



RESPONSIBLE SOURCING MILESTONES

RESPONSIBLE SOURCING MILESTONES



2019 Reporting Year

NURTURE OUR PLANET

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Please see our [2019 Sustainable Palm Milestones Report](#) for more information about our progress on responsibly sourcing palm oil.

Material Issues

We prepare our Responsible Sourcing Milestones aligned to the following principles and ESG key performance indicators.

- GRI** 204-1, FP2, FP9-13, 102-21, 308-2
- Dow Jones Sustainability Index** 2.7.1, 2.7.2
- SASB** Ingredient Sourcing
- CDP** Water, Climate, and Forests
- UN Sustainable Development Goals** 2, 12, 13, 15, 17
- 10 Principles of the UN Global Compact**





Resilient, Responsible Ingredient Supply Chains

Responsibly Sourcing Our Priority Ingredients



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Progress: 90%. On track to meet our commitment to 100% responsibly source our 10 first-generation priority ingredients by 2020

How We Responsibly Source
117 Suppliers Engaged in 2019

**2020
Priority
Ingredients**

**2019
Results**

**Kellogg's
Origins™
Programs**

Continuous Improvement in environmental and social indicators

Over 176,650 hectares measuring continuous improvement

Drive continuous improvement using the Kellogg Grower Survey or equivalent industry tool (e.g. Fieldprint® Platform)

Corn/Maize

99%



Wheat

88%



Rice

95%



Drive continuous improvement using the Kellogg Grower Survey or equivalent industry tool (e.g. Cool Farm Tool)

Potatoes

86%



Drive continuous improvement in raisins, sultanas, and freeze-dried strawberries using the Kellogg Grower Survey

Fruits

95%



Drive continuous improvement using the Kellogg Grower Survey or equivalent industry tool (e.g. Fieldprint® Platform, SAI Platform Farm Sustainability Assessment)

Sugar Beet

100%



Partner with our supplier, Symrise, to **support the climate and financial resilience** of 1,000 vanilla farmers and **protect land and biodiversity** in Madagascar

Vanilla

100%



Source cocoa ingredients through direct investments in our sourcing regions to **improve farmer livelihoods and support climate-smart agriculture practices**

Cocoa

75.7%



Source granulated sugar from sugar cane responsibly **through industry certifications and continuous improvement programs**, especially for smallholder farmers

Sugar Cane

74%



Work toward 100% physically certified palm oil by the end of 2025. Develop an Impact Incubator to support smallholders and forest communities **and accelerate the pace of change in the industry.**

Palm Oil

82%



Source **100% cage-free eggs** by the end of 2025

Eggs

11.6%

In-scope ingredients for responsible sourcing are defined by major purchased commodity, representing over 80% of total global volume. 2020 goal for responsible sourcing chocolate and cocoa ingredients based on farmer equivalency calculated with 2014 chocolate and cocoa ingredient sourcing volumes.

The Road to 2030: Updating Our Priority Ingredients



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Top Material Issues from Stakeholder Consultations Based on 2020 Ingredient Volumes & Sourcing Locations

% of Stakeholders Who identified Issue
n = 17



Starting in 2021, we are updating our *Priority Ingredients* for responsible sourcing based on material risks and impacts.

Building *Better Days*® through Responsible, Resilient Supply Chains

Since we began this journey in 2014, we have made tremendous progress in responsibly sourcing our 10 priority ingredients. We have also have better understood the dynamic nature of our supply chains and our business. Some of our current priorities – like corn, wheat, rice and potatoes – remain at the core of our business, while others have decreased in volume due to divestiture or shifts in strategy. Similarly, new ingredients have become more material to our business as we grow in emerging markets and acquire new businesses. For these reasons, we reassessed our ingredient materiality to identify our new priority ingredients aligned to our 2030 *Better Days* strategy.

Material Issues for Kellogg's Responsible Ingredient Sourcing

We have based our ingredient materiality assessment on 2020 global ingredient volumes; proximity to brand; and environmental, social, and governance (ESG) risk for key commodities and sourcing regions. To ensure robust ESG risk assessment and stakeholder engagement, we consulted a diverse set of 17 external organizations representing private- and public-sector expertise in conservation, human rights, agricultural development, resilience, consumer advocacy, and corporate leadership in sustainable development. These consultations helped us identify the key, material issues our responsible sourcing programs should address, now and on the road to 2030 (pictured above). The COVID-19 pandemic took hold after this consultation process, further underscoring worker safety, equity across value chains, and farmers' resilience to systemic economic shocks as critical issues.

Next Steps

As a result of our assessment, starting in 2021, we will add six new priority ingredients – eggs, oats, soy, cheese, almonds, and hazelnuts – to our responsible sourcing programs. We are working with our internal teams, partners, and suppliers to determine the execution strategy for achieving responsible sourcing of these ingredients, using a risk- and context-based approach. We will share these strategies as they are finalized. We will also complete our journey to responsibly source natural vanilla with the conclusion of our three-year partnership with our supplier, Symrise. As we progress toward 2030, we will continue to review our priority ingredients to ensure our programs are responsive to changes in the world and in our business.

¹IPCC, 2019: Climate Change and Land: an IPCC special report on climate change, desertification, land degradation, sustainable land management, food security, and greenhouse gas fluxes in terrestrial ecosystems [P.R. Shukla, J. Skea, E. Calvo Buendia, V. Masson-Delmotte, H.-O. Pörtner, D. C. Roberts, P. Zhai, R. Slade, S. Connors, R. van Diemen, M. Ferrat, E. Haughey, S. Luz, S. Neogi, M. Pathak, J. Petzold, J. Portugal Pereira, P. Vyas, E. Huntley, K. Kissick, M. Belkacemi, J. Malley, (eds.)]. In press.
²IPBES (2019): Summary for policymakers of the global assessment report on biodiversity and ecosystem services of the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services. S. Diaz, et al. (eds) IPBES secretariat, Bonn, Germany. 56 pages
³FAO, 2019: *The State of the World's Biodiversity for Food and Agriculture*. J. Bélanger & D. Pilling (eds.). FAO Commission on Genetic Resources for Food and Agriculture Assessments. Rome. 572 pp. (<http://www.fao.org/3/CA3129EN/CA3129EN.pdf>). Licence: CC BY-NC-SA 3.0 IGO.



Advancing Sustainable Agriculture

Supporting Farmers

2019 Reporting Year



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433,799

Farmers reached



32,605

Smallholder farmers directly supported



13,270

Women farmers directly supported

We support world-class sustainable agriculture programs that, since 2015, have reached our suppliers and over 433,000 farmers globally. Our goal is to reach 1 million farmers and workers by 2030.

Resilient Farmers

People are at the heart of what we do. That's why we're focused on supporting 1 million farmers and workers by the end of 2030 (using a 2015 baseline) through programs focused on climate, social and financial resiliency, as part of our *Kellogg's® Better Days* global purpose platform. We are committed to building a resilient agricultural system that supports food security and improves the wellbeing of people and planet, especially during periods of environmental or economic stress. As of 2019, reached more than 433,000 farmers, including direct support for 13,270 women and 32,605 smallholders, around the world through over 40 *Kellogg's Origins™* programs since 2015.

Kellogg's Origins™ Program

Kellogg partners with farmers to improve their climate resilience, enhance biodiversity on the farm and in landscapes, improve farmer and worker livelihoods, and contribute social benefits including human rights and equity. Together with our ingredient suppliers, NGO partners, research institutions, and farmers in our sourcing regions, we assess areas of opportunity for improvement, provide training and technical assistance, and share best practices. We have established dozens of *Origins* programs in our corn, wheat, rice, potato, sugar beet, sugar cane, vanilla and cocoa sourcing regions.

Origins programs maintain a global focus on climate, biodiversity, and farmer livelihoods, while tailoring their approaches to meet local needs and growing

conditions. Agricultural practices that regenerate soil health, promote crop diversity, support species and habitat, and reduce greenhouse gas emissions are key tools in these programs.

Supporting Women in Agriculture

We also recognize the significant role women play in agriculture and the unique challenges they face depending on their communities, region, and access to resources to improve their livelihoods. We continue to develop programs that support equity for women, building on our 2015 collaboration with [TechnoServe](#) to assess the risks and opportunities women face in our sourcing regions. As of 2019, we have reached 13,270 women farmers, working with partners to empower them through direct participation in climate-smart agriculture and business training in cocoa, vanilla, and other sourcing regions.



Tenets of our *Kellogg's Origins*TM Program



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As part of our *Better Days* commitment, we are committed to building responsible and resilient supply chains. Today, we support world-class programs that reach our suppliers and over 433,000 farmers globally.

Building Responsible & Resilient Supply Chains



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 | Supporting Human Rights at Origin | Advocacy



Enhancing Biodiversity

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

Globally, land use accounts for about 25% of greenhouse gas (GHG) emissions. Agricultural communities are both vulnerable to the impacts of climate change and a source of nature-based climate solutions. For these reasons, climate resilience, reduced GHG emissions, and improved productivity are global priorities for our *Kellogg Origins* program.

Kellogg's Origins™ 2019 Highlights

in advancing climate-positive outcomes with farmers in our sourcing regions. Read more about our progress in our [Regional Program Spotlights](#), [Global Commodity Profiles](#), and [2020 Climate Milestones](#).

Reducing GHG Emissions

Up to **45%**

GHG emissions reduction, with improved irrigation efficiency and no yield loss

2019 demonstration plots in our rice Origins program in Spain's Delta del Ebro compared alternate wet-dry (AWD) irrigation to standard methods. AWD plots showed GHG reductions estimated with the Cool Farm Tool. Future trials planned to validate results.



6 **Fieldprint® Projects across multiple states, suppliers, and farmers**

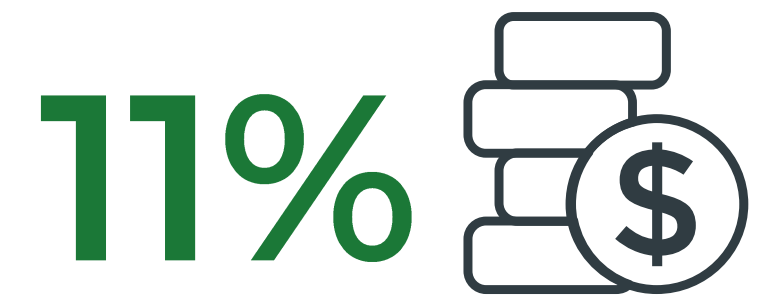
These Fieldprint® Projects track GHG emissions and other environmental metrics in our wheat, corn, and rice ingredient sourcing regions in the United States.

