to ensure they remain in line with the latest science and dietary guidelines. They apply to all our Global categories¹⁴. They cover energy, nutrients and ingredients; including nutrients to be encouraged as well as those to be limited.

Category	Definition
Ready to Eat Breakfast Cereals	Grains which are typically flaked, toasted or puffed, with inclusions. Examples include Flakes, Puffed cereal, Granola, Muesli
Cereal Bars and snacks	Grain, Fruit, Nuts based bars or Toaster pastries
Waffles and Pancakes	Frozen breakfast waffles and pancakes
Noodles	Instant noodles typically prepared with hot water
Meat Alternatives	Plant-based Meat Alternatives
Savory Snacks	Potato and other plant-based savory snacks

As we continually review our criteria for continued improvement, we continue to be guided by the public health priorities locally as well as those identified by the Health Effects of Dietary Risks in 195 countries.¹⁵ We have considered the dietary priorities set out below:

- Reduce intake of sodium
- Increase intake of fiber and wholegrain
- Increase intake of nuts and seeds
- Reduce consumption of sugar sweetened beverages

¹⁴ KGNC applies to all foods and all categories globally. Seasonal foods are exempted.

¹⁵ [https://www.thelancet.com/article/S0140-6736\(19\)30041-8/fulltext](https://www.thelancet.com/article/S0140-6736(19)30041-8/fulltext)

- Reduce consumption of animal ingredients

The detailed current criteria are outlined in Annex 1. Target new criteria will apply from January 1, 2025.

Global Dietary Guidelines

Based on recommendations for dietary intakes issued by authorities such as the WHO, the dietary reference intakes published by the U.S. Institute of Medicine and the European Food Safety Authority, Kellanova has agreed on standardized global dietary intake guidelines and these are set out below:

Category	Global Dietary Intake Guideline
Energy	2000 kcal
Total Sugar	90g
Added Sugar	50g
Total Fat	67g
Saturated Fat	22g
Sodium	2000mg
Fiber	25g
Protein	50g

Categorization

Our nutrition criteria recognize the roles different food categories and their play in the overall diet and outline a set of assessment criteria for each food category.

Occasion	% Contribution toward the daily nutrient intake
Breakfast	20% - 25%
Lunch	25% -30%
Dinner	30%
Snacking Occasions (2)	10% each

Benchmark with Government Endorsed Nutrition Profiling Models

Kellanova recognizes the proliferation of nutrient profile models globally. We understand that some variation is likely necessary based on the global public health needs and local eating habits and it may not be helpful to reapply profiles based on the eating habit in one country to another without due consideration.

All nutrient profiling models only assess certain select nutrition-based elements of food as indicators and cannot fully represent the nutrition contribution of the food to the diet. In addition, they may not consider the role of the food in sustainable eating patterns.

As such, in using nutrient profiles as a tool, we operate on the universal principles that they should be challenging but achievable, based on science, be clearly substantiated, and should take into account the role of different foods in the overall diet based on people eating a variety of foods.

KGNC meet expected calorie contribution based on WHO Daily Values estimated for each category by occasion. This is the most critical component of any profile, given that overweight and obesity are driven by an imbalance of calorie intake and calories expenditure¹⁶. For this reason, energy is based on a per serving basis.

The nutrient values for Total Sugar, Sodium and Saturated Fat are expressed per 100g/ml and can easily be translated into values per portion based on food category serving size. We recognize the need to be transparent and robust in our profiling approach. We paid close attention to ensuring KGNC is within 10% tolerance of international benchmarks such as Children’s Food and Beverage Advertising Initiative (CFBAI)¹⁷ and the International Food and Beverage Alliance (IFBA) and have benchmarked our approach against Government endorsed models.

By way of benchmark, we have used the Health Star Rating which is a front of pack labelling system in Australia as a Government endorsed scheme. It is a customized variation of the OFCOM UK nutrient profiling model and similar to the Nutri-Score in France. The Health Star Rating Model is repurposed by the Access to Nutrition Index as a standard Global benchmark for assessing the healthfulness of portfolios in the absence of more suitable tools.