Improving Climate & Financial Resilience

12,000

Farmers in Madhya Pradesh, India, whose income increased 20%

Through climate-smart agriculture trainings in partnership with TechnoServe. [Best Economic Empowerment Program](#) by the U.S. Chamber of Commerce's 2019 Corporate Citizens Award.



11% **Profit increase across 3,000 hectares in Mexico through partnership with CIMMYT**

Our longstanding work with CIMMYT to responsibly source yellow corn in Mexico covers an impact area of nearly 4,000 hectares across Sinaloa and Guanajuato. In 2019, the program directly reached 370 farmers.

Biodiversity



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Nature is a source of solutions for resilient food systems and economies. Agriculture is both a driver of global biodiversity loss and a tool to protect and restore the landscapes and species our communities need to flourish. Our *Kellogg Origins*[™] program promotes agricultural practices that enhance biodiversity and farmer resilience. We also advocate for the importance of biodiversity through our leadership position with the Food and Nature Board at the World Business Council for Sustainable Development ([WBCSD](#)).

Kellogg's Origins[™] *2019 Highlights*

in enhancing biodiversity with farmers in our sourcing regions. Read more about our progress in our Regional Program Spotlights and Global Commodity Profiles.

Agrobiodiversity

5

Origins Programs

integrating cover crops with farmers in the U.S, UK, Spain & Madagascar

30

Fruit Trees

to be planted for every hectare of new cocoa seedlings planted with cocoa farmers in Ecuador, through partnership with our supplier Olam

Pollinators & Wildlife

323

Bat Boxes



installed over seven years with rice farmers in Spain's Delta Del Ebro region

Beetle habitat

Pilots in 2019

to test the influence of wildflower field margins on biodiversity in our seven-year UK wheat Origins Program.

Protecting Forests & Ecosystems

400

Farmers



in Madagascar trained in soil health & alternatives to slash-and-burn practices

New

Kellogg Global Policy on Deforestation

released in 2020

Integrated Pest Management (IPM)

6

Origins Programs

with IPM or synthetic pesticide alternatives in the UK, Spain, Mexico, Ecuador, Argentina & Madagascar

9,000

U.S. Organic Acres

transitioned from conventional farming since Kashi began its Certified Transitional program in 2015

Pest Management



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As part of our commitment to upholding our founder's values, we continue to evolve and strengthen our sustainable agriculture and responsible sourcing programs, in partnership with our suppliers and farmers. In January 2020, we shared new actions within our *Kellogg Origins*TM Program and Kellogg Grower Survey to support Integrated Pest Management (IPM) and address pesticide use, particularly in wheat and oat supply chains.

We're committed to doing what's right for farmers and the planet. We're working with trusted partners including our suppliers, NGOs, and educators about furthering sustainable agriculture and we are *on-track toward our goals.*

STATUS ACTIONS



Incorporate pest management and pesticide use into our 2020 ingredient materiality assessment, to be published in 2020. This assessment shapes the next generation of Kellogg's priority ingredients.

Environmental, Social, and Governance (ESG) risk related to pesticide use captured during stakeholder consultation process of ingredient materiality assessment. Materiality results on schedule to be published in 2020.



Improve the Kellogg Grower Survey (KGS) and its scope to expand the number of ingredients and improve data collection on pesticide use, including glyphosate use in wheat and oats. Report on the survey annually as part of Responsible Sourcing Milestones.

See 2019 Wheat Profile (slide 20) for baseline insights gathered with Kellogg Grower Survey (KGS) about glyphosate use. U.S. and Canadian oat ingredients added to KGS 2020 scope. Updated 2020 KGS questions for improved insights from wheat and oat sourcing regions.



2020

Expand investment in our Origins Farmer Programs that benefit the farmer and the environment through incentivizing and educating on regenerative agriculture practices and integrated pest management (IPM).

Launching new, 2020 collaboration to develop North American IPM training series for Certified Crop Advisers, trusted technical consultants to thousands of farmers. Please see slides 10, 14, and 15 for more IPM and pesticide reduction results from current *Kellogg Origins*TM projects.



2025

Phase out pre-harvest desiccation with glyphosate in our wheat and oat supply chains in our major markets – including the U.K., France, the U.S., Canada, Mexico and Australia – by the end of 2025.

Procurement teams engaged in work plan development to meet end-of-year 2025 timeline. Beginning in 2020 Responsible Sourcing Milestones, we will report percentages of in-scope wheat and oat supply chains in compliance with this action.



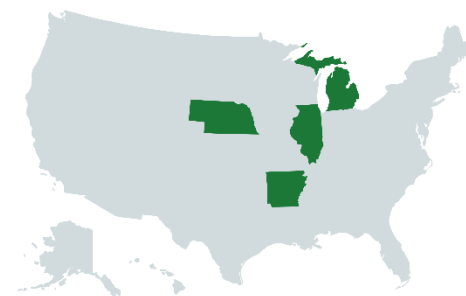
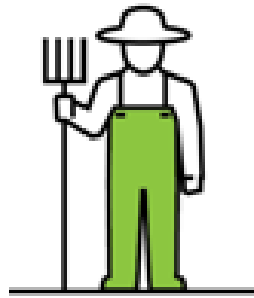
*Kellogg's Origins*TM
2019 Regional
Program
Spotlights

Supporting U.S. Farmers



2019 Reporting Year

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Farmers need multiple solutions to adopt new practices successfully. We work with The Nature Conservancy to *de-risk conservation and regenerative practices* where we source U.S. corn, wheat and rice.

87

Farmers Reached
In 2019

4

State Projects

54,000

Acres Reached

31

Farmer Trainings
and Field Days

23

Dump Trucks of Soil
Prevented from
Eroding into the
Saginaw Bay in 2019

Investment in Farmers is an Investment in Our Planet

In 2019, Kellogg launched the [Supporting U.S. Farmers](#) program with The Nature Conservancy (TNC) to provide farmers in the Midwest and Great Lakes regions with funds and technical assistance to improve their practices. This program spans Kellogg's U.S. sourcing regions for corn, wheat, and rice ingredients that go into *Kellogg's Raisin Bran®*, *Frosted Mini Wheats®*, and other foods. We expect this collaboration to provide hundreds of farmers across thousands of acres with resources to implement practices like cover crops, conservation tillage, nutrient management, vegetative buffers, irrigation efficiency, and wetland restoration. These practices provide benefits to farmers and ecosystems but require investment to bring to scale. The 2017 Census of Agriculture¹ reported an encouraging, nearly-50% increase in cropland planted with cover crops in just five years, but that increase represented less than 4% of all US cropland. Similar 2018 estimates² confirm this trend in the Upper Midwest.

In Michigan, the Supporting U.S. Farmers collaboration expands the TNC-led Pay for Performance (PfP) program to incentivize soil health practices with [Saginaw Bay farmers](#). We also partnered with TNC and Syngenta to add pollinator strips to the soil health practices that PfP supports. In just the first year of this expansion, farmers' conservation practices have prevented an estimated 328 tons of soil – the equivalent of 23 dump trucks full – from eroding into the Saginaw Bay.

In Arkansas, we have worked with TNC to expand their work in the Upper Cache River watershed to address the critical issue of [groundwater management](#) across the state. The project equips rice farmers with programmable shut-off valves, free of charge, to help them manage their irrigation with groundwater efficiently. In 2019, the project installed 92 timers with 19 farmers across over 13,000 acres, saving farmers time and money and protecting water resources from depletion and soil erosion. An early survey showed that 3 farmers will now save over 77 million gallons of groundwater per year across just 1,800 acres.

In Illinois, we are [expanding the STAR program](#) (Saving Tomorrow's Agriculture Resources) through mini-grants to trusted agronomic advisors, whom farmers consult to guide decisions on their farm. STAR provides a 5-star framework for farmers and their advisors to assess how well farmers' management practices, including conservation tillage and cover crops, can reduce loss of nutrients and sediment from fields and into local waterways. In 2019, this expansion reached 51 producers across 31,000 acres, as a result of Kellogg's investment.

In Nebraska, farmers will receive cost-share to [interseed diverse cover crop mixes](#) alongside their cash crops. The project team has recruited farmers managing over 10,000 acres in the Upper Big Blue Natural Resource District to develop soil health plans and implement this practice to regenerate soils, support on-farm biodiversity, and enhance farmers' resilience to extreme weather.



¹ <https://www.nass.usda.gov/AgCensus/>

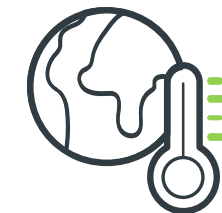
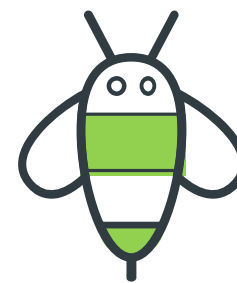
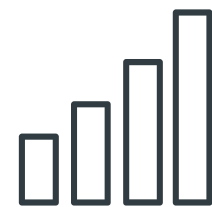
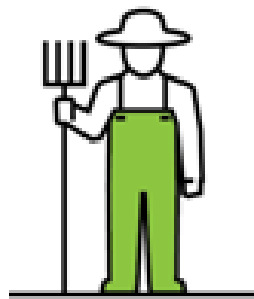
² <https://www.ctic.org/OpTIS>

Sustainable Rice in Spain's Delta del Ebro



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Through an active peer network, years of guidance from trusted experts, and support from Kellogg, farmers in the Delta del Ebro are *protecting biodiversity, improving farm profitability, & conserving natural resources.*

47

Farmers Reached In 2019

€ 285

Per Hectare Increase Average Profitability on "Showcase" Plots

323

Bat Boxes Distributed to Farmers Since 2013

3

Strategies Tested in 2019 to Enhance Natural Pest Predators

15-45%

GHG Reduction From "Showcase" Plots Testing Irrigation Methods

Testing Biodiversity Strategies in the Field

Since 2013, we have [partnered](#) with our rice suppliers, the Institute of Agri-food Research and Technology (IRTA), and farmers in Spain's Delta del Ebro region, adjacent to the Ebro Delta Natural Park. Rice grown in this region goes into *Kellogg's® Special K* cereals and other foods. This holistic program offers farmer training and demonstration, or "showcase," plots that farmers volunteer from their own farms to trial practices that improve soil fertility, biodiversity, water management, and greenhouse gas (GHG) emissions. Results of those trials are analyzed with IRTA researchers and technicians and shared with other farmers to advance learning and adoption of best practice. This focus on knowledge transfer has [benefited farmers economically](#); by 2018, farmers reported an average 15% increase in production and an average profitability increase of € 285 per hectare from their "showcase" plots.

In 2019, this program reached 47 farmers. New bat boxes were distributed to 20 farms; the program has distributed 323 bat boxes over seven years to provide habitat for this natural pest predator and pollinator.

At the Ebro Experimental Station, remote sensing technology showed positive results for optimizing nitrogen fertilizer use, with no significant difference in weeds, pests, or diseases. IRTA recommended further study to validate the results. If adapted effectively for farmers, this

technology could reduce cost and lower GHGs emissions.

2019 showcase plots hosted by participating farmers showed encouraging preliminary results. These trials will be repeated in 2020 to ensure consistent results and guidance for farmers at greater scale.

- 3 farmers each trialed an irrigation method – alternate wet-dry, early drainage, or dry seeding technology – and compared the new method to results from a field on their farm managed standard irrigation. All three trial methods showed lower GHG emissions (assessed with the Cool Farm Tool), better water use efficiency, and no yield loss compared to standard irrigation. The alternate wet-dry trial showed the best results: 45% less GHG emissions and the best water use efficiency (liters/kg rice).
- 3 showcases of winter cover crops – ryegrass, pea, and an oat/vetch mix – are underway in farmers' fields to promote improved soil fertility and GHG emissions.
- Trialed reducing herbicides and intercropping yellow irises in rice bunds to compare effectiveness in supporting beneficial insects and controlling pests.
- Trialed three designs of "insect hotels" at pilot scale to provide habitat for beneficial insects and encourage biological pest control

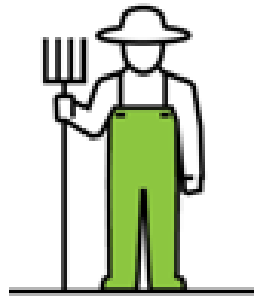


Supporting Farmers in Mexico



2019 Reporting Year

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370
Farmers Directly
Engaged Since 2017



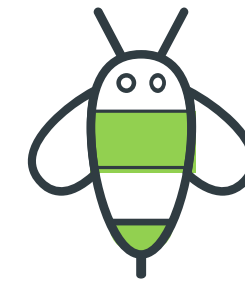
Nearly 4,000
Hectares Engaged
Since 2017



53
Women Farmers
Trained in 2019



50%
Less Water Use,
Compared to
Conventional Practices



100%
Success Reducing
Synthetic Pesticides in
Sinaloa Project

Supporting farmers by partnering with trusted institutions like CIMMYT to *improve farmers' quality of life, enhance natural resources, & responsibly source ingredients* made with innovative technologies and sustainable agriculture practices.

Apoyando Agricultores Mexicanos de Maíz

Since 2013, Kellogg has partnered with the [Centro Internacional de Mejoramiento de Maíz y Trigo](#) (CIMMYT, or the International Maize and Wheat Improvement Center). Kellogg is a founding supporter of MasAgro, an initiative that brings smallholder and women farmers together with agricultural research and development organizations to raise and stabilize their crop yields, increase their incomes, and reduce the effects of climate change on Mexico's agricultural output. We continue to contribute to the MasAgro program to support the training of over 300,000 farmers in sustainable production practices.

In Mexico, *Kellogg's Corn Flakes®* and *Kellogg's Zucaritas®* cereals are best-selling favorites. In 2017, to make these popular maize-based foods more environmentally sustainable and support local ingredient sourcing, Kellogg Latin America [expanded its partnership with CIMMYT](#) and agricultural services company [Grupo SACSA](#). CIMMYT's agricultural innovation network successfully helps small- and medium-sized farmers increase their yields, while also sustainably growing the yellow maize Kellogg uses in its products. CIMMYT support and train these producers using a conservation agriculture "hub" model:

- 9 research platforms for long-term trials of sustainable practices,
- 8 demonstration modules to help farmers adapt these practices to their operations, and,

- 206 extension areas where practices are disseminated to farmers

By 2019, the initiative reached more than 370 growers, who benefited from the project with training or by selling their grain to Kellogg. The initiative covered an impact area of nearly 4,000 hectares across the states of Sinaloa and, starting in 2019, [Guanajuato](#). Compared to conventional agriculture, the sustainable agriculture guidelines CIMMYT has developed for both project regions have created multiple environmental and economic benefits for farmers:

- Improved average profitability by 11% over 3,000 hectares in 2018-19
- 50% less water use with conservation agriculture practices and field leveling
- 100% success reducing synthetic pesticides with farmers reached in Sinaloa
- 47% less fuel consumption due to minimal soil tillage and other practices *and* doubled the efficiency of nitrogen fertilizer applications using optical sensors. Both of these improvements can reduce greenhouse gas emissions.

This project promotes a closer, more stable relationship (based on trust and win-win strategies) between farmers, Kellogg, and other partners in the agriculture sector.



Cultivating Resilience with Vanilla Growers

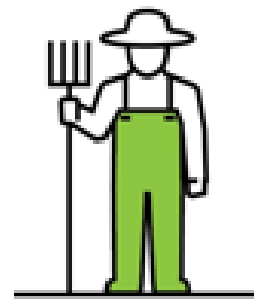


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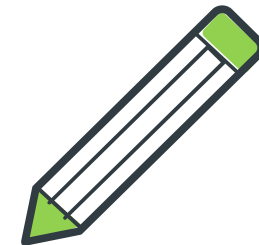
NURTURE OUR PLANET



100%
Responsibly Sourced
Vanilla



400
Farmers Engaged
In 2019



Over 1,900
Students Reached
with Support to Village
Elementary Schools



2,000
Beneficiaries Provided
With Healthcare
Coverage



584
Farmers engaged
in Rainforest Alliance
certification process
for 2020 harvest

*100% Responsibly Sourcing
Natural Vanilla*

by partnering with Symrise to support the climate and financial resilience of 1,000 vanilla farmers by 2021 and protect land and biodiversity in Madagascar.

A detailed case study of this program is also available in our [2019 Human Rights Milestones](#).

Resilient Farmers, Communities, Ecosystems

Madagascar is special. It's estimated that 90% of the wildlife on the island nation off the southeast coast of Africa is unique to the country, leading some ecologists to refer to Madagascar as the "eighth continent." The country has been classified a [biodiversity hot spot](#) by Conservation International. Its fertile soil and favorable climate also make it ideal for growing 80% of the world's vanilla crop.

However, Madagascar is also the ninth poorest country in the world due to lack of infrastructure and environmental degradation. Ankavanana, a remote region in Northeast Madagascar, is at particular risk because it is prone to high soil erosion from slash and burn practices used to clear land for agricultural purposes. The area is also frequently hit by devastating cyclones. Although most of the year there is enough to eat in the region, rice is the main meal and most people's diets are not varied, which can lead to malnutrition, particularly in children.

While Kellogg sources a very small amount of vanilla in its foods globally, it is included in products such as *Kellogg's® Nutri-Grain bars*, *Eggo® Thick and Fluffy Waffles*, as well as in some of our cereals and granolas. This is why Kellogg and its vanilla supplier, [Symrise](#), in coordination with Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), are supporting efforts to protect the land to help improve livelihoods of 1,000 Malagasy smallholder vanilla farmers and their families in the Ankavanana region. This holistic, three-year program trains farmers to become more climate and financially resilient.

Climate-smart agriculture trainings include agroforestry and cover crops, integrated pest management, alternatives to slash-and-burn practices for rainfed rice, animal husbandry, and crop diversification to provide new farm income streams. Farmer Business Schools sponsored in local villages connect farmers to financial literacy programs that can help increase their crop value and make the most of their vanilla income. In 2019, 400 farmers in 12 villages were engaged on best agricultural practices. 584 farmers are also engaged in Rainforest Alliance certification process for the 2020 harvest.

This program also focuses on financial, community, and family resources to support farmers' resilience. We are partnering with 12 village school associations to ensure greater access to affordable education on agricultural skills that will help their families' increase their incomes. Available advisory services cover a wide range of topics, including registration of farmers' households to Mahavelona, a mutual health care system which includes free access to doctors and hospitals and subsidized costs for medicine. Currently, 400 farmers and 2,000 beneficiaries are covered by Mahavelon. Community based savings groups, with 255 members (60% women), help farmers manage savings for improved vanilla plot maintenance, rice farming, children's education, and small business enterprise opportunities.





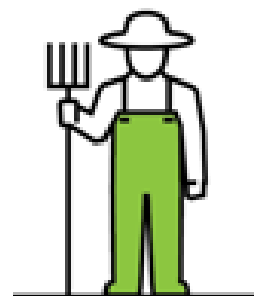
Global Commodity Profiles

Corn/Maize



2019 Reporting Year

NURTURE OUR PLANET



99%

**In-Scope Ingredients
Responsibly Sourced**

12

**In-Scope
Suppliers**

353

**Farmers
Engaged**

Over 77,950

**Hectares
Engaged**

9

**Countries
Represented**

We are Responsibly Sourcing

nearly 468,000 MT of corn ingredients through continuous improvement at the farm level, using the Kellogg Grower Survey or equivalent industry tool (e.g. Fieldprint® Platform). Key performance indicators include soil health, greenhouse gas emissions, productivity, and fertilizer efficiency.

Kellogg's Origins™ 2019 Highlights

Responsibly Sourced Corn in Argentina

We expanded our program to responsibly source corn with Dacsa, our regional supplier, and farmers in Argentina. This expansion allowed us to responsibly source corn for all *Kellogg's Corn Flakes®*, *Frosties®*, and *Crunchy Nut®* sold in Europe in 2020. We use a [responsible sourcing protocol](#) modelled on those used by well-recognized, international non-governmental industry groups. An independent, third party auditor [verified](#) that our ingredients had been produced with corn grown in accordance with environmental and social best practices.