The European Food Safety Authority opinion on nutrient profiles¹⁸ provides a standard framework on which to benchmark both approaches and these are outlined in the table below:

Consideration	Health Star Rating	KGNC
Nutrient Profile Type	Algorithm based	Threshold based
Dietary Guidelines	Australian	Global
Food Categorization	3 categories:	
Food, Beverage and Dairy	By Category based on the role that food is expected to play in the diet	
Inclusion of calories	Yes	Yes
Nutrients of Public Health Importance to limit	Saturated fat, added sugars, sodium	Saturated Fat, total sugars, sodium
Nutrients of Public Health importance to encourage	Protein, Fiber	Protein, Fiber
Fortification with Micronutrients	No	Yes
Ingredients	Nuts, Seeds, legumes	Wholegrain, nuts, seeds, legumes
Sustainability impacts of food such as emissions, soil, water	No	No

¹⁶ <https://www.who.int/news-room/fact-sheets/detail/obesity-and-overweight>

¹⁷ <https://bbbprograms.org/programs/all-programs/cfbai/cfbainutritioncriteria>

¹⁸ <https://efsa.onlinelibrary.wiley.com/doi/full/10.2903/j.efsa.2022.7259#efs27259-bib-0037>

Accessibility

Equitable food access is embedded within Kellanova's Differentiate, Drive and Deliver Corporate Growth strategy through our Better Days Promise and includes the target of nourishing 1.5 billion people globally by the end of 2030 from a 2015 baseline. We recognize that food access is comprised of multiple dimensions, in line with the FAO State of Food Security and Nutrition report, including:

- Availability: Food must be physically present, within reach, visible, and inclusive for all consumers
- Affordability: The ability of people to buy foods in their local environment; accounts for the cost of food relative to a person's income and other expenses
- Nourishing: Food must be culturally relevant and sustainable to support the nutrition and wellbeing needs of consumers

Our nourishing accessible foods are our meal building foods¹⁹ and our snacks²⁰ which meet our Kellanova Global Nutrition Criteria (KGNC). Our meal-building foods are staples and typically fortified in line with our food design strategy. Our heritage in fortification and its near ubiquity across our portfolio in these categories means that these foods can make a significant contribution to micronutrient intakes in people who consume them, often helping to close dietary gaps equitably across all consumer groups. Our analysis confirms that categories where 80% or more of our foods meet our KGNC—cereal, frozen breakfast, meat alternatives, and noodles—are relatively more affordable than our general portfolio.

We recognize that access to healthy and sustainable food is relevant to address all forms of malnutrition including hidden hunger and overweight and obesity. We're working towards United Nations Sustainable Development Goal (SDG) #2 – Zero Hunger, collaborating with others around the world to "end hunger, achieve food security and improve nutrition, and promote sustainable agriculture by the end of 2030," ensuring that all have access to nutritionally adequate and healthy diets. Globally, we aim to achieve the right price-pack architecture, enabling affordable nourishing options within our portfolio and we use different approaches, as suited to our diverse markets, to achieve that. We understand that over 3 billion people globally can't afford a healthy and sustainable diet. However, this is not equitable across countries globally with analysis showing a typically low share of population in countries such as the US (1.5%), UK (0.5%), France (0.1%), and Australia (0.7%) with a significantly higher share in countries such as Philippines (68%), India (70%) and Nigeria (95%). As such, we use varying approaches to advance equitable access to food.

We define suitability of pricing of our foods for lower income consumers using different methods as suited to our diverse markets. We have processes for determining affordability and low-income consumers for all global operations, but the methods used may differ by market. These include, through channels, price-pack architecture, price per serving relative to daily food spending, the affordability pyramid which compares price to that of traditional food in-market and evaluating purchasing amongst those eligible for government food assistance programs. Globally, we employ price-pack architecture, review price per serving relative to daily food spending, and channels to ensure suitability for all consumers. For example, we design smaller portions or single serve packs to make our foods more affordable and available to a wider range of consumers. Further, we partner with discount retailers in developed markets like the US, Europe/UK, and Australia to make foods available and affordable at locations and price points accessible to lower income consumers.

¹⁹ Cereal, frozen breakfast, plant-based meat alternatives, noodles

²⁰ Snacks must also be sold in portion-controlled packs

Emerging Markets

Our "Affordability Pyramid"²¹ strategy, which compares price of our food to that of traditional food in-market, is fundamental to our emerging markets growth strategy. It helps to ensure that regardless of income, consumers have nutritious and affordable options. The Affordability Pyramid is used primary in our Asia, Middle East and Africa (AMEA) region to understand and breakdown the socio-economic environment of the markets we play in. It is a tool that we use as part of our affordable nutrition strategy to ensure that we offer foods meeting KGNC at all levels of the Affordability Pyramid. The lowest tier, the Affordable tier, targets to provide food addressing nutrient deficiencies and nutrient-positive benefits to consumers at a price only 2x that of local food.



In AMEA, our breakfast cereal category is based and focused on our Better-for-You platforms with the intent of having a portfolio across multiple price points accessible to consumers based on affordability pyramid. We've worked to ensure that we offer affordable price points. For example, we offer affordable nourishing breakfast cereal options at low price points with different size packs: 5-, 10- and 20-rupee Kellogg packs in India; and 5 rand cereal and 8 rand Noodles in South Africa. These foods meet our KGNC and are fortified with micronutrients.