Apoyando Agricultores Mexicanos de Maíz

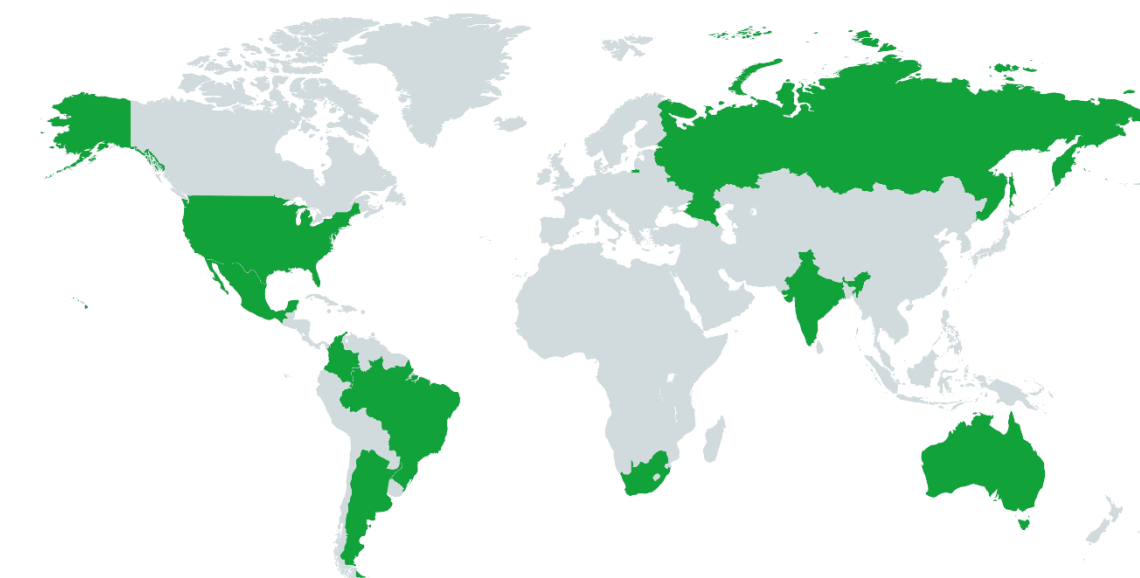
In Mexico, Kellogg Latin America collaborates with the Centro Internacional de Mejoramiento de Maíz y Trigo (the International Maize and Wheat Improvement Center), whose agricultural innovation network successfully helps small- and medium-sized farmers increase their yields, while also sustainably growing the yellow maize used by Kellogg in its products. By 2019, the initiative reached more than 370 growers, that benefited from the project with training or by selling their grain to Kellogg, covering an impact area of nearly 4,000 hectares across the states of Sinaloa and, starting in 2019, Guanajuato. Kellogg is also a founding supporter of CIMMYT's MasAgro program, which has reached over 300,000 farmers in Mexico.

Supporting Nebraska Corn Farmers

Launched in 2019, this project – one of four in our Supporting U.S. Farmers collaboration with The Nature Conservancy (TNC) – provides cost-share and technical assistance to de-risk conservation innovation and support farmers as they recover from historic flooding in Nebraska's Upper Big Blue Natural Resource District, where Kellogg sources corn. With additional support from the Natural Resources Conservation Service, the project team recruited 10 farmers managing over 10,000 acres to develop soil health plans and interseed cover crops into standing cash crops to regenerate soils, support on-farm biodiversity, and enhance farmers resilience to extreme weather. Farmers and partners will begin implementing this practice in 2020.

Supporting Illinois Corn Farmers

In another Supporting US Farmers project, Kellogg and TNC expands the STAR (Saving Tomorrow's Agriculture Resources) grower program in Illinois, where Kellogg sources corn, through mini-grants to trusted agronomic advisors. STAR provides a 5-star framework for farmers and their advisors to assess how well farmers' current practices reduce loss of nutrients and sediment from fields and into local waterways. This expansion reached 51 producers across 31,000 acres of STAR field forms, as a result of Kellogg's investment.



9

**Active Origins
programs**



6

**Completed
programs**

Wheat

2019 Reporting Year



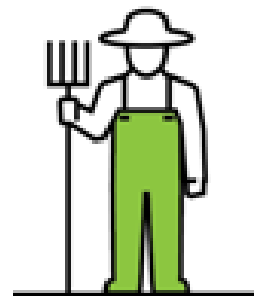
NURTURE OUR PLANET



88%
In-Scope Ingredients
Responsibly Sourced



17
In-Scope
Suppliers



232
Farmers
Engaged



Over 66,500
Hectares
Engaged



14
Countries
Represented

We are Responsibly Sourcing

more than 669,000 MT of wheat ingredients through continuous improvement at the farm level, using the Kellogg Grower Survey or equivalent industry tool (e.g. Fieldprint® Platform). Key performance indicators include soil health, greenhouse gas emissions, productivity, and fertilizer efficiency.

Kellogg's Origins™ 2019 Highlights

Great Lakes Wheat Program

Kellogg sources wheat ingredients made with soft white winter wheat grown in Michigan's Saginaw Bay watershed. The Saginaw Bay serves as the main drinking water source to more than 1 million Michigan residents and provides habitat for multiple species. We have measured continuous improvement with wheat growers in this region with the Fieldprint® Platform and worked with The Nature Conservancy (TNC) to train certified crop advisors through support of the [Saginaw Bay Regional Conservation Partnership Program](#) (RCPP).

In 2019 we [collaborated with TNC](#) to expand their [Pay for Performance](#) program to more Saginaw Bay farmers. This model provides cost-share opportunities based on the predicted environmental benefits of the practices farmers implement. Farmers can adopt reduced tillage, cover crops, pollinator strips, and other regenerative practices. This holistic, multi-year approach has seen excellent results:

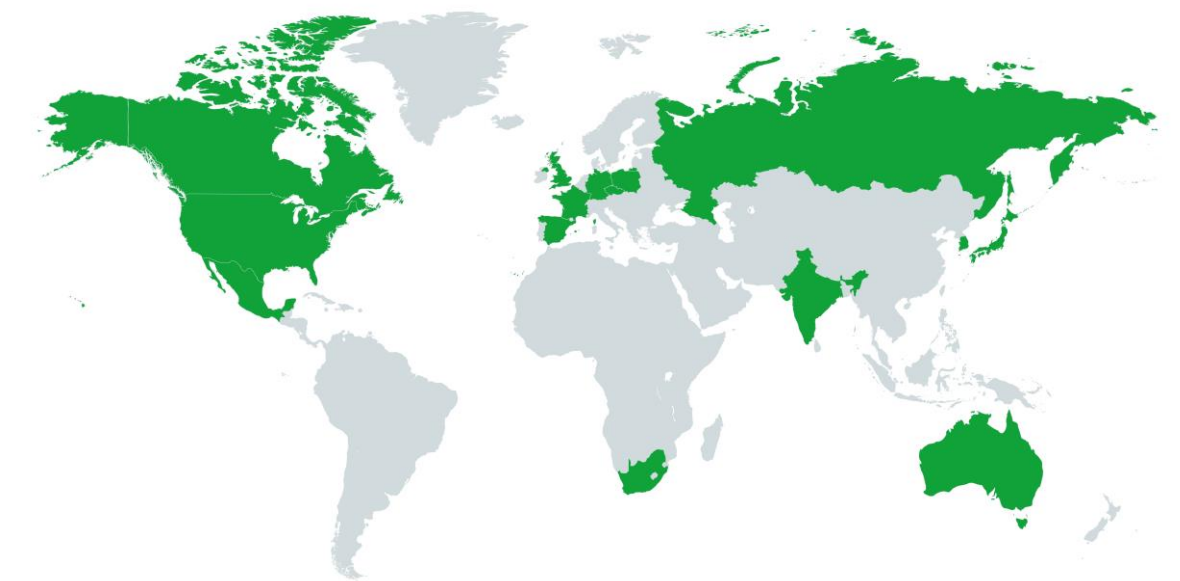
- Continuous improvement tracked over 70,000 acres of land and 45,000 acres of wheat with our supplier Star of the West since 2015.
- Farmers adopted conservation practices on 93 farms across nearly 63,000 acres through the RCPP, preventing nearly 3,500 tons (or 250 dump trucks) of soil from eroding into the Saginaw Bay.
- In 2019, our expanded collaboration with TNC brought conservation

practices to an additional 4,000 acres with the goal of preventing an additional 328 tons, or 23 dump trucks, of soil loss.

United Kingdom Wheat

Since 2013, Kellogg has worked with our miller, Heygates, and farmers in the United Kingdom to promote agricultural practices that improve farm performance and support environmental enhancements across our wheat sourcing region.

We have partnered with the Game and Wildlife Conservation Trust, NIAB, and European Food and Farming Partnerships on several projects, including the largest farm-based cover crop trial in the UK. Partners shared learnings from this trial in [Cover Crops: A Practical Guide to Soil and System Improvement](#). All farms in the program receive regular visits from experts to support environmental practice and help farmers make best use of government environmental schemes. In 2019, partners examined the impact of different field margin types on biodiversity, with 2020 goals to encourage natural predators to pest insects and reduce pesticide use. We are also trialing new drone technology to support better agronomic decisions; and are undertaking a carbon emissions and removals analysis on a farm to develop a road map to achieve carbon zero across the project.



7

Active Origins
programs



3

Completed
programs

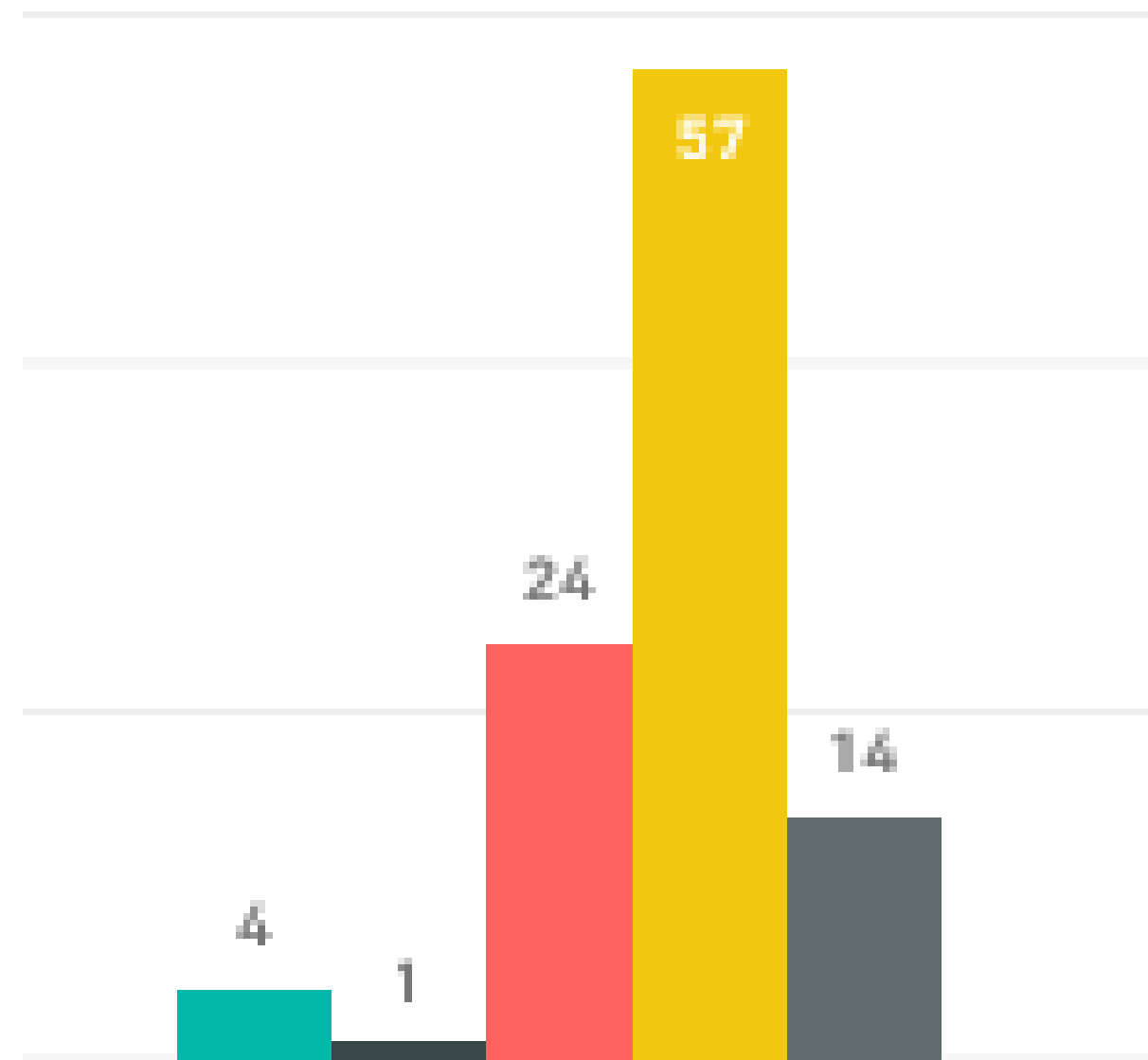
Kellogg Grower Survey Insights: Glyphosate Use

Since 2017, we have communicated about our engagement with North American wheat ingredient suppliers and farmers on glyphosate use. To continue to improve our understanding of wheat growers' use of this herbicide in our sourcing regions, we added two questions to our global [2019 Kellogg Grower Survey](#). We asked if wheat growers used glyphosate and, if so, offered them a chance to share why. We partnered with wheat ingredient suppliers to gather farmers' responses; all but one of our in-scope suppliers returned responses from farmers, and we will work to close this gap in 2020.

Out of 252 responding wheat farmers, about 40% reported that they did not use glyphosate on their wheat crop. One hundred wheat farmers also shared if they used it to manage weeds before crop emergence in conjunction with minimal tillage or conservation agriculture practices; control weeds late in the crop season; help dry grain; improve crop quality; or assist in managing weather impacts. Only 1 farmer reported using glyphosate for crop desiccation.

Due to potential similarities between using glyphosate to desiccate crops or manage weather impacts, which received 4 responses in 2019, our 2020 Kellogg Grower Survey will include one, streamlined question with updated answer options about glyphosate use. We will also work with our suppliers to request responses from both wheat and oat producers in our ingredient sourcing regions. Finally, we will continue to work toward phasing out glyphosate as a preharvest desiccation our key wheat and oat supply chains by the end of 2025.

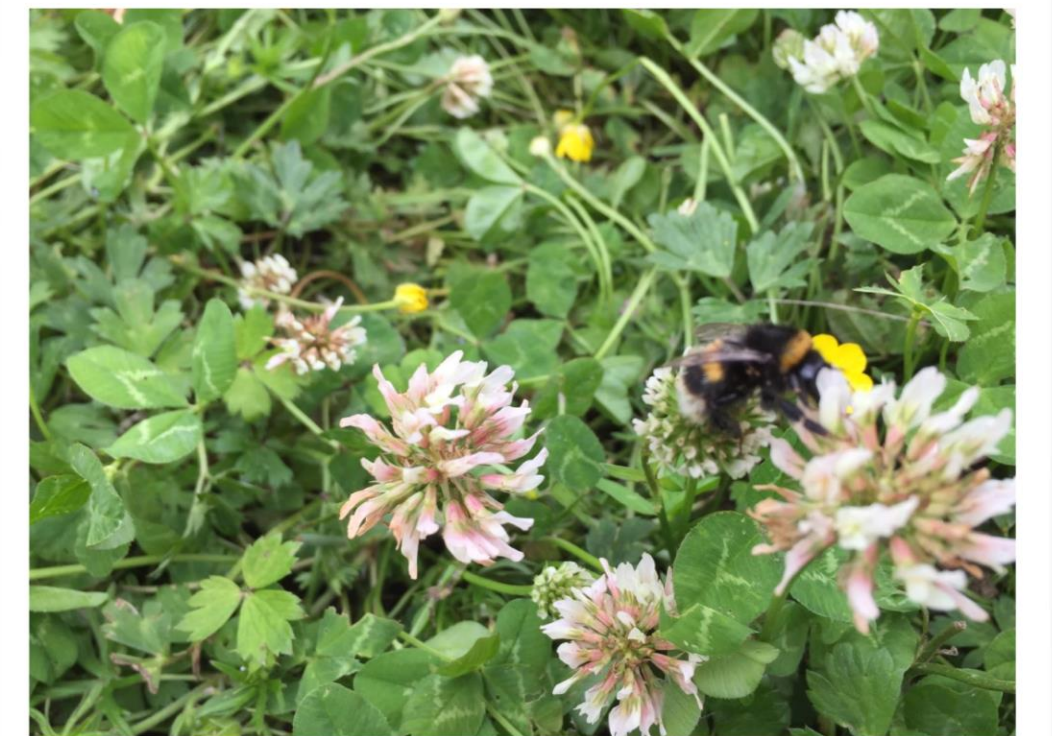
Number of 2019 Responses from Wheat Growers



“Do you use glyphosate to...”

- manage weeds before crop emergence in conjunction with minimal tillage or conservation agriculture practices
- control weeds late in the crop season
- help dry grain
- improve crop quality
- assist in managing weather impacts

On track toward our commitment to work with our suppliers and farmers to phase out pre-harvest desiccation with glyphosate in our wheat and oat supply chains in our major markets – including the U.K., France, the U.S., Canada, Mexico and Australia – by the end of 2025.

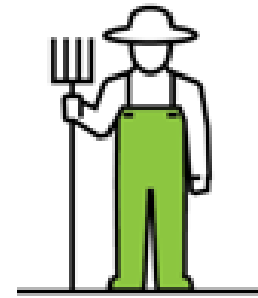




95%
In-Scope Ingredients
Responsibly Sourced



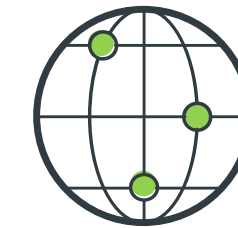
17
In-Scope
Suppliers



159
Farmers
Engaged



Over 7,590
Hectares
Engaged



10
Countries
Represented

We are Responsibly Sourcing

more than 174,000 MT of rice ingredients through continuous improvement at the farm level, using the Kellogg Grower Survey or equivalent industry tool (e.g. Fieldprint® Platform). Key performance indicators include soil health, greenhouse gas emissions, productivity, and fertilizer efficiency.

Kellogg's Origins™ 2019 Highlights

Supporting Arkansas Farmers

Arkansas produces about 46% of the United States' rice and is part of Kellogg's sourcing region for rice ingredients. [Groundwater conservation](#) is critical to meet this region's drinking water needs, and excess groundwater pumping for irrigation can deplete aquifers and contribute to run-off erosion from overirrigated fields.

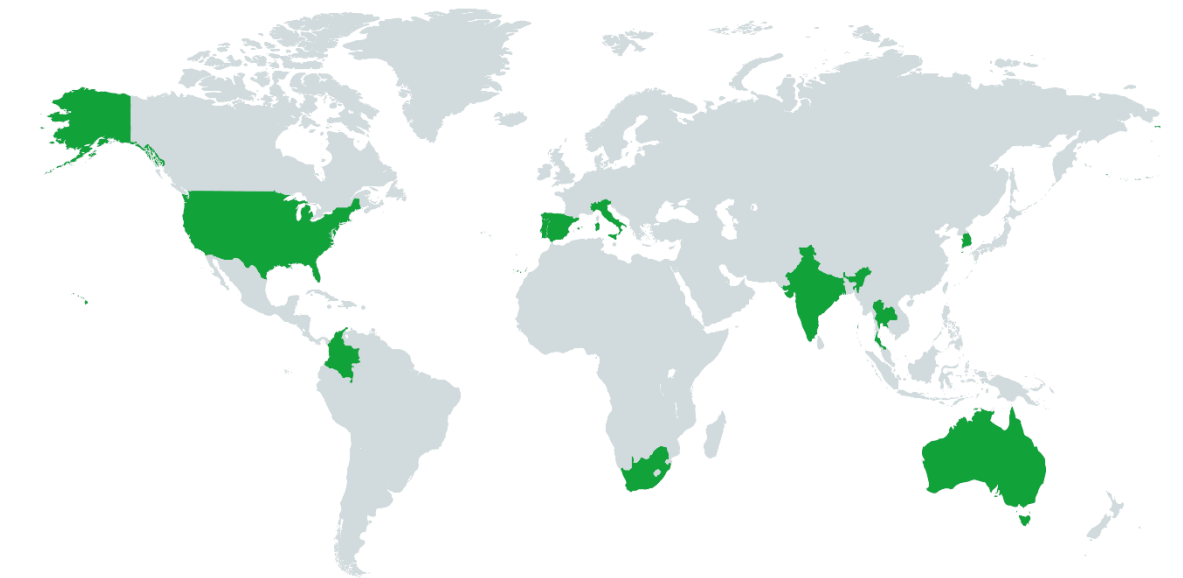
In 2019, we launched a collaboration with The Nature Conservancy to expand their work in the Upper Cache Watershed, providing Arkansas farmers with programmable shut-off valves and timers for their irrigation systems, free of charge. A shut-off timer is the most effective, cost-efficient way for farmers to control their well water usage. It can reduce time and fuel costs, groundwater consumption, and erosion. In 2019, the project installed 92 timers with 19 farmers across over 13,000 acres. A preliminary survey showed that 3 farmers will now save over 77 million gallons of water per year across just 1,800 acres.