In Mexico, cereals meeting KGNC comprise over 70% of our cereal portfolio, and families can get the nutrition benefits of a serving of cereal and milk for approximately 10 pesos. 10 pesos represents about 10-11% of average daily food spending for in-home consumption, making it an affordable price for a healthy breakfast meal (source: USDA Economic Research Service (ERS) (2023) – processed by Our World in Data). We've also increased our spend on advertising nourishing foods, now representing the majority of our spend in Mexico. In addition, we've worked to increase awareness of our nourishing foods as healthy and affordable options. For example, through the "K tal a Komplet Breakfast?" campaign highlighted to consumers the combination of cereal, milk and fruit as part of a complete & affordable morning meal.

Our noodles business in Africa, with foods meeting our KGNC, has grown substantially since 2015 and remains a key growth engine for Kellanova with continued expansion across the region, demonstrating our commitment and plans to grow our affordable nourishing foods. This category, already representing 9% of our total Global business continues to outperform other category growth and we expect that to continue.²²

²¹ P 52, 53. https://investor.kellanova.com/files/doc_presentation/2023-Day-K_Kellanova-Final-with-Appendix-PRINT-SLIDES.pdf

²² <https://investor.kellanova.com/news-events/events-presentations/default.aspx>

Developed Markets

We continue to grow our nourishing foods in developed markets through product innovation and marketing and sales.

- In the US, over 80% of our frozen breakfast category, led by our Eggo® brand, meets our KGNC and are fortified with 5 or more micronutrients. Our Eggo® brand makes up approximately 6% of net sales globally; ~15% of sales in North America.²³ Averaging less than a \$1 per serving, our From the Griddle segment is amongst the most affordable in the Frozen Breakfast category and a great choice for affordable nutrition overall. Average household food expenditure per person on food purchased for in-home consumption in the US was just over \$9 per day. This means that a serving of Eggo® waffles is between 10 and 11% of daily food spending, again, making it an affordable choice for a healthy breakfast meal (source: USDA Economic Research Service (ERS) (2023) – processed by Our World in Data). We have supported coupons for discounts on fruit with purchase of Eggo® products, both encouraging fruit consumption and making it more affordable to do so. Furthermore, the US Frozen Breakfast category, in which Eggo® is a leader, has higher household penetration amongst Supplemental Nutrition Assistance Program (SNAP) households compared to non-SNAP households, demonstrating the reach of our affordable nourishing foods within low-income consumers. We have simultaneously created a minis line for RXBAR, making this premium nourishing snack more affordable and accessible, while maintaining the characteristic whole food ingredients. Finally, we also successfully petitioned the Food and Drug Administration (FDA) to raise vitamin D fortification levels in cereals and grain-based bars.²⁴ As a result of this effort, our Nutri-Grain® bars are now fortified with vitamin D, a key shortfall among US consumers.
- In Australia, we have designed a range of cereal specifically with discount retailer Aldi with a Health Star Rating of 3.5 or greater, a source of fiber, and fortified with 6 micronutrients.
- In Ireland, Kellanova sponsors Cúl Camps, weeklong summer camps for children run by the Gaelic Athletic Association. This sponsorship is described on packs of our top three non-HFSS cereals in Ireland, promoting these foods in stores while also supporting an active lifestyle program for children.
- In the UK, we have been making improvements to the nutrition profile of our Pringles® portfolio and have launched a government approved non-high, fat, sugar & salt multigrain Pringles® in 2022. We continued to extend this subline and have since launched an additional two flavors to this line up in 2023. As of February 2024, we launched a new range of products into the UK market, under the Pringles® HOT range, where 80% of that range is non-HFSS. At the same time, we are expanding formats and channels, specifically growing our small packs in an effort to make this premium food meeting government approved nutrition profile model more available and affordable.

²³ Slide 42: https://investor.kellanova.com/files/doc_presentation/2023-Day-K_Kellanova-Final-with-Appendix-PRINT-SLIDES.pdf

²⁴ <https://newsroom.kellanova.com/Coming-soon-to-your-grain-based-bars-more-Vitamin-D>

Educational Programs

Globally, we are committed to [engaging 2 billion people in advocating for sustainable and equitable access to food](#) by the end of 2030. We want people to not only have access to our food but be adequately informed to make choices in line with their wellbeing goals. We support initiatives and partnerships to expand education and transparency as it relates to our food and its role in healthy and sustainable diets, aimed at enhancing food access and improving health outcomes. These include:

- **Educational programs around the globe for both healthcare professionals and consumers related to our foods and their role in the diet:**
 - In Mexico: In partnership with the Mexican Food and Equivalents System ([SMAE](#)), we are committed to educating professionals about recommended portion sizes for cereal consumption with our high fiber, low sugar foods.
 - In Latin America: In partnership with the Tate & Lyle Nutrition Center, Kellogg's® Institute of Nutrition and Health (INSK) we developed [Dietary fibers: Benefits beyond intestinal health](#), a free online training program that highlights state-of-the-art fiber and prebiotics and their importance in the life cycle and in maintaining health and preventing diseases.
 - In Latin America: Our Good Gut Score & Intestips campaigns throughout Mexico, Colombia, Guatemala, Costa Rica, Puerto Rico, and Chile focused on promoting digestive health and highlighting the importance of fiber, highlighting only our healthy, high fiber foods.
 - In India: Digital information for [healthcare professionals](#) and [consumers](#) via the local website including infographics, factsheets, and articles related to breakfast, grains, fiber, and the role of our foods in the diet.
 - In Australia and New Zealand: Innovative and interactive consumer education programs around fiber and gut health, along with [healthcare professional resources](#).
- **Numerous activations around the globe encouraging not only positive nutrition but other healthy behaviors as well:**
 - In Mexico: Our "[Mexico Ponte Bien](#)" initiative was launched in [partnership with retailers](#) and 10 other large companies, aimed at making people aware of the importance of adopting healthy and balanced lifestyles. In 2021, our initiative reached over 1,800,000 people.
 - In the U.S.: Our partnership with [Action for Healthy Kids](#), a non-profit mobilizing family-school partnerships encouraging positive physical and mental health, to support the development and expansion of a bilingual digital resources library with free activities, tips, videos to promote holistic wellbeing.
 - In Colombia: In partnership with Mezuena Foundation, the "Team Tigres" initiative consisted of bringing unique experiences through cycling to promote sports, an active lifestyle and nutrition in Colombian families. The initiative reached more than 8,500 participants and the delivery of more than 1000 cereal breakfasts with milk and fruit. This initiative will continue to promote healthy habits, providing a complete training to talented young mountain bikers with limited economic resources, and creating sports spaces that have a positive impact on Colombian society.

- In Europe: Our partnership with the NBA and sponsorship of Jr NBA supports the core values of teamwork, respect, and determination while encouraging healthy, active lifestyles in kids.

Food Security Programs

We are working to address systemic challenges of food access and increasing food affordability by fighting food insecurity, and supporting sustainable livelihoods, especially for minority or underserved communities. We believe that a resilient supply chain can better withstand shocks due to climate change, natural disasters, and conflict that have been observed in the last few years. More resiliency helps keep prices more stable and food more affordable.

Philanthropy related to hunger and food security is a core pillar of our Kellanova Better Days⁸ Promise strategy, and we aim to feed 400 million people facing food insecurity by the end of 2030²⁵ with food donations through food banks²⁶, child feeding programs²⁷, and disaster relief²⁸.

Examples of our work in fighting food insecurity include:

- Responsible sourcing 12 priority ingredients by 2030²⁹ and Global Origins Program and financial support and technical expertise to enable farmers to apply more climate-friendly practices, increasing yield, reducing loss, and increasing resource efficiency.
- Food Waste reduction programs including our award-winning Heroes VS Hunger (#Heroesvselhambre) campaign³⁰ in Latin America.
- Our partnership with Too Good To Go³¹ (TGTG) in the UK where we have placed the TGTG label on breakfast cereal packs to educate consumers about reducing food waste.
- We additionally provide grants through partnerships to promote awareness for and expand enrolment in food assistance programs such as, SNAP in the US.
- Our 'Better Days for Growing Together'³² which enhances nutrition habits, in vulnerable communities across Guatemala and México by encouraging homegrown food.

²⁵ <https://betterdayspromise.kellanova.com/hunger>

²⁶ <https://betterdayspromise.kellanova.com/food-bank-partnerships>

²⁷ <https://betterdayspromise.kellanova.com/child-feeding-programs>

²⁸ <https://betterdayspromise.kellanova.com/disaster-relief>

²⁹ <https://betterdayspromise.kellanova.com/responsible-sourcing>

³⁰ GOULA awards <https://premios.goula.lat/ganadores> & SABRE <https://www.provokemedia.com/>

³¹ https://www.kelloggs.co.uk/en_GB/too-good-to-go.html

³² https://www.kelloggs.com.gt/es_GT/content/mejores-dias/nuestra-trayectoria.html

Marketing

Responsibly marketing our foods is a cornerstone practice of Kellanova. Kellanova responsibly markets and communicates the intrinsic quality of our foods so consumers can make informed choices. Our policy is outlined in our global [Kellanova Worldwide Marketing and Communications Guidelines](#) (KWWMCG). Kellanova is also a member of the International Food and Beverage Alliance (IFBA), through which we adhere to the IFBA Responsible Marketing Policy.

In line with our KWWMCG and IFBA, we also follow the International Chamber of Commerce (ICC) Framework for Responsible Food and Beverage Marketing Communications.³³ This includes presenting products in the appropriate portion and context, accurately representing the material characteristics of the product, representing foods in the context of their role in the diet, not using consumer tests in a way that might imply statistical validity and not undermining the concept of a healthy and balanced diet.