Thai Medium Grain Rice Breeding Program

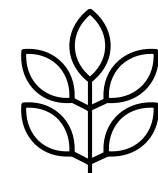
Since 2013, Kellogg has partnered with supplier CP Thailand, the International Rice Research Institute (IRRI), and UNEP to help smallholder rice farmers to gain access to best practices in sustainable agriculture, from breeding to rice production, and connect them with new markets. In March 2015, the Thai Government released a new

variety of [medium grain rice](#) that offered farmers pest resistance and higher yields. This was the culmination of a partnership between Kellogg and Thailand's Bureau of Rice Research and Development, as well as collaborators like IRRI. Kellogg partnered with smallholder farmers to bring them the rice variety and connect them with access to best practices, with a focus on resilience against adverse market or environmental shocks, and supply chain security. Kellogg's postharvest program has monitored seed quality and harvest practices to identify and provide trainings to remedy issues with loss and waste.

As of 2019, the program has exceeded its goal to reach 1,000 smallholder medium grain rice farmers. Kellogg's agribusiness team continues to work with extension workers and suppliers to maintain farmers' access to Good Agricultural Practices, most recently developing an agronomic sustainability "tool box." Kellogg continues to work towards the aims of higher yields with less inputs, higher milling yields, and better rice quality, requiring less energy and producing less waste throughout the supply chain.



8
Active Origins
programs



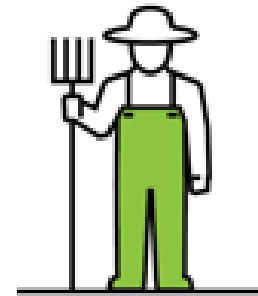
5
Completed
programs



95%
In-Scope Ingredients
Responsibly Sourced



17
In-Scope
Suppliers



159
Farmers
Engaged



Over 7,590
Hectares
Engaged



10
Countries
Represented

We are Responsibly Sourcing

more than 174,000 MT of rice ingredients through continuous improvement at the farm level, using the Kellogg Grower Survey or equivalent industry tool (e.g. Fieldprint® Platform). Key performance indicators include soil health, greenhouse gas emissions, productivity, and fertilizer efficiency.

Kellogg's Origins™ 2019 Highlights

Sustainable Rice in Spain's Delta del Ebro

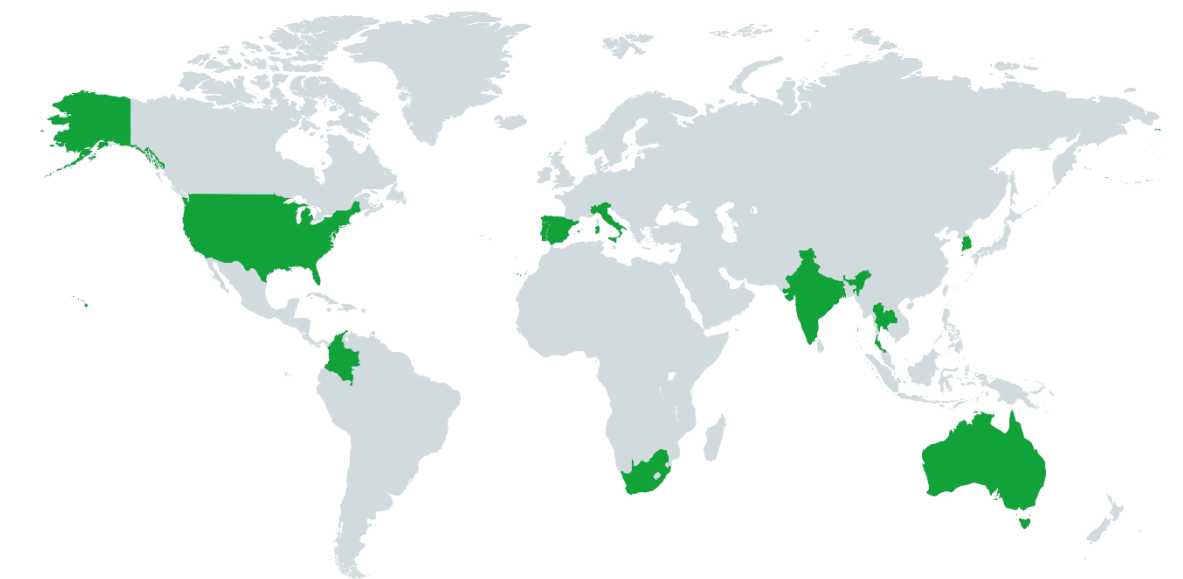
Since 2013, we have partnered with our European rice suppliers, the Institute of Agri-food Research and Technology (IRTA), and farmers in Spain's Delta del Ebro region. This holistic program offers farmer training and demonstration, or "showcase," plots to test practices to improve soil fertility, biodiversity, and greenhouse gas (GHG) emissions.

In 2019, this program reached 47 farmers. New bat boxes were distributed to 20 farms – totaling to 323 bat boxes over seven years – to provide habitat for this natural pest predator and pollinator. Showcase plots showed encouraging preliminary results. These trials will repeat in 2020 to ensure consistent results and guidance for farmers at scale.

- Three irrigation techniques – alternate wet-dry, early drainage, and dry seeding technology – showed lower GHG emissions (assessed with the Cool Farm Tool), better water use efficiency, and no yield loss compared to standard irrigation.
- Remote sensing showed positive results for farmers to optimize their nitrogen fertilizer use. This can reduce cost and lower GHGs.
- Small field tests begun to assess strategies, including insect hotels and herbicide reduction, for enhancing biological pest control.

Healthy Soils, Healthy Rice in Korea

In 2017, Kellogg Korea began work on its *Healthy Soils, Healthy Rice* campaign to empower farmers in the local Seocheon region, where we source rice ingredients, to improve their soils using nature-based techniques. With support from Kellogg, partners including the EcoBuddy Institute and Seocheon Agricultural Technical Center have equipped local brown rice farmers with [training and organic soil amendments](#) - including rice straw, microbial agents, and green fertilizers created specifically for use in this region – to improve their soils' health. Participating farmers have received regular soil testing to track improvements in their soil health, including soil microbial biomass, after using these organic amendments. Participating farmers also educate students at the local Hansan Elementary School on sustainable farming techniques, bringing the value of sustainable agriculture to future generations. As of 2019, this program has reached 13 farm households and supported the local economy.



8

Active Origins
programs



5

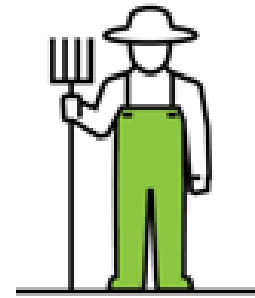
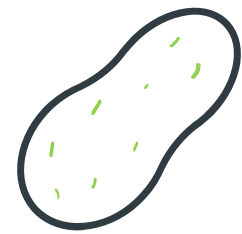
Completed
programs

Potatoes



2019 Reporting Year

NURTURE OUR PLANET



86%
In-Scope Ingredients
Responsibly Sourced

6
In-Scope
Suppliers

100
Farmers
Engaged

Over 16,130
Hectares
Engaged

We are Responsibly Sourcing

over 106,000 MT of potato ingredients through continuous improvement at the farm level, using the Kellogg Grower Survey or equivalent industry tool (e.g. Cool Farm Tool). Key performance indicators include soil health, greenhouse gas emissions, productivity, and fertilizer efficiency.

Kellogg's Origins™ 2019 Highlights

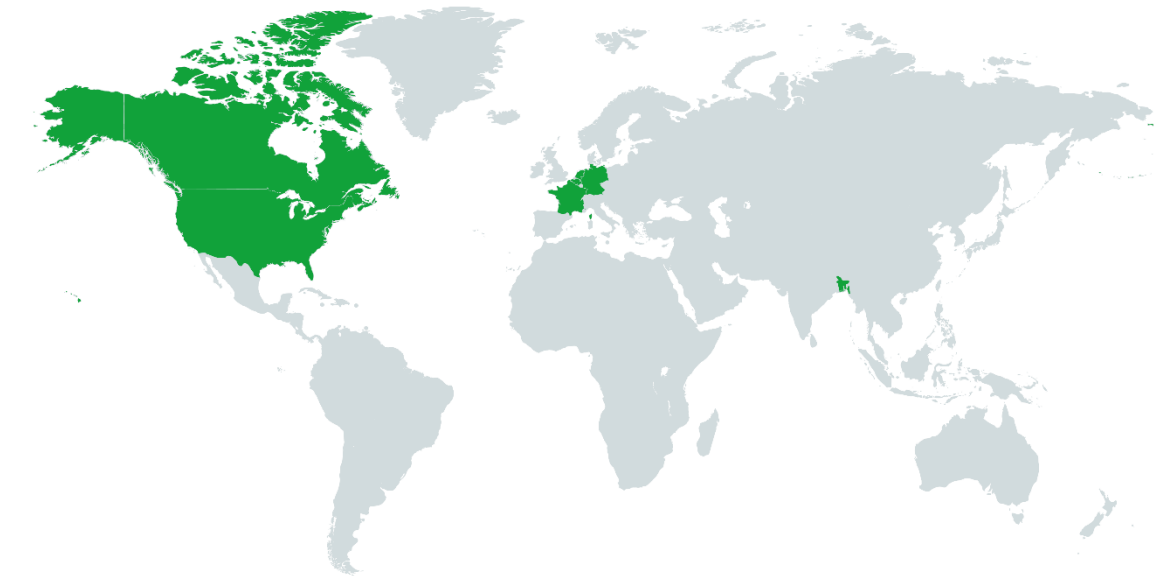
Bangladesh Potatoes

As one of the poorest countries in the world, Bangladesh has numerous political, economic, social and environmental challenges. However, Bangladesh is the third largest producer of potatoes in Asia, and potatoes are the second largest agricultural crop in Bangladesh. Kellogg is working with smallholder potato farmers for use in Pringles for the Asian market.

In 2014, Kellogg and SEBA Limited worked directly with smallholders to help improve farming methods that improved yields and boost incomes. Farmers continue to receive technical training and new techniques and are given access to new markets. By 2017, crop yields were 25-100 percent higher compared to the national average, which resulted in higher profit margins for the contract farmers. In the 2019/2020 growing season, this partnership has directly engaged over 1,210 smallholder farmers, about 7% of whom were women. All farmers directly participating in the program have also converted to meeting 25% of their fertilizer requirements with organic fertilizers or green manure to build up soil organic carbon in their fields. About 2,000 farmers joined our 2019/2020 training sessions on better agronomic practices, and more than 3,000 visited our demonstration farms, extending learning experiences farmers beyond our supply chain could use in their own potato growing.