In addition to our KWWMCG, Kellanova supports industry self-regulatory programs at global, regional and national levels. We are a signatory to, and publicly report our compliance with, 15 responsible marketing pledges.

Marketing to Children

We do not market to children under 6. Kellanova defines children as under 13 in our global commitment, and all 18 of the external self-regulatory programs that we participate in define children as under 13. We only market products that meet our Kellanova Global nutrition criteria to children ages 6-12 in some limited cases. In fact, less than 2% of our global portfolio foods are marketed to children. Kellanova uses a maximum audience threshold of <30% to further limit children's exposure, however, in some markets we apply a lower threshold.

Audit and Compliance

Kellanova ensures compliance with our responsible marketing commitments through widespread training to our marketers and agencies and through audit. We annually monitor and report compliance with our KWWMCG as part of our participation in these programs, which is verified by independent, third-party auditors. Audits are very comprehensive and cover multiple distinct media channels/settings, including but not limited to print media, broadcast media, schools, third-party websites, social media and influencers. We review these results and work with our marketing and media teams to address any incidences of noncompliance and implement the appropriate corrective action to prevent future issues. These compliance reports are publicly available, and Kellanova results are disclosed in our Better Days website.³⁴

³³ IFBA (ifballiance.org)

³⁴ [Compliance reporting - IFBA \(ifballiance.org\)](#); [EU Pledge \(eu-pledge.eu\)](http://eu-pledge.eu); [Children's Food & Beverage Advertising Initiative \(bbbprograms.org\)](http://bbbprograms.org)

Workforce Nutrition

We understand that the workplace is an excellent point of intervention to contribute to improved health outcomes for people. According to the WHO, 58% of the global population will spend at least one-third of their adult lives at work. Yet only a small percentage of the global workforce who work in corporate offices in high-income countries have access to healthy food options at work.

Total Health Program

Kellanova's My Total Health³⁵, our global employee wellbeing framework which launched in 2019, addresses physical, financial, social and emotional wellbeing to support our employee's personal goals including healthy foods at work and nutrition education.

Creating a culture where all colleagues feel supported and valued is paramount to our corporate mission. We offer a competitive benefits package focused on fostering work-life integration. We continue to evolve our programs to meet our colleagues' health and wellness needs, which we believe is essential to attract and retain employees of the highest caliber.

Our company locations now use the My Total Health framework to guide how we communicate and engage with employees in support of their wellbeing. Our commitment is to support our employees to become financially sound, emotionally secure, physically well and socially connected and to ensure 100% of our employees are able to participate.

In line with the Workforce Nutrition Alliance framework, we are committed to supporting employee health and nutrition through our workforce nutrition programs, which includes expected outcomes including reduced absenteeism, enhanced productivity, increase job satisfaction and lower rates of accidents and mistakes at work. We believe that well-executed workplace nutrition and health programs support the United Nations Sustainable Development Goals, particularly, SDG#2 - Zero Hunger, SDG#3 - Good Health and Wellbeing, and SDG#8 - Decent Work and Economic Growth.

Our Total Health Program, including healthy food at work, is available to all employees. We ensure that all contracted onsite vendors provide at least one nutritious offering at meals and snacks. We aim to assess impact through program and benefit utilization metrics, employee feedback through our Global Opinion Surveys and Business Employee Resource Groups ("BERGS") and ensuring that physical health programs are embedded in our company culture.

Nutrition Education

Our Total Health program includes a strong focus on nutrition education to enable changes to nutrition and lifestyle behaviors through increasing employees' knowledge of beneficial health habits. Our objective is to deliver health advice to all of our employees and achieve this through a variety of means including interactive sessions, dissemination of materials, and one to one counselling.

Examples include our partnership with the American Heart Association to deliver training on improving heart health through healthy eating and exercise that was co-sponsored by Kellanova Africa American Resource Group and our Latino business employee resource

³⁵ <https://www.kellanovacareers.com/en/working-here/benefits.html>

group. We run significant and ongoing global programs including our annual 5K run sponsored by our CEO and senior company leadership.

Kellanova's Employee Assistance Program (EAP) is available to employees and family members. We additionally provide one to one counselling through our Employee Assistance Program to help employees improve their physical wellbeing. In the U.S., our employees and their covered dependents enrolled in the Salaried & Non-Union PPO and HSA (Health Savings Account) Plans have access to programs to find the right care at the right time and fitness/nutrition coaching.

- We have partnered with Livongo to help U.S. employees managing diabetes and hypertension; as well as resources to support employees and family members that are pre-diabetic. This program includes access to nutrition coaches and certified diabetic educators. Every participant is encouraged to enroll in the adjacent mental health and weight management programs to further support their efforts to improve their health. We also introduced a larger commitment to provide free select medical 51 services and medications to those managing chronic conditions such as asthma, diabetes, heart disease, pulmonary disease and metabolic syndrome.
- The majority of our facilities also have on-site fitness centers.
- Cerealistas is a nutrition program, aimed to debunk nutrition myths and promote a holistic wellbeing, targeted Kellanova employees across all our Latin America region. By 2023 we aim to reach more than 2000 employees.

Supporting Parents

Globally, we are committed to the wellbeing of our working parents. We offer competitive parental leaves across the world, have reserved locations³⁶ for mothers to breastfeed upon returning to work and allow allocated breaks for this purpose. We additionally are compliant with both the PUMP act³⁷ and the Pregnant Workers Fairness Act.³⁸

We are always open to working with our employees to agree to flexible working arrangements to meet the needs of their lives and families, such as taking children to appointments, school drop-off and pick-up and more. Additionally, we have introduced unique initiatives to support including:

- Employee resource groups for working parents to establish community
- Programs to help find childcare in many countries
- Milk delivery service for mothers traveling on business to ensure they can ship their breast milk back home safely³⁹
- Business travel policies that enable parents to take a family member and baby under two on a business trip to ensure childcare
- Partnership with Maven, which provides resources aimed at supporting women including parenting support, menopause support and lactation consultants⁴⁰

Best Practice Through Partnerships

We leverage our corporate partnerships with global leaders like the Consumer Goods Forum (CGF) and the Global Alliance for Improved Nutrition (GAIN) to help realize our ambition to support employees and adopt workforce nutrition programs. Kellanova is a

³⁶ All rooms have refrigerators, sanitation supplies and locking doors

³⁷ <https://www.dol.gov/agencies/whd/nursing-mothers/faq#:~:text=About%20the%20Law&text=Under%20the%20PUMP%20Act%2C%20most,breast%20milk%20while%20at%20work>

³⁸ <https://www.eeoc.gov/wysk/what-you-should-know-about-pregnant-workers-fairness-act>

³⁹ www.milkstork.com

⁴⁰ <https://www.mavenclinic.com>

member of the Workforce Nutrition Alliance (WNA). As part of our membership and participation in this initiative, we are committed to expanding our workforce nutrition programs by 2025.

Kellanova will support a collaborative effort to build a food system that promotes healthy diets and supports WNA's nutrition pillar.

Some recent activations include:

- Mood & Gratitude contest: Track your mood for 2 weeks as self-awareness is key to improving health habits. Learn what influences your attitude (from what you eat, to how you sleep, to how active you are), and make an effort to better your daily outlook by bettering your daily habits
- Track 21 of 31: Choose your healthy habit and track it for 21 of 31 days
- Build better work-life balance: Find at least one opportunity every day to prioritize yourself over your job. Do this for 14 out of 21 days of the competition for a chance to win a prize
- Walk with Women of Kellogg+: Walk at least one mile in the week

Kellanova partners with vendors like Sodexo to offer nutritious food choices in the workplace. "Mindful" by Sodexo balances nutrition with taste and satisfaction. The program is based on the belief that when healthy eating tastes good and satisfies hunger, people are more likely to make healthy eating a way of life, helping them thrive at both work and in their personal life. The program offers authentically healthy choices to an audience ready for a healthier lifestyle – whether they are already taking steps on their own or need a little help and guidance to start their journey.

Smallholder Farmers and Women

At Kellanova we have a global goal to advance the wellbeing of 250,000 people in our food value chain, from farming communities to processors, prioritizing support for vulnerable groups (from a 2023 baseline)⁴¹. Kellanova recognizes that smallholder farmers play a critical role in global food supply, first for themselves and their families, but increasingly for broader food security opportunities in rural or impoverished communities. Kellanova recognizes the key role smallholder farmers play in food security in their communities and is assessing how our supply chain can improve productivity and livelihoods. Kellanova also recognizes that women play a significant role in agriculture, but in some countries still face challenges of injustice and inequality. Kellanova is identifying the parts of our supply chain with the highest prevalence of women, while identifying the risks and opportunities they face, depending on their communities and regions.

Prior to becoming Kellanova, Kellogg Company worked with TechnoServe, a nonprofit organization with deep expertise creating business solutions to poverty, to produce directional estimates of smallholder and female participation in the supply chain and to complete an analysis of risks to smallholder farmers and women in the markets and crops we source.

⁴¹ <https://betterdayspromise.kellanova.com/commitments>

Labelling

Kellanova recognizes that it's important to provide clear and factual information to consumers. Supporting people to make informed food choices whilst encouraging positive relationships with food is a priority for our company.