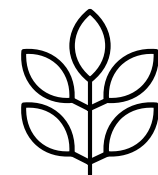
European Potatoes

For several years, we have collaborated with Farm Frites to engage with their potato growers on sustainable agriculture in Europe. Several activities are carried out to enhance the sustainability performance of the potato growers. Every year, Farm Frites assesses the greenhouse gas (GHG) emissions of potato production in The Netherlands and Belgium using the Cool Farm Tool. Furthermore, Farm Frites and Kellogg actively share knowledge and best practices on sustainable farming with the 500+ grower base in annual gatherings like the Tour de Farm. Also in 2019, nine Farmer Knowledge Meetings were organized. These meetings are in smaller groups so technical information could be shared and discussed.



1

Active Origins
program



2

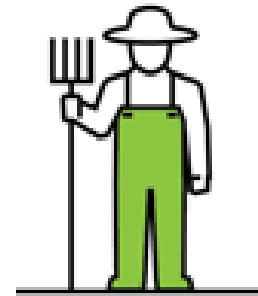
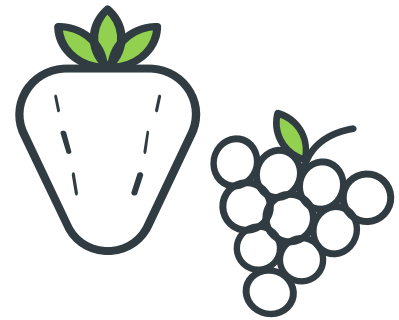
Completed
programs

Fruits

2019 Reporting Year



NURTURE OUR PLANET



95%
In-Scope Ingredients
Responsibly Sourced

6
In-Scope
Suppliers

319
Farmers
Engaged

Over 5,520
Hectares
Engaged

We are Responsibly Sourcing
over 20,000 MT of raisins, sultanas, and strawberries through continuous improvement at the farm level, using the Kellogg Grower Survey. Key performance indicators include soil health, productivity, and fertilizer efficiency.

Responsible Sourcing and Kellogg's Origins™ 2019 Highlights

The Beauty of Ugly Fruit in Tackling Food Waste

We are committed to reducing global food waste, including a 50% reduction in organic waste across our facilities by 2030. We recognize that reducing food loss and waste can play a role in reducing hunger and using natural resources more efficiently to produce food. One partner in our efforts to reduce [food waste](#) is our supplier Tree Top, a grower-owned cooperative formed in 1960 specifically to find a market for excess or unattractive fruit. In 2019, we partnered with Tree Top to source [9 million pounds](#) of ugly fruit for the filling in our *Kellogg's Pop Tarts* and *Nutri-Grain* products.

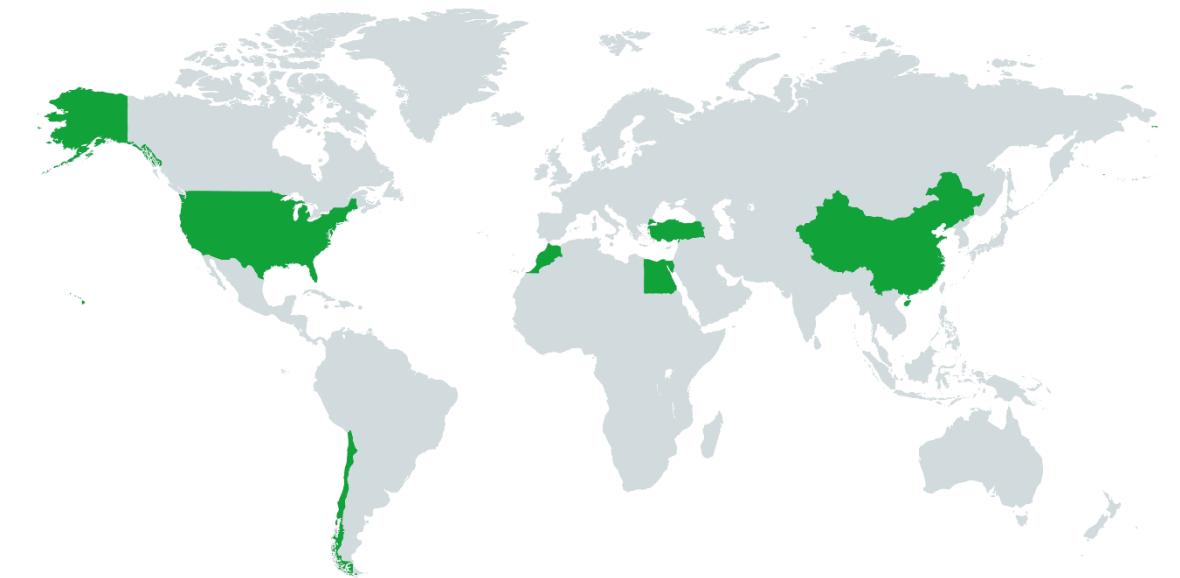
California Raisins

Kellogg continues to partner with California raisin suppliers like Sun-Maid to support continuous improvement in environmental metrics including water use and fertilizer optimization. [Sun-Maid farmers](#) are focused on implementing sustainable farming practices such as drip irrigation and mechanical harvesting to reduce waste.

We also partner with National Raisin, a woman owned company that uses a 3.5 megawatt solar installation, the largest privately owned installation in California, to provide 85% of their plant's energy needs. Lion Raisin also uses renewable energy, using a six-acre solar farm to power 60% of their processing operations

Strawberries

We have partnered with strawberry supplier Chaucer to participate in their annual Supplier Day and training events. These training opportunities provide sessions on cultivation, pest management, food safety, and other topics. We continue to work with this supplier to engage strawberry growers in the Kellogg Grower Survey.

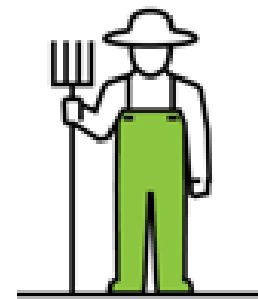


Sugar Beets

2019 Reporting Year



NURTURE OUR PLANET



100%
In-Scope Ingredients
Responsibly Sourced

4
In-Scope
Suppliers

21
Farmers
Engaged

Over 2,930
Hectares
Engaged

6
Countries
Represented

We are Responsibly Sourcing

more than 154,000 MT of beet sugar through continuous improvement at the farm level, using the Kellogg Grower Survey or equivalent industry tool (e.g. Fieldprint® Platform, SAI Platform Farm Sustainability Assessment). Key performance indicators include soil health and greenhouse gas emissions.

Kellogg's Origins™ 2019 Highlights

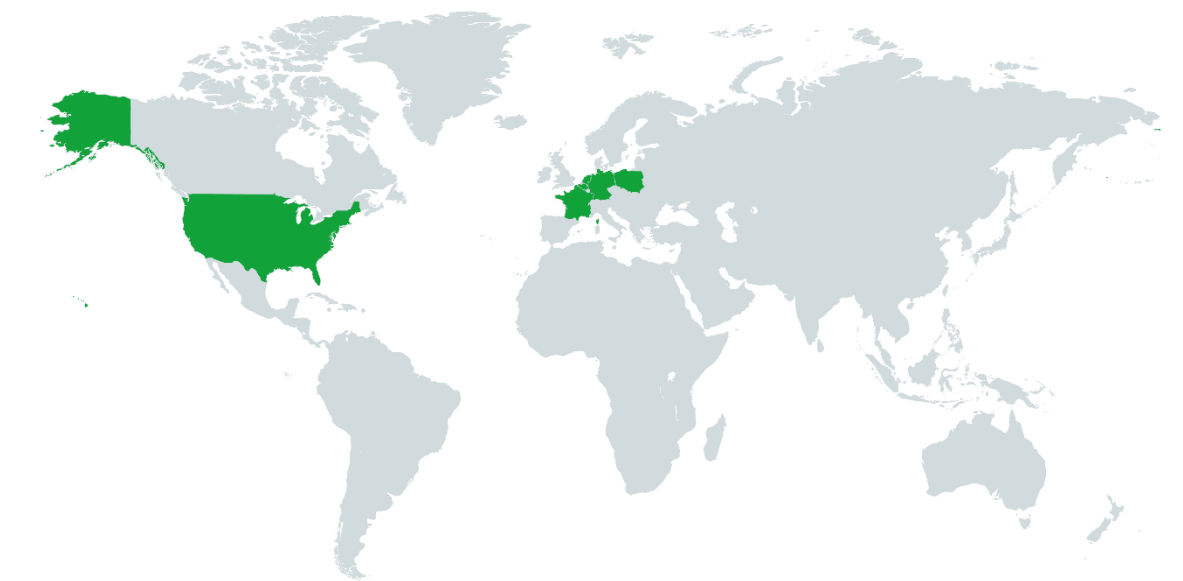
U.S. Sugar Beets

In 2017, Kellogg joined our supplier United Sugar (American Crystal Sugar) and General Mills to engage sugar beet farmers in the Red River Valley of Minnesota and North Dakota, the largest sugar beet growing region in the United States, in measuring continuous improvement using the Fieldprint® Platform. In 2018, Barry Callebaut joined the collaboration.

During 2019, the partnership reached 21 farmers across more than 22,000 sugar beet acres, with about 7,200 acres (or, over 2,930 hectares) representing Kellogg's sourcing volume. In the five-year history of the project, 2019 saw the highest number and annual percentage of participating farmers reporting using three or more conservation practices on their sugar beet fields. Through this partnership, Kellogg will continue to work with all partners to grow the reach of the project and provide feedback on results to participating farmers.

European Sugar Beets

Since 2017, Kellogg has worked with sugar beet suppliers who select FSA as performance benchmarking tool with farmers in Belgium, France, Germany, the Netherlands, and Poland. All of our European sugar beet volumes are from farms that have achieved a SAI Silver rating, equivalent (e.g. REDCert2), or higher level of third-party assurance. For the last two years, our Dutch Supplier, Suiker Unie, has also enrolled 100% of its sugar beet farmers in a crop registration system that tracks sustainability indicators, including biodiversity measures like the presence of beneficial insects that act as natural pest predators. The Unitip system meets SAI Gold expectations, the highest rating available. In the future, Cool Farm Tool will be linked to Unitip to quantify on-farm greenhouse gas emissions and soil carbon sequestration. Moreover, Suiker Unie is working together with farmers and many other stakeholders on circular agriculture. Via a Green Circles cooperation they work on projects like strip cropping and combining nature and agriculture in the public area to stimulate biodiversity.



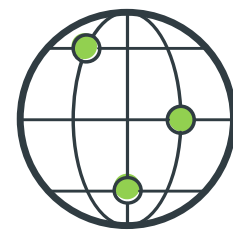
1
Active Origins
program

Sugar Cane

2019 Reporting Year



NURTURE OUR PLANET



74%

**In-Scope Ingredients
Responsibly Sourced**

19

**In-Scope
Suppliers**

26

**Countries
Represented**

28%

**Total Traceable
Volume to Mill**

We are Responsibly Sourcing

112,065 MT of granulated and liquid sugar from sugar cane through industry certifications and/or continuous improvement programs to improve performance on key indicators.