We have a long legacy of positive action. Kellogg Company was one of the first to place nutrition information on our foods in the early 1930s. Kellogg further pioneered Guideline Daily Amounts in the early 2000's to ensure that people have information about calories, sugar, sodium and other nutrients in our foods in an accessible form. At Kellanova, we aim to continue that legacy today.

We provide nutrition labelling in adherence to local regulatory requirements and support Front of Pack Labelling schemes that positively encourage consumers to make informed choices in support of access to healthy and sustainable diets.

We will continue to label all foods globally in line with Codex Alimentarius Guideline CAC/GL 2 1985 or in adherence with local regulations as applicable. This includes quantity expressed per 100g. In line with our longstanding commitment to the International Food and Beverage Alliance, Kellanova branded labels display, at a minimum, energy labelling on the front of pack either in absolute value or as a percentage of a person's Guideline Daily Amount, unless superseded by local regulation or government endorsed schemes that require different disclosures.

Additionally, we include Front of Pack labels where mandatory and participate in a number of country specific voluntary Front of Pack labelling schemes including Health Star Rating in Australia and Traffic Lights in the UK. We will not support or endorse schemes which fail to clearly demonstrate that they have been developed in line with the WHO principles.

We were the first food company to incorporate NaviLens on our packaging, an optical smart accessible QR code that when scanned provides audio for blind and partially sighted consumers to know product information including name, size, nutrition, dietary, and allergen information.

Regarding nutrition and health claims, we ensure that claims are responsibly made, robustly substantiated and in line with dietary recommendations and local regulations. Our primary markets have all introduced rigorous regulation on nutrition and health claims to which we comply. This includes only making claims on foods which meet government endorsed definitions of healthy. For example, we will only make nutrition claims on foods without front of pack warning stamps in Mexico. Additionally, we follow the Codex Alimentarius Guidelines for the Use of Nutrition and Health claims for both our nutrition and health claims.

Reporting Annex

KGNC 2024

Category	Calories (kcal/serv)	Total Sugar (per 100g)	Sodium (per 100g)	Sat. Fat (per 100g)	Mandatory Requirements
Ready to Eat Breakfast Cereal	≤220	≤35 g	≤650 mg	≤5 g	provides in an essential nutrient OR ≥½ serving or first ingredient WG
Cereal Bars and snacks	≤200	≤35 g	≤550 mg	≤6 g	provides in an essential nutrient OR ≥½ serving or first ingredient F/V/D/M/WG
Waffles and Pancakes	≤300	≤25 g	≤600 mg	≤5 g	provides in an essential nutrient OR ≥½ serving or first ingredient WG
Noodles* (as consumed)	≤360	≤5 g	≤500 mg	≤5 g	
Plant-Based Meat Alternates	≤250	≤10 g	≤800 mg	≤6 g	provides an essential nutrient OR Protein ≥5g/100g
Savory Snacks	≤180	≤10g	≤860 mg	≤9g	No fortification on savory snacks which do not meet KGNC and local regulatory requirements

Definitions

- *Thresholds apply to food as reconstituted, ready for consumption following manufacturer's instructions
- "Cereal bars and snacks" is defined as all portable wholesome snacks, sweet snacks, toastable pastries and cookies
- "Savory snacks" defined as all potato and other grain-based snacks and crackers
- "Essential nutrient" is any micronutrient, fiber or protein
- "F/V/D/M/WG" is any combination of fruits, vegetables, non/low-fat dairy, meat or meat alternate, and/or whole grains

Revision of Kellanova Global Nutrition Criteria

Revision made to KGNC from January 2022			
Category	% reduction compared to the previous version of KGNC		
	Sugar	Sodium	Saturated Fat
RTEC (Ready-To-Eat Cereal)	12.5%	15%	24%
Cereal Bars	12.5%	28%	N/A
Target additional changes to KGNC from January 2025			
RTEC (Ready-To-Eat Cereal)	5%	23%	4%
Cereal Bars	2.5%	13%	8%
Waffles and Pancakes	10%	N/A	N/A
Savory Snacks	N/A	2%	N/A

Goals

Area	Goal
Access to Nourishing Foods	Nourish 1.5 billion people with our foods by 2030 from a 2015 baseline. The 1.5 billion target is an increase from previous target of 1 billion people and requires increase sales of foods meeting our Kellanova Global Nutrition Criteria as well as continued food innovation.
Sodium	We have been on a sodium reduction journey since 2007. We've set IFBA sodium reduction targets from a 2020 baseline to 2025 & 2030 ⁴² . We are on track to meet our commitment. By 2025 we will have ensured that all breakfast cereals and 80% of our savory snacks meet KGNC for sodium. We aim to further reduce our KGNC in key categories in 2025.
Saturated Fat and Trans Fat	IFBA saturated fat from a 2015 baseline and remove industrial trans fats from our foods in line with the IFBA commitment ⁴³ . We have delivered this commitment and continue to do so. Our policies relating to Tran Fat have been audited and confirmed as being appropriate by Access to Nutrition Index on behalf of the WHO. For relevant categories, 80% of our savory snacks portfolio now meets Kellanova Global Nutrition Criteria for saturated fat. Furthermore 67% of our full portfolio meet WHO dietary guidelines of no more than 10% energy from saturated fat. We aim to reduce our KGNC in 2025 for saturated fat in savory snacks by 5%.
Sugar	90% of our cereals meet our KGNC (less than or equal to 35g per 100g) for sugar by the end of 2025. We continue our sugar reduction journey and on top of significant reductions already, further reduced the average of sugar in our cereal portfolio by 3% over the past 3 years. From 2025, we will further reduce KGNC by 5% to 33g per 100g.
Fiber and Wholegrain	We will continue to enable access to more nourishing foods including options with more fiber. Currently 75% of our breakfast cereals and 52% of our full portfolio is a source of fiber. ⁴⁴
Fruits Vegetables Nuts and Seeds	We've increased the number of foods which contain at least 40% of fruit, vegetable, nuts and legumes in our portfolio by more than half since 2020 to just over 6% of our full portfolio.
Micronutrients	We continue to support fortification as a means to close public health nutrition. Currently 80% of our cereal our waffles are fortified with at least one micronutrient.
Front of Pack labelling	Provide nutrition information on the Front of Pack. 100% of our foods contain information on the back of pack. More than 90% carry front of pack calorie information and many include front of pack nutrition labelling in line with government standards (either voluntary or mandatory).

⁴² <https://ifballiance.org/publications/ifba-global-sodium-reduction-commitment/>

⁴³ <https://ifballiance.org/commitments/product-formulation/reducing-saturated-fats-eliminating-trans-fats/>

⁴⁴ Per Codex Alimentarius

Reporting

Reporting against Kellanova Global Nutrition Criteria 2024							
	Full Portfolio	Breakfast Cereal	Savory Snacks	Bars and biscuits	Plant-Based Meat Alternatives	Frozen Breakfast	Noodles
% Foods meeting KGNC ⁴⁵	56	81	42	36	84	82	100
% Foods free from industrial trans fat	100	100	100	100	100	100	100
% Foods meeting KGNC for sodium	94	100	81	98	95	100	100
% Foods meeting KGNC for saturated fat	82	85	80	76	100	92	100
% Foods meeting KGNC for sugar	85	86	96	70	93	97	100
% Foods containing fiber	53	74	31	50	75	32	N/A
% Foods containing at least one micronutrient	43	80	N/A	N/A	N/A	80	100

Reporting against Health Star Ratings ⁴⁶					
	0.5 or 1 star	1.5 stars	2 or 2.5 stars	3 or 3.5 stars	4 or 5 stars
Kellanova Portfolio	10%	24%	35%	16%	15%

People Nourished	
2023	989 million ⁴⁷

⁴⁵ A food is considered to meet KGNC if meets the nutrition profile for the category in its entirety

⁴⁶ We have applied HSR to our full global portfolio. HSR ranks foods from 0.5 stars to 5 stars depending on their algorithm performance. Our use of the algorithm applies to our full Global portfolio and in full accordance with the guidance from the Australian Government. <http://www.healthstarrating.gov.au/internet/healthstariestorating/publishing.nsf/Content/calculator>

⁴⁷ increase from 4% baseline in 2020

Progress Reporting Over Time, % of foods meeting KGNC					
	Breakfast Cereal	Savory Snacks	Bars and biscuits	Plant Based Meat Alternatives	Frozen Breakfast
2019	61%	41%	43%	88%	79%
2023	81%	42%	36%	84%	82%
Full portfolio - Foods meeting KGNC	56% (+12% since 2019)				

Nutrients and Ingredients				
Sodium				
Category	2011	2019	2023	Sales volume weighted average reduction
Breakfast Cereal	416mg	378mg	349mg	16%
Savory Snacks	N/A	718mg	698mg	2%
Sugar				
Category	2011	2019	2023	Sales volume weighted average reduction
Breakfast Cereal	26.9g	25g	21.7g	19%
Other				
Free From Artificial Sweeteners	97%			
Free From Artificial Colors	88%			
Free From Industrial Trans Fat	100%			
Contain Source of Fiber (Per Codex Alimentarius)	53%			
Foods Containing 40% Fvnl	6% ⁴⁷			
Food Containing a Source of Wholegrain	27% ⁴⁸			
Contain At Least One Micronutrient of Need	43% of full portfolio contain at least one micronutrient			
Saturated Fat	67% of full portfolio contains less than 5% saturated fat			

⁴⁸ increase from 24% baseline in 2020