Kellogg Origins™ 2019 Highlights

Responsible Sourcing

Our use of sugar cane is primarily in the Americas and in our Asia Pacific business. Kellogg defines responsibly sourcing sugar cane through a combination of traceability to mill and supply base; transparent mill operations, with continuous improvement programs in place; no worker, community, or environmental grievances reported.

Compliance is verified through:

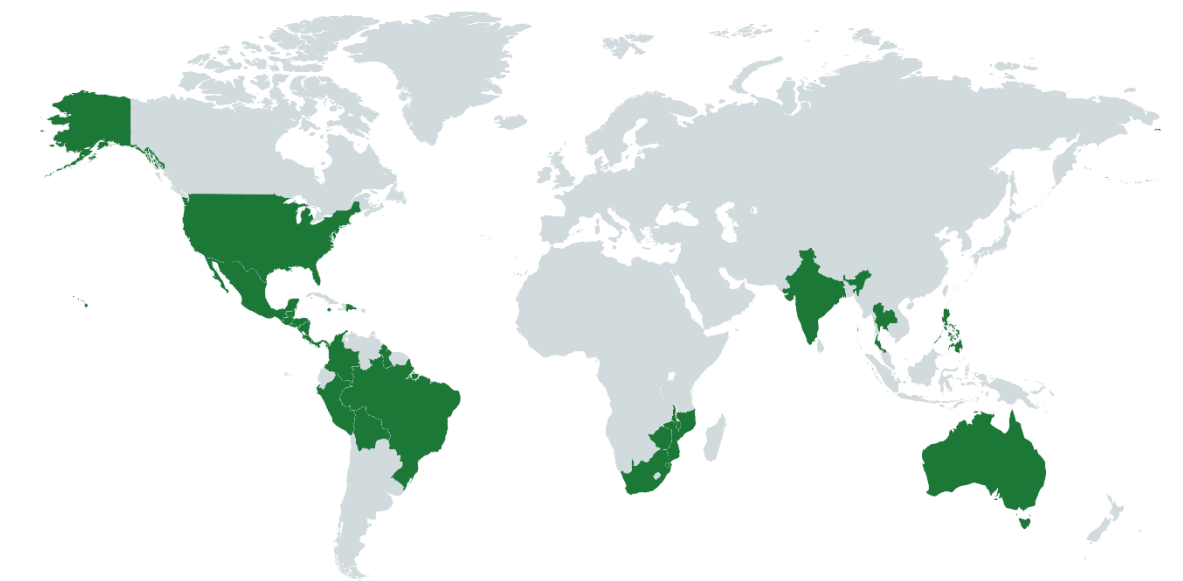
- Bonsucro certification through direct purchase or credits
- Continuous improvement programs in the wider supply base to improve performance (long term programs esp. for smallholders)
- SMETA audit (or equivalent) and demonstration that they are working on improving mill performance as well as continuous improvement programs in their supply base

We have partnered with Proforest to assess compliance to our requirements across global sugar cane supply.

Supporting Climate Resilience and Farmer Livelihoods in India

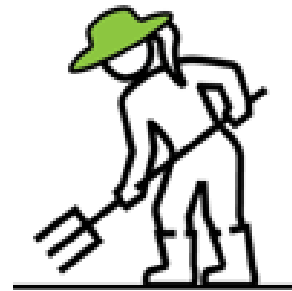
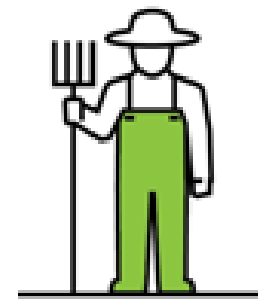
In 2019, Kellogg continued an integrated program supporting sugar cane, wheat, and maize farmers in Madhya Pradesh to improve their economic and social standing. Kellogg partnered with the international nonprofit organization [TechnoServe](#) on the award-winning program, which trains farmers in India on climate-smart agricultural practices to improve yields, quality, and resilience on their farms, as well as to reduce food waste. The program has also helped these farmers access better markets and supplies by building the entrepreneurship skills of farmer-owned small businesses that provide those services. As a result, more than 12,000 participating farmers have increased their incomes by 20 percent.

In addition, the program also teaches families to grow organic kitchen gardens in order to improve nutrition and reduce food expenditures. The average household with a garden now consumes vegetables daily, and their spending on vegetables has decreased by nearly 75 percent.



3

**Completed Origins Programs
In Mexico and India**



Over 75%
Progress Toward
16,000-Farmer 2020
Goal

12,118
Farmers
Reached

1,486
Women
Farmers

4
Countries Where a Majority
of Our Cocoa ingredients
Are Sourced

We are Responsibly Sourcing
cocoa ingredients through direct investment in our sourcing regions to improve farmer livelihoods and support climate-smart agriculture. In 2019, we sourced an estimated 47,500 MT of cocoa and chocolate products.

Kellogg's Origins™ 2019 Highlights

Income diversification and improved cocoa growing techniques in Central America

Farmers across Central America face decreasing crop yields, loss of income, and an inability to consistently maintain farms due to impacts from climate change and global market crop price shocks. Insufficient farm diversification of crops and lack of alternative income streams leave smallholder farmers and their communities more vulnerable to these shocks, even when growing lucrative cash crops like cocoa.

In response to these risks, we partnered with Olam in 2018 to support the livelihoods and resilience of 3,000 cocoa farmers in Ecuador over three years. Partners provide training and materials to help farmers to diversify crops grown on cocoa plantations, create new income streams for farmers, and help farmers produce their own organic farm inputs.

Key Outcomes To Date:

- 1,653 farmers, including 486 women, trained
- 65 Farmer Field Schools (FFS) held on implementing and managing a cocoa seedlings nursery. Established 6 cocoa nurseries producing a total 46,000 plants.
- 31 FFS held on implementing and managing vegetable nurseries. Six vegetable nurseries set up in different communities.
- 45 FFS held on organic fertilizer production methods, enabling farmers to produce fertilizer and insect repellent from readily available materials like coffee leaves or cane.
- Partnered with local company Bee-Happy to distribute 10 apiaries to 8 farm families, host 18 FFS on apiary set-up, and guarantee minimum price farmers' honey.

A detailed case study is available in our [2019 Human Rights Milestones](#).

Human rights and labor pilot program in Ghana

The U.S. Department of Labor [ILAB](#) reports high labor risk in cocoa production in Ghana. To address child labor in the global cocoa supply chain, we partnered with supplier Barry Callebaut to institute a three-year pilot focused on child labor remediation in one cocoa farming community in Bonsu Nkwanta, Ghana.

Fighting child labor requires holistic, community-wide solutions that address root causes of this issue and empower families and communities with the resources they need to create sustainable, long-term change. As such, this pilot program offers a package of interventions designed to provide educational support to children of cocoa farming families, teacher support to local educators, and farmer and community support

Key Outcomes To Date:

- Reaching 30 farmers in Bonsu Nkwanta, Ghana. Farmers have received weeding services.
- Delivered education materials for children, including 100 uniforms, bookbags, and school kit and 5 bicycles.
- Delivered resources for teachers, including first-term payment for 5 teachers and 10 teaching kits.
- Delivered 4 solar lamps, which help students homework during evening sessions
- Provided school meals, which in turn have helped improve school attendance
- Seven children who had previously left school are now back in attendance



3
Active Origins
programs



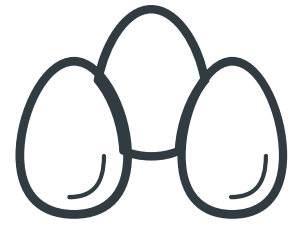
2
Completed
programs

Eggs

2019 Reporting Year



NURTURE OUR PLANET



11.6%
Cage-free
Egg Ingredients

We use a small volume of egg ingredients (less than 6,600 metric tonnes) in some of our foods, including RXBAR, Eggo® frozen breakfast foods, and other brands. We continue to make progress toward sourcing 100% cage free eggs. In 2019, we increased our progress from nearly 3.3% in 2018 to 11.6%, more than tripling our progress and keeping us on track toward our 2025 goal. *Off the Grid*® waffles, which launched in 2019, are made with 100% cage-free eggs. As of 2020, [RXBAR UK](#) production uses 100%

free range egg ingredients sourced from the EU.

In 2019, *MorningStar Farms*® also announced its commitment to convert the entire portfolio to be [100 percent plant-based \(vegan\) by 2021](#), reducing the use of over 300 million egg whites annually. As of 2019, 62% of the *MorningStar Farms*® portfolio was transitioned to plant-based ingredients, with more egg use reduction to come in 2020.

We are Responsibly Sourcing

by working toward our goal to source 100% cage-free volumes for liquid egg and other processed egg ingredients by 2025 in our largest global markets. These markets represented over 97% of our egg volumes in 2019. Kellogg does not source shell eggs.

Soy



About 97%
Kellogg-Sourced Soy
Ingredients Came
From Markets With
Low Deforestation Risk
in 2019

Globally, the majority of our soy is sourced from low deforestation markets. For volumes sourced near high conservation value areas and vulnerable ecosystems, we continue to push our suppliers to provide more and better traceability data to verify that their operations are neither directly or indirectly associated with illegal deforestation activities. We will also use the CGF's [Sustainable Soy Sourcing Guidelines](#) to engage our soy-based ingredient suppliers and encourage the implementation of strategies that support or incentivize sustainable soy production and avoided land

use change.

Our mitigation efforts are primarily focused on the highest risk regions within the Brazilian Amazon, including Mato Grasso and the Cerrado. Suppliers sourcing from Brazil must maintain compliance with the Brazilian Forest Code and are encouraged to consult the IBAMA list before secondary purchases. To further signal our support for forest positive solutions and advocate for sensible ecosystem protection at the country level, we are supporters of the Amazon Soy Moratorium and signatories to the Cerrado Manifesto.

Priority Ingredient in 2021

In addition to expectations set in our [Global Policy on Deforestation](#), we are working with our internal teams, partners, and suppliers to determine the execution strategy for responsibly sourcing our soy ingredients, using a risk- and context-based approach, starting in 2021.

The Kellogg's logo is written in a red, cursive script font. The word "Kellogg's" is followed by a registered trademark symbol (®).

For more information on our responsible sourcing journey, details on our progress and results to date, please visit our [Corporate Responsibility Report](#) as well as our [Positions, Policies, and Milestones](#